Interpretation of Findings

1. Find the average purchase list price and sale price by state.
2. Find the average purchase list price and sale price by store. Explain how this result relates to the result for #1. (Note to do this, you also need to drill down to the state level).
   1. It relates because it is breaking down the results to see the average price of the items being sold by state. Those results are broken down even further by the stores within those states to see how much each store is selling the products and what areas are selling the items the best, making it easier to determine what different products being sold that people in these states and areas like.
3. What is the most popular paint color? What store sells the most of each paint color? What does this tell you about marketing?
   1. The most popular color is arctic white. It looks like walk-ins and direct sales seems to have the largest number of sales per color. It tells marketing what products and product colors are popular at the moment for their products within each store/ area based sales, as well as, what other color and products may become popular and/or are preferred in hopes of continuing with positive sells. It could also tell them if a product and/ or product color is not doing well so they can correct and remark a more popular color of a product.
4. What Part Manufacturers are the most popular by store? How would this influence the decisions a store owner makes?
   1. It would tell the store what brand to keep on hand for their customers because it is what his buyers tend to prefer or use the most, which tells the owner if I keep these items on hand I am bound to continue to receive their business and possibly gain business because of these products. Since they seem to be bought more often it will also mean that the owner will have continuous sells and continue to have a steady flow of purchases.