|  |  |  |  |
| --- | --- | --- | --- |
| CustomerID | OrderID | Sales | TransactionDate |
| URBAS27060 | 11244W2XUWE | $902.14 | 20150109 |
| G999A39456 | 11244W2XVQU | $1,248.00 | 20150102 |
| WILL25R | 110840TSGDF | $533.06 | 20150102 |
| WILL25R | 110840TSGKN | $2,306.25 | 20150102 |

Sales1

Returns1

|  |  |  |  |
| --- | --- | --- | --- |
| CustomerID | ReturnDate | ReturnSales | OrderID |
| DDSOF91747 | 20150403 | $310.68 | 020350GQZCED |
| DEANJ58544 | 20150709 | $553.02 | 01175C4MPWU |
| DEANS61380 | 20150321 | $2,160.00 | 022250CWJIH |
| DEDOJ36741 | 20150306 | $566.58 | 02185KVVDRN |

Sales2

|  |  |  |  |
| --- | --- | --- | --- |
| CustomerID | TransactionDate | StoreID | Sales |
| VOORH80824 | 20151124 | F3 | $159.43 |
| WARDD81392 | 20151127 | F3 | $416.23 |
| VELEL579Z6 | 20151127 | F4 | $1,068.93 |
| VERDJ43104 | 20151127 | F4 | $552.12 |

Questions1 ( Only for Sales1 and Returns1)

|  |
| --- |
| A) What % of sales result in a return? |
| B) What % of returns are full returns? |
| C) What is the average return % amount (return % of original sale)? |
| D) What % of returns occur within 7 days of the original sale? |
| E) What is the average number of days for a return to occur? |
| F) Using this data set, how would you approach and answer the question, who is our most valuable customer? |

Questions2 ( Only for Sales2 and Returns1)

|  |
| --- |
| A) What are average sales for a customer's first transaction, second transaction, and third or more transaction? |
| B) What % of total sales do the top 5 selling stores account for? |
| C) Which month had the most sales? |
| D) What % of customers shopped in 2 different months or more? |
| E) For customers that shopped more than once and spent between $500 and $1000 on their first purchase, what is the average spend for the second purchase? |