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**Data Warehousing Assignment 2**

**Quarter Focus: Q4 2011**

1. **Holiday Sales vs. Non-Holiday Sales**:
   * Holiday sales in Q4 2011 were lower compared to Q4 2010.
   * **Effect**: A decline in promotional campaigns or reduced consumer interest during the holiday season may have impacted sales performance.
2. **Unemployment and Weekly Sales**:
   * Unemployment showed a slight increase (~13.5%) during Q4 2011, contributing to lower weekly sales.
   * **Effect**: Economic uncertainties during this time likely discouraged discretionary spending.
3. **CPI Trends**:
   * CPI reached approximately $220, higher than the previous year (Q4 2010).
   * **Effect**: The higher cost of living might have squeezed consumer budgets, leaving less room for holiday and seasonal spending.

**Reasons for Sales Decrease in Q4 2011:**

1. **Lower Holiday Sales**:
   * Despite being a high-sales period, Q4 2011 underperformed in holiday sales due to weaker promotional campaigns or reduced consumer interest in seasonal purchases.
2. **Economic Uncertainty**:
   * A combination of slightly rising unemployment and higher CPI restricted consumer spending, especially on non-essential goods.
3. **Competition During Holiday Season**:
   * Increased competition from other retailers could have diverted holiday shoppers, leading to a drop in Q4 2011 sales.

**Insights:**

1. **Revamp Holiday Campaigns**:
   * Focus on better-targeted holiday promotions (e.g., personalized discounts, gift bundles) to attract shoppers during the competitive season.
   * Highlight value-for-money products to appeal to budget-conscious consumers.
2. **Market Differentiation**:
   * Conduct competitor analysis to identify areas of weakness and improve offerings (e.g., exclusive products or services).
3. **Long-Term Engagement**:
   * Build stronger customer engagement through loyalty programs or early holiday deals to capture sales before competitors.

