

Problem Statement Worksheet (Hypothesis Formation)

Forecasting sales for the stores, trend analysis (seasonality) and return analysis (category of product, type of store, etc) .

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1 Context

RS is a large multi-category retail store. Company operates with various channels including e-Shop, TeleShop, and physical location. Despite stores extensive customer base RS faces several challenges with returns and sales forecasting.

2 Criteria for success

Using data analysis and modeling RS aims to better understand and predict sales trends, improve sales forecasting accuracy, and identify patterns in product returns..

3 Scope of solution space

We will develop a model to accurately predict future sales, based on past sales conduct analysis and identify patterns (seasonality as an example).Also based on return data we will identify category with most returns.

4 Constraints within solution space

- 1.Data limitations - we have less than 3 years data
2. Limited information about the store
3. Detailed inventory limitations

5 Stakeholders to provide key insight

- 1.
- 2.
- 3.

6 Key data sources

1. SuperMarket_Transaction_Data.csv

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