

INCREASING SALES

A ML Approach to Increasing Sales at RamDrian Stores

- Cassandra Simmons





AGENDA



Data Cleaning & Considerations



Results



Recommendations



DATA CLEANING & CONSIDERATIONS

- Item Weights for 1985: Excluded
- 'Unknown Size' Category for missing Outlet Size
- Decade Instead of Establishment Year
- Item ID dropped

PRELIMINARY RESULTS

- There seemed to be some type of correlation between:
 - Sales and Visibility
 - Sales and MRP
- Final results only showed a decent – not great – correlation between Sales and MRP



FINAL MODEL

- Random Forest: `n_neighbors = 200`, `min_samples_split = 2`, `min_samples_leaf = 2`
- On average this model has an avg. error of 1076.84 (1076 million dollars) – This is the lowest error margin we could get before the project budget ran out.
- It is possible that another model may have performed better

THE BEST SALES INFLUENCERS ARE



MRP



ITEM VISIBILITY



OUTLET TYPE



RECOMMENDATIONS



Get more data to refine model



Stock more items with high MRP



Perform tests to determine why higher visibility decreases sales



Sell more seafood

THANK YOU

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**SPECIAL
THANKS
TO**