

Dataset *Shopping center*

Exam, June 11th

The manager of the shopping center “Le Porte” has the goal of increasing sales. Therefore, a statistical consultant has been requested to analyze the data collected in 213 shopping centers. The data are in the file *ShoppingCenter.xlsx*.

The dataset contains the following variables for 213 shopping centers:

- 1) *Monthly sales*
- 2) *Average discount*
- 3) *Number of snack bar/ restaurants*
- 4) *Night opening*
- 5) *Percentage of shops opened in the nights*

Conduct a statistical analysis focusing on the following steps:

- check for outliers, missing values, and inaccuracies
- perform a graphical analysis
- select the best model, that is, the best subset of predictors for the variable *Monthly sales*
- according to the best predictors, make a proposal to increase the sales of a shopping center.

Finally, write a brief report and send it to giovanni.deluca@uniparthenope.it