

PRIN L.N. Welingkar Institute of Management Development and Research

PGDM Research and Business Analytics

Course Name: QTA 405 Predictive Analytics

Trimester: IV A.Y. 2025-2026, (Batch 2024-2026)

Date: 05/09/2025

Sky Rose Case Study Analysis

15 Marks

The case study analysis has to be done based on the questions provided. Use the dataset named: Sky Rose Dataset for the analysis.

Questions for the Case Discussion:

1. Why is Wright choosing to use Google Trends data? What insights can this data set provide to help her manage her team?
2. Which months have the highest search volumes for each of the three key products: white wine, whiskey and craft beer?
3. Which time series modelling techniques are most appropriate for the data sets?
4. Forecast search volumes for each data set for 2026.
5. What do your forecasted search volumes imply for Wright and her team in 2026? What can she do to plan for the upcoming year, based on the findings from your model? Should she use Google Trends in the future to optimize her team's workload?

Deliverables:

1. Python notebook file
2. 4-page Writeup covering
 - a. Gist of the case
 - b. Understanding the problem stated in the case
 - c. Answering the questions
 - d. Discussion and Results
3. Presentation