**Assignment**

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**Situation**

* Revenue sources
  + Newspaper sales
  + PUDO ->
  + Lottery ->
  + Food and tobacco
  + Fee collection services

**Ideas**

Searching for synergies and best product/service combo.

Plus data:

Customer time spent

Where gambling is significant make more space

PUDO service ->

***Business and Data Understanding***

**What is the main business problem that analytics should solve?**

* increase revenue but how?
  1. Decide which shops should be open on weekend?
  2. Which shops should be closed?
  3. Remove PUDO from places where newspaper sales or other personel-sensitive revenue source are dominant
  4. Check whether more newspaper focused are more profitable or those which are not?

**What are the most important variables you would like to use to solve the problem?**

1. Net margin = GM - Non-COSG
2. AVG weekly opening hours
3. Sunday opening hours
4. Newspaper orientation= Newspaper shelves/(Newspaper shelves + Non-newspaper shelves)
5. Location
6. PUDO Dummy
7. Number of employees
8. Education

**What are the most interesting findings in the data? (Descriptive statistics are enough, you only have to identify the most important variables).**

**What would you do next in the project?**