

Final Assignment

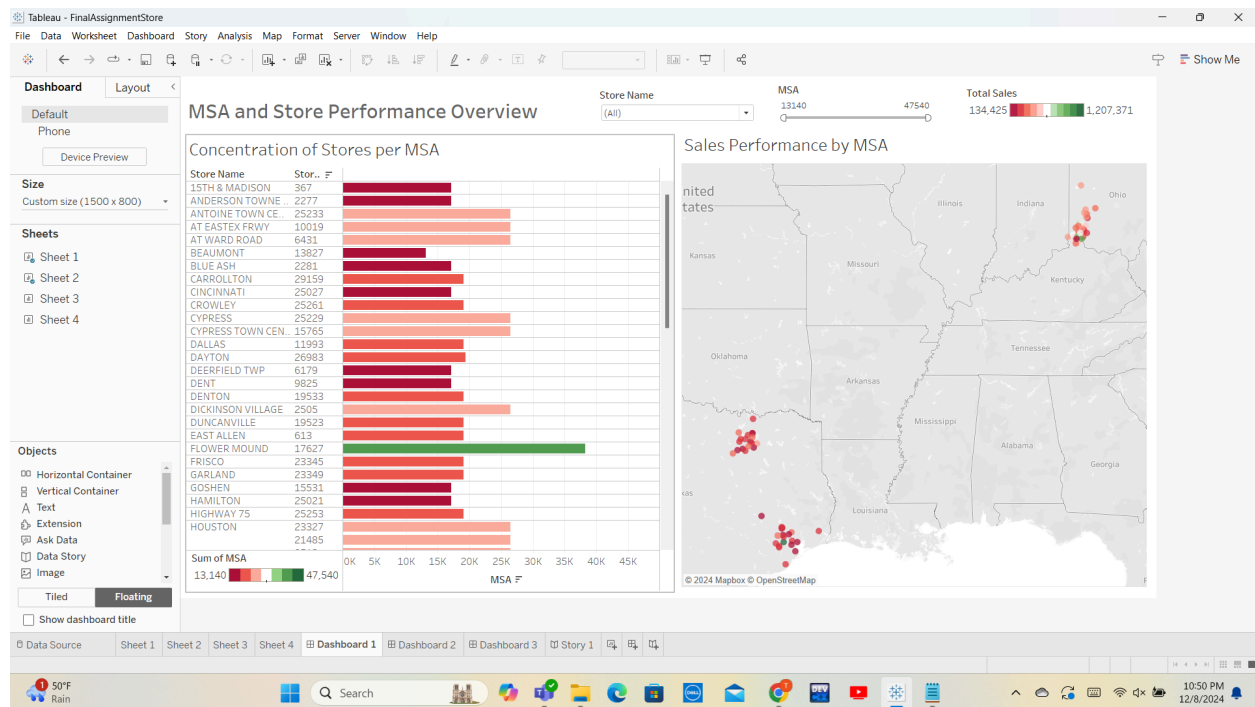
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Dataset:

The dataset that I am using includes sales and promotional information from a sampling of stores over 156 weeks, beginning January 2009 through December 2011. These are the sales metrics of products in 4 categories: oral hygiene products, bag snacks, frozen pizza, and cold cereal.

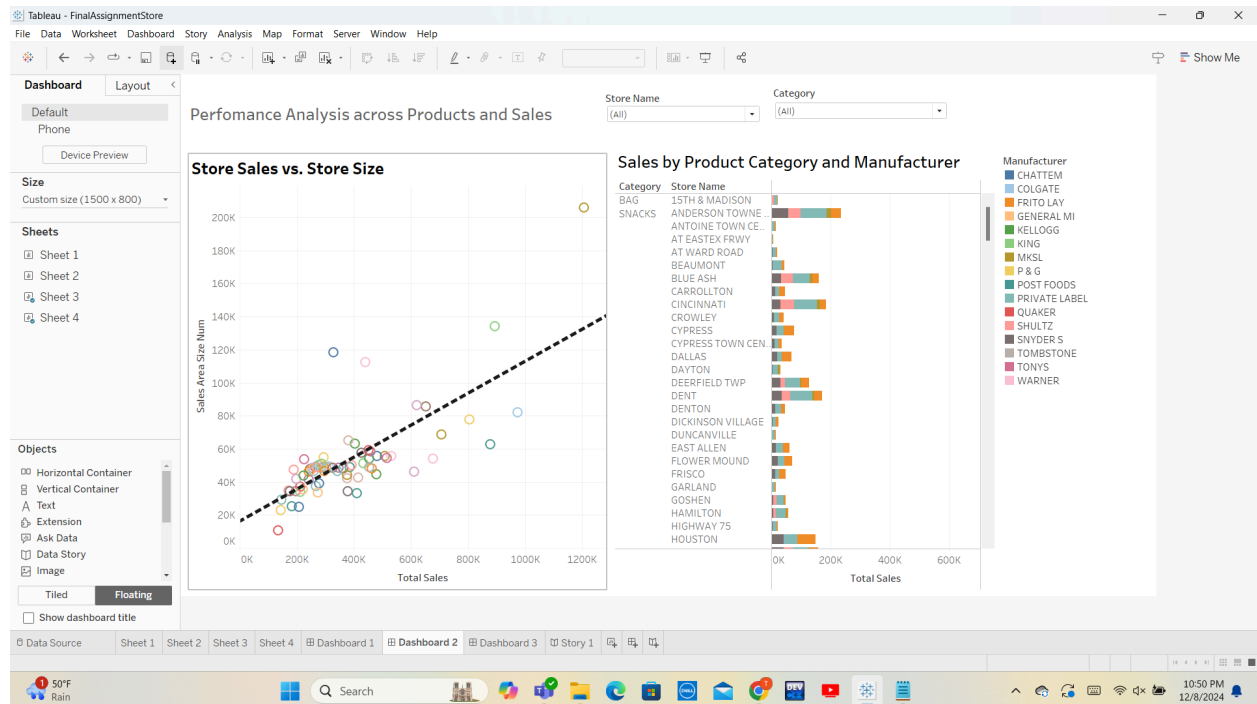
Visualization 1 :



The first dashboard I created involved the MSA statistics and taking a look at the concentration of stores. As we take a look at the concentration of stores, we can see there are three distinctive areas where we collected data. Dallas, Houston, and the Cincinnati metropolitan areas are where there are predominantly stores in the United States. Those areas, especially the urban areas, tend

to have more sales. This makes sense as the population of those urban areas would be more than a store that is in the suburbs.

Visualization #2:



The second dashboard I created involved looking at Sales with regards to store size and product categories and their manufacturer's. When we take a look at the size of the stores compared to sales, we see a clear and obvious trend that as the size of the store increases, so does the sales that store makes. When it comes to the categories, in terms of bag snacks, the manufacturer "Private Label" seems to make the most contribution to sales. In terms of cold cereal, "Kellogg" and "General MI" produce the most amount of sales for the company. "Tombstone" is the primary frozen pizza company that gives the most amount of sales for this company. In terms of Oral Hygiene products, "P&G" and "Warner" produced the most amount of sales.

Recommendations:

