# Lab 1

Please submit your answers in this word document, including detailed discussion for each question with supportive screenshots of your analysis in Python.

## Exploratory Data Analysis

One of the leading retail stores in the US, Walmart, would like to predict the sales and demand accurately. There are certain events and holidays which impact sales on each day. There are sales data available for 45 stores of Walmart. The business is facing a challenge due to unforeseen demands and runs out of stock sometimes, due to the inappropriate machine learning algorithm. An ideal ML algorithm will predict demand accurately and ingest factors like economic conditions including CPI, Unemployment Index, etc.

Walmart runs several promotional markdown events throughout the year. These markdowns precede prominent holidays, the four largest of all, which are the Super Bowl, Labor Day, Thanksgiving, and Christmas. The weeks including these holidays are weighted five times higher in the evaluation than non-holiday weeks. Part of the challenge presented by this competition is modeling the effects of markdowns on these holiday weeks in the absence of complete/ideal historical data. Historical sales data for 45 Walmart stores located in different regions are available.

### Dataset Description

Dataset: Walmart\_Store\_sales.xlsx

This is the historical data that covers sales from 2010–02–05 to 2012–11–01, in the file Walmart\_Store\_sales. Within this file you will find the following fields:

* Store — the store number
* Date — the week of sales
* Weekly\_Sales — sales for the given store
* Holiday\_Flag — whether the week is a special holiday week 1 — Holiday week 0 — Non-holiday week
* Temperature — Temperature on the day of sale
* Fuel\_Price — Cost of fuel in the region
* CPI — Prevailing consumer price index
* Unemployment — The prevailing unemployment rate
* Week\_of\_yr: the week of the year
* Week: the week number in the entire time period

**Holiday Events**

* Super Bowl: 12-Feb-10, 11-Feb-11, 10-Feb-12, 8-Feb-13
* Labor Day: 10-Sep-10, 9-Sep-11, 7-Sep-12, 6-Sep-13
* Thanksgiving: 26-Nov-10, 25-Nov-11, 23-Nov-12, 29-Nov-13
* Christmas: 31-Dec-10, 30-Dec-11, 28-Dec-12, 27-Dec-13

### Analysis Tasks

A new local regional manager for Walmart has contacted you to help with some data analysis of a set of 45 stores from different regions to gain some insight into the available data before jumping in to make major changes. You have been asked to answer the following based on your analysis performed in Python:

1. Show the appropriate software output of the summary statistics including missingness, min, max, mean, and standard deviation for all the numerical variables and number of levels for all the categorical variables.
2. How does the weekly sales compare between these stores? Specifically, which store has the highest weekly sale value overall, which has the highest median weekly sales, and which has the highest average weekly sales? Provide a box graph and a brief discussion to explain the graph. Remember to include your first and last name in the footnote of your graph.
3. How does the weekly sales compare for the different weeks of the year? Specifically, which week has the highest weekly sale value overall, the highest median weekly sales, and the highest average weekly sales. Provide a box graph and a brief discussion to explain the graph. Remember to include your first and last name in the footnote of your graph.
4. Make some comments on distribution of the weekly sales? What about its center and variability? Is it symmetric, right-, or left- skewed? Provide a histogram and descriptive statistics to support your claim. Remember to include your first and last name in the footnote of your graph.
5. Look at the pairwise scatter plot provided in the lab instruction. Generate the same pairwise scatter plot of all selected variables with different colors indicating the holidays. Then find two variables that show clear correlation with each other. There are more than one answers.