**Project Title: Data-Driven Retail Sales and Inventory Optimization**

**Team Members:**

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**Project Description:**

We will analyze MejorCompraTV’s sales performance in 5 retail chains: Coppel, Elektra, Liverpool, Sears and Sanborn’s.

**Research questions to answer:**

The specific analyses are dependent on data availability but our initial ideas include:

* Sales vs geographical region in general and by product category and price tier
* Sales distribution per time period (day of the week or week of the month, depending on available data)
* Sales vs rain
* Optimal inventory per retail outlet to maximize sales and minimize working capital costs
* Cannibalization effect when introducing a product extension
* Effect of twitter trends on product sales
* Speech analysis of sales calls (from telemarketing sales)

**Data Sets to be Used:**

* MejorCompraTv Sales data
* Google API
* Twitter API
* OpenWeather API

**Project Timeline and Task Distribution:**

In progress