**ASSIGNMENT 4 (100 points)**

**Scenario**  
A fast food chain plans to add a new item to its menu. However, they are still undecided between three possible marketing campaigns for promoting the new product. In order to determine which promotion has the greatest effect on sales, the new item is introduced at locations in several randomly selected markets. A different promotion is used at each location, and the weekly sales of the new item are recorded for the first four weeks. Imagine you are the Marketing Manager for this fast food chain. You are required to generate KEY insights from the dataset given to you (“Test Market Campaigns”) for solving this problem.

**About the data (Test Market Campaigns)**  
This sample data has the following columns and data values.  
7 columns x 548 rows  
**MarketID**  
Unique identifier for market (1 – 10).

* **MarketSize**  
  Size of market area by sales (Small, Medium, Large).
* **LocationID**  
  Unique identifier for store location.
* **AgeOfStore**  
  Age of store in years (1 – 28).
* **Promotion**  
  One of three promotions that was tested (1, 2, 3).
* **Week**  
  One of four weeks when the promotions were run (1 – 4).
* **SalesInThousands**  
  Sales amount for a specific LocationID, Promotion and week.

**YOU ARE REQUIRED TO DO THE FOLLOWING :**

1) The dataset is provided to you in BB. Upload this data onto IBM Cognos Analytics in your My Content Folder.

Using IBM Cognos Analytics, you are required to understand and analyze this data.

2) Answer the questions in the Insight Creation Workflow.doc given. Provide your answers in the document and submit in BB. Evidence of cards for each question should be provided (a Snapshot of the Cognos card can be given). The driver analysis and tree plot should be given to support your hypotheses as well.