**🎯 Your Goals:**

**1. Sales Analysis**

* What are the **top 5 performing stores** based on average daily sales?
* Are there any **daily/weekly sales patterns** (e.g., weekends vs weekdays)?
* Do **weather conditions** correlate with foot traffic or sales?

**2. Staffing Optimization**

* Which stores are **understaffed** (e.g., high foot traffic but low staff)?
* Is there an **optimal staff-to-traffic ratio** that leads to higher sales?

**3. Promotion Impact**

* Compare sales on **promotion days vs non-promotion days**.
* Which stores benefit most from promotions?

**4. Interview Soundbites**

Come up with **3 insights** you can say during an interview like:

* “In my project, I noticed stores with fewer than X staff during high-traffic days lost about Y% in potential sales...”
* “I used a simple correlation and pivot analysis to suggest staffing adjustments based on foot traffic and weather…”

Work Document:

I imported the data into Excel and PostgresSQL

Made database, and imported data into database

Questions and Answers:

* What are the **top 5 performing stores** based on average daily sales?

Looking at the data, that’s a interesting question because store\_id, only has 3 different options – 103, 102, and 101 ( as seen below)

A screenshot of a computer

AI-generated content may be incorrect.

Further analysis can be done on why that is, maybe on specific dates, weekday vs weekend, and weather?

* Are there any **daily/weekly sales patterns** (e.g., weekends vs weekdays)?

For this one, I want to look at difference in sales (avg sales might be a good start) on a weekend day vs week day (Does Friday count as a week day or weekend day?)

I added two columns to the chart, for day of the week, and then I plan to further take that to include a weekend vs not weekend text toggle, might have to update the table though

Sum of Sales on Weekdays

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Sum of Sales on Weekends

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Weekday sales are about double from the weekend sales, but that could be because there are 5 week days (Monday-Friday) and 2 weekend days (Saturday and Sunday),

Maybe see what happens if we put Monday-Thursday as Weekday vs Friday-Sunday on weekend?

* Do **weather conditions** correlate with foot traffic or sales?

Sunny had the highest total sales, followed by snowy and followed by rainy. Interestingly, sunny had the lowest average foot traffic, followed by snowy and then highest as rainy.

This could suggest that more people are shopping when its sunny (less people buying more product)

**2. Staffing Optimization**

* Which stores are **understaffed** (e.g., high foot traffic but low staff)?

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AI-generated content may be incorrect.

Based on this information, it doesn’t seem like one store is particularly under or overperforming based on staff levels or sales.

In fact, it looks like store 101 has the lowest sales and the highest staff, which could be cause for concern.

* Is there an **optimal staff-to-traffic ratio** that leads to higher sales?