Dataset Mall

Mid term exam

April 4th

The manager of the mall Beautiful has the goal of increasing sales. Therefore, a statistical consultant has been requested to analyze the data collected in the file *DatasetMall.xlsx*.

The dataset contains the following variables for 284 weeks:

1) Show (categorical variable, NO = no show was organized, YES = a show was organized)

2) Temperature

3) Fuel price

4) Number of products on offer

5) Number of posters

6) Weekly sales

Conduct a statistical analysis focusing on the following steps:

- check for outliers, missing values, and inaccuracies in the dataset;

- perform a graphical analysis to highlight the relationship between the response variable (*Weekly sales*) and the possible predictors;

- select the best model, that is, the best subset of predictors;

Finally, write a report containing just one proposal to increase the sales of the mall.