

NOVA

IMS

**Information
Management
School**

Master in Advanced Analytics 2020/21

Business Cases Data Science

Mind Over Data - Retail Challenge

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**MIND
OVER
DATA**

May 2021

PoS Appliance's Retail – Real World Data Science project



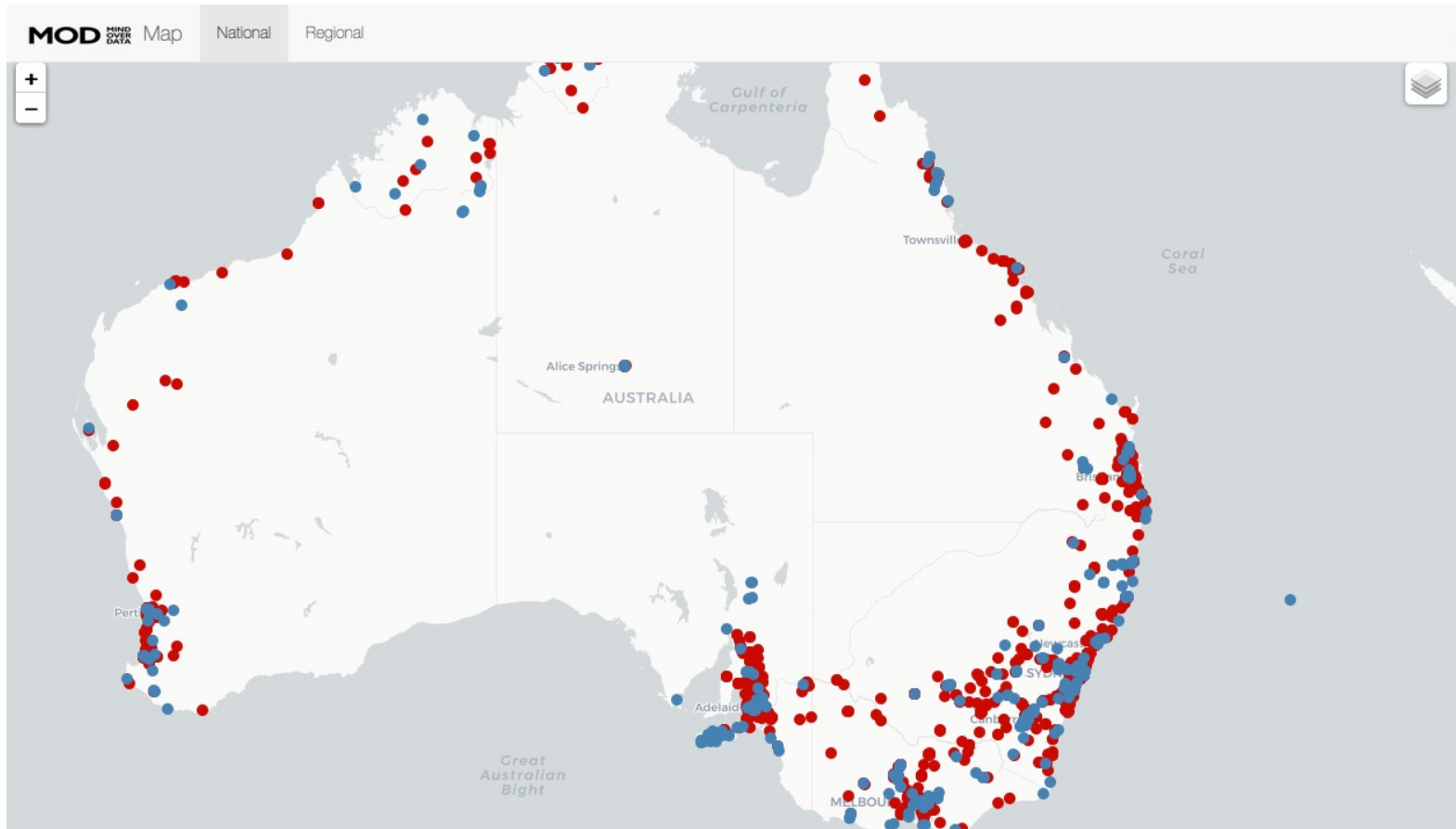
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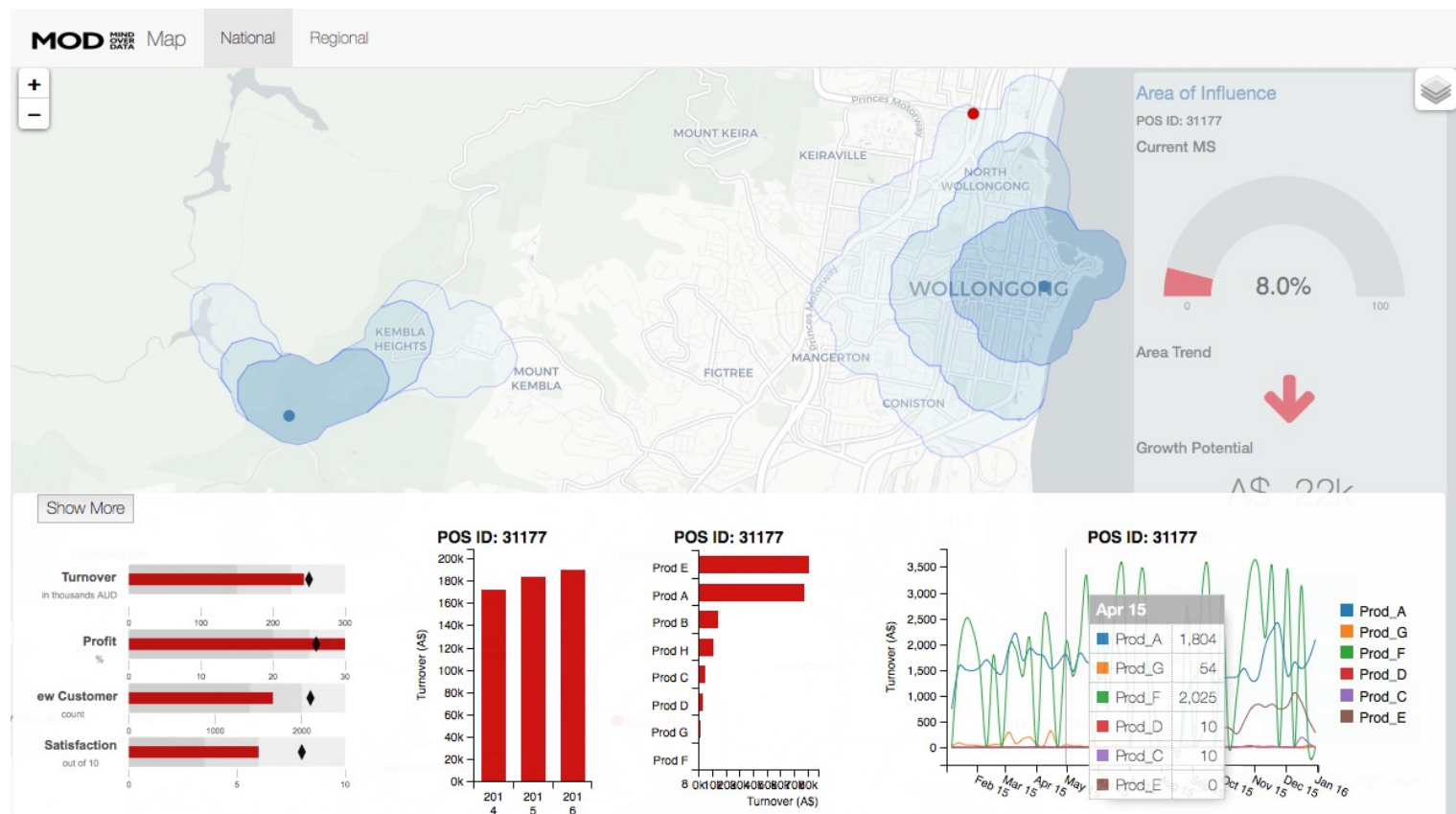
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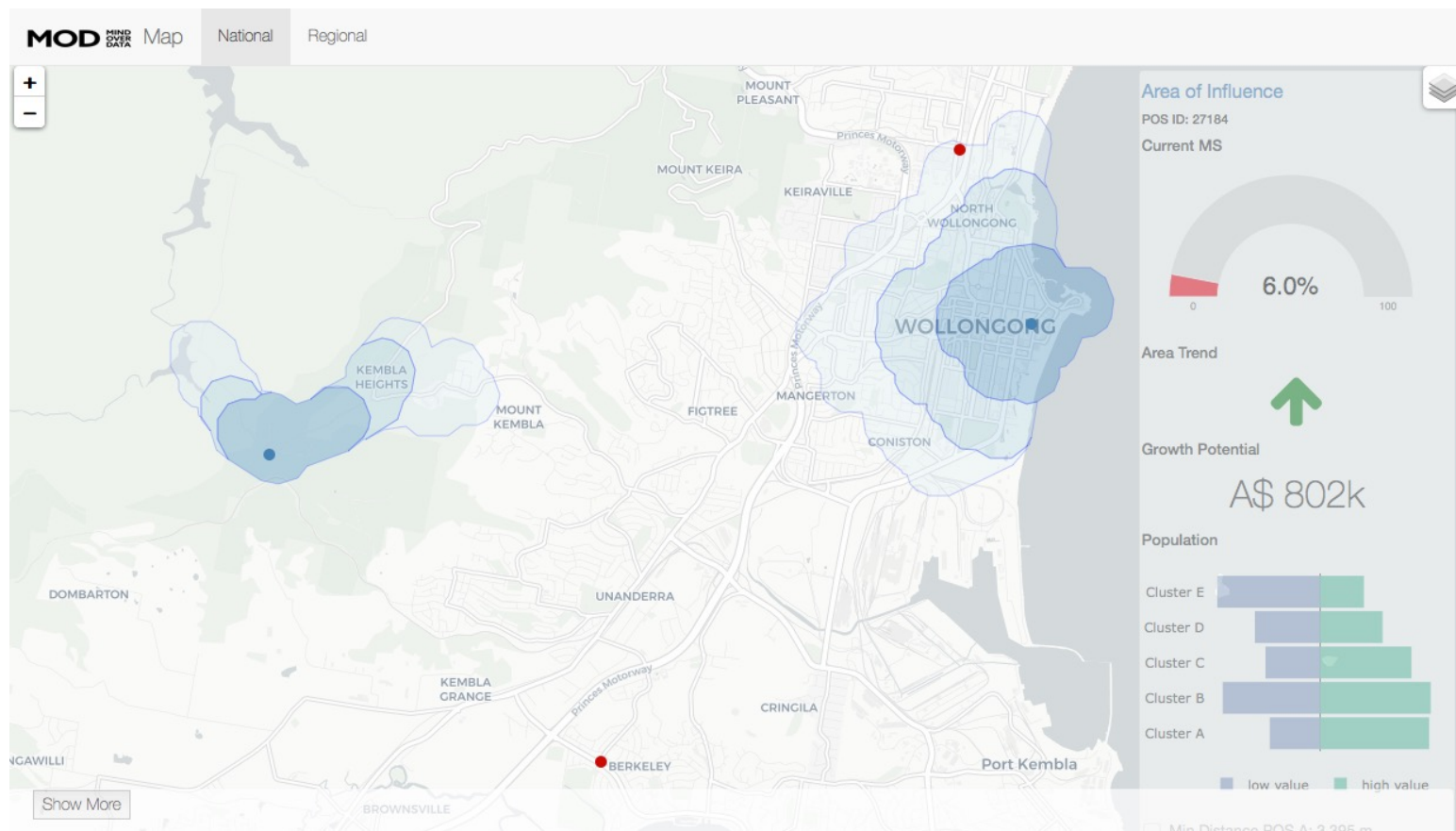
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21 Families of Products



178 Categories of Products



1 535 Brands Products



8 660 SKUs

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21 Families of Products

178 Categories of Products

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410 Point-of-Sales

1 Jan 2016 -> 1 Nov 2019

27 Gb of data



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PoS Appliance's Retail – Real World Data Science project

Challenges

1. Data Analysis and Transformation and some **Data/Feature Engineering**
2. How can I understand each Point-of-Sale characteristics ?
 - Quarterly analysis of
 - Top products sold
 - Market Share (Family, Category), preferences
 - Product co-ocurrences
3. Point-of-Sales Clustering
 - Value
 - Product preference
4. Units Product forecast (6 weeks ahead)
 - Units Product forecast by Poit-of-Sale (6 weeks ahead)
5. Be challenged to surprise us

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Acreditações e Certificações



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