**Model Development Phase Template**

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| Date | 5th July 2024 |
| Team ID | 739983 |
| Project Title | Cost Prediction of Acquiring a Customer. |
| Maximum Marks | 5 Marks |

**Feature Selection Report Template**

In the forthcoming update, each feature will be accompanied by a brief description. Users will indicate whether it's selected or not, providing reasoning for their decision. This process will streamline decision-making and enhance transparency in feature selection.

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| --- | --- | --- | --- |
| **Feature** | **Description** | **Selected (Yes/No)** | **Reasoning** |
| store sqft | Specifies store size in sqft | Yes | It defines the size of the store which determines the no of products it can store. |
| grocery\_sqft | Specifies grocery size in sqft | Yes | It defines the size of the grocery which determines the no of products it can store. |
| brand\_name | Specifies brand name of the food product. | Yes | It determines the brand name which helps the customer to most likely select the product. |
| food\_category | Specifies the category of the food product. | Yes | It makes it easier to categorize the food options for easy access to the customers. |
| promotion\_name | Specifies the name used for promotions. | Yes | It determines the name through which it reaches to the customers. |
| units\_per\_case | Case units available in each shelves. | Yes | it determines the no of products the customers are buying the food products. |
| net\_weight | Specifies the weight of the product only. | Yes | it determines the weight of products the customers are buying the food products. |
| store\_city | specifies the city the store is in. | Yes | it helps determine if the store is available in the residence of the customer. |