PRODUCT DEMAND PREDICTION USING MACHINE LEARNING

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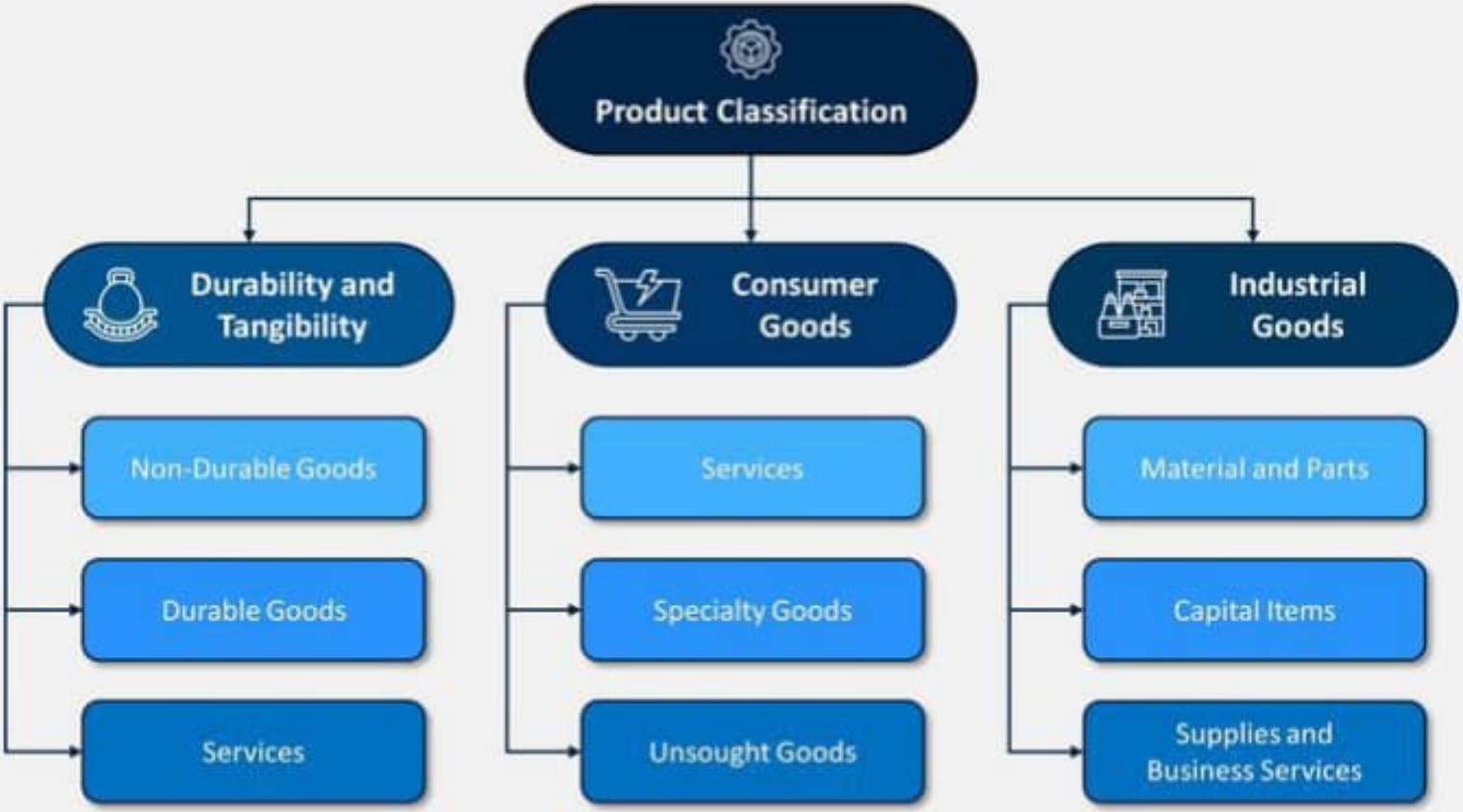
CLASSIFICATION OF PRODUCTS

Enter your sub headline here



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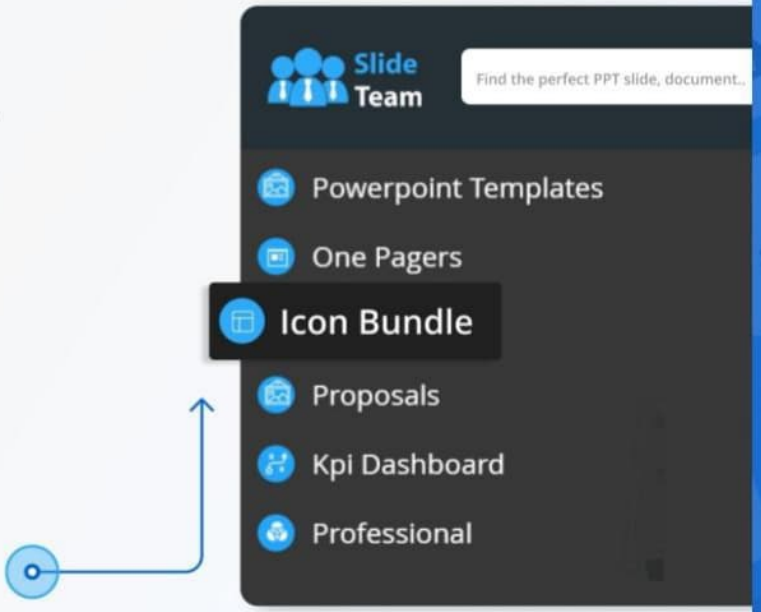

PRODUCT

MARKET

Problem

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Solution

Metrics

Value Proposition

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Advantages

Channels

Market Segments

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Cost Structure

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Revenue Streams

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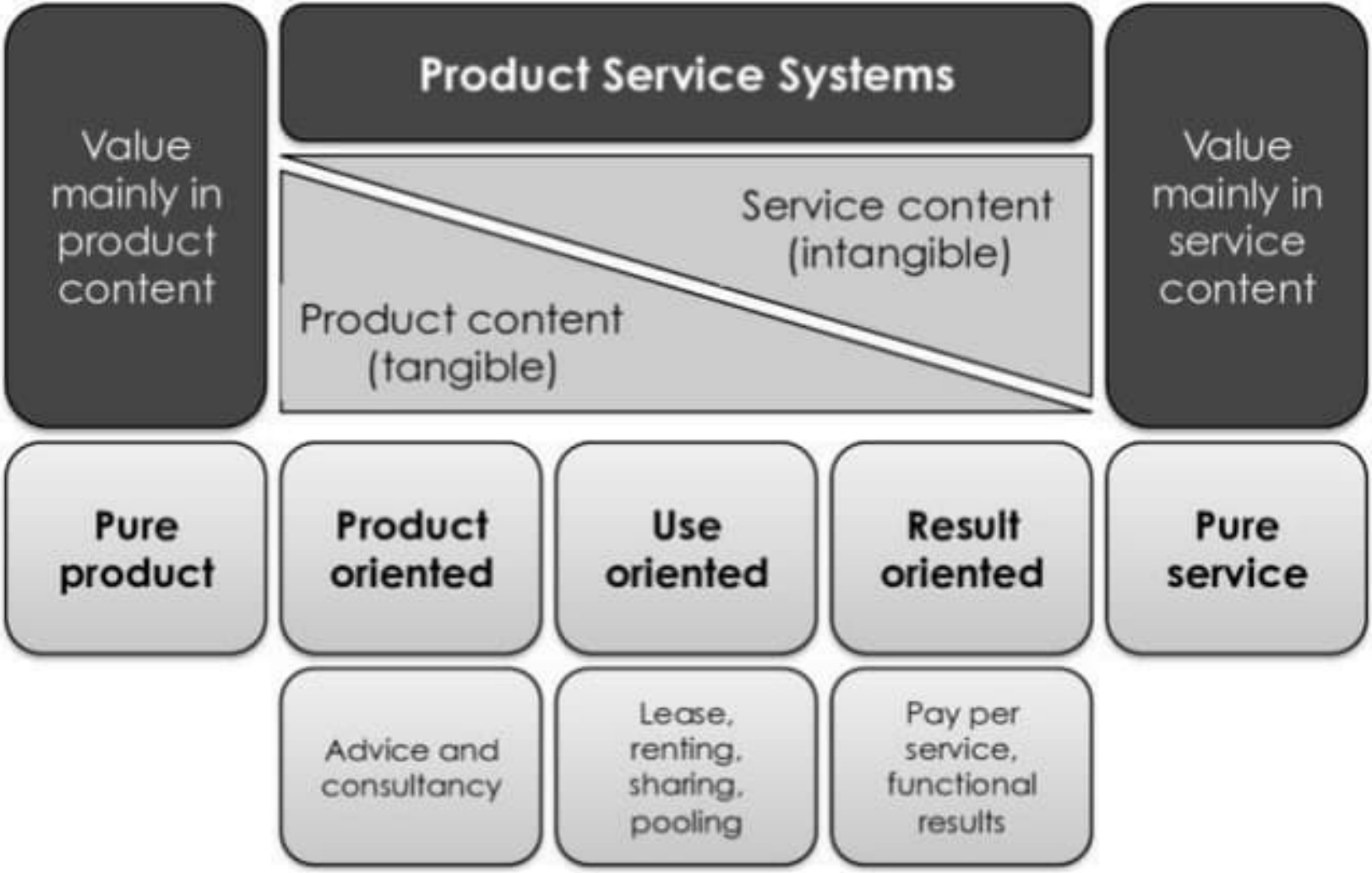
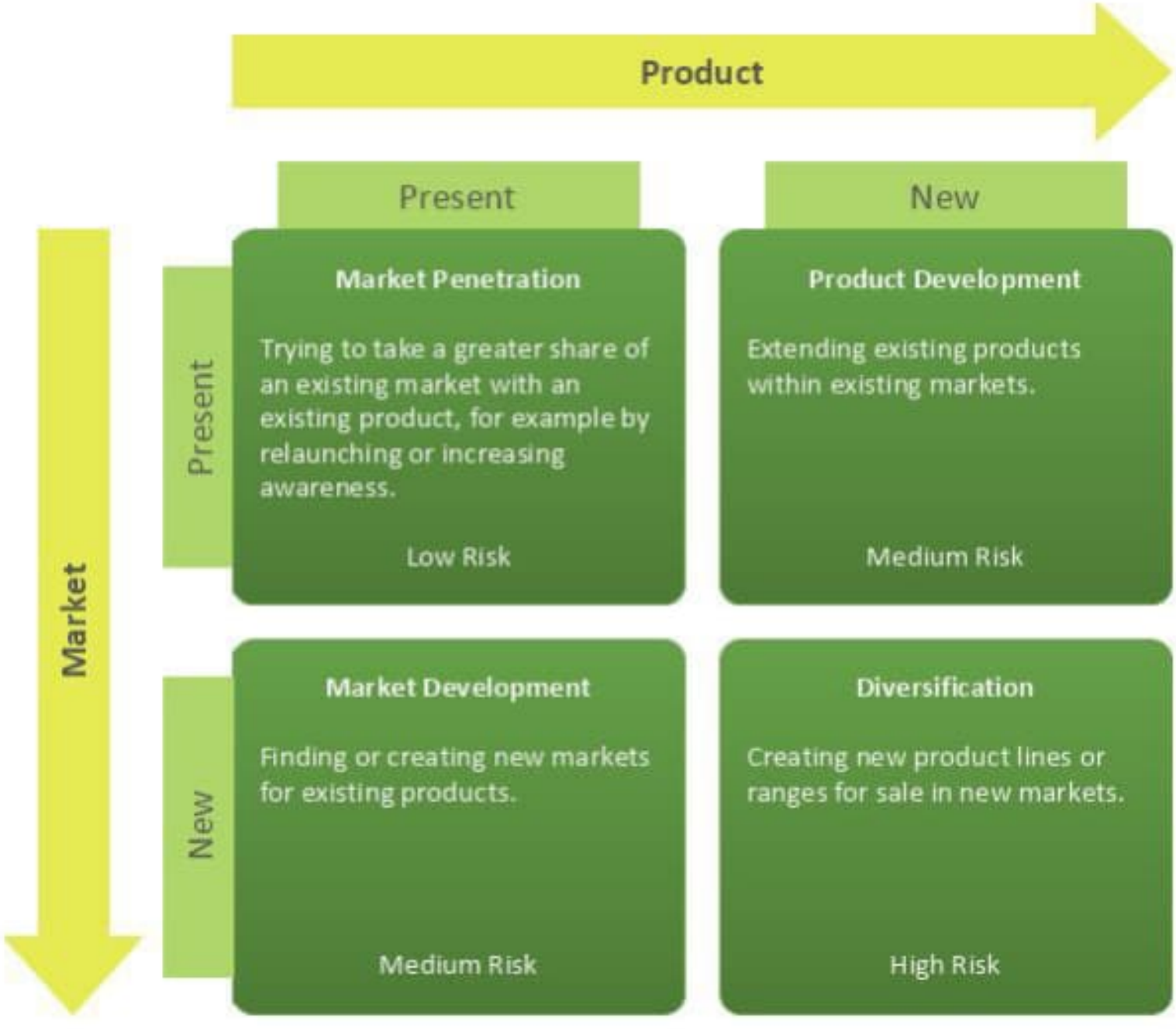

Product Service Systems
Value mainly in product content
Value mainly in service content
Service content (intangible)
Product content (tangible)
Pure product
Product oriented
Use oriented
Result oriented
Pure service
Advice and consultancy
Lease, renting, sharing, pooling
Pay per service, functional results

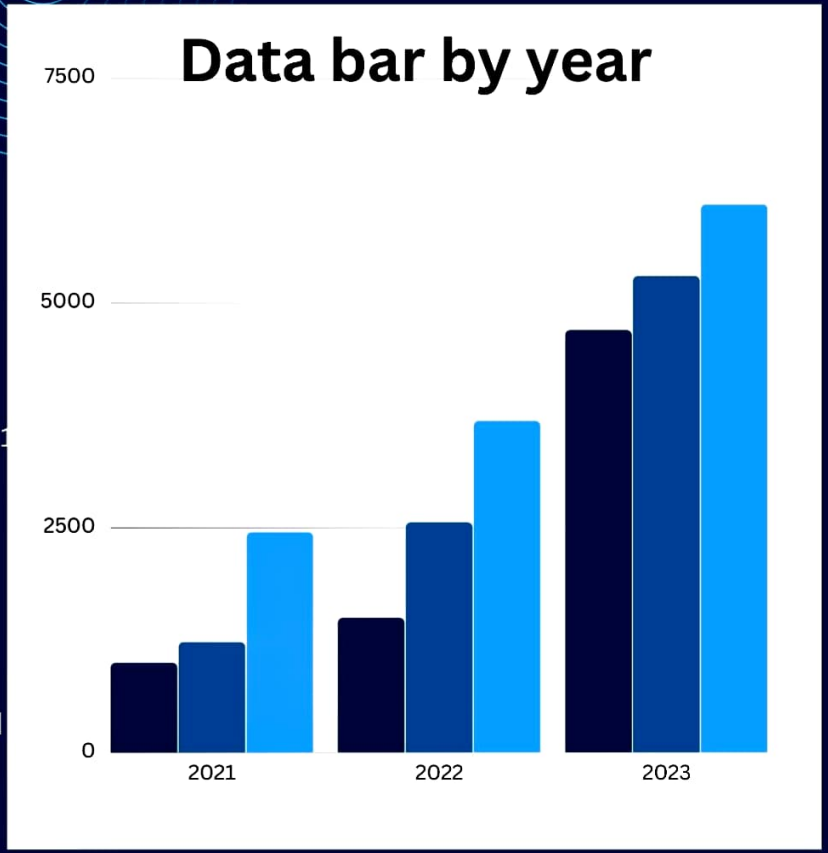

Product
Present
New
Market
Present
New
Market Penetration
Trying to take a greater share of an existing market with an existing product, for example by relaunching or increasing awareness.
Low Risk
Product Development
Extending existing products within existing markets.
Medium Risk
Market Development
Finding or creating new markets for existing products.
Medium Risk
Diversification
Creating new product lines or ranges for sale in new markets.
High Risk

Brand Positioning Comparison Table

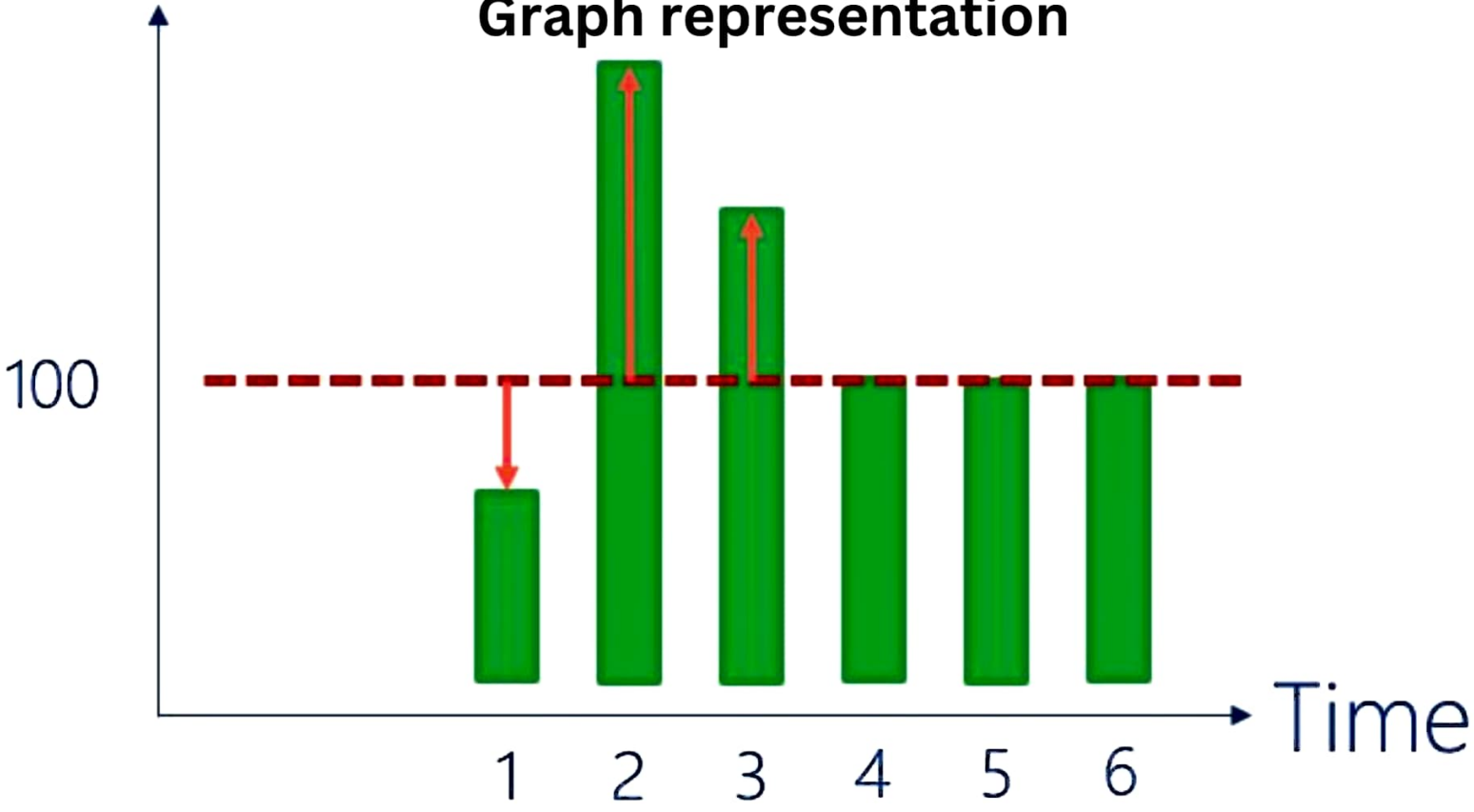
Company Product	Target Customer	Key benefits	Price	Value Proposition
Product 1	Lorem ipsum dolor sit amet, consecte	Tenderness	10 % Premium	Lorem ipsum dolor sit amet, consecte
Product 2	Lorem ipsum dolor sit amet, consecte	Durability & Safety	20 % Premium	Lorem ipsum dolor sit amet, consecte
Product 3	Lorem ipsum dolor sit amet, consecte	Delivery Speed & Good Quaility	15 % Premium	Lorem ipsum dolor sit amet, consecte
Product 4	Lorem ipsum dolor sit amet, consecte	Lorem ipsum dolor sit amet, consecte	20 % Premium	Lorem ipsum dolor sit amet, consecte
Product 5	Lorem ipsum dolor sit amet, consecte	Lorem ipsum dolor sit amet, consecte	25 % Premium	Lorem ipsum dolor sit amet, consecte

Program

```
def predict(model, data, classification=False):
    # retrieve the last sequence from data
    last_sequence = data["last_sequence"][:N_STEPS]
    # retrieve the column scalers
    column_scaler = data["column_scaler"]
    # reshape the last sequence
last_sequence = last_sequence.reshape((last_sequence.shape[1
    last_sequence.shape[0]))
    # expand dimension
    last_sequence = np.expand_dims(last_sequence, axis=0)
    # get the prediction (scaled from 0 to 1)
    prediction = model.predict(last_sequence)
    # get the price (by inverting the scaling)
    predicted_price =
column_scaler["adjclose"].inverse_transform(prediction)[0][0]
    return pr toedicted_price
```



Graph representation



Output representation