GOAL

Create a data visualization product designed to generate effective insights for decision-makers, in order to develop appropriate strategies to increase the average customer ticket size

AUDIENCE

Executives, Store managers, operational personnel, data engineers, data analysts

DELIVERABLES

1. We need to create visualizations that illustrate the potential impacts of various features on our primary variable: sales. These visualizations should show how these features might relate to higher or lower average ticket values.
2. The visualizations must depict the relevant estimated effects and demonstrate how these effects, when combined, can validate our hypotheses about factors that influence sales, creating pairs of variables for analysis.

RESEARCH QUESTIONS

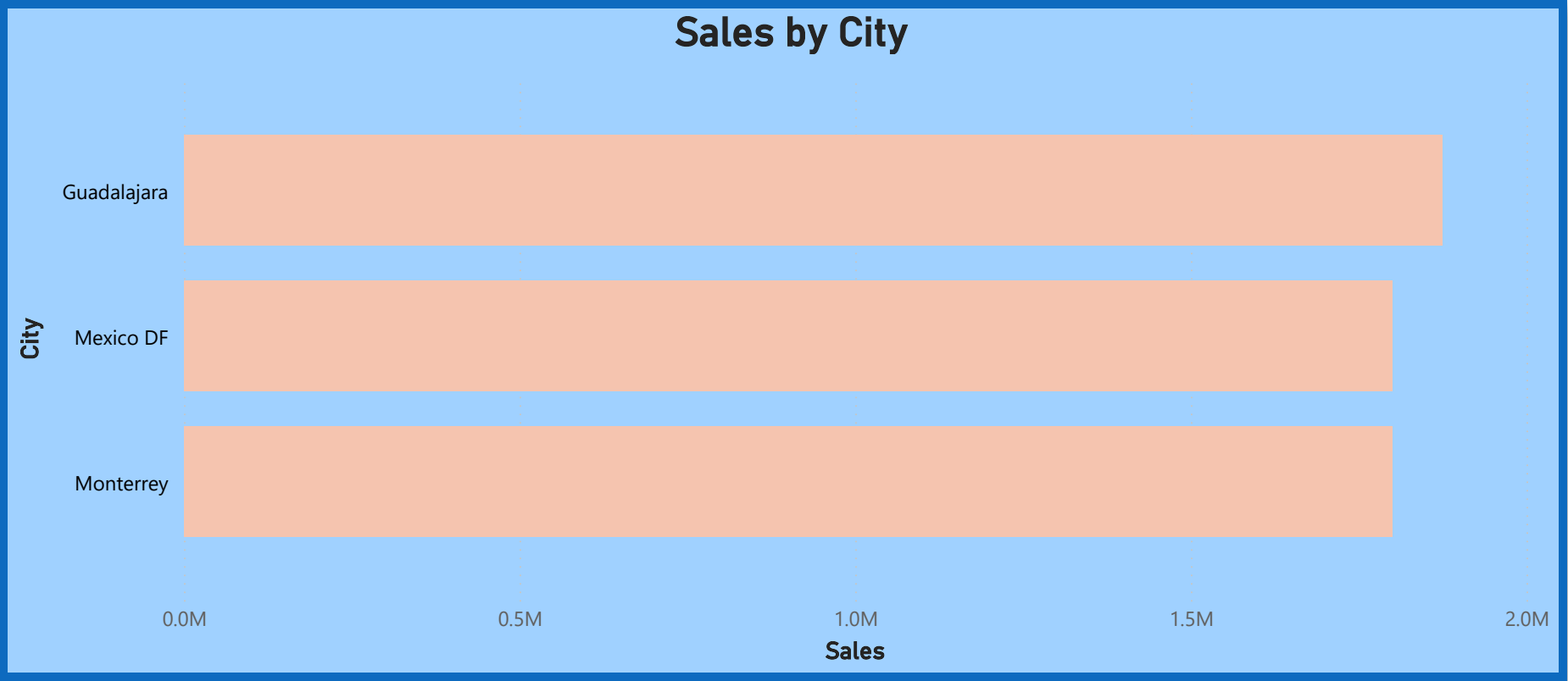Is the city of purchase related to the average sales ticket?
Is the gender related to the average sales ticket?
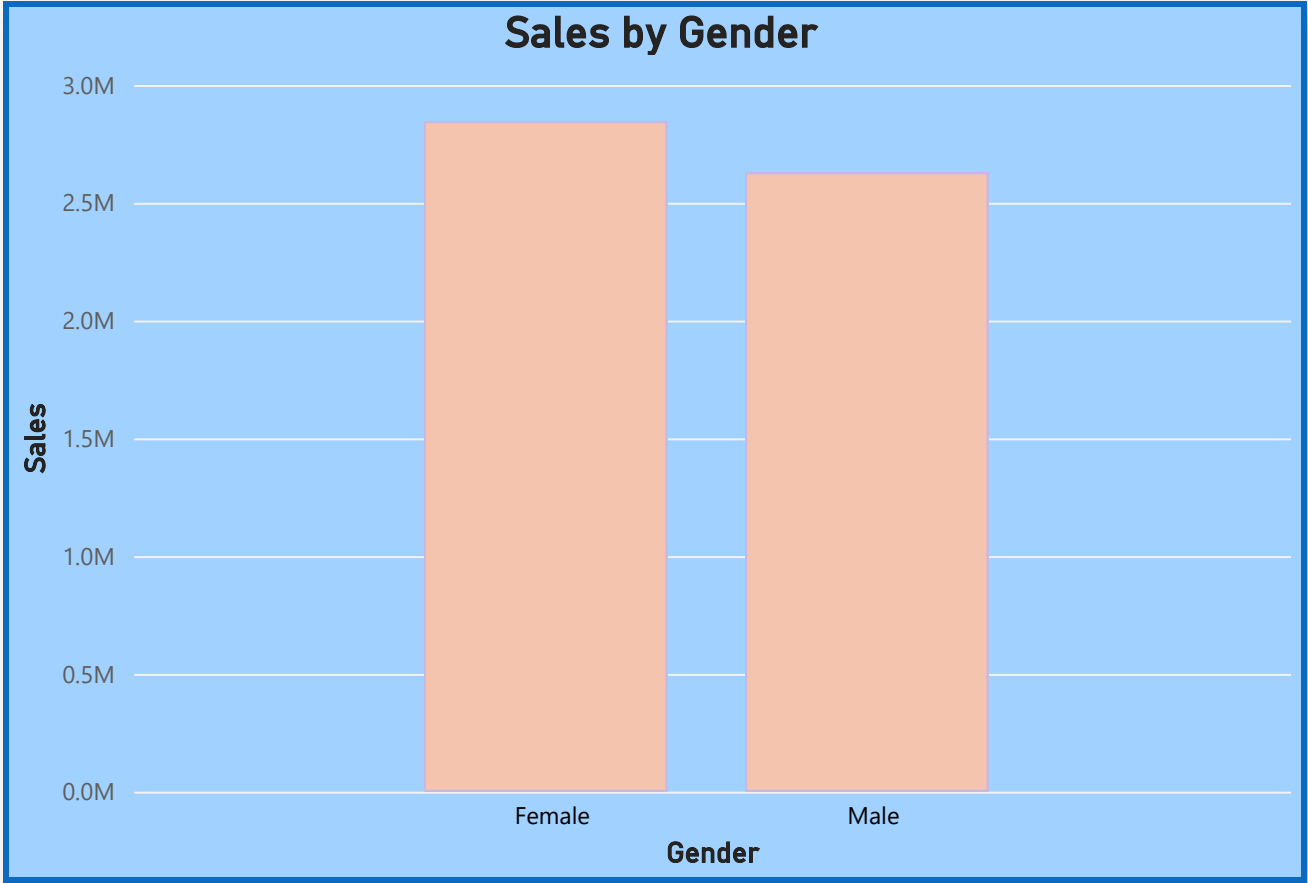Is the type of membership related to the average sales ticket?

TEAM MEMBERS THAT ACTIVELY PARTICIPATED

Haley Mierzejewski

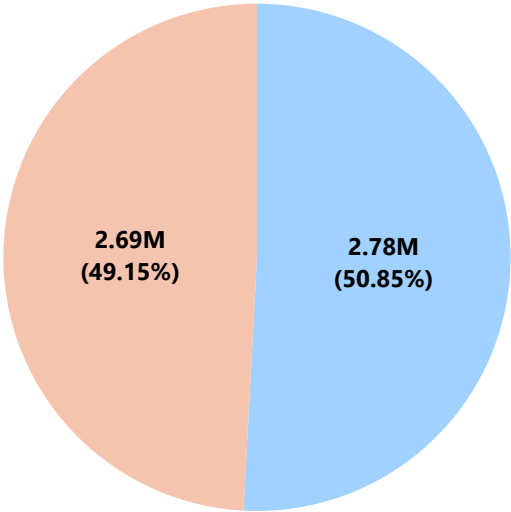**Is the city of purchase related to the average sales ticket?**

Is the gender related to the average sales ticket?

Is the type of membership related to the average sales ticket?

Sales by Membership

2.69M
(49.15%)

2.78M
(50.85%)

Membership ●Nomal ●Plus

CONCLUSION

Insights detected from visuals:

In conclusion, three main insights were detected:

1. Guadalajara has the highest sales of all reported cities.
2. Females have slightly higher sales tickets than males.
3. Those with a normal membership have slightly higher sales tickets than those with a Plus membership.

How this will help PriceCo executives increase sales:

PriceCo executives can use this data in multiple ways. First, they now know which cities their sales could be higher in and hone in on them. Next, PriceCo could run a marketing campaign to cater more closely to men in order to close the gap between sales by gender. Finally, it could be used as a marketing point that Plus membership clients spend less on average than Normal membership clients.