**Potential Analysis 1: Sales Data**

Was there a difference between Pre-COVID sales and Mid-COVID sales?

Was there a difference between Pre-COVID sales and Post-COVID sales?

Was there a difference between Mid-COVID sales and Post-COVID sales?

🡪 We can do three graphs/analysis on the pairs above to encompass all time periods and compare the differences.

🡪 Line Graphs seem the most visually impactful for the data we’ll have and the way it might vary. I can do the combined line graph that we can toggle to see just one set at a time if needed.

**Potential Analysis 2: Zip Code Sales Data**

Which area/zip had the highest/lowest sales total Pre-COVID?

Which area/zip had the highest/lowest sales total Mid-COVID?

Which area/zip had the highest/lowest sales total Post-COVID?

🡪 A pie chart for each time frame might work well here, such as the sales total for 2021 divided by amount spent in each zip/area. Depends just how many zips/locations we’re working with since we don’t want the graph to look too busy.

🡪 Bar graphs are also possible. At the very least, we could use one for comparing the highest sale areas with each other and the lowest sale areas with each other.

**Potential Analysis 3: Cookie Popularity**

Which cookies sold most Pre-COVID?

Which cookies sold most Mid-COVID?

Which cookies sold most Post-COVID?

🡪 Bar graphs work very nicely here! We’ll obviously have our standard list of cookies and the amount sold. We can do a combined graph once again to compare the results overall.

**Potential Analysis 4: Cookie Supremacy**

Which cookies were most popular in the high sales areas?

Which cookies were most popular in the low sales areas?

Which cookies were the least popular in the high sales areas?

Which cookies were the least popular in the low sales areas?

🡪 Another set that works well with bar graphs. We’d get two graphs, one with the high sale and low sale areas listed with their most popular cookie choice, and a duplicate chart for the least popular cookie choice.

🡪 That would involve cutting out a lot of locations if we compared just the lowest and highest sale areas, but we can also create a standard/general graph with all of them shown beforehand.

**Potential Analysis 5: Sale Trends per Area**

Based on the changed we have seen from Pre-COVID to Mid-COVID to Post-COVID, what are our predictions for how sales will continue overall?

What are the predictions for how sales will increase or decrease in \_\_\_\_ area next year?

Do we believe a certain area is more likely to provide higher sales volume?

Do we believe a certain area is more likely to provide lower sales volume?

🡪 Scatter charts probably work best for the potential trends. I was also looking into Bubble Charts which seem like they’d work here as well. It could be decided based on what’s more visually appealing or we can base it on how much data we’d need to present on a single chart.

**Potential Analysis 6: Income-based Analysis**

How good/bad were sales in high-income areas(Pre-COVID to Mid-COVID to Post-COVID)?

How good/bad were sales in mid-income areas(Pre-COVID to Mid-COVID to Post-COVID)?

How good/bad were sales in low-income areas(Pre-COVID to Mid-COVID to Post-COVID)?

Is there a noticeable difference in which income-level tends to buy the most cookies during each of these time periods?

🡪 Bar chart again might work here, but again we’d need to make sure it’s a doable amount of areas so that it doesn’t overcrowd the chart.

🡪 Line chart also possible if we compare the three covid states with themselves in each income area, like having a line graph for low-income areas and their sales trends through the different covid stages. All three can be combined as well and made interactive so it’s whatever works!

**Potential Analysis 7: Online Orders vs. In-Person (in-person includes flyers)**

What was the ratio of online orders vs. in-person orders Pre-COVID?

What was the ratio of online orders vs. in-person orders Mid-COVID?

What was the ratio of online orders vs. in-person orders Post-COVID?

Does it look like the Post-COVID trend will continue next year, or is the data showing that it might level back out to what the ratio was Pre-COVID?

**Potential Analysis 8: Possible Nonsense**

Sales in high-crime areas vs. sales in low-crime areas.

Is there a noticeable difference in sales volume between the two types of areas (Pre-COVID, Mid-COVID, and Post-COVID)?

🡪 Could use the results to answer something like, “Are the sales volumes in high-crime areas worth the danger there?” Though this is a bit more theoretical, and the answer is obviously ‘no’ from a moral standpoint :D but who knows if it’s the same from a business standpoint. A bit harder to analyze but I thought I’d toss that on here just as an extra ‘potential’ if we wanted to make things more difficult.

🡪 Probably Line Graph for this kind of data.