

Problem Statement

Download the data file [BigMartSales.xlsx](#). This file contains sales data on different items at multiple outlets of a major retail chain. Note that the data is multi-level. Data definitions are provided on "Data Definition" of the Excel spreadsheet.

Your client is a business entrepreneur considering franchising one or more stores of this retail chain and is looking for the following answers, with adequate justification:

- What type of outlet will return him the best sales: Grocery store or Supermarket Type 1, 2, or 3.
- What type of city will return him the best sales: Tier 1, 2 or 3.
- What are the top 3 highest performing and lowest performing stores in the sample.

Create three reasonable models to do the above analysis and present your analysis in a compact and succinct manner. Try to ensure that each of your three models answers all three questions above and fits the multi-level nature of this model. Interpret your findings based on the BEST of your three models, with a set of actionable recommendations for the business entrepreneur.