Group Name

J & H Group

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Problem Description

A large beverage company in Australia sells its products for a whole year, and the selling of those products is influenced by some factors like seasons or holidays. They need a weekly forecast for each of their products, which can predict how much of a product will sell in the current week.

Github Repo link for EDA

https://github.com/Hinasif/Retail-Forcasting-Group-Project-/tree/main/Week%2010

Final Recommendation

According to EDA, our group made the following recommendations:

1) At product level, it is evident that SKU1, SKU3, and SKU6 are the top three products that generate major sales amount for the company. So we will recommend the company should put their main sources to produce those three products.

2) Via plotting out the sales by each product and by year, the pattern seems overlapping. Peaks appear mainly in the summer times. And for SKU1, it has its uniqe seasonal pattern. The peak happened majorly at the end of a year. By further exploration, SKU1 has less degree of discount than the others. Thus, for customers, the demand is relatively inelastic. For SKU1, we recommend there should be no discount from February to December and a small discount percentage in January.

3) For SKU3, we shall see that March is the month when the sales is the highest. Also, SKU3 has a relatively large range of discount. Therefore, for SKU3, the company can put heavier discount on SKU3 product in March. SKU6 can have the same strategy as they show similar characteristics.