Chukwudi Supermarkets is a leading indigenous chain of supermarkets with headquarters in Oshodi, Lagos, Nigeria. Its success has been driven by strong entrepreneurial value and commitment to excellence in providing products to all segments of the population at value for money prices, as underscored by its slogan "Cheap and Cheerful". It offers over 1,500 products across 10 stores in different cities of Nigeria.

Mr M.N. Chukwudi, the Chairman of the company is exploring a strategic expansion into more cities in Nigeria but he wants to understand what product gives a better margin at specific stores. For example, a tin of milk which sells for N100 in one of his supermarket branches may also be sold at N110 at another supermarket within Mr Chukwudi's chain of supermarkets. He needs to, therefore, u understand what type of product, market clusters and supermarket type (location, age, size) will give more margin as he plans to expand to more cities in the country.

You have been engaged as the new Retail Data Analysts to build a predictive model and find out the sales of each product at a particular supermarket. With your guided analysis, Mr Chukwudi will understand the key characteristics of products and supermarkets driving sales and be better informed on an optimal template for its planned expansion to other states in Nigeria.

The data provided comprises of transaction records of all the supermarket at the product level. Please note that the data may have missing values as some stores might not report all the data due to technical glitches as a result of NEPA/generator failure.

<div align="center"><u>VARIABLE DESCRIPTION</u></div>

Item_Identifier: Unique product ID

Product_Weight: Weight of the product

Product Fat Content: Level of fat in the product

Product Shelf Visibility: The % of the total display area of all products in Mr Chukwudi supermarket allocated to the particular product

Product _Type: The category to which the product belongs

Product _Price: Retail Price of the product

Supermarket_Identifier: Unique store ID

SupermarketStartYear: The year in which store was opened

Supermarket _Size: The size of the store in terms of total ground area covered

SupermarketLocationType: The type of city in which the store is located

Supermarket _Type: Description of the supermarket as a grocery store or some sort of supermarket

ProductSupermarketIdentifier: Unique identifier of each product type per supermarket.

Product_ Supermarket_Sales: Sales of the product in a particular store. This is the outcome variable to be predicted.