

## Boxed Foods

1. Can you identify holiday periods or special events that cause the spikes in the data or is this data different from others?
2.
  - a) Generate linear and quadratic models for this data.
  - b) What is the marginal sales for boxed foods using each model?
  - c) Which model do you feel best predicts future trends and explain your rational.
3. When comparing trends for boxed foods sales with that for the entire dry goods department,
  - a) What are the similarities? Compare total dollar volume for each.
  - b) Specifically, what are the differences if any?
4. If you were the department manger, how might you adjust the display of end cap promotional items to increase boxed food sales?