ST 522 – Analysis Project

Due: May 02, 2020

You have been provided with 3 SAS datasets. These files are data from your two snack food stores, The Snack Shack, which has two locations, one in Tuscaloosa and one in Northport.

The SAS datasets are as follows:

***TransactionMaster*** – This dataset contains a listing of all transactions that took place between 4/01/2007 and 04/06/2007 at a Snack Shack store. The layout of this table is as follows:

|  |  |
| --- | --- |
| **Variable Name** | Description |
| TransactID | The Identification Number assigned to each unique transaction. |
| Location | The Snack Shack location where the transaction takes place. This is either Tuscaloosa or Northport. |
| SaleDate | The Sale Date of the Transaction. |

***TransactionDetail*** – This dataset contains a listing of what items and how many of each item was purchased in each transaction. The layout of the table is as follows:

|  |  |
| --- | --- |
| **Variable Name** | **Description** |
| TransactID | The Identification Number assigned to each unique transaction. |
| ItemNo | The item number of the product. This is divided into 3 categories. Sodas are coded 10xx, Candies are coded 20xx, and Chips are coded 30xx. |
| Quantity | The number of each item that was purchased during a unique transaction. |

***Item*** – This dataset contains a listing of the Items that are for sale at the stores. The layout of the table is as follows:

|  |  |
| --- | --- |
| **Variable Name** | **Description** |
| ItemNo | The item number of the product. This is divided into 3 categories. Sodas are coded 10xx, Candies are coded 20xx, and Chips are coded 30xx. |
| ItemName | The name of the item. |
| Company | The company that manufactures the item. |
| UnitSize | The Unit Size of the item. |
| RetailPrice | The price that The Snack Shack charges for retail purchase of the item. |
| UnitCost | The cost to Snack Shack to purchase the item from the wholesaler. (*Note – Profit can be defined as Retail Price minus Unit Cost.* |

Each person is directed to produce reports to the CEO of the Snack Shack (i.e. – Me) detailing various aspects of its operation. It is up to each individual to decide what aspects of the business should be reported to the CEO. Your only requirement is that you have to use SAS to complete this assignment. A couple of suggestions to start would be (you are not limited to these):

* You may want to use SQL to join the tables
* You may want to include summaries of both revenues and profits by Item. You may also want to split this out by location. Do any items sell better at one location?
* If you run reports for multiple locations, perhaps write a SAS Macro to only have to code once, but run the program for both locations.
* Describe which items are selling and which ones aren’t.
* Describe which items are the most profitable.
* Are any sale dates better than others?
* Which companies have the highest sales?
* Include and reference printed SAS reports to support your findings.
* Be creative and include your own analyses!

Please include a title page with your name as well as a text summary of your findings on another page followed by your analytical findings. Also, please submit a printout of your SAS code.