**Store Overview**

1.

Highest: US Atlantic Coasst

Lowest: US NorthEast

2.

Highest: NJ

Lowest: DC

3.

Highland Park, Nashville, Billings, Pembroke Pines, Boca Raton, Rancho Cugamonga, Fresno, Overland Park, San Diego, Littleton, Boston, Columbia, Dallas, Winter Park, Portland, Fairview Heights, Brandon, Oklahoma, New York, Pleasanton, Woodbury, Fort Worth, West Palm Beach, Lafayette, Fayetteville, Las Vegas.

4.

Bakerfields: 199413

**Store Performance**

1. 2.

Highest electronics sales store: store 375, at Marlborough

3.

Store #24, Nashville, age: 24

4. They are correlated to eachother. When one type goes up, others go up, when one goes down, the others go down as well. They seem to have same trend.

**Customer Segment Analysis**

1. Electronics – Ink and Toner

2. Electronics

3. Ink and Toner

4. 36-45

**Customer Purchase Behavior**

1. Saturday, 16

2. by both

3. certain days of the week

**Merchandise Analysis**

Oils Class: Oak’s high sales season is during August until October. It drops down significantly at the end of November and then go up again but at moderate level.

While Pine’s peak season is around November. It drops down significantly at the end of November as well and then goes up at low level.

In Electronics: Laptop’s peak season is from August to November, it then drops down quickly then tends to go up for a short period of time in the middle November, then goes very low for the rest of months.