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Project Submission

* **What is the question you hope to answer?**

Can you predict six weeks of daily sales for over 1k stores considering historical sales performance, competition, promotions, seasonality and locality?

* **What data are you planning to use to answer that question?**

I plan to use Kaggle Competition data (<https://www.kaggle.com/c/rossmann-store-sales>) provided. There is no granular store information such as address to augment the data set with additional data sets. s

* **What do you know about the data so far?**

I have little knowledge about European drug store sales but have had experience with overall consumer behavior.

* **Why did you choose this topic?**

My company is sponsoring my enrollment in this course. I wanted to use actual client (or potential client) data but that proved challenging considering NDA agreements and the time it takes to actually acquire client data.

The Kaggle Challenge posed a problem that many of my Company’s clients face – can we predict our pipeline and optimize sales. My leadership is intrigued with and supportive of the topic. Additionally, since the data is easily obtainable, I would be able to focus efforts on modeling techniques instead of spending a significant amount of effort finding and extracting data.