

Report vendite CC

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Summary del periodo - CC

```
## # A tibble: 1 x 2
##   tot_sole tot_vista
##   <dbl>    <dbl>
## 1   872215   692158.
```

Dettaglio per anno

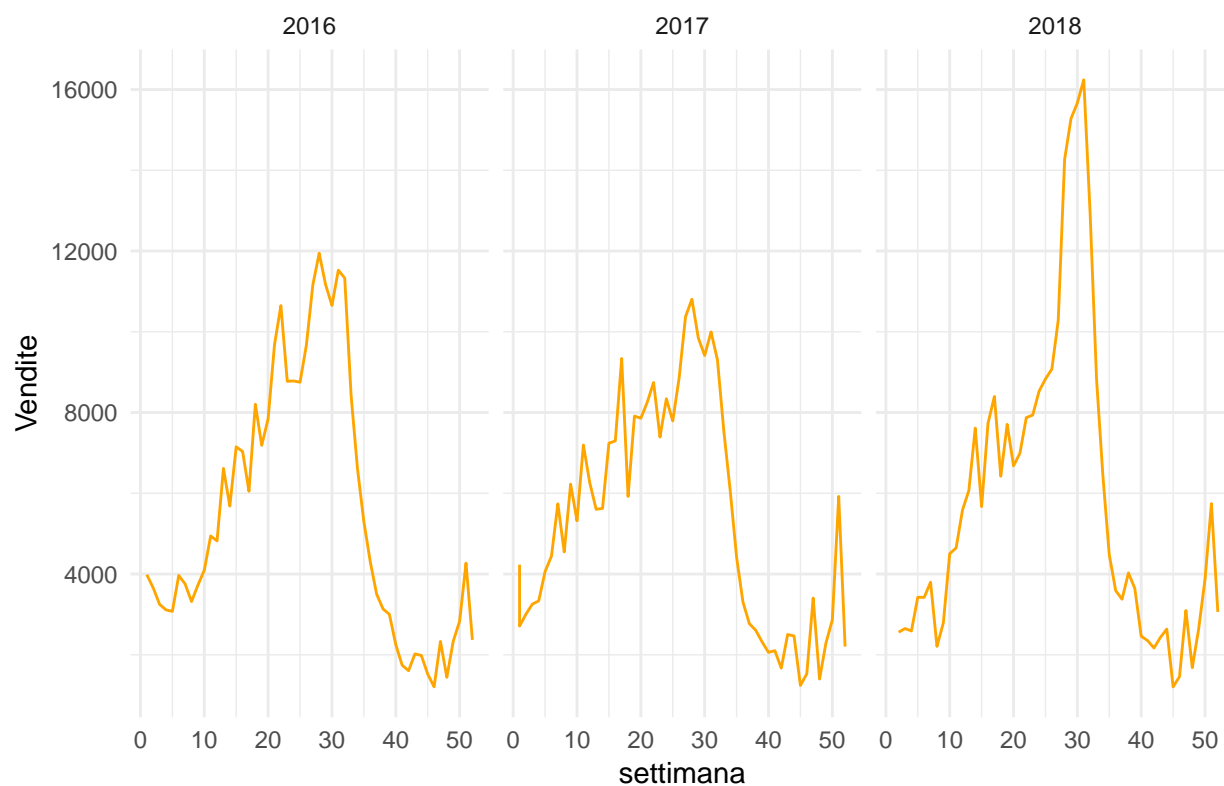
```
## # A tibble: 3 x 7
##   anno tot_sole tot_vista `% sole` `% vista` tot_pezzi quota_sole
##   <dbl>   <dbl>   <dbl> <chr>   <chr>         <dbl> <chr>
## 1  2016   287740   212069 32.99%  30.64%      499809 57.57%
## 2  2017   286932   248627 32.90%  35.92%      535559 53.58%
## 3  2018   297543   231462 34.11%  33.44%      529005 56.25%
```

Analisi sole

Serie storica sole

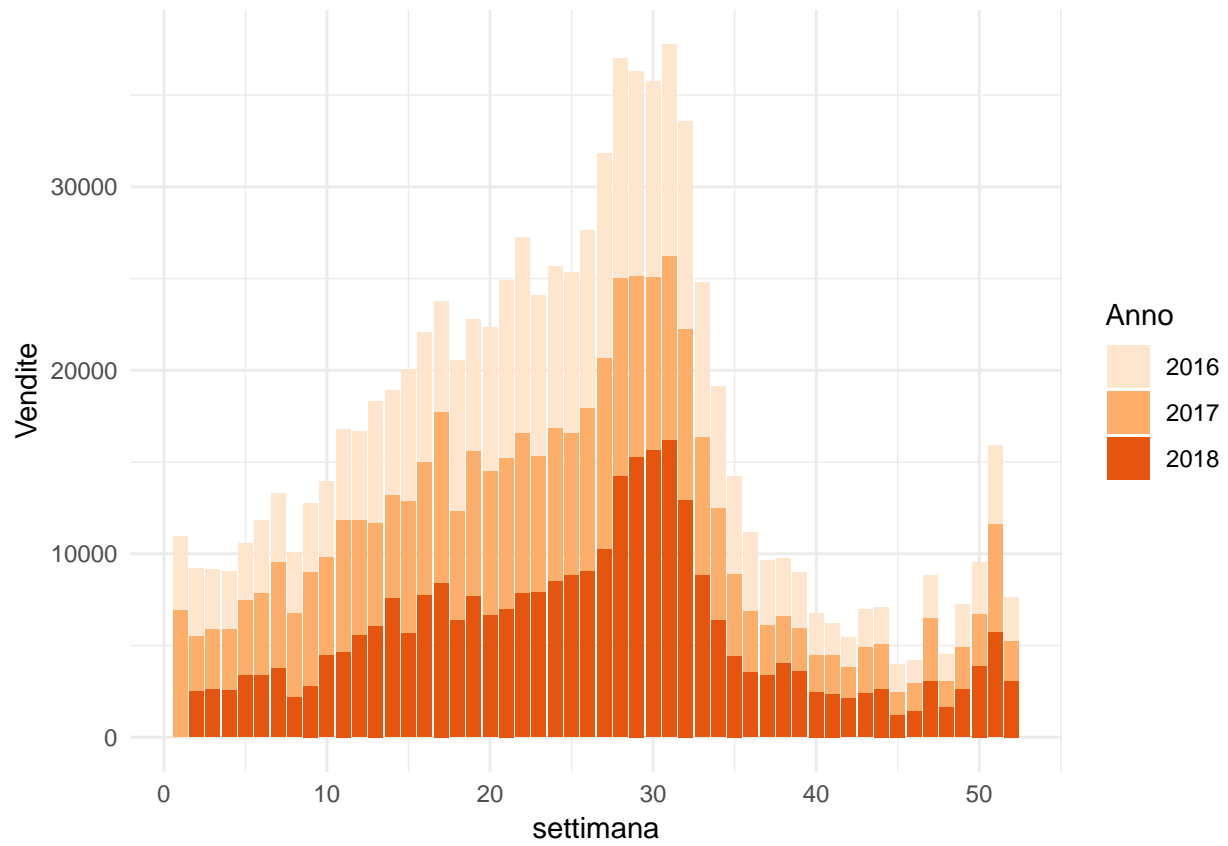
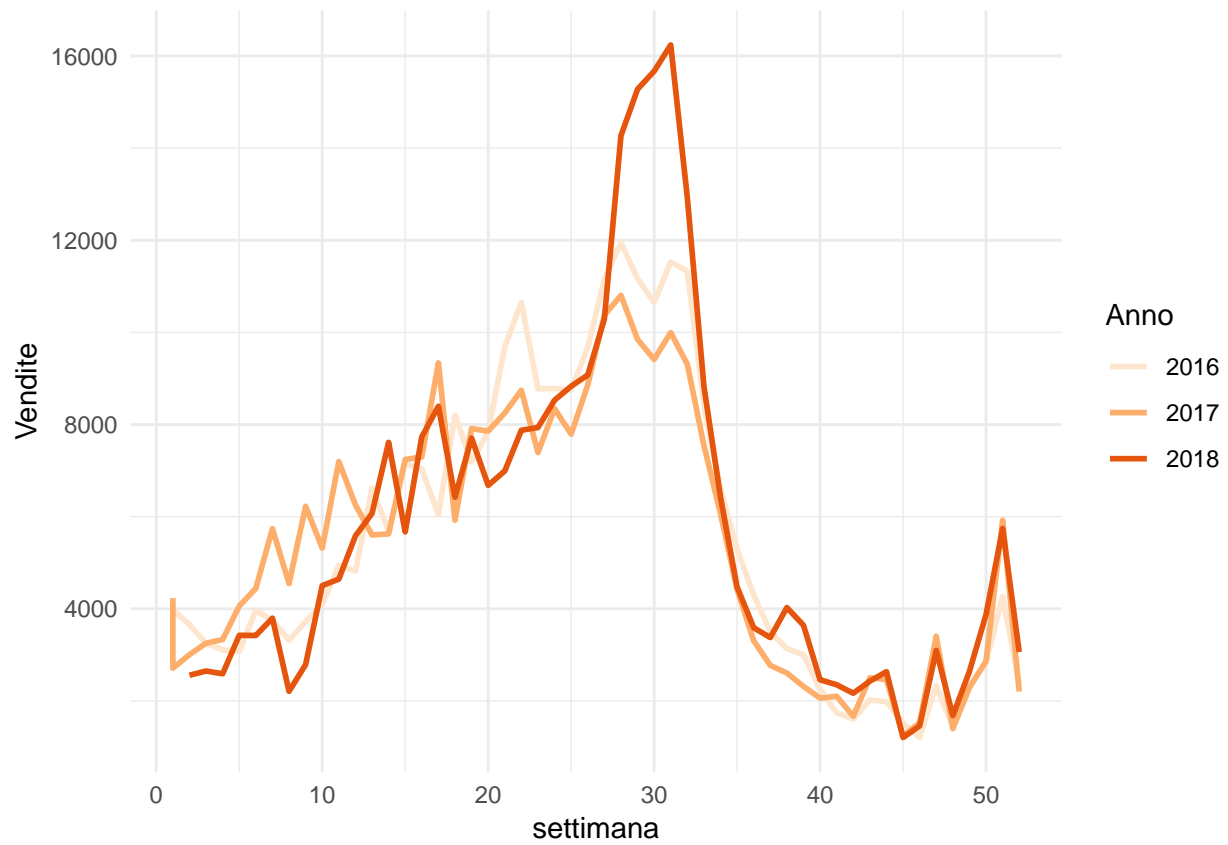
Osserviamo le vendite degli occhiali da sole nei centri commerciali

Andamento vendite sole cc dal 2016 al 2018



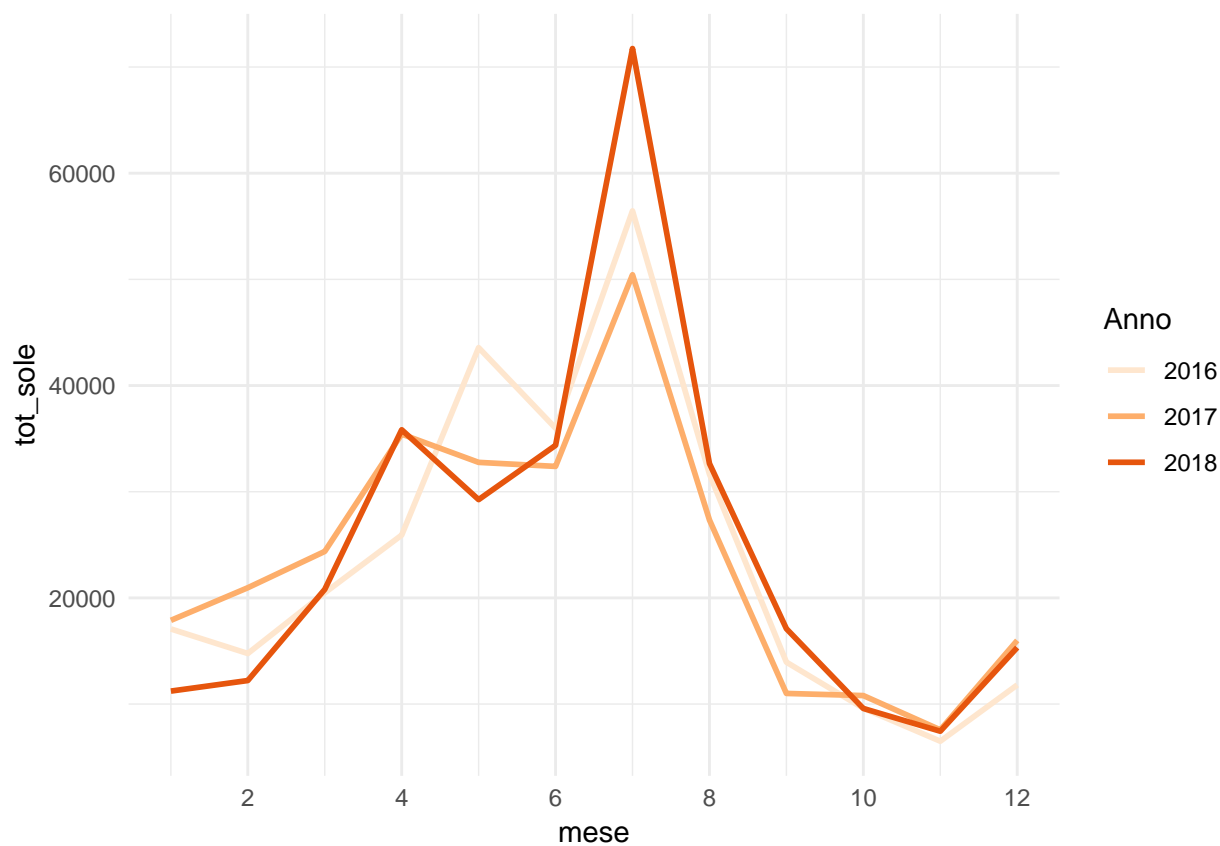
Analisi per settimana

```
## # A tibble: 155 x 3
## # Groups:   anno [3]
##   anno settimana tot_sole
##   <dbl>      <dbl>   <dbl>
## 1  2016         1     3984
## 2  2016         2     3656
## 3  2016         3     3248
## 4  2016         4     3112
## 5  2016         5     3075
## 6  2016         6     3965
## 7  2016         7     3754
## 8  2016         8     3319
## 9  2016         9     3724
## 10 2016        10     4094
## # ... with 145 more rows
```



Analisi per mese - Stagionalità

```
## # A tibble: 36 x 3
## # Groups:   anno [3]
##   anno mese tot_sole
##   <dbl> <dbl> <dbl>
## 1 2016     1  17075
## 2 2016     2  14762
## 3 2016     3  20474
## 4 2016     4  25918
## 5 2016     5  43570
## 6 2016     6  35981
## 7 2016     7  56449
## 8 2016     8  31655
## 9 2016     9  13947
## 10 2016    10   9604
## # ... with 26 more rows
```

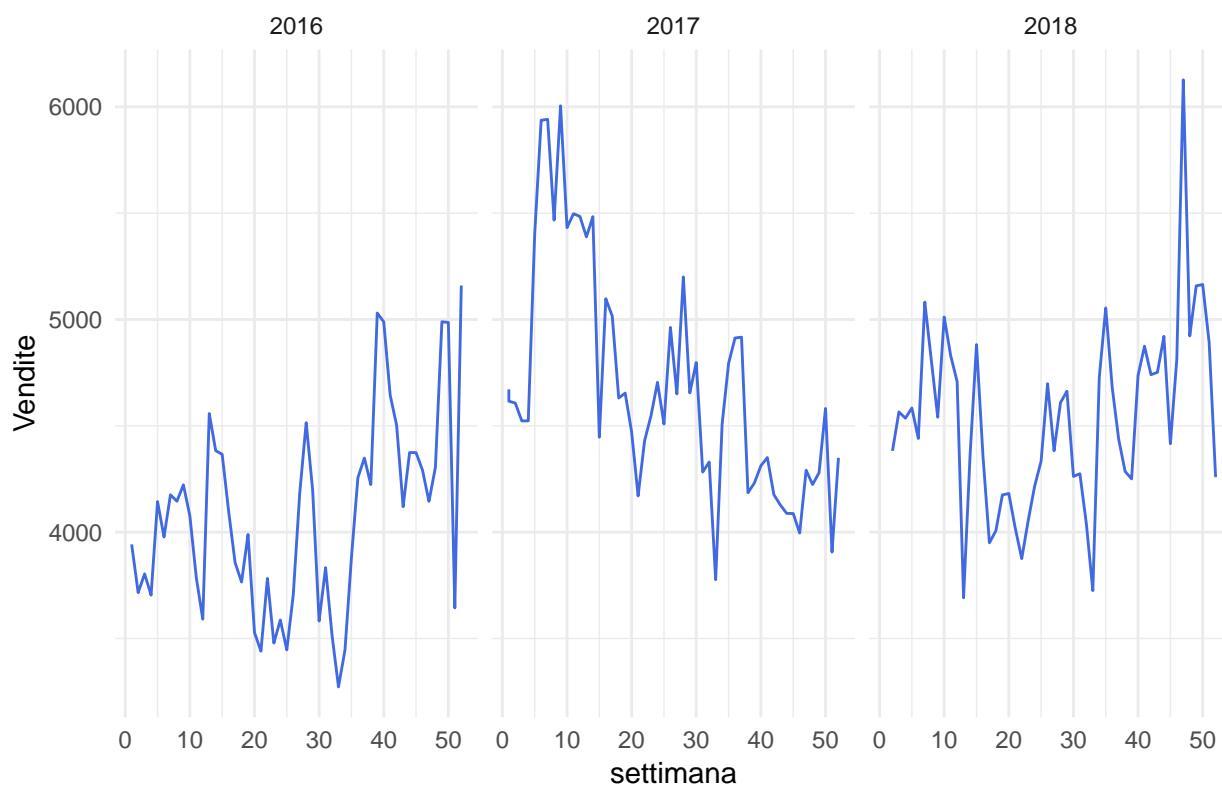


Analisi vista

Serie storica vista

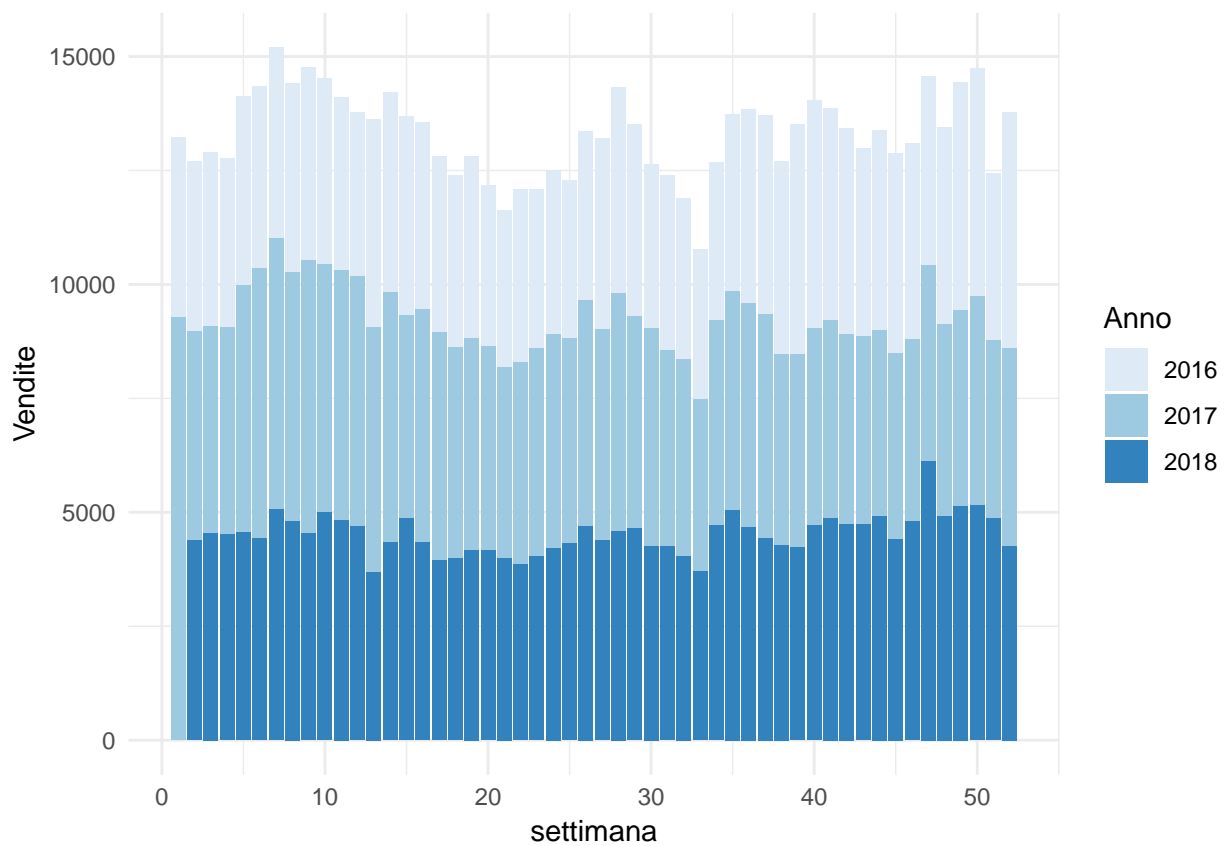
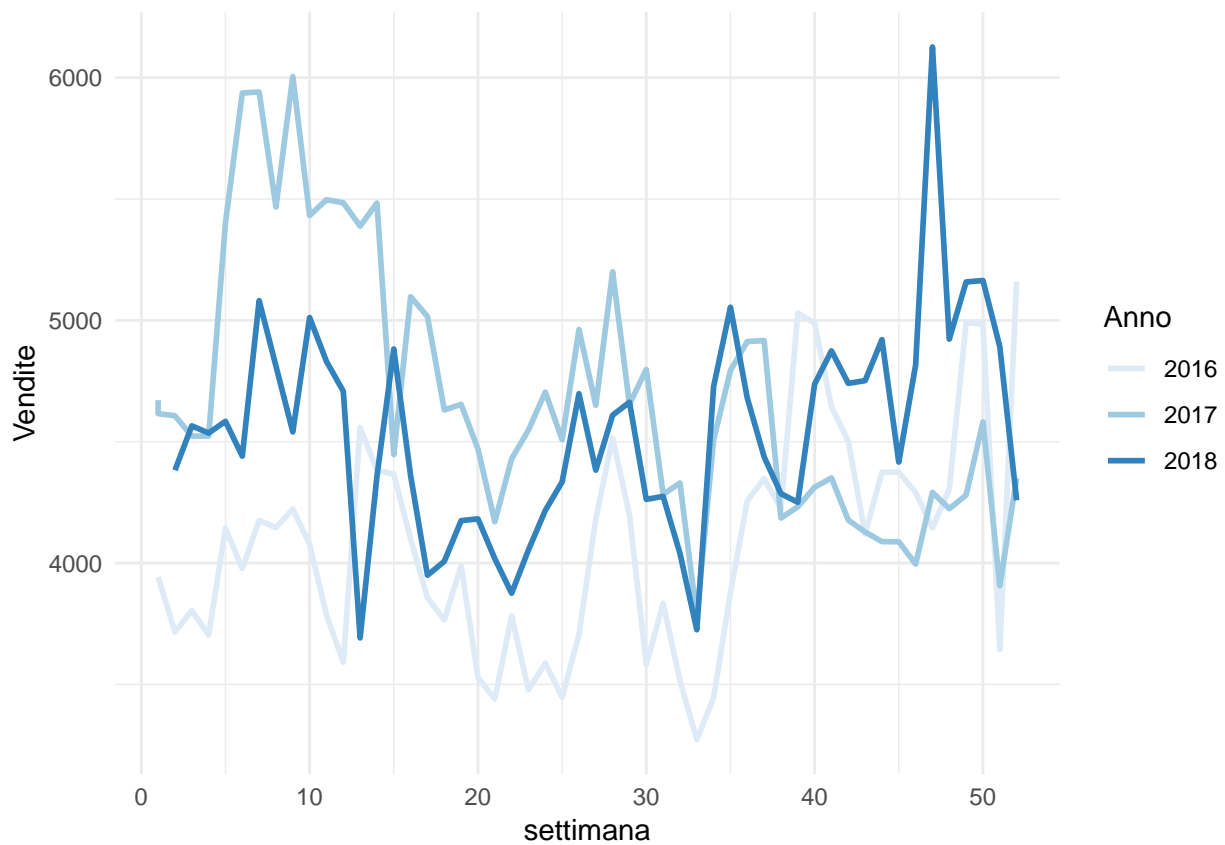
Osserviamo le vendite degli occhiali da vista nei centri commerciali

Andamento vendite vista cc dal 2016 al 2018



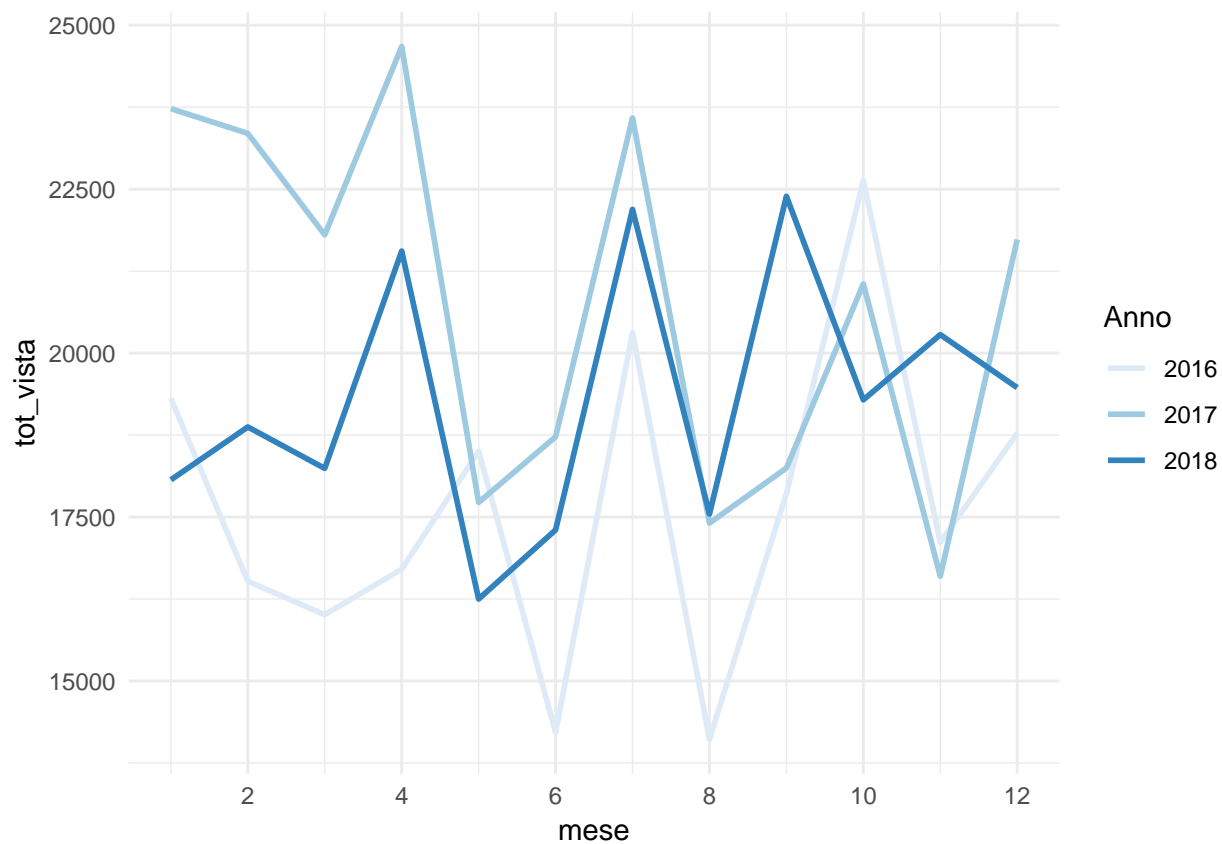
Analisi per settimana

```
## # A tibble: 155 x 3
## # Groups:   anno [3]
##   anno settimana tot_vista
##   <dbl>      <dbl>    <dbl>
## 1  2016         1    3942.
## 2  2016         2    3715.
## 3  2016         3    3804
## 4  2016         4    3704.
## 5  2016         5    4144.
## 6  2016         6    3977.
## 7  2016         7    4176.
## 8  2016         8    4145.
## 9  2016         9    4223.
## 10 2016        10    4077
## # ... with 145 more rows
```



Analisi per mese - Stagionalità

```
## # A tibble: 36 x 3
## # Groups:   anno [3]
##   anno mese tot_vista
##   <dbl> <dbl>   <dbl>
## 1  2016     1    19309
## 2  2016     2    16521
## 3  2016     3    16011.
## 4  2016     4    16704.
## 5  2016     5    18505.
## 6  2016     6    14217.
## 7  2016     7    20310.
## 8  2016     8    14112.
## 9  2016     9    17858.
## 10 2016    10    22629.
## # ... with 26 more rows
```



Confronto vista vs sole

Confronto vendite vista/sole cc 2016 al 2018

