**Business Intelligence & Analytics Visualization Project  
Group 1**

***Project Title: US Store Sales***

**Group Member Names:**

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1. **A 3-4 sentence paragraph describing the context of your data** set (i.e., what does the data set describe?).

The dataset contains statistical information about Sales Values in Dollars of American Stores in all 4 market (East,West,Central,South).

This dataset is taken for the year 2010 and 2011 and contains the details for all 4 quarters.

The Product contains the different types of beverages such as coffee and tea sold over 2 years in US market.

The dataset contains different states which is categorized into market size.

1. **Details of your data set: Include the source, format (file type), key variables (columns), number of records (rows), etc. in a bulleted list.**

* **Source :** [**https://www.kaggle.com/datasets/dsfelix/us-stores-sales**](https://www.kaggle.com/datasets/dsfelix/us-stores-sales)
* **File Type :** CSV
* **Columns :**

Store’s Area code, State, Market and Market Size

Product’s ID, Description, Type, Category and Date

Accounting Info, such as Budget Margin, Profit, Total Expenses and Marketing, COGS, Sales

* **No of rows** : 4249

1. **Research questions:** List 5-6 research questions that you will be able to address with the current data set using visualizations in Tableau.Some example research questions are provided below:

1.What is the relation between quarterly profits and quarterly sales amongst the markets?

2.What is the Relationship between cogs, profit and margins between states?

3.How are the profits, sales, and expenses for different product types over the period of 2010 and 2011?

4.What is the difference between cogs, budget cogs, profit and budget profit amongst the product and region?

5.How is Marketing, total expenses, and profit among the market size?

6.What is the relationship between budget Profit, budget sales and sales, profit amongst the product type?