**HW#4 Analytical Plan**

Answer the following questions:

* What is the current number of competitors' stores per DMA/Location?
* Which DMA has the best and worst total sales and the best and worst total sales per square foot?
* Which DMA has the best and worst average weekly sales and the best and worst store has the best and worst total sales, best and worst total sales per square foot, and where are they located?
* What stores and locations have the best and worst average weekly sales?
* What Holiday has the highest mean sales?
* How do the holidays affect sales? What are the top 5 DMA's for each Holiday per average Sale? What are the worst 5 DMA's for each Holiday?
* How do the holidays affect sales? What are the top 5 stores for each Holiday? What are the worst five stores for each Holiday?
* How well is a city supported by the number of competitor stores per location?