

Data Exploration Questions (Queries and Insights Generated available in the Query Log):

1. CBG Demographics, CBG FIPS
 - a. What is CBG?
 - b. How are CBG connected to State and County FIPS
 - c. Our focus state is California, how many counties and CBGs are present in it
 - d. What are the demographic information that can be extracted from CBG Table
2. Brands
 - a. What is the significance of NAICS Code?
 - b. What are the most brands affiliated with distinct sub categories
 - c. Our focus top category is clothing , how many sub categories and accordingly number of brands are available
 - d. What is the significance of parent_safegraph_brand_id and parent_safegraph_place_id?
3. Places
 - a. Can the NAICS codes in this table be joined with the brands table?
 - b. Which are extra naics codes here
 - c. Since our focus is on clothing brands, we will only be choosing brands that are present in both tables (brands, places) for comprehensive results
4. Visits
 - a. Since our focus is on clothing brands in California, how can we leverage this table's data for insight extraction - for preliminary purposes we have taken out raw visit counts by location

Our research focuses on assessing the viability of expanding scope of **clothing stores** in **California**.

Potential Research Questions:

- 1) Identify regions in California with large populations of low to middle-income households and assess the availability of clothing options
Motive: So the client can determine whether there is potential for introducing budget-friendly clothing stores, which could expand the clothing sector
- 2) Analyze consumer behavior and peak visit times in areas with existing clothing stores
Motive: So the client can design targeted sales and incentives during those periods, with the aim of boosting clothing sector growth.
- 3) Examine the age and gender demographics in areas with clothing stores
Motive: So the client can decide the type of clothing that should be offered to attract target customers and propose innovations to draw non-target groups, potentially increasing the consumer base.