

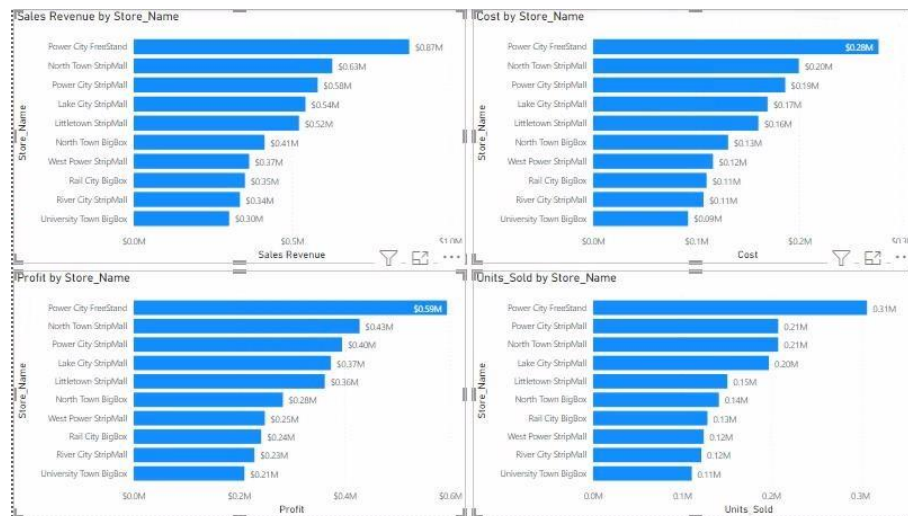
# memo

## AppWich

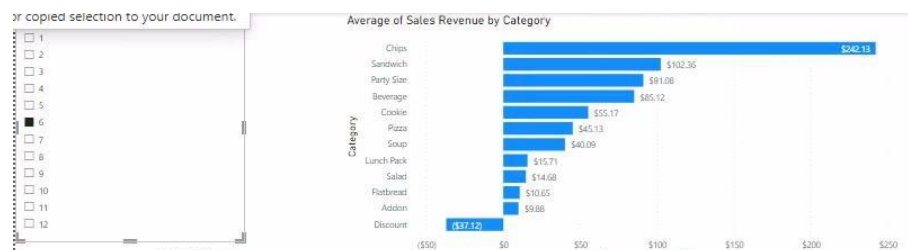
To: To Whom it May Concern  
From: Alex Pettis  
CC: Recipient names  
Date: November 28, 2022  
Re: Data Analysis

Per your request, I am here to explain some trends or characteristics I have noticed in the data you sent me.

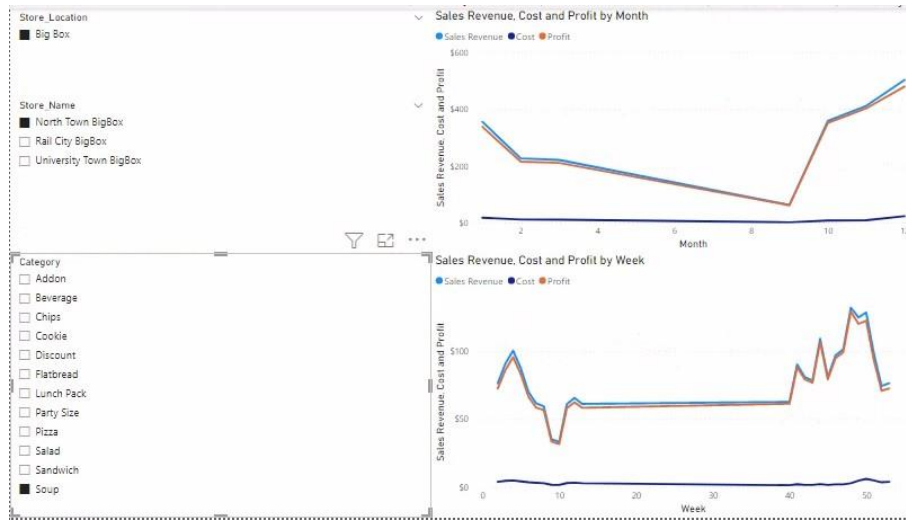
The first noticeable trend is on the annual store comparison page. If the data is looked at by sales revenue, profit, cost, or units sold all by store name there is no change meaning that Power City FreeStand is always on top.



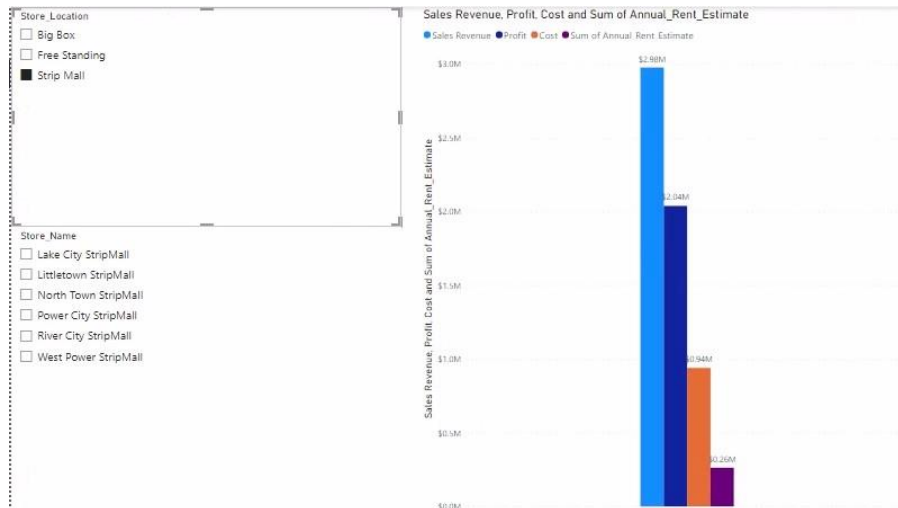
The second noticeable trend is on the category comparison by attributes page specifically for the average of sales revenue by category chart. If we use the slicer for month and look at each month for most of the months (11/12), we see that the average sales revenue for chips is more than \$100 different compared to everything else.



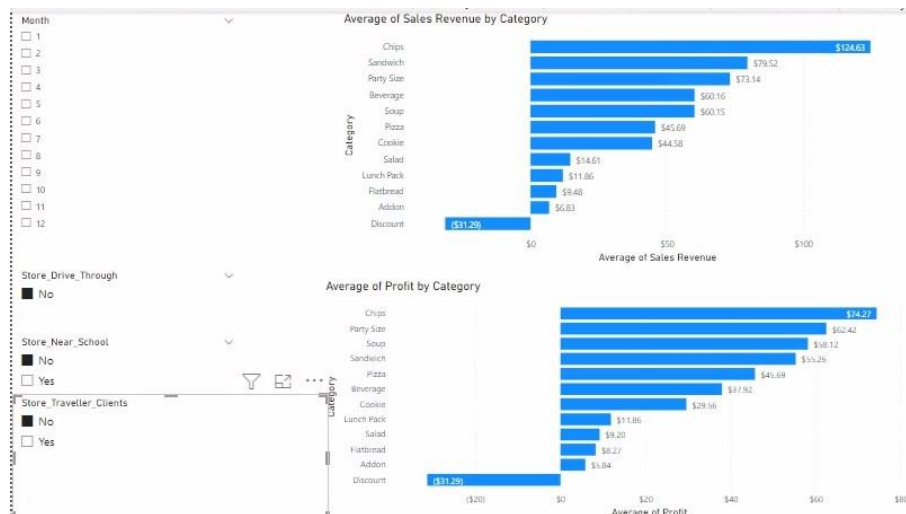
The third trend that is noticeable is on the overall performance with time page. Using the slicers, selecting big box for store location and North Town BigBox for the store name, we see that for most of the categories the sales revenue and profit are the same with sales revenue being just a bit higher. Also, we notice that cost is below sales revenue and profit.

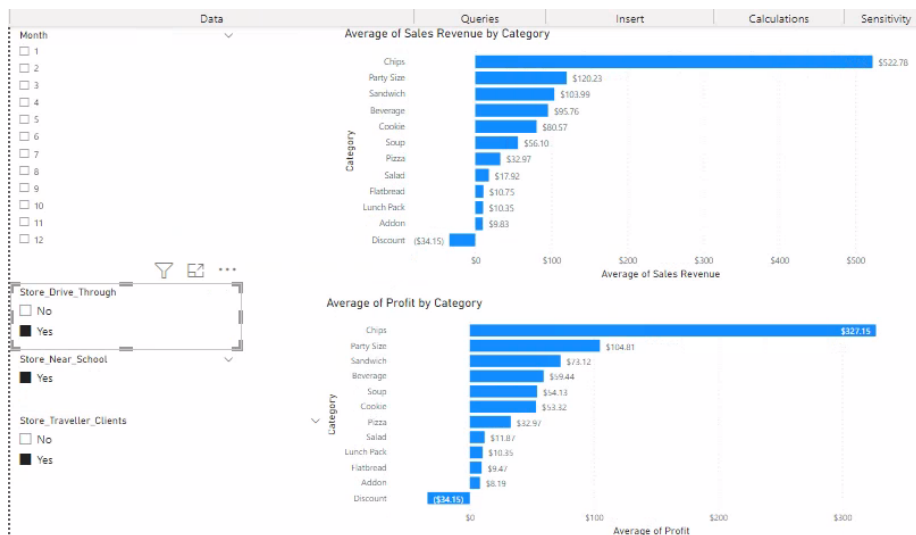


The fourth trend that we see is on the overall performance by location page. If the slicer for store location is used, we see that for strip malls that the sales revenue and profit have a difference of more than \$1.0M when compared to big box and free standing.



The final trend that is noticeable is on the category comparison by attributes page. Using the slicers for store drive through, store near school, and store traveller clients we notice a big difference in average sales revenue and average profit when all slicers have yes selected as compared to no being selected.





As always if you have questions, please don't hesitate to let me know.

Thanks,  
Alex Pettis