



This analysis confirms that sales are highly concentrated, with Store 20 being the top overall performer across all 45 locations.

Sales exhibit clear seasonality and are strongly influenced by major holidays, which generate an average increase of approximately 8% in weekly revenue.

The overall sales trend is stable but cyclical, showing predictable peaks around the year-end holiday seasons.

Crucially, Fuel Price showed no significant correlation with overall Weekly Sales, indicating external economic pressure is not a primary, direct driver of consumer purchasing behavior at this level.