

# Week 11 Deliverables

***Group Name: Data Forecasting Team***

## **Team Member's Details**

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## **Problem Description:**

The large beverage company in Australia needs to forecast demand for each of their products at the item level, on a weekly basis. Their sales are influenced by various factors including promotions, holidays, and seasonality. The company currently uses an in-house software solution for forecasting, but it often produces unreliable results. They want to explore AI/ML-based forecasting to replace their current system.