```
In [ ]: print('Hello World')
    print("I'm Aditya Raj")
    print('This is Data Science Project For Simplilearn')
```

Hello World I'm Aditya Raj This is Data Science Project For Simplilearn

Retail Analysis with Walmart Data

Course-end Project 1

Description

One of the leading retail stores in the US, Walmart, would like to predict the sales and demand accurately. There are certain events and holidays which impact sales on each day. There are sales data available for 45 stores of Walmart. The business is facing a challenge due to unforeseen demands and runs out of stock some times, due to the inappropriate machine learning algorithm. An ideal ML algorithm will predict demand accurately and ingest factors like economic conditions including CPI, Unemployment Index, etc.

Walmart runs several promotional markdown events throughout the year. These markdowns precede prominent holidays, the four largest of all, which are the Super Bowl, Labour Day, Thanksgiving, and Christmas. The weeks including these holidays are weighted five times higher in the evaluation than non-holiday weeks. Part of the challenge presented by this competition is modeling the effects of markdowns on these holiday weeks in the absence of complete/ideal historical data. Historical sales data for 45 Walmart stores located in different regions are available.

Dataset Description

This is the historical data that covers sales from 2010-02-05 to 2012-11-01, in the file Walmart_Store_sales. Within this file you will find the following fields:

```
Store - the store number

Date - the week of sales

Weekly_Sales - sales for the given store

Holiday_Flag - whether the week is a special holiday week 1 - Holiday week 0 - Non-holiday week

Temperature - Temperature on the day of sale

Fuel_Price - Cost of fuel in the region

CPI - Prevailing consumer price index

Unemployment - Prevailing unemployment rate
```

Holiday Events

Super Bowl: 12-Feb-10, 11-Feb-11, 10-Feb-12, 8-Feb-13 Labour Day: 10-Sep-10, 9-Sep-11, 7-Sep-12, 6-Sep-13 Thanksgiving: 26-Nov-10, 25-Nov-11, 23-Nov-12, 29-Nov-13 Christmas: 31-Dec-10, 30-Dec-11, 28-Dec-12, 27-Dec-13

Analysis Tasks

Basic Statistics tasks

Which store has maximum sales #### DONE

Which store has maximum standard deviation i.e., the sales vary a lot. Also, find out the coefficient of mean to standard deviation #### DONE

Which store/s has good quarterly growth rate in Q3'2012 #### DONE

Some holidays have a negative impact on sales. Find out holidays which have higher sales than the mean sales in non-holiday season for all stores together

Provide a monthly and semester view of sales in units and give insights ####
DONE

Statistical Model

For Store 1 - Build prediction models to forecast demand

Linear Regression - Utilize variables like date and restructure dates as 1 for 5 Feb 2010 (starting from the earliest date in order). Hypothesize if CPI, unemployment, and fuel price have any impact on sales.

Change dates into days by creating new variable.

Select the model which gives best accuracy.

Imports

In []: sns.color_palette('plasma')

from warnings import filterwarnings

```
In [ ]:
        import numpy as np
        import pandas as pd
        import matplotlib.pyplot as plt
        import seaborn as sns
        import plotly.express as px
        import plotly.graph objects as go
        from plotly.subplots import make_subplots
        from datetime import datetime
In [ ]: | from sklearn.model_selection import train_test_split
        from sklearn.linear_model import LinearRegression
        from sklearn.preprocessing import StandardScaler
        from sklearn.metrics import mean_squared_error, r2_score
        from sklearn.tree import DecisionTreeRegressor
        from sklearn.ensemble import RandomForestRegressor
        from sklearn.model selection import GridSearchCV
        from xgboost import XGBRegressor
```

filterwarnings('ignore')

Data Prep and Data Cleaning

Loading the Walmart Sales CSV file into walmart_sales and copying the data into another dataframe ws

```
In [ ]: walmart_sales = pd.read_csv('Walmart_Store_sales.csv')
   ws = walmart_sales.copy(deep = 1)
   ws.head()
```

Out[]:	Store		Date	Weekly_Sales	Holiday_Flag	Temperature	Fuel_Price	СРІ	Unemployment
	0	1	05-02- 2010	1643690.90	0	42.31	2.572	211.096358	8.106
	1	1	12-02- 2010	1641957.44	1	38.51	2.548	211.242170	8.106
	2	1	19-02- 2010	1611968.17	0	39.93	2.514	211.289143	8.106
	3	1	26-02- 2010	1409727.59	0	46.63	2.561	211.319643	8.106
	4	1	05-03- 2010	1554806.68	0	46.50	2.625	211.350143	8.106

Description

```
In [ ]: ws.info()
```

<class 'pandas.core.frame.DataFrame'>
RangeIndex: 6435 entries, 0 to 6434
Data columns (total 8 columns):

memory usage: 402.3+ KB

```
In [ ]: ws.describe().astype(int)
```

Out[]:		Store	Weekly_Sales	Holiday_Flag	Temperature	Fuel_Price	CPI	Unemployment
	count	6435	6435	6435	6435	6435	6435	6435
	mean	23	1046964	0	60	3	171	7
	std	12	564366	0	18	0	39	1
	min	1	209986	0	-2	2	126	3
	25%	12	553350	0	47	2	131	6
	50%	23	960746	0	62	3	182	7
	75%	34	1420158	0	74	3	212	8
	max	45	3818686	1	100	4	227	14

Checking for Null Values in the DataFrame

Checking for duplicates

```
In [ ]: ws.duplicated().sum()
Out[ ]: 0
```

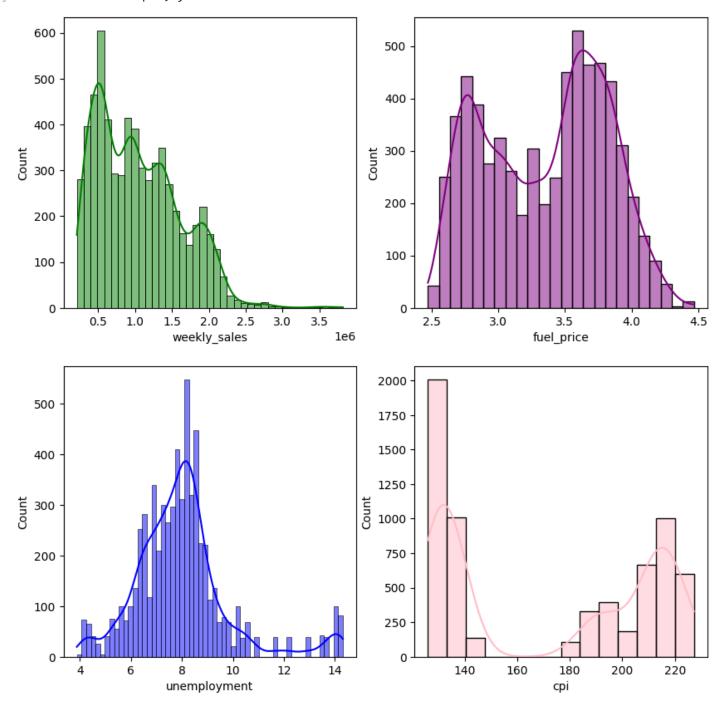
Lowering the case of the Column Values

Checking Outliers

```
In [ ]: plt.figure(figsize = (10, 10))
    count = 1
    for feature in feature_list:
```

```
plt.subplot(4,2,count)
              sns.boxplot(data = ws[feature],
                            palette = 'summer')
              count += 1
          plt.tight_layout()
          plt.show()
              1e6
                                                                   100
          3.5
                                                                    80
          3.0
       weekly_sales
2.5
1.5
                                                                temperature
                                                                    60
                                                                    40
          1.0
                                                                    20
          0.5
                                                                     0
                                                                                               0
          4.5
                                                                   220
          4.0
                                                                   200
       fuel_price
                                                                · 등 180
                                                                   160
          3.0
                                                                   140
          2.5
           14
                                      80000
           12
        unemployment
           10
            8 -
            6
In [ ]: fig, axes = plt.subplots(nrows= 2,
                                      ncols= 2,
                                      figsize = (10, 10))
          sns.histplot(data = ws,
                       x = 'weekly_sales',
                       kde = True,
                       color = 'green',
                       ax = axes[0, 0])
          sns.histplot(data = ws,
                       x = 'fuel_price',
                       kde = True,
                       color = 'purple',
                       ax = axes[0, 1])
          sns.histplot(data = ws,
                       x = 'unemployment',
                       kde = True,
                       color = 'blue',
                       ax = axes[1, 0])
```

Out[]: <Axes: xlabel='cpi', ylabel='Count'>



• As observed, Weekly Sales and Unemployment have longer tails near the end, which suggests the existence of outliers in them

```
In [ ]: # Convert Date column to datetime object
ws['date'] = pd.to_datetime(ws['date'], format="%d-%m-%Y")
ws.info()
```

```
<class 'pandas.core.frame.DataFrame'>
       RangeIndex: 6435 entries, 0 to 6434
       Data columns (total 8 columns):
            Column
                          Non-Null Count Dtype
            -----
       ---
                          -----
                                          ----
        0
            store
                          6435 non-null
                                          int64
                         6435 non-null
        1
            date
                                          datetime64[ns]
        2
            weekly_sales 6435 non-null float64
        3
            holiday_flag 6435 non-null
                                          int64
        4
            temperature
                          6435 non-null
                                          float64
        5
            fuel price
                          6435 non-null
                                          float64
        6
                          6435 non-null
                                          float64
        7
            unemployment 6435 non-null
                                          float64
       dtypes: datetime64[ns](1), float64(5), int64(2)
       memory usage: 402.3 KB
        # Extract the year and month
In [ ]:
        ws['year'] = pd.DatetimeIndex(ws['date']).year
        ws['month'] = pd.DatetimeIndex(ws['date']).month
        ws.head()
Out[]:
           store
                  date weekly_sales holiday_flag temperature fuel_price
                                                                              cpi unemployment
                                                                                                  year
                 2010-
         0
                          1643690.90
                                              0
                                                       42.31
                                                                  2.572 211.096358
                                                                                            8.106 2010
                 02-05
                 2010-
                                                                                            8.106 2010
         1
                          1641957.44
                                              1
                                                       38.51
                                                                  2.548 211.242170
                 02-12
                 2010-
         2
                          1611968.17
                                              0
                                                       39.93
                                                                  2.514 211.289143
                                                                                            8.106 2010
                 02-19
                 2010-
```

Data Visualisation

02-26

2010-

03-05

1409727.59

1554806.68

3

Q1. Plotting the graph for Visualizing the total sales of the stores

0

0

46.63

46.50

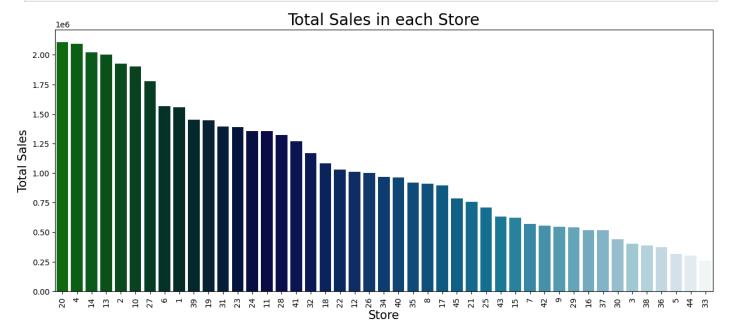
2.561 211.319643

2.625 211.350143

8.106 2010

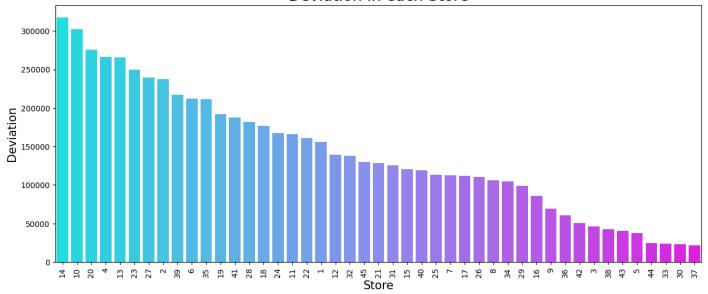
8.106 2010

```
plt.ylabel('Total Sales', size = 15)
plt.xticks(rotation=90)
plt.show()
```



Q2. Ploting graph for the Deviation in Sales of each Store and then finding the Coefficient of the Deviation

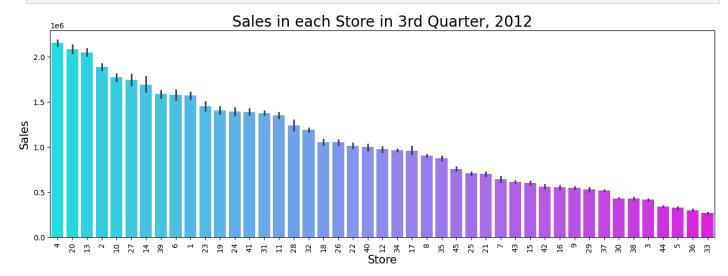
Deviation in each Store



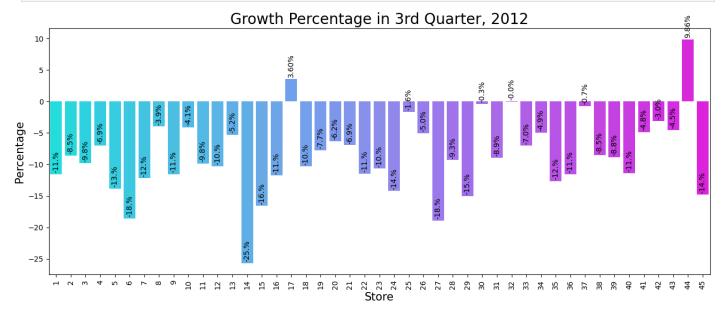
```
In [ ]: # Coefficient of std
    cv = np.std(ws['weekly_sales'], ddof=1) / np.mean(ws['weekly_sales']) * 100
    print (f'>>> Coefficient of the Standard Deviation of the Weekly Sales is {cv:.2f}')
```

>>> Coefficient of the Standard Deviation of the Weekly Sales is 53.91

Q3. Sales in 3rd Quarter of Year 2012



```
In [ ]: # 3rd Quarter Sales Report
        gr_ws = ws_q3_2012[(ws_q3_2012['date'] == '2012-06-01') | (ws_q3_2012['date'] == '2012-09-28')]
        pct_ws = gr_ws.groupby('store')['weekly_sales'].pct_change().dropna().reset_index().rename(column)
        pct_ws['store'] = gr_ws['store'].unique()
        # Graph
        plt.figure(figsize=(16, 6))
        fig = sns.barplot(data = pct_ws,
                    x = 'store',
                    y = '%change',
                    palette = 'cool')
        # Add annotations above the bars
        for i, bar in enumerate(fig.patches):
            plt.annotate(str(bar.get_height())[0:4] + '%',
                          xy=(bar.get_x() + bar.get_width() / 2, bar.get_height() + 0.5),
                         ha='center',
                         va='baseline',
                          rotation = 90)
        # Add labels and title
        plt.title('Growth Percentage in 3rd Quarter, 2012', size = 20)
        plt.xlabel('Store', size = 15)
        plt.ylabel('Percentage', size = 15,)
        plt.xticks(rotation=90)
        plt.show()
```

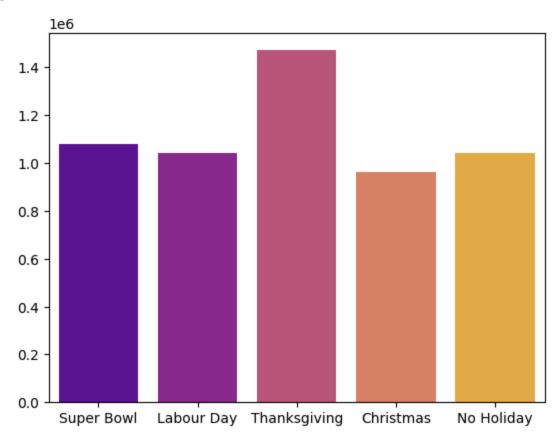


- We can see that shop 44 had best growth of about 10%
- The shop 14 had a performance drop of aprrox 26 %
- From graph we can infer that all the shops except shop 17 and 44, have a dip in performance in the last week as compared to first week

Q4. Analysisng Sales on Holidays

```
super_bowl = ws[ws['date'].isin(['2010-02-12','2011-02-11','2012-02-10'])]
labour_day = ws[ws['date'].isin(['2010-09-10','2011-09-09','2012-09-07'])]
thanksgiving = ws[ws['date'].isin(['2010-11-26','2011-11-25','2012-11-23'])]
christmas = ws[ws['date'].isin(['2010-12-31','2011-12-30','2012-12-28'])]
no_holiday = ws[ws['holiday_flag'] == 0]
y = [super_bowl['weekly_sales'].mean(),
    labour_day['weekly_sales'].mean(),
    thanksgiving['weekly_sales'].mean(),
    christmas['weekly_sales'].mean(),
    no_holiday['weekly_sales'].mean()]
x = ['Super Bowl',]
    'Labour Day',
    'Thanksgiving',
    'Christmas',
    'No Holiday']
sns.barplot(x = x,
       y = y,
       palette='plasma')
```

Out[]: <Axes: >



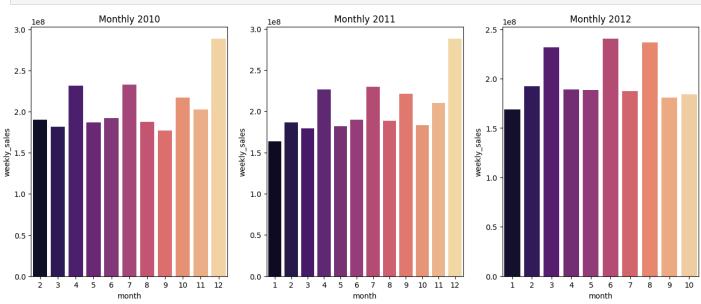
ThanksGiving has highest sales while Christmas has lower sales than average daily sales

Monthly and Semester wise and Yearly Sales Analysis

Monthly Sales

```
In [ ]: # Montly Report
    mr_ws_2010 = ws[(ws['year'] == 2010) | (ws['year'] == 2010)].groupby('month')['weekly_sales'].sc
    mr_ws_2011 = ws[(ws['year'] == 2011) | (ws['year'] == 2011)].groupby('month')['weekly_sales'].sc
```

```
mr_ws_2012 = ws[(ws['year'] == 2012) | (ws['year'] == 2012)].groupby('month')['weekly_sales'].s
# Creating the subplot space
fig, axes = plt.subplots(nrows= 1,
                         figsize = (16, 6))
# Plotting the graphs using seaborn
sns.barplot(data = mr_ws_2010,
            ax = axes[0],
            palette='magma')
sns.barplot(data = mr_ws_2011,
            ax = axes[1],
            palette='magma')
sns.barplot(data = mr_ws_2012,
            ax = axes[2],
            palette='magma')
# Setting Titles for the graphs
axes[0].title.set_text("Monthly 2010")
axes[1].title.set_text("Monthly 2011")
axes[2].title.set_text("Monthly 2012")
```

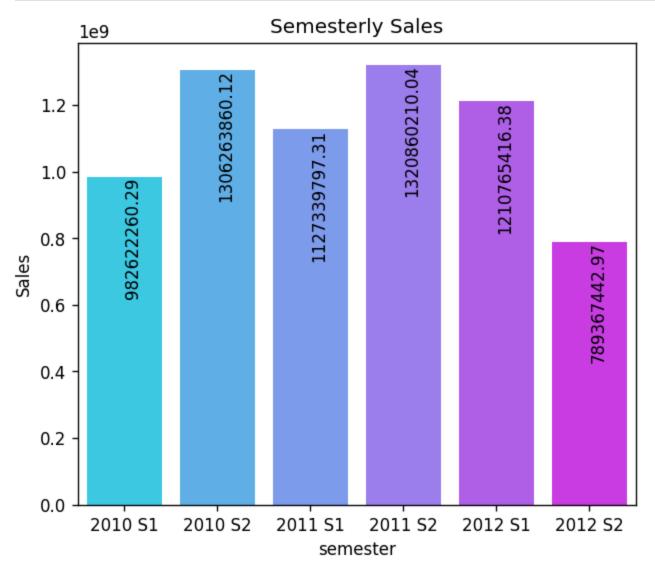


Semesterly Sales

```
rotation = 90)

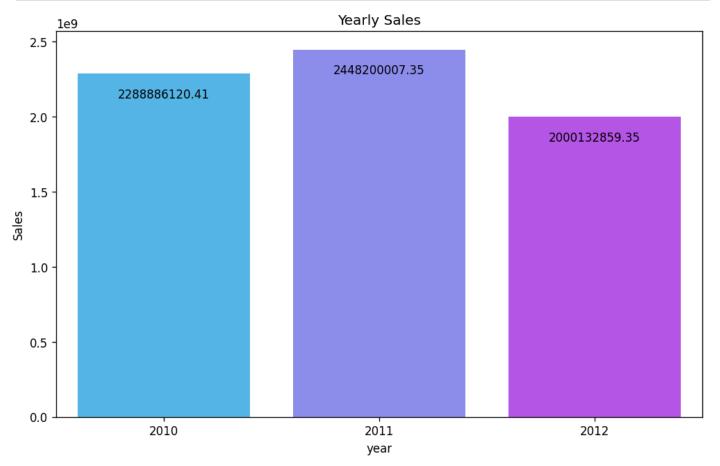
plt.title("Semesterly Sales")
plt.ylabel("Sales")

plt.show()
```



Year wise Sales

```
plt.ylabel("Sales")
plt.show()
```



Statistical Model

- For Store 1 Build prediction models to forecast demand
- Linear Regression Utilize variables like date and restructure dates as 1 for 5 Feb 2010 (starting from the earliest date in order). Hypothesize if CPI, unemployment, and fuel price have any impact on sales.
- Change dates into days by creating new variable.
- Select the model which gives best accuracy.

```
In []: # getting the dataframe for Store 1
    ws_s1 = ws[ws['store'] == 1]

# Dropping unneccessary columns
    ws_s1 = ws_s1.drop(['store', 'date', 'semester'], axis = 1)

# Changing the type to float
    ws_s1 = ws_s1.astype(float)
    ws_s1.info()
```

```
<class 'pandas.core.frame.DataFrame'>
       Int64Index: 143 entries, 0 to 142
       Data columns (total 8 columns):
            Column
                          Non-Null Count Dtype
       ---
            -----
                          -----
        0
            weekly_sales 143 non-null
                                           float64
            holiday_flag 143 non-null
                                           float64
        1
            temperature 143 non-null
                                           float64
        2
        3
            fuel_price
                          143 non-null
                                           float64
        4
            cpi
                          143 non-null
                                           float64
        5
            unemployment 143 non-null
                                           float64
        6
            year
                          143 non-null
                                           float64
        7
            month
                          143 non-null
                                           float64
       dtypes: float64(8)
       memory usage: 10.1 KB
In [ ]: ws_s1.head()
Out[]:
            weekly_sales holiday_flag temperature fuel_price
                                                                   cpi unemployment
                                                                                        year month
         0
                                            42.31
                                                      2.572 211.096358
                                                                                 8.106 2010.0
             1643690.90
                                 0.0
                                                                                                  2.0
         1
             1641957.44
                                 1.0
                                            38.51
                                                      2.548 211.242170
                                                                                 8.106 2010.0
                                                                                                  2.0
                                 0.0
                                                      2.514 211.289143
         2
             1611968.17
                                            39.93
                                                                                 8.106 2010.0
                                                                                                  2.0
             1409727.59
         3
                                 0.0
                                                      2.561 211.319643
                                                                                                  2.0
                                            46.63
                                                                                 8.106 2010.0
         4
             1554806.68
                                 0.0
                                            46.50
                                                      2.625 211.350143
                                                                                 8.106 2010.0
                                                                                                  3.0
In [ ]: features_list = ws_s1.columns
        plt.figure(figsize = (10, 10))
        count = 1
```

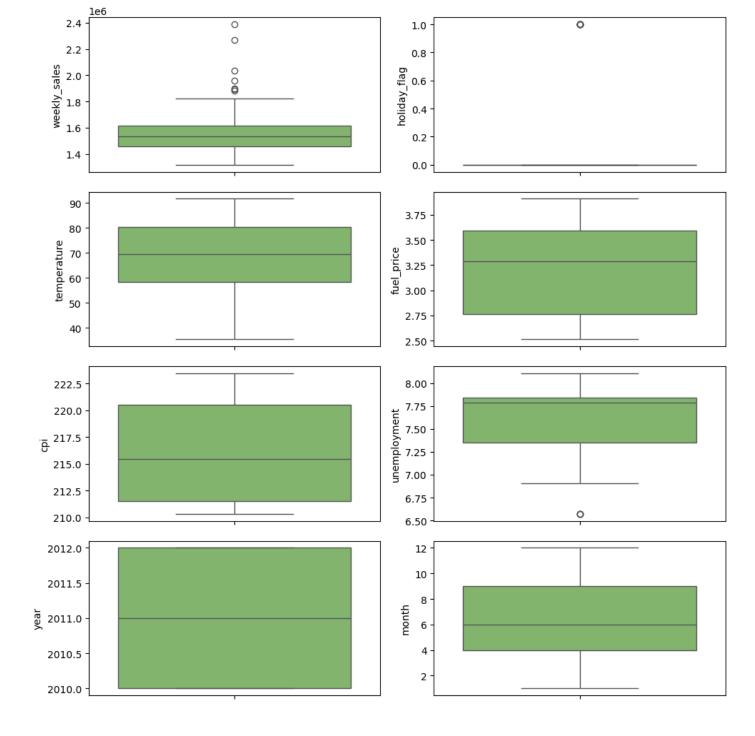
for feature in features_list:
 plt.subplot(4,2,count)

count += 1
plt.tight_layout()

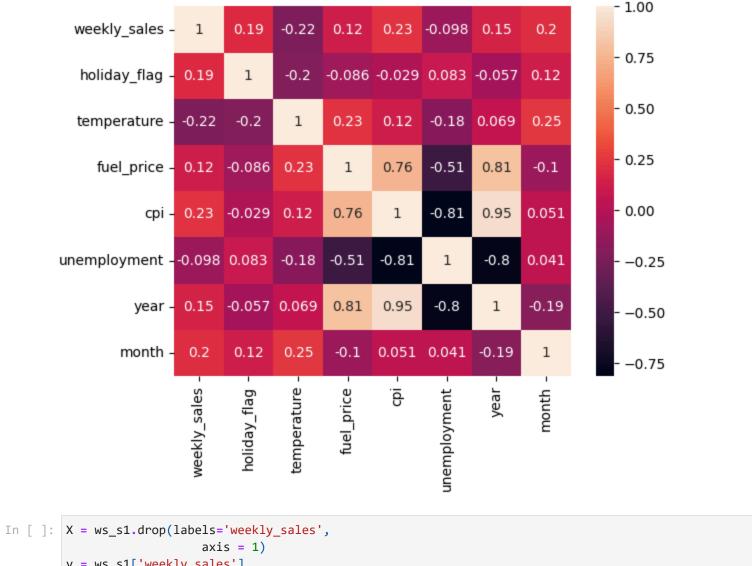
plt.show()

sns.boxplot(data = ws_s1[feature],

palette = 'summer')



• As observes from the boxplots, the independent variables have no outliers but the dependent variable 'wwkly_sales' many outliers



```
y = ws_s1['weekly_sales']
```

Training Model

Splitting model using TEST_TRAIN_SPLIT

Linear Regression Model

```
model.fit(X = X_train,
                  y = y_{train}
Out[ ]:
            LinearRegression
        LinearRegression()
In [ ]: lin_pred = model.predict(X = X_test)
In [ ]: lin_score = r2_score(y_true = y_test,
                         y_pred = lin_pred)
        print(f'>>> R2_Score : {lin_score}')
       >>> R2_Score : 0.15667315497435974
```

Decision Tree Regressor

In []: model = LinearRegression()

```
In [ ]: tree_reg = DecisionTreeRegressor()
        tree_reg.fit(X_train, y_train)
        tree_pred = tree_reg.predict(X_test)
        tree_score = r2_score(y_true = y_test,
                         y_pred = tree_pred)
        print(f'>>> R2_Score : {tree_score}')
```

>>> R2 Score : 0.8996581671031009

Random Forest Regressor

```
In [ ]: rf_reg = RandomForestRegressor()
        rf_reg.fit(X_train, y_train)
        rf_pred = rf_reg.predict(X_test)
        rf_score = r2_score(y_true = y_test,
                         y_pred = rf_pred)
        print(f'>>> R2_Score : {rf_score}')
```

>>> R2_Score : 0.9367476864417852

GridCV

```
In [ ]: # Fine-Tune model using GridSearch
        from sklearn.model_selection import GridSearchCV
        param_grid = [
            {'n_estimators': [3, 10, 30, 45, 60], 'max_features': [2,4,6,8]},
        forest_reg = RandomForestRegressor()
        grid_search = GridSearchCV(forest_reg, param_grid, cv = 5,
                                    scoring = 'neg_mean_squared_error',
                                    return_train_score = True)
        grid_search.fit(X_train, y_train)
```

```
Out[]: ▶
                    GridSearchCV
         ▶ estimator: RandomForestRegressor
               RandomForestRegressor
In [ ]: grid_search.best_params_
Out[ ]: {'max_features': 8, 'n_estimators': 60}
In [ ]: grid_pred = grid_search.predict(X_test)
        grid_score = r2_score(y_true = y_test,
                        y_pred = grid_pred)
        print(f'>>> R2_Score : {grid_score}')
       >>> R2_Score : 0.9365432613512245
        XGBoost Regressor
In [ ]: xgb_r = XGBRegressor(objective = 'reg:squarederror',
           n_estimator = 5, seed = 42)
        xgb_r.fit(X_train, y_train)
Out[]:
                                            XGBRegressor
        XGBRegressor(base_score=None, booster=None, callbacks=None,
                      colsample_bylevel=None, colsample_bynode=None,
                     colsample_bytree=None, device=None, early_stopping_rounds=None,
                     enable_categorical=False, eval_metric=None, feature_types=None,
                     gamma=None, grow_policy=None, importance_type=None,
                     interaction_constraints=None, learning_rate=None, max_bin=None,
                     max_cat_threshold=None, max_cat_to_onehot=None,
                     max_delta_step=None, max_depth=None, max_leaves=None,
                     min_child_weight=None, missing=nan, monotone_constraints=None,
In [ ]: xg_pred = xgb_r.predict(X_test)
In [ ]: xg_score = r2_score(y_true = y_test,
                        y_pred = xg_pred)
        print(f'>>> R2_Score : {xg_score}')
       >>> R2_Score : 0.9594195022515221
In [ ]: | d = pd.DataFrame()
        d['y_test'] = y_test
        d['y_pred'] = xg_pred
        d['mp'] = abs((d['y_test'] - d['y_pred']) / d['y_test'])
        (d.mp.mean())*100
Out[]: 6.1985781378904585
        print(f'''
In [ ]:
        >>> Linear Regression : {lin_score * 100:.2f} %
        >>> Decision Tree Regression : {tree_score * 100:.2f} %
        >>> Random Forest Regression : {rf_score * 100:.2f} %
```

```
>>> Gid Search CV : {grid_score * 100:.2f} %
>>> XGB Regressor : {xg_score * 100:.2f} %
''')
```

Linear Regression : 15.67 %
Decision Tree Regression : 89.97 %
Random Forest Regression : 93.67 %
Gid Search CV : 93.65 %
XGB Regressor : 95.94 %

As seen the XGBoost Regressor works the best with 96% accuracy

