

# Literature Review

- Existing forecasting techniques (ARIMA, SARIMA, Prophet, LSTM)
- Impact of external factors (promotions, seasonality, holidays)
- Best practices in MLOps and model deployment

## Feedback & Evaluation:

### Lecturer's Assessment

- Accuracy and robustness of the forecasting model
- Quality of documentation and implementation
- Effectiveness of deployment and user interface

## Suggested Improvements

- Enhancing model interpretability
- Exploring additional features like customer sentiment analysis

## Final Grading Criteria

- **Documentation** (20%)
- **Implementation** (40%)
- **Testing & Validation** (20%)
- **Presentation & Deployment** (20%)