Introduction to Scan Data

The following questions relate to the data set Econ494_ps1 which contains US retail scanner data on Robert Mondavi Private Select wine.

1. How many cases of Robert Mondavi Private Select were sold each year from 2005-2008?
   a. Construct a table showing the total number of cases sold each year.
   b. Construct a bar graph showing the total number of cases sold each year.
   c. Provide an explanation for the trend in sales.

2. Describe the trend in monthly in sales
   a. Construct a table showing average weekly sales by month.
   b. Construct a bar graph showing average weekly sales by month.
   c. Do you observe any seasonality in monthly wine sales? Explain fully.

3. How many SKU’s are contained in the data set?
   a. Construct a table showing the number of cases sold of each SKU each year.
   b. Construct a bar graph showing the number of cases sold of each SKU each year.
   c. Construct a table showing average weekly sales by month for each SKU.
   d. Construct a bar graph showing average weekly sales by month for each SKU.
   e. Do you observe any difference in seasonality between the SKU’s? Explain fully.

4. What is the average price of each SKU in the data set?
   a. Construct a histogram of prices for each SKU.
   b. Are the prices of each SKU statistically different from each other? Explain fully.

5. What is the trend in weekly sales of each SKU?
   a. Construct a graph showing the trend in weekly sales of each SKU. Describe your graph.

6. What is the trend in weekly price of each SKU?
   a. Construct a graph showing the trend in weekly price of each SKU. Describe your graph.