# Question 1:

# Question 2:

# Question 3:

# Question 4:

Interpreting the above table in words for easier understanding.

1. **Total Sales**:
   * In-store: $356,643,750
   * Online: $247,672,882
   * Outlet: $295,585,493

In-store sales have the highest total sales, followed by outlet and then online sales.

1. **Operating Profit**:
   * In-store: $127,591,300 (approximately)
   * Online: $96,555,180 (approximately)
   * Outlet: $107,988,300 (approximately)

Similar to total sales, in-store sales lead in operating profit, followed by outlet and then online.

1. **Operating Margin** (Operating Profit divided by Total Sales):
   * In-store: 0.357756 (or 35.78%)
   * Online: 0.389850 (or 38.99%)
   * Outlet: 0.365337 (or 36.53%)

Here, while in-store sales have the highest total sales and profit, online sales have the highest operating margin, indicating a higher profitability relative to the sales generated.

**Insights**:

* **In terms of Total Sales and Operating Profit**: In-store sales method is the most effective, generating the highest total sales and operating profit.
* **In terms of Operating Margin**: Online sales are the most effective, indicating that although the total sales and operating profit are lower than in-store, the profitability relative to the sales generated is higher.

When deciding which sales method is more effective, it depends on what the business prioritizes. If the focus is on maximizing total revenue and profit, then in-store sales are more effective. However, if the focus is on efficiency in terms of profit generated per dollar of sales, then online sales are more effective.

# Question 5:

1. The highest total sales are in the price range of **$40 to $50** ($220,666,307), indicating that products priced within this range are very popular or in high demand.
2. The next highest sales are in the price ranges of **$50 to $60** ($210,865,002) and **$60 to $70** ($190,679,285). These ranges also appear to be effective in terms of sales.
3. As the price increases beyond $70, there is a noticeable drop in total sales. For instance, the range **$70 to $80** sees a significant decrease to $52,787,579.
4. The lowest sales figures are observed in the extreme low end (**$0 to $10**) and high end (**$110 to $130**) of the price spectrum.

**Insights**:

* Products priced in the mid-range (specifically between $40 and $70) seem to be achieving the best sales. This could indicate a sweet spot for pricing where customers are more willing to purchase.
* Very low-priced products (below $20) and higher-priced products (above $90) show significantly lower sales. This might be due to various factors like perceived value, product quality, target customer segment, or availability.
* The $120 to $130 range shows no sales, indicating either a lack of products in this range or no demand for products at this price point.

**Conclusion**:

* A specific price range, notably between $40 and $70, does achieve better sales compared to other ranges.
* Understanding the reasons behind this trend would require additional qualitative analysis, such as customer preferences, product types within each price range, market competition, and promotional strategies.
* This insight can be useful for pricing strategies, inventory management, and marketing campaigns, focusing more on the price ranges that have shown higher sales volumes.

# Question 6:

# Question 7:

# Question 8:

# Question 9:

# Question 10: