Column 5 vs. Column 1

This graph shows the proportion of national vs private brands. It appears that it is trending downwards.

Durbin-Watson

Durbin-Watson	Number of Obs.	AutoCorrelation	Prob<DW
0.5505623	102	0.6882	<.0001*

So there is autocorrelation.

Column 5 Predicted

Durbin-Watson

Durbin-Watson	Number of Obs.	AutoCorrelation	Prob<DW
1.0202977	89	0.4771	<.0001*

The autocorrelation without outliers is pictured here. We can see even if we choose to remove the weeks where not all 2500 households are present that we would still find a significant amount of autocorrelation.

2.

Market Share:

	manufacturer	N Rows	Total(Sum(sum...
1	69	1	26.89%
2	103	1	15.68%
3	436	1	0.09%
4	984	1	0.04%
5	1046	1	0.27%
6	1208	1	16.93%
7	1232	1	0.66%
8	1647	1	2.79%
9	1710	1	1.43%
10	2152	1	0.01%
11	2224	1	34.15%
12	2434	1	1.05%

Average Sales Volume:

	manufacturer	N Rows	Mean(sum(sales_value))
1	69	1418	7.3689210155
2	103	840	7.2546190476
3	436	7	5.1414285714
4	984	4	3.99
5	1046	26	4.0688461538
6	1208	586	11.226331058
7	1232	48	5.3152083333
8	1647	146	7.4175342466
9	1710	93	5.9562365591
10	2152	1	3.69
11	2224	1251	10.606378897
12	2434	42	9.7583333333

3.

Market Share:

	manufacturer	N Rows	Sum(SALES_VALUE)	% of Total(SALES_V...
1	69	12979	9953.58	17.76%
2	103	10603	19552.65	34.88%
3	212	153	190.94	0.34%
4	436	377	586.46	1.05%
5	1046	94	129.8	0.23%
6	1208	9107	16995.17	30.32%
7	1232	70	84.58	0.15%
8	1647	217	362.65	0.65%
9	1710	71	91	0.16%
10	1918	9	8.01	0.01%
11	2152	83	93.11	0.17%
12	2224	5600	8011.88	14.29%

Average Sales:

|	manufacturer	N Rows	Mean(SALES_VALUE)
1	69	12979	0.7668988366
2	103	10603	1.8440677167
3	212	153	1.2479738562
4	436	377	1.555596817
5	1046	94	1.3808510638
6	1208	9107	1.8661655869
7	1232	70	1.2082857143
8	1647	217	1.6711981567
9	1710	71	1.2816901408
10	1918	9	0.89
11	2152	83	1.1218072289
12	2224	5600	1.4306928571

Price/Unit vs. Sum(QUANTITY)
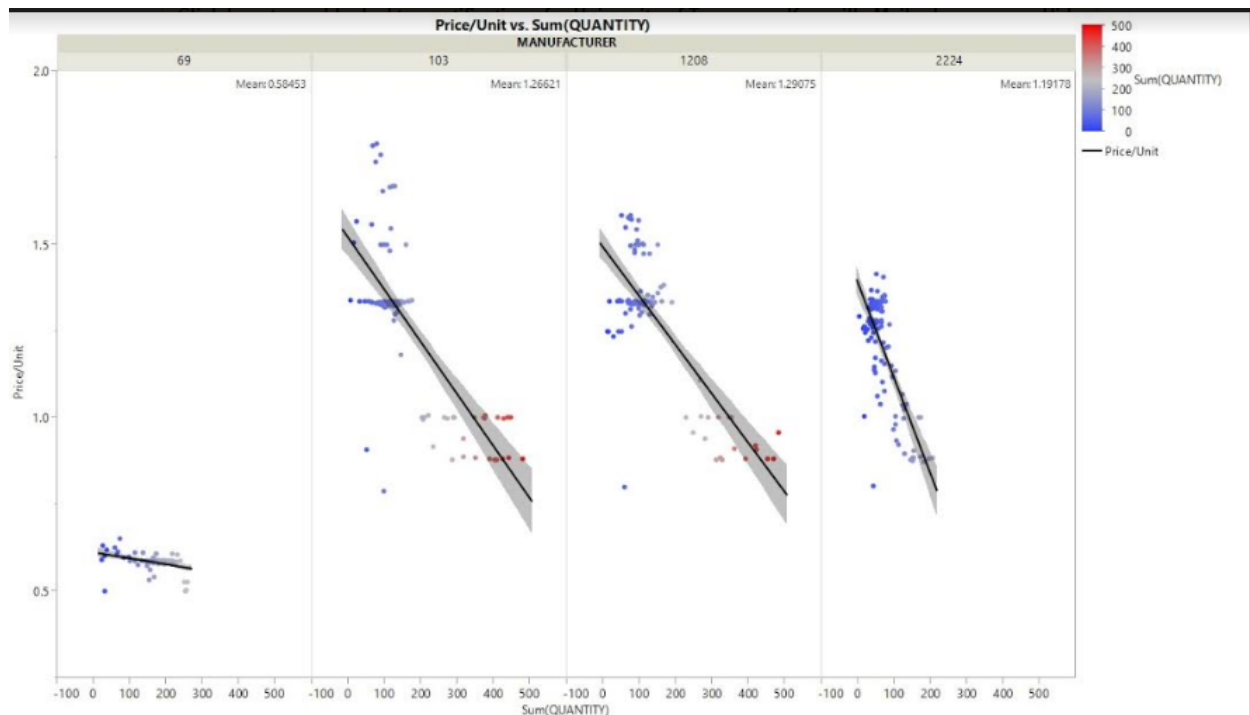
This graph shows price flexibility by comparing the total quantity sold vs the price for each manufacturer. In looking at this we can see about where each manufacturer can charge and still receive good sales.


% of Total(Sum(SALES_VALUE)) vs. WEEK_NO
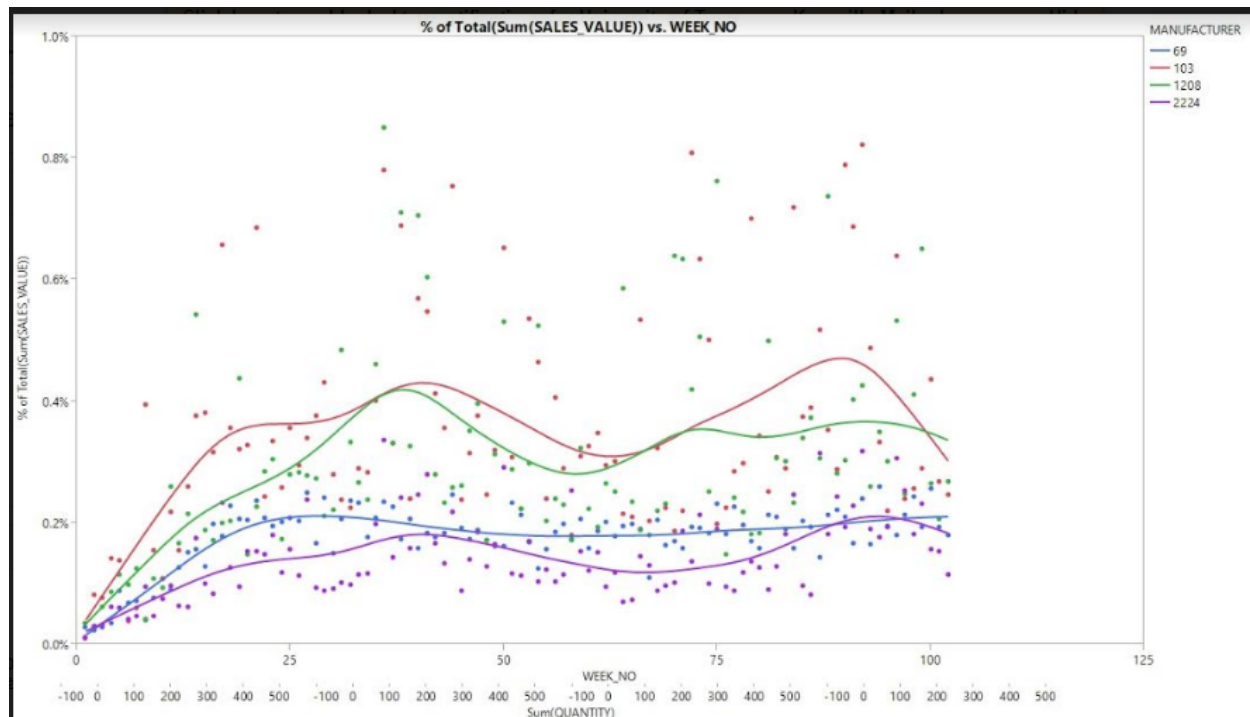
This graph shows the percent of total sales for each week that each manufacturer makes up (market share changes over the weeks)

4.

PercentSoda vs. WEEK_NO of SODABASKETS
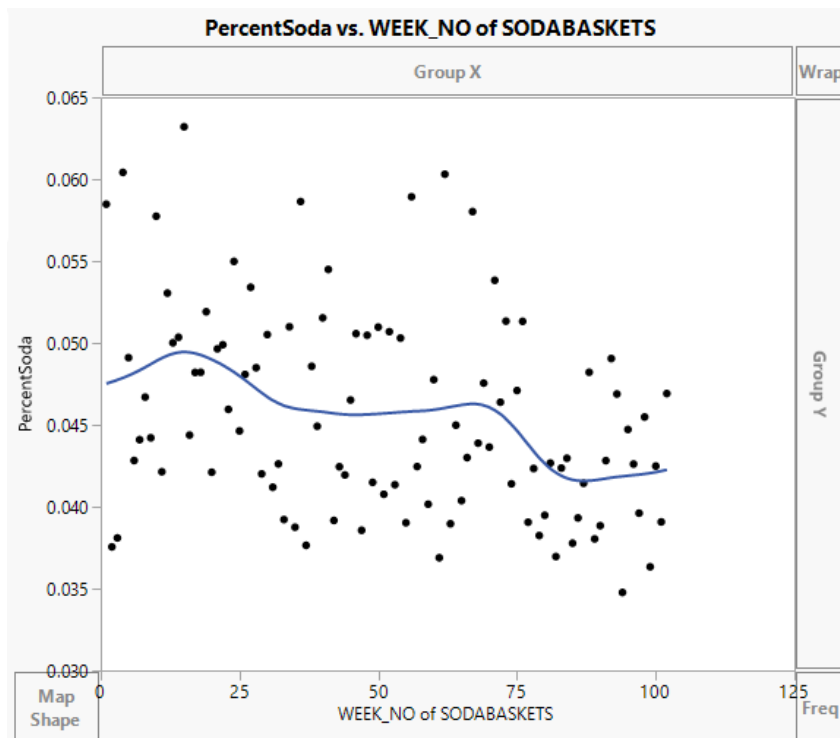
This graph shows the percentage of baskets which contain soda by week. As we can see there is a generally season trend towards higher summer sales but declining sales as well. The percentage is around 5% of baskets containing soda.

Loyalty vs. household_key
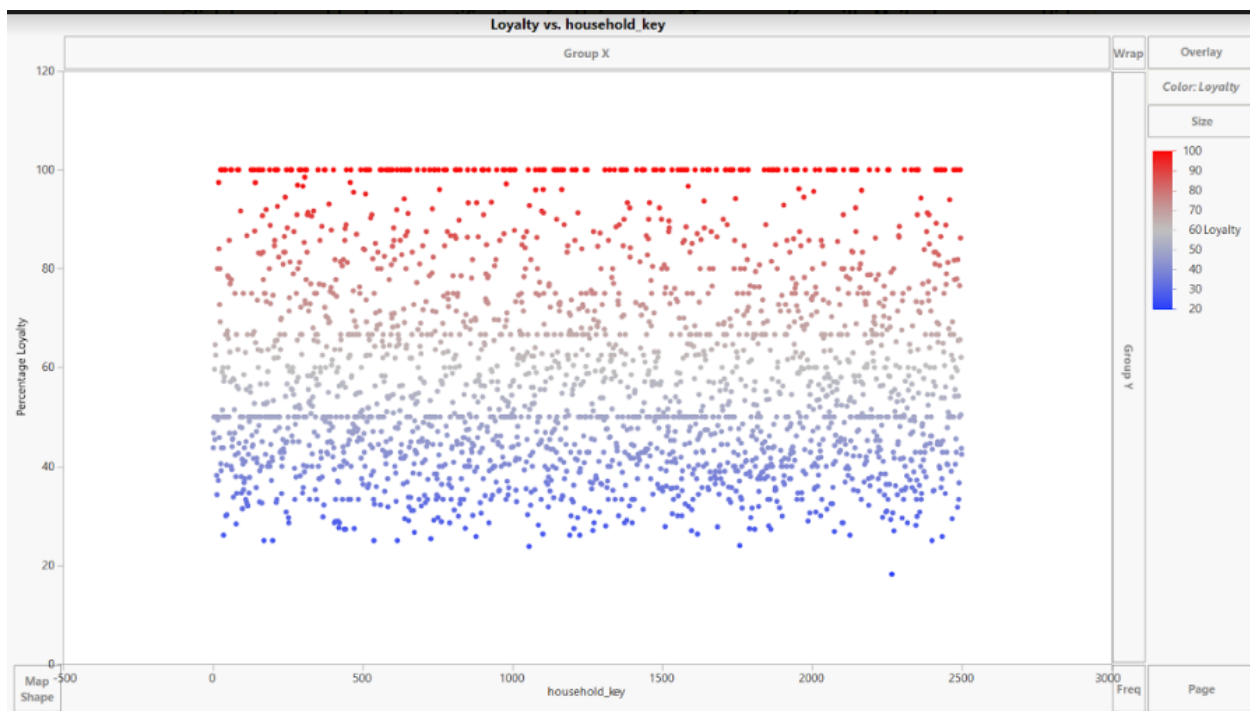
This graph shows brand loyalty. There does not to appear to be much loyalty to manufacturers here.