Sales and Product Category

Hypothesis 1:

Furniture sales are significantly higher in the west region compared to the east region due to different customer demographics.

Hypothesis 2:

Products with higher discounts tend to have a higher sales volume but lower profit margin

Sales Channel and Customer Behavior:

Hypothesis 3:

Online sales have a higher average order value compared to in-store sales due to customers browsing a wider selection of products.

Hypothesis 4:

Customer who received personalized marketing offers are more likely to make a purchase.

Profitability and Pricing

Hypothesis 5:

Higher priced offers supplies generally have a higher profit margin compared to lower priced option.

Hypothesis 6:

A higher discount percentage leads to a lower profit margin on individual sales.