

# Data Glacier Group Project: Retail Forecasting

## Team Member Details:

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Freelance  
Specialization: Data Science

## Problem Description:

The large company which is into beverages business in Australia. They sell their products through various super-markets and also engage into heavy promotions throughout the year. Their demand is also influenced by various factors like holiday, seasonality. They needed a forecast of each of the products at item level every week in weekly buckets.

## Business Understanding:

I need to create a forecasting model for each product for the beverage company that they can use on a weekly basis especially during the holiday season.

One challenge is that the data might not show any trends depending on the time period, and it will be hard to predict.

## Project Lifecycle with Deadline:

**Data Wrangling:** August 15, 2023

**Data Analysis:** August 25, 2023

**Data Preprocessing:** September 6, 2023

**Data Modeling:** September 15, 2023

**Recommendations and Report:** September 22, 2023

## Data Intake Report:

**Name:** Group Project: Retail Forecasting

**Report date:** August 14, 2023

**Internship Batch:** LISUM23: 30 June - 30 Sep. 2023

**Version:**1.0

**Data intake by:** Kierra Dangerfield

**Data intake reviewer:**

**Data storage location:**

[https://github.com/KierraDangerfield/Data-Glacier/tree/main/Week\\_7](https://github.com/KierraDangerfield/Data-Glacier/tree/main/Week_7)

**Tabular data details:**

Total number of observations	1218
Total number of files	1
Total number of features	12
Base format of the file	csv
Size of the data	52 KB

**Proposed Approach:**

- There are no duplicate or null values.
- I am assuming that the company will have higher sales around holidays and on the weekend.

## Github Repo Link:

[https://github.com/KierraDangerfield/Data-Glacier/tree/main/Week\\_7](https://github.com/KierraDangerfield/Data-Glacier/tree/main/Week_7)