

# Tesco sales prediction

# Features of interest

- Competitor\_proximity - How close the competitor is located
- Promotions/ offers given at stores
- Seasonality aspects in stores/ locations
- Average property value specifically for flats/ commercial area and non-retail commercial area
- GDP of the particular region
- GDP growth rate of the particular region
- Search trends in the region - Google search data
- Demography data - Age and Gender distributions

# Recommendations - Top counties with respect to predicted sales

- The top counties according to the predicted sales could be prioritised for new store locations

county	predicted_sales
c_122	2.286133
c_107	1.775777
c_140	1.469364
c_69	0.754891
c_58	0.255007
c_42	0.179136
c_62	0.129355
c_63	-0.100079
c_56	-0.171847
c_55	-0.729833
c_19	-0.968776
c_22	-1.536355

# Important features

## **Top features positively correlated:**

1. Household\_size
2. Proportions\_newbuilds

## **Top features negatively correlated:**

1. Crime\_rate
2. Household\_affluency