**SALES FORECASTING INSIGHTS**

**Data:**

* The given four csv files representing features, stores, test and train data are uploaded and merged for analysis.

**Markdown:**

* After merging the tables, we can see that 65% of the Markdown values are Null. This is because markdown in price is given only during festive season.

**Correlation:**

* The correlation of the features with target variable [Weekly Sales] is as follows:
* Size, Department and Type have some significant positive correlation while Store, Unemployment, CPI have some negative correlation.

**Weekly Sales:**

* Weekly Sales were at peaks during the last week of the year and slightly next higher peak was during the Thanksgiving week.

**Modeling:**

* Decision Tree Regressor model is used to predict the Weekly Sales.

**Performance Metrics:**

* R^2= 0.95
* RMSE=4721.16

represents a relatively good prediction.