

Babar Forecasting

2020

Chapter 1

Goal

Chapter 2

Data Management

2.1 Selection and Gathering

There are too many products to have a prediction for each one. So we decided to gather them into categories. We want to gather them into pertinent groups so that the forecast can really help the bar.

2.1.1 First Selection

The first step is to choose which product we are going to take account of. We choosed to focus our work on the drinks sales that had at least been sold ???. So we exclude any food or other kind of sales.

SQL Request too extract those product :

```
CREATE TABLE WantedProducts AS SELECT babar_server_purchase.* FROM babar_server_purchase
JOIN babar_server_product ON product_id = babar_server_product.id WHERE NAME = 'Leffe' OR
NAME = 'Hoegaarden blanche' OR NAME = 'Desperados' OR NAME = 'Smirnoff' OR NAME =
'Pastis' OR NAME = 'Hard' OR NAME = 'Grimbergen' OR NAME = 'Chimay Rouge' OR NAME
= 'Chimay Bleue' OR NAME = 'Kro Demi' OR NAME = 'Cidre Demi' OR NAME = 'Pelforth'
OR NAME = 'Kwak' OR NAME = 'Kir' OR NAME = 'Kro Pinte' OR NAME = 'Cidre Pinte'
OR NAME = 'Cocktail Hard' OR NAME = 'Chimay Blanche' OR NAME = 'Shot' OR NAME =
'Blanche Demi' OR NAME = 'Blanche Pinte' OR NAME = 'Cidre Doux/Brut' OR NAME = 'Am-
bree demi' OR NAME = 'Ambree Pinte' OR NAME = 'Delirium' OR NAME = 'Rouge Pinte' OR
NAME = 'Sangria' OR NAME = 'Karmeliet Triple' OR NAME = 'Duvel' OR NAME = 'Granita
Hard' OR NAME = 'Skoll' OR NAME = 'Rouge Demi' OR NAME = '1664 Blanche' OR NAME
= 'Chimay bleue' OR NAME = 'Pecheresse' OR NAME = 'Cuvee des Trolls' OR NAME = 'Kriek'
OR NAME = 'Elephant Pinte' OR NAME = 'Elephant Demi' OR NAME = 'Maredsous Triple' OR
NAME = 'Hard Qualite' OR NAME = 'BrewDog Punk IPA' OR NAME = 'JagerBomb' OR NAME
= 'Cubanisto' OR NAME = 'Chouffe Pinte' OR NAME = 'Chouffe Demi' OR NAME = 'Corona'
OR NAME = 'Tigre Bock' OR NAME = 'Troll Pinte' OR NAME = 'Troll Demi' OR NAME =
'Triple Karmeliet Pinte' OR NAME = 'Triple Karmeliet Demi' OR NAME = 'Paix Dieu 33cL' OR
NAME = 'Grim Triple Demi' OR NAME = 'Grim Triple Pinte' OR NAME = 'Cherry chouffe' OR
NAME = 'Delirium rouge pinte' OR NAME = 'bush ambree' OR NAME = 'San Miguel';
```

List of considered product :

So now we have a data table gathering only the product we choose.

2.1.2 Other products that could be considered

2.1.3 Regrouping them into categories

A majority of this product has been coming and leaving from the bar menu so their sales aren't usable one by one. Therefor we decided to group them into pertinent categories. But how to choose this categories ? Here are our first thought.

High Degree Beers

- Chimay Bleu
- Kwak
- Karmeliet Triple
- Duvel
- Chimay bleue
- Maredsous Triple
- Chouffe Pinte
- Chouffe Demi
- Triple Karmeliet Pinte
- Triple Karmeliet Demi
- Grim Triple Pinte
- Grim Triple Demi
- bush ambree
- Delirium
- Elephant Pinte
- Elephant Demi

Normal Degree Beers

- Leffe
- Grimbergen
- Kro Demi
- Kro Pinte
- Pelforth
- Skoll

- BrewDog Punk IPA
- Tigre Bock
- Troll Pinte
- Troll Demi
- Cuvée des trolls
- Paix Dieu 33cL
- San Miguel
- Ambrée Pinte
- Ambrée Demi

Not Beer

- Smirnoff
- Pastis
- Hard
- Kir
- Cocktail Hard
- Shot
- Rouge Pinte
- Rouge Demi
- Sangria
- Granita Hard
- Hard Qualite
- JagerBomb

Special Beers

- Desperados
- Cidre Demi
- Cidre Pinte
- Cidre Doux/Brut
- Cubanisto
- Corona

Aromatized Beer

- Chimay Rouge
- Hoegaarden blanche
- Chimay Blanche
- Blanche Demi
- Blanche Pinte
- 1664 Blanche
- Pecheresse
- Kriek
- Cherry chouffe
- Delirium rouge pinte

Other idea : Aromatize beer and Special together

Those are ideas of the categories, at every time at least one product of each category was being sold, assuring the continuity of sales in each categories. The goal is having sales that are homogeneous on a year scale.

2.2 Time Scale

We think that a Weekly prediction can be done, so we'll consider the sales week by week (Time series approach). If we have difficulties doing it we will consider doing it monthly but then the forecast would be much less usable. (Time series approach)

We will also maybe consider a year index. Indeed promotion aren't all the same therefore they don't consume the same quantities. Adding a bias for each promotion (which would be computed thanks to the first month of data ? september ?) could maybe increase the accuracy of our estimations.

2.2.1 Sorting By week

I don't think that I can sort the data by week by using SQL, so I'll do a python code that does that. The results will be a table with the sales for each category for each week.

Week	HighDegree	NormalDegree	SpecialBeer	NotBeer
15/03/2014 – 22/03/2014	60	82	31	15
23/03/2014 – 30/03/2014	51	74	29	25
31/03/2014 – 6/04/2014	74	90	50	38
07/04/2014 – 14/04/2014	56	77	23	20

2.3 Given Data

In order to do our prediction we think about using the following features :

- Day before next holiday
- Day before next exam
- Day after exam or holiday ?
- Day before next large event ?
- Date of each sale

We think that those are the main influences on whether people buy more or less drinks in a bar.

2.4

Chapter 3

Machine Learning Methods

Now the core of our work is to choose the best method to predict from our data. Our goal is to look in the dataset for features such as trends, cyclical fluctuations, seasonality, and behavioral patterns.

Here are the algorithms that we read about and could be used to forecast sales :

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Chapter 4

Development Ideas

Chapter 5

Inspirations

<https://towardsdatascience.com/sales-forecasting-from-time-series-to-deep-learning-5d115514bfac> : Forecasting principles and basis

<https://medium.com/analytics-vidhya/walmart-sales-forecasting-d6bd537e4904> : Forecasting at Walmart