

Phase 0 - BUSINESS REQUIREMENT - starting point

The business question are:

- Can we predict our revenue in 2008 ?
- What is the confidence of this prediction ?
- And finally, if we sell the same products from 2007, what are the divergence expected on revenue in 2008 ?

Dataset

the chart below can be simulated using the public dataset provided by IBM website below (WARetail-SalesMarketing-ProfitCost.csv)

<https://www.ibm.com/communities/analytics/watson-analytics-blog/guide-to-sample-datasets/>
(<https://www.ibm.com/communities/analytics/watson-analytics-blog/guide-to-sample-datasets/>)

```
In [2]: from IPython.display import Image
Image('./Sales_Marketing_Revenue_vs_Planned_Revenue_Phase_0.PNG')
```

