The Arby’s Brand President and CMO want the data science team to help them forecast sales for the upcoming year. There are many drivers to sales, so the team would like to know the following:

* What do you forecast our corporate weekly sales to be?
* Is our print media program effective? What lift does it provide?
* What additional (if any) inputs are most descriptive of sales?
* Given the above findings, what marketing strategies would you shift to increase our expected sales growth?

They’ve provided multiple data sources (attached):

* *Sales:* daily store sales from 2015-2018
* *TV\_media*: Market specific media information from 2015-2018
* *Print*: store print information from 2015-2018
* *Restaurant*: historic restaurant dimensional table
* *Competitors*: competitive presence near certain stores/markets