

I created a linear model to predict 2016 total sales based on the sales of the first quarter of the year. After predicting the 2016 sales for each year, I grouped the stores by county to see which counties have the best sales numbers. To account for differences in amount of stores per county, I divided the projected sales per county by the number of stores in that county.

Looking at these normalized sales per county, the highest projected sales per store are these counties:

1. Johnson (\$359,547)
2. Polk (\$347,550)
3. Scott (\$331,072)
4. Carroll (\$305,052)
5. Cerro Gordo (\$302,284)

I also wanted to see how these top counties compared to the actual top counties based on 2015 sales. The top 5 counties from 2015 are:

1. Johnson (\$384,813)
2. Dallas (\$381,274)
3. Dickinson (\$380,064)
4. Polk (\$357,272)
5. Scott (\$317,409)

Based on these numbers, I would recommend building a new store in either Johnson, Polk, or Scott county. Johnson county projects to continue being the top selling county in the state. Both Polk and Scott county see a projected rise in their rankings among top selling counties by store. Scott county is particularly interesting because they see a projected growth in sales per store, even while the state-wide sales are projected to decrease statewide. This shows a growing market, which should react well to a new store opening up.