Predicting Product Revenue

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Business Problem:

Management sees a need to reevaluate current marketing and production practices by focusing on our best product. To that end they have requested the data science team to determine which product produces the most revenue.

Datasets:

The dataset to be used is a collection of sales data from kaggle:

https://www.kaggle.com/kyanyoga/sample-sales-data

Anticipated Data Science Approach:

First the data will be wrangled and cleaned. Then Exploratory Data Analysis will give insight to some of the more relevant variables for use in models. After that models will be created and tuned. Once an accurate model is produced the best product will be the one with the most influence on the model.

Deliverables:

- Tableau Dashboards

- All code developed in Jupyter Notebooks

- Presentation of findings