Newspaper Kiosk Revenue Increase Strategies

Phase 1: Business & Data Understanding

true true

26/01/2021

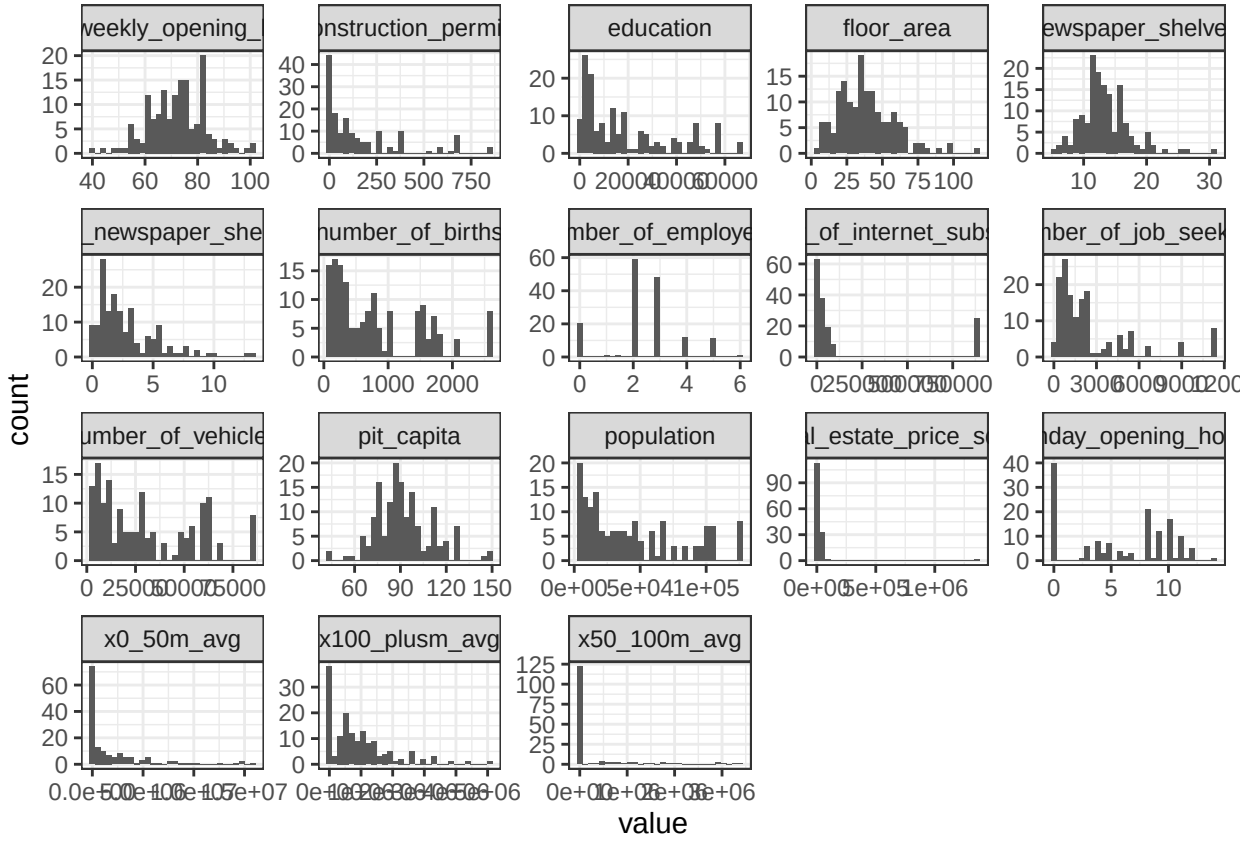
Abstract

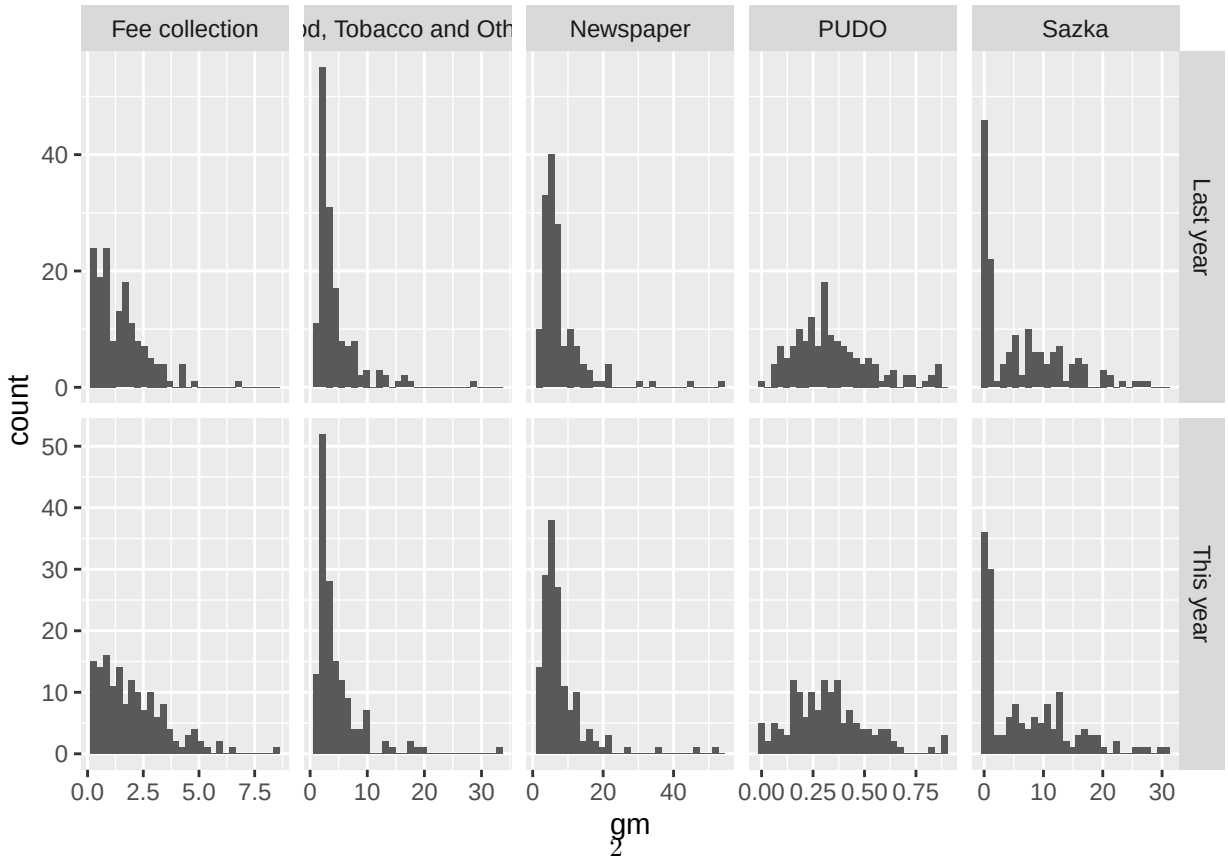
This document detials the process of business and data understanding. It points out data cleaning issues, showcases descriptive and exploratory data analysis, variable transformations and formulates insights gained from them.

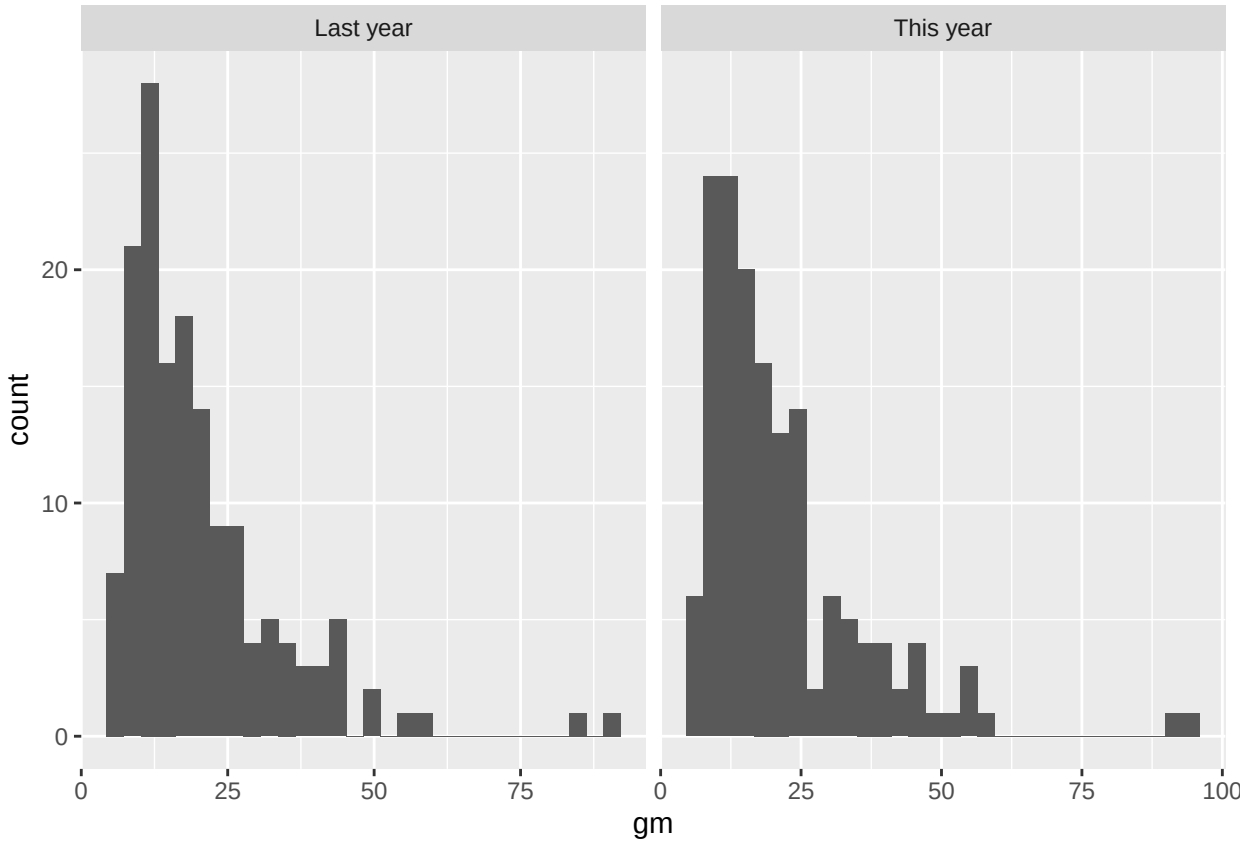
Data Cleaning and Wrangling

We

General Descriptive Statistics and Exploratory Data Analysis



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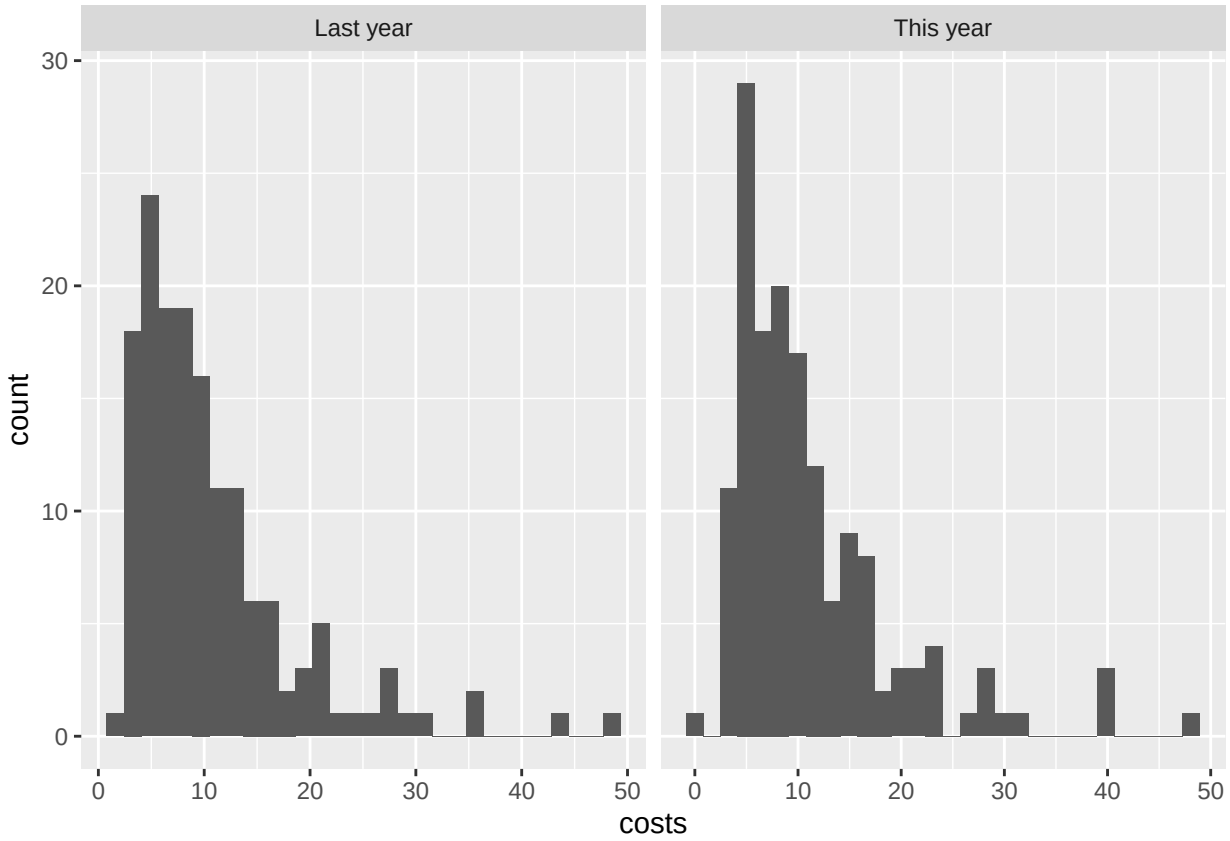
75
0
25
50
75
100
gm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This year
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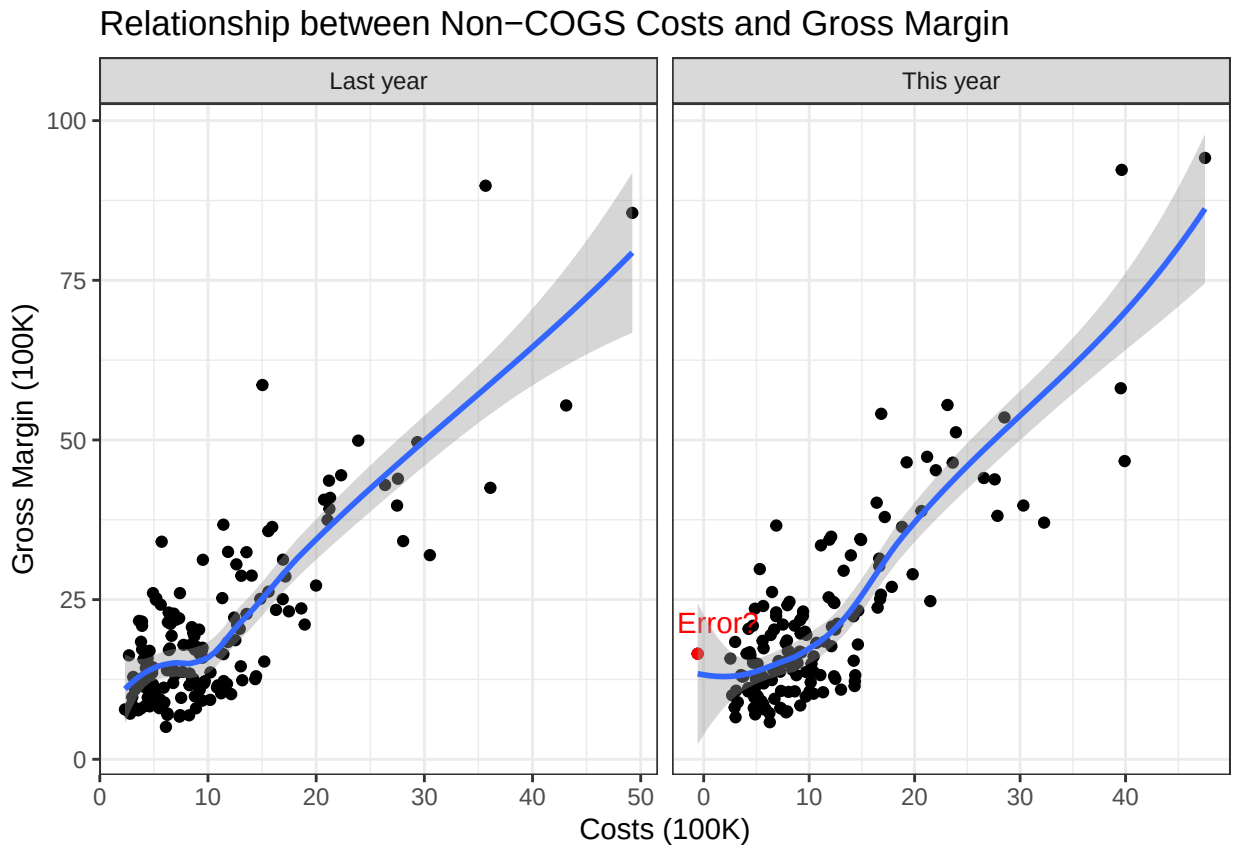
20
10
0
count
0
10
20
30
40
50
costs

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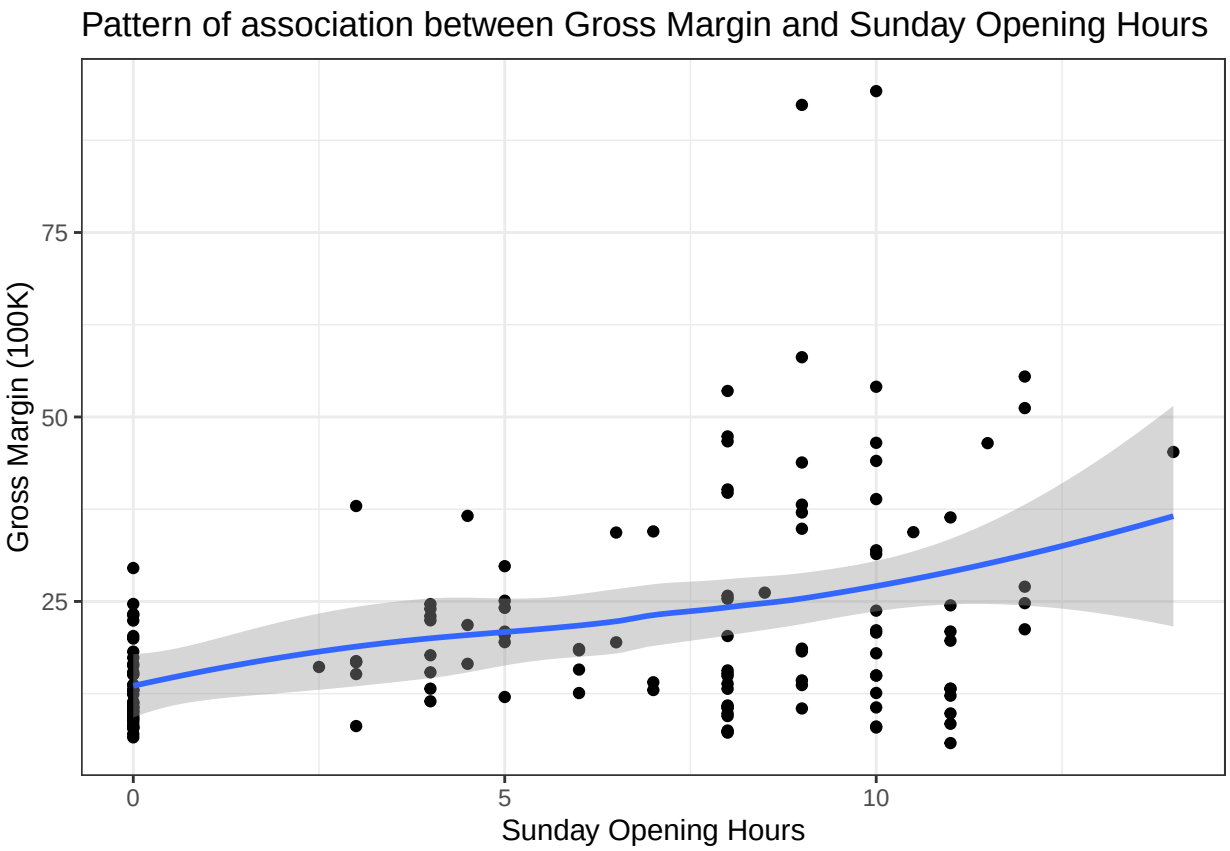
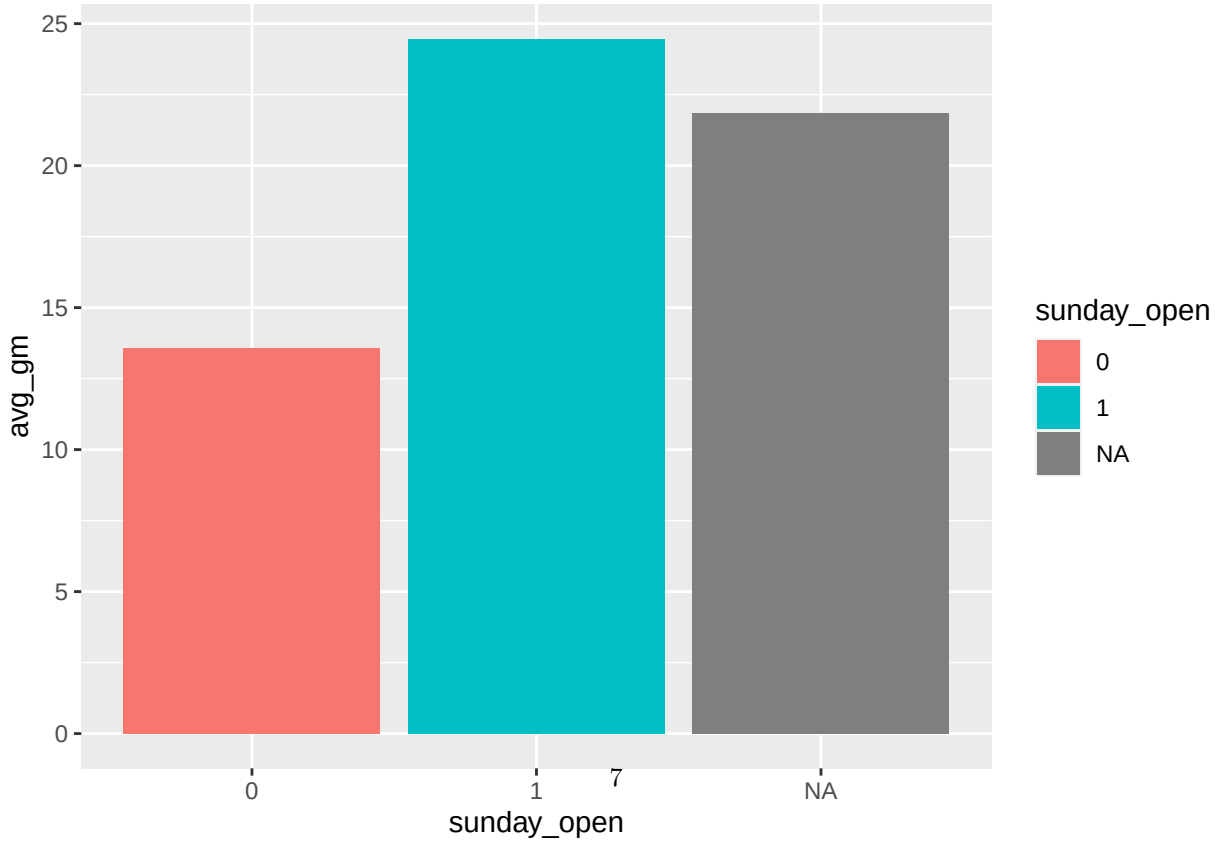
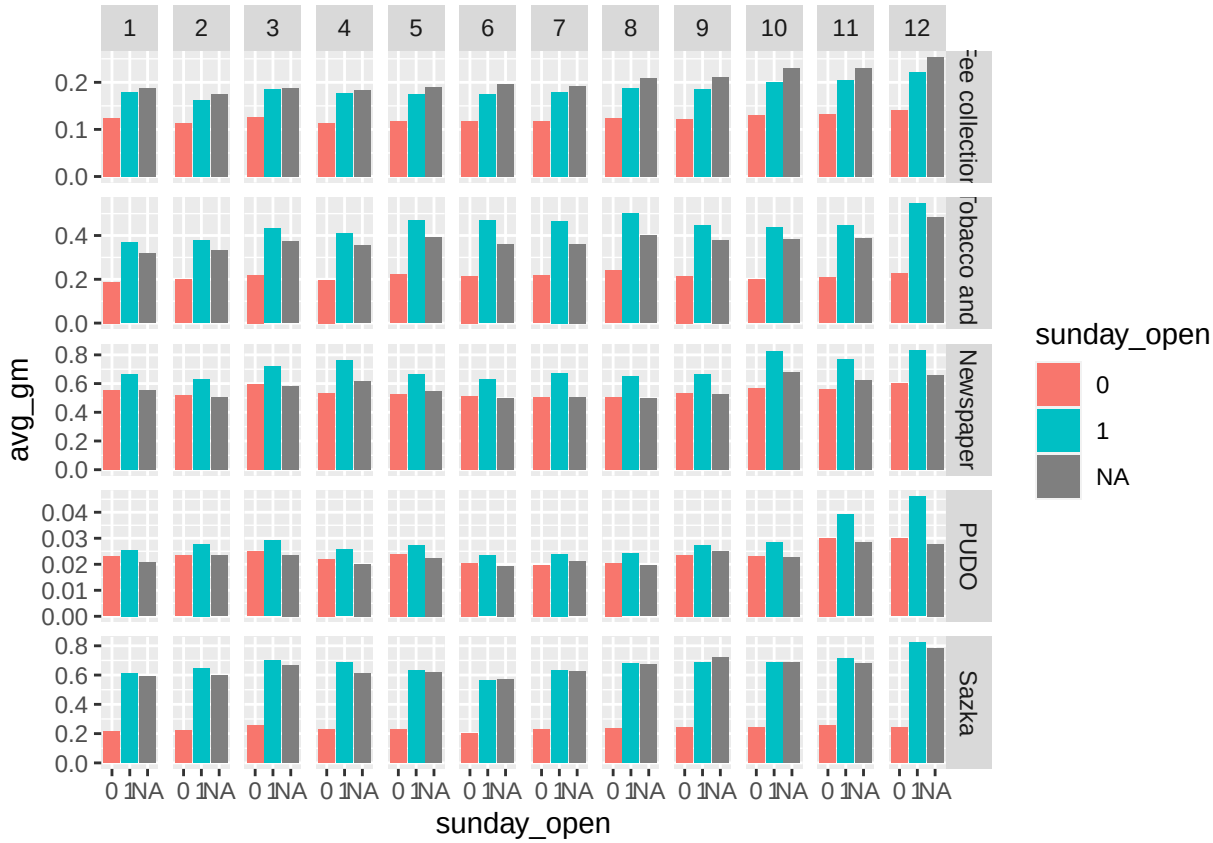
Revenue Improvement Strategies | EDA

1. Weekend Opening Hours






1
2
3
4
5
6
7
8
9
10
11
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Fee collection
Tobacco and
Newspaper
PUDO
Sazka
avg_gm
0.2
0.1
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0.4
0.2
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0.8
0.6
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0.01
0.00
0.8
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0.0
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sunday_open
sunday_open
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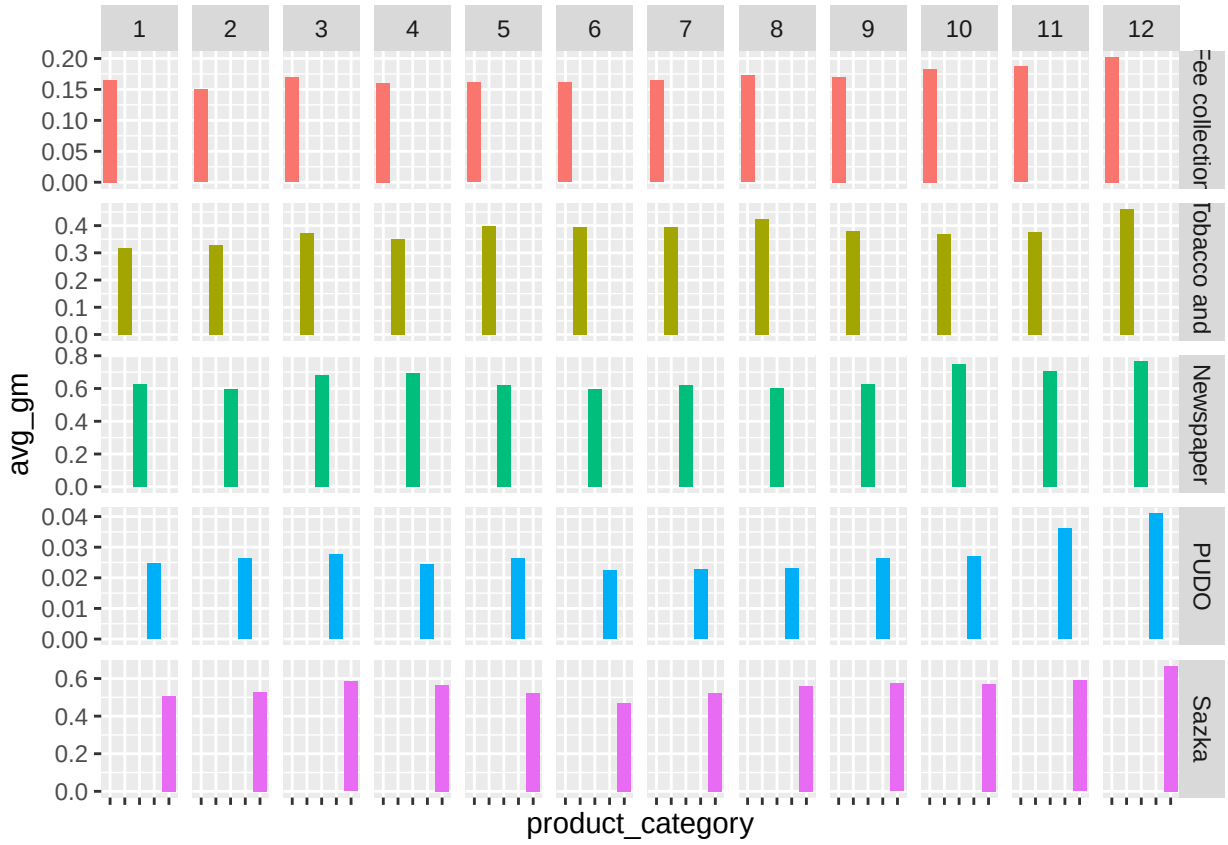
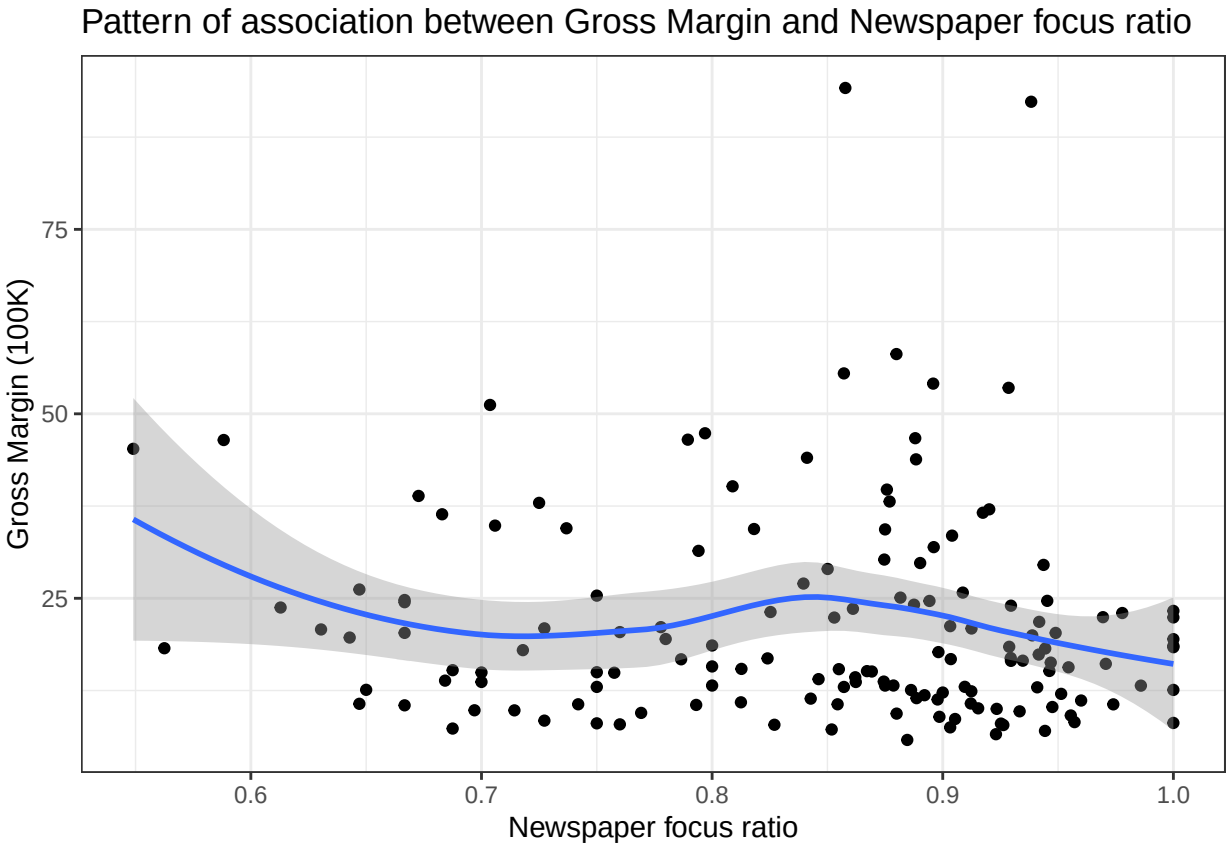
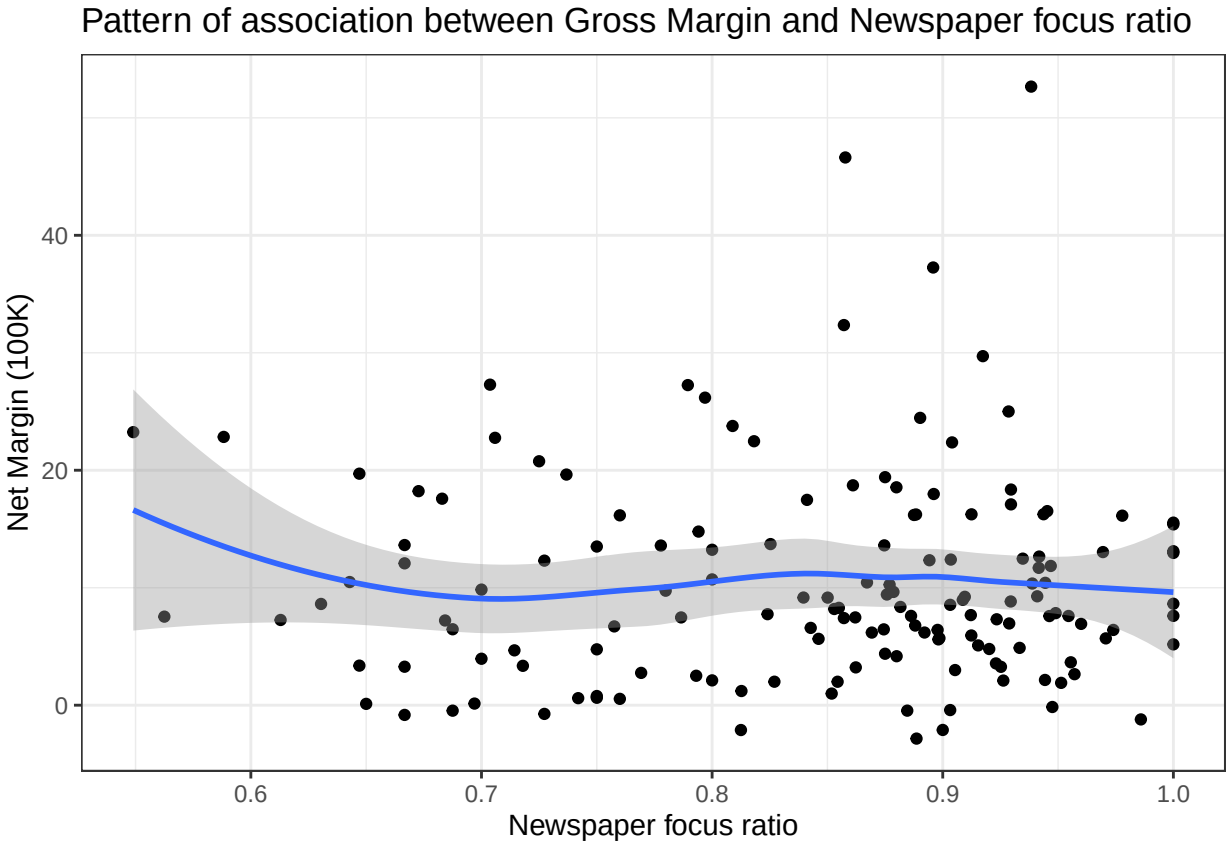
1
NA

2. Potential benefits of the abolition of PUDO Services



3. Finding better product combos/mixes





Preliminary exploratory analysis suggests that using this strategy will not increase revenue generation. It seems like there is no strong relationship between the store's newspaper focus and Gross Margin/Net Margin. A multiple regression would give a better idea whether there is indeed no pattern of association between the two.

4.

5.

6.

Notes