Phase 2: Innovation

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Project 3: Future Sales Prediction

Objective:

The objective is to create a tool that enables the company to optimize inventory management and make informed business decisions based on datadriven sales predictions In this part we understand the problem statement and we created a document on what have we understood and we proceeded ahead with solving the problem. The problem is to develop a predictive model that uses historical sales data to forecast future sales for a retail company.

Code :

The code should be run in jupyter or collab.

#Data Source utilize the dataset

import pandas as pd

data=pd.read_csv(r'Sales.csv') data

	TV	Radio	Newspaper	Sales	Total_Spent
0	230.1	37.8	69.2	22.1	337.1
1	44.5	39.3	45.1	10.4	128.9
2	17.2	45.9	69.3	12.0	132.4
3	151.5	41.3	58.5	16.5	251.3
4	180.8	10.8	58.4	17.9	250.0
...	...	...	...	...	...
195	38.2	3.7	13.8	7.6	55.7
196	94.2	4.9	8.1	14.0	107.2
197	177.0	9.3	6.4	14.8	192.7
198	283.6	42.0	66.2	25.5	391.8
199	232.1	8.6	8.7	18.4	249.4

200 rows × 5 columns

#Data Preprocessing #describe()

method

from sklearn.metrics import accuracy_score from sklearn.preprocessing import StandardScaler, LabelEncoder

print(data.describe())

	TV	Radio	Newspaper	Sales
count	200.000000	200.000000	200.000000	200.000000
mean	147.042500	23.264000	30.554000	15.130500
std	85.854236	14.846809	21.778621	5.283892
min	0.700000	0.000000	0.300000	1.600000
25%	74.375000	9.975000	12.750000	11.000000
50%	149.750000	22.900000	25.750000	16.000000
75%	218.825000	36.525000	45.100000	19.050000
max	296.400000	49.600000	114.000000	27.000000

#to check any missing values print(data.isnull().sum())

```
TV           0
Radio        0
Newspaper    0
Sales        0
dtype: int64
```

#if missing values are their then use this code

data.fillna(data.mean(), inplace=True)

#to remove duplicate values data

= data.drop_duplicates()

#Categorical column labelencoder

= LabelEncoder()

data['class']=labelencoder.fit_transform(data['Sales']) data.tail(5)

	TV	Radio	Newspaper	Sales	class
195	38.2	3.7	13.8	7.6	14
196	94.2	4.9	8.1	14.0	52
197	177.0	9.3	6.4	14.8	56
198	283.6	42.0	66.2	25.5	118
199	232.1	8.6	8.7	18.4	84

#Feature Engineering

data['Total_Spent'] = data['TV'] + data['Radio'] + data['Newspaper']

print(data)

```
        TV  Radio  Newspaper  Sales  Total_Spent
0    230.1   37.8       69.2   22.1        337.1
1     44.5   39.3       45.1   10.4        128.9
2     17.2   45.9       69.3   12.0        132.4
3    151.5   41.3       58.5   16.5        251.3
4    180.8   10.8       58.4   17.9        250.0
..     ...    ...        ...    ...          ...
195   38.2    3.7       13.8    7.6         55.7
196   94.2    4.9        8.1   14.0        107.2
197  177.0    9.3        6.4   14.8        192.7
198  283.6   42.0       66.2   25.5        391.8
199  232.1    8.6        8.7   18.4        249.4

[200 rows x 5 columns]
```

#Model Selection

from statsmodels.tsa.arima.model import ARIMA

from itertools import product import itertools p

= 1 # Example value d = 1 # Example value q = 1

Example value

```
model = ARIMA(y, order=(p, d, q)) # Create the ARIMA model

model_fit = model.fit() # Fit the model to the data

print(model_fit.summary()) # Summary of the model
```

```
                               SARIMAX Results
==============================================================================
Dep. Variable:                  Sales   No. Observations:                  200
Model:                 ARIMA(1, 1, 1)   Log Likelihood                -616.270
Date:                Sat, 30 Sep 2023   AIC                           1238.541
Time:                        08:39:18   BIC                           1248.421
Sample:                             0   HQIC                          1242.539
                                - 200
Covariance Type:                  opg
==============================================================================
                 coef    std err          z      P>|z|      [0.025      0.975]
------------------------------------------------------------------------------
ar.L1         -0.0125      0.081     -0.154      0.878      -0.171       0.146
ma.L1         -0.9999      3.737     -0.268      0.789      -8.324       6.324
sigma2        27.9129    104.167      0.268      0.789    -176.251     232.077
===================================================================================
Ljung-Box (L1) (Q):                   0.00   Jarque-Bera (JB):                 3.72
Prob(Q):                              0.95   Prob(JB):                         0.16
Heteroskedasticity (H):               1.02   Skew:                            -0.09
Prob(H) (two-sided):                  0.95   Kurtosis:                         2.35
===================================================================================

Warnings:
[1] Covariance matrix calculated using the outer product of gradients (complex-step).
```

```
#Model training

train_size = int(len(data) * 0.8)

train, test = data['Sales'][:train_size], data['Sales'][train_size:]

# Initialize and fit the ARIMA model on the training data

model = ARIMA(train, order=order) model_fit = model.fit()
```

Print the summary of the model

print(model_fit.summary())

```
                               SARIMAX Results
==============================================================================
Dep. Variable:                  Sales   No. Observations:                  160
Model:                 ARIMA(2, 1, 2)   Log Likelihood                -492.777
Date:                Sat, 30 Sep 2023   AIC                            995.554
Time:                        11:33:08   BIC                           1010.898
Sample:                             0   HQIC                          1001.785
                                - 160
Covariance Type:                  opg
==============================================================================
                 coef    std err          z      P>|z|      [0.025      0.975]
------------------------------------------------------------------------------
ar.L1         -0.7420      2.110     -0.352      0.725      -4.878       3.394
ar.L2         -0.0002      0.123     -0.001      0.999      -0.242       0.242
ma.L1         -0.2499      2.115     -0.118      0.906      -4.396       3.896
ma.L2         -0.7060      2.049     -0.345      0.730      -4.721       3.309
sigma2        28.2650      4.001      7.064      0.000      20.423      36.107
===================================================================================
Ljung-Box (L1) (Q):                   0.00   Jarque-Bera (JB):                 3.55
Prob(Q):                              0.96   Prob(JB):                         0.17
Heteroskedasticity (H):               1.25   Skew:                            -0.09
Prob(H) (two-sided):                  0.42   Kurtosis:                         2.29
===================================================================================

Warnings:
[1] Covariance matrix calculated using the outer product of gradients (complex-step).
```

#model evaluation

Make predictions on the test set predictions

= model_fit.forecast(len(test))

Calculate MAE, MSE, RMSE

mae = mean_absolute_error(test, predictions)

mse = mean_squared_error(test, predictions)

rmse = math.sqrt(mse) #Print the output

print(f'Mean Absolute Error (MAE): {mae}')

print(f'Mean Squared Error (MSE): {mse}') print(f'Root

Mean Squared Error (RMSE): {rmse}')

```
Mean Absolute Error (MAE): 4.589596699334463
Mean Squared Error (MSE): 29.66771325808453
Root Mean Squared Error (RMSE): 5.446807620807305
```