# Project 3 – Storytelling with Data

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# Storytelling with Sample Sales Data Set

Data Collected between 1st Dec 2010 and 9th Dec 2011



Product Price Point Distribution
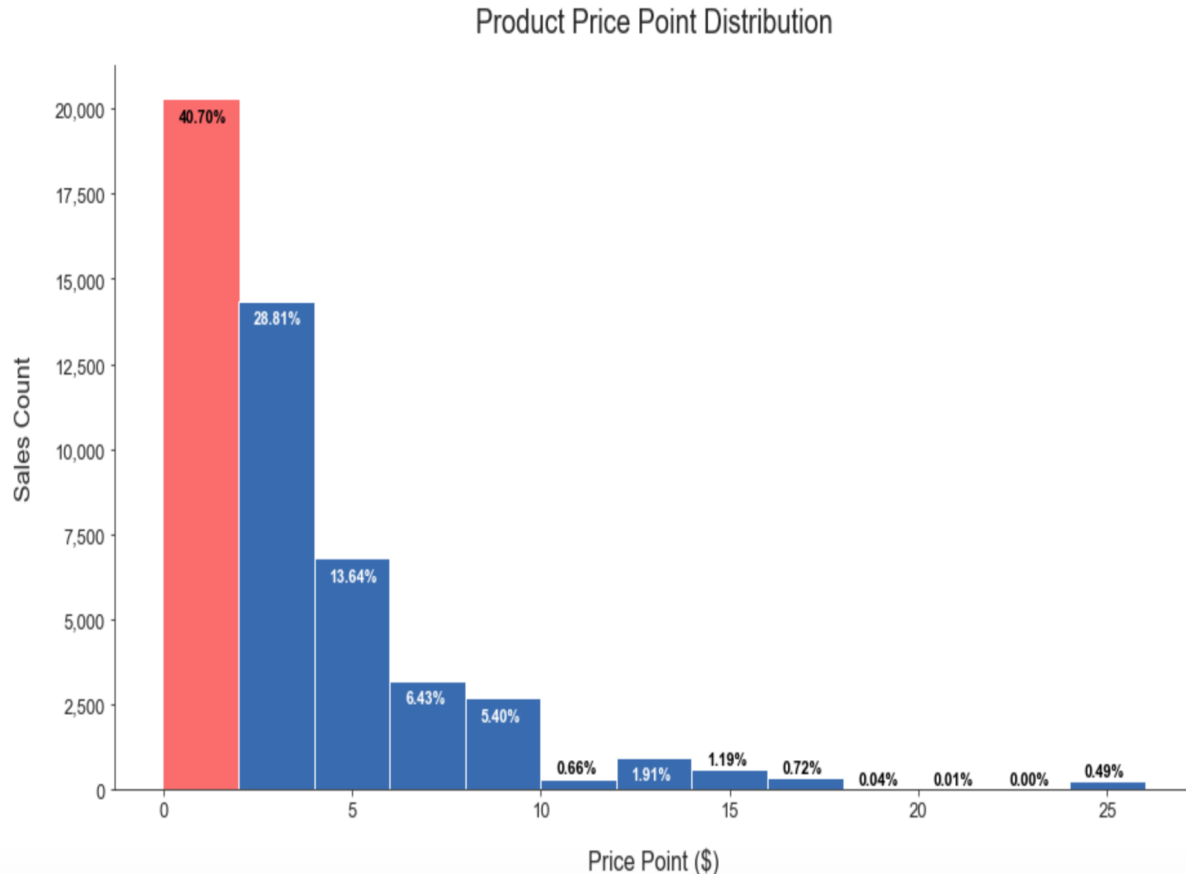
**Question**:

*What are the best performing product price points?*

The top best performing product price points are those less than or equal to $2.00, with more than 20,000 counts or 40.70% of sales recorded.
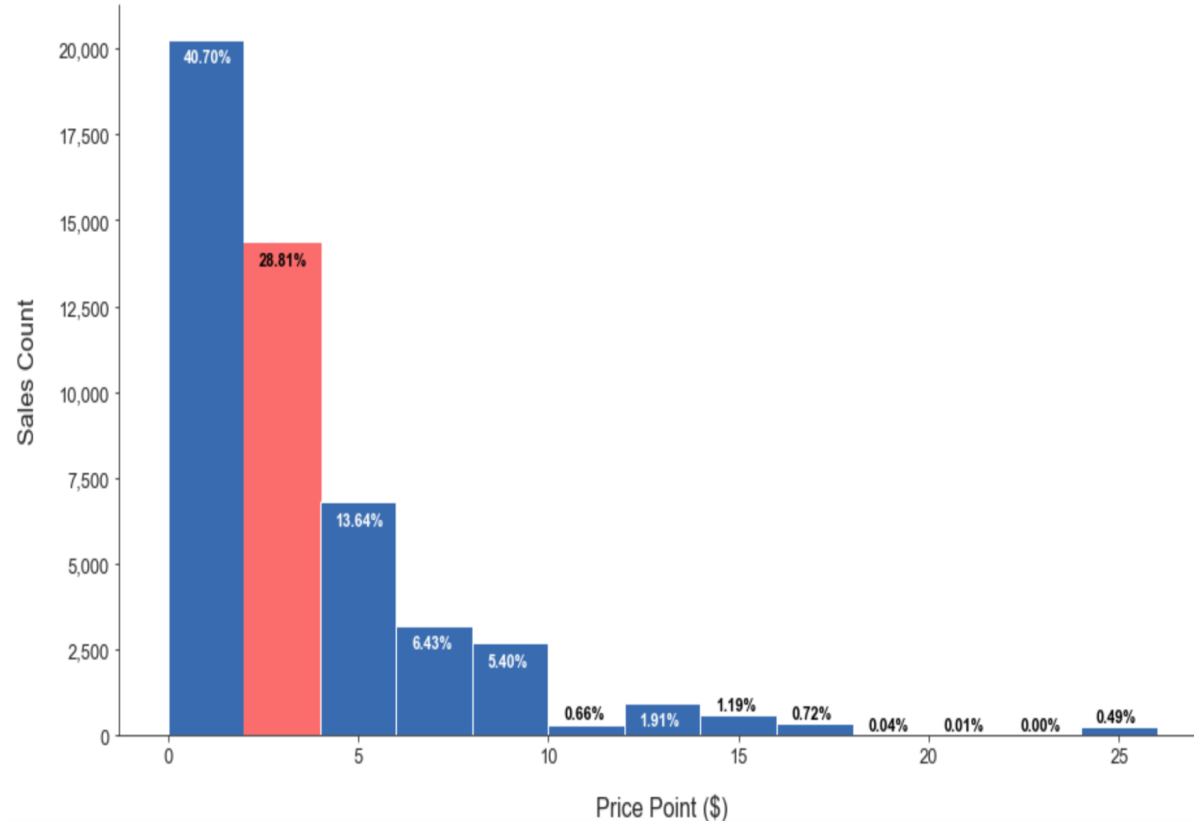
If the goal is to optimize product assortments and focus on the best selling products, target this bracket of product price points.

*$0.00 < Top best price points  <= $2.00*

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## Product Price Point Distribution



The second best performing product price points are those between $2.00 and $4.00.

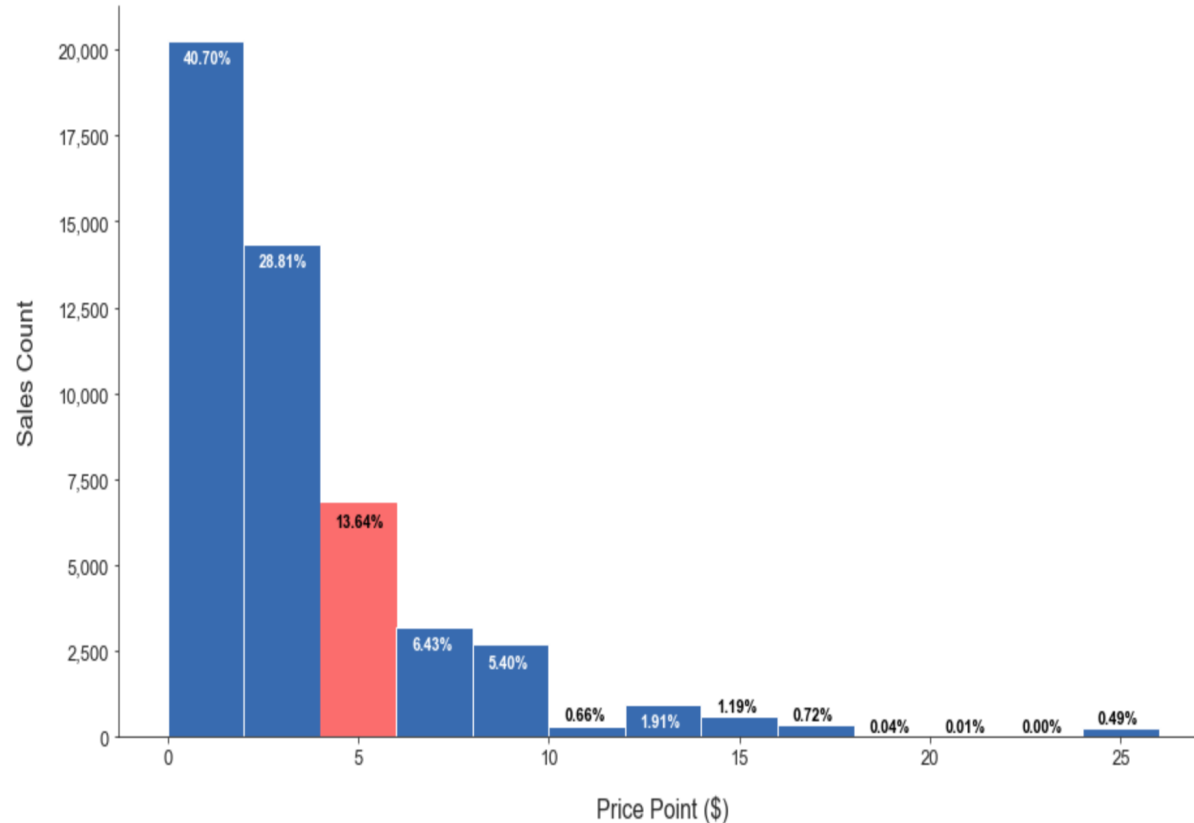There were nearly 15,000 counts or 28.81% of sales recorded.

This bracket of price points can be part of product assortment optimization strategy if warranted by demand and supply, and/or other business reasons.

*$2.00 < 2nd best price points <= $4.00*

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Product Price Point Distribution

The third best performing product price points are those between $4.00 to $6.00.

There were nearly 7,500 counts or 13.64% of sales recorded, though the volume is noticeably smaller than the previous bracket.

If warranted to carry products in this bracket of price points, the numbers here give a good clue on the proportion to carry relative to the two preceeding price point brackets.

*$4.00 < 3rd best price points <= $6.00*