1. **Hypothesis 1: Aggressive Pricing and Product Range Expansion**
   * What is the relationship between respondents' perceptions of Target's pricing strategy and their likelihood to shop at Target?

Based on “how often do you shop at Target”, how many people ranked “Price” as the first.

* + How do respondents' shopping frequency at Target correlate with their perception of Target's product range compared to competitors like Walmart and Amazon?
  + Are there differences in the factors influencing respondents' decision to shop at Target based on their usage of Target's RedCard loyalty rewards program?

Is there a correlation between shopping frequency and RedCard?

1. **Hypothesis 2: Differentiation in Product Offerings and Customer Experience**
   * How do respondents rate their overall shopping experience at Target compared to other retailers, and how does this relate to their likelihood of recommending Target to others?

Target shopping experience vs. recommendation

* + Do respondents who prefer to shop Target's in-house brands have different perceptions of Target's brand image compared to those who prefer external brands?

Compare the differences between people who prefer Target’s in-house brands and their perception.

* + Are there demographic differences in respondents' preferences for differentiated product offerings or experiences at Target?

Based on the age range, how do the factors that impact their decision to shop at Target differ?

1. **Hypothesis 3: Omni-channel Approach**
   * What proportion of respondents prefer shopping online versus in-store at Target, and how does this preference correlate with their satisfaction with Target's online platform?

Based on the shopping preference categories, is there a correlation with their online shopping experience.

* + Are there differences in online shopping behavior between respondents who have utilized Target's online platform since 2020 and those who have not?
  + How do perceptions of Target's omni-channel approach affect respondents' likelihood to recommend Target to others?

Based on their perceptions, how likely are they to recommend Target.

1. **General Analysis Questions**
   * How have respondents' shopping habits at Target changed since 2020, and what factors have influenced these changes?Q3 Q4
   * What are the most significant factors influencing respondents' decision to shop at Target, and how do these factors vary across demographic groups? Q2 Q15(age)
   * Are there any emerging trends or patterns in respondents' perceptions of Target as a brand, and how do these trends relate to Target's market competitiveness and profitability? Q12 Q13