



# Food Sales Predictions

Analysis and Machine Learning Recommendation  
By Nathan Billings



# The Data

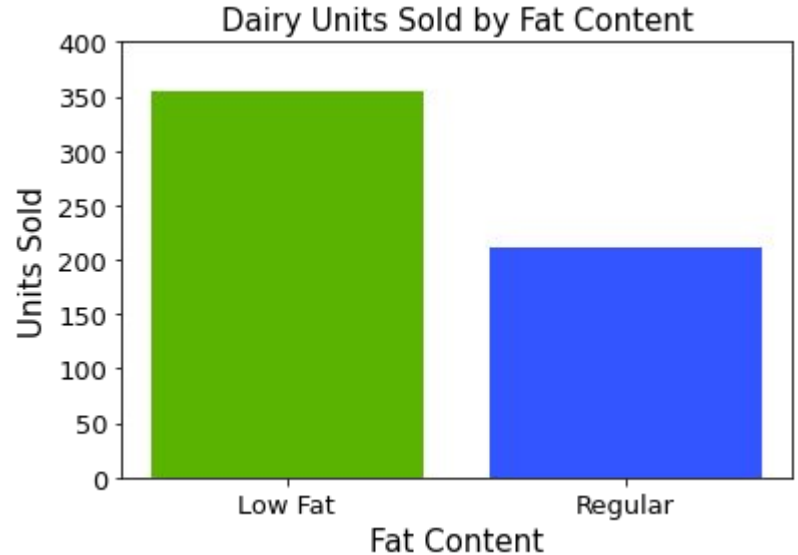
The data used in this project is a record of sales for groceries. Several things initially stood out for possible usefulness

- Item Maximum Retail Price
- Product Category
- Item Fat Content
- Visibility of the Product

# Low Fat Dairy

Experimenting with subcategories of dairy products will help focus the right low fat offerings

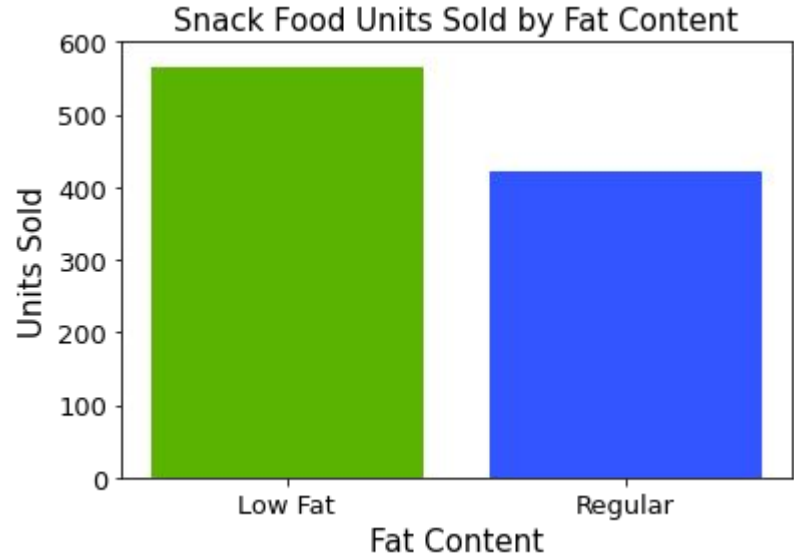
How do cheese or ice cream compare?



# Low Fat Snack Foods

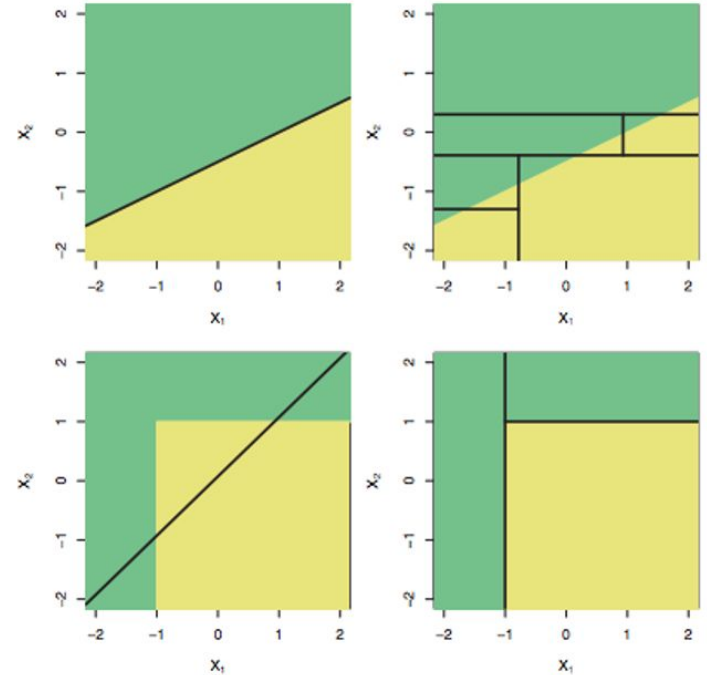
Keeping a diverse snack inventory will seem to be a good idea

Splitting “healthy” snacks from regular snacks might be a better way of looking for more insight



# Machine Learning Models Evaluated

Food Sales Data had a linear correlation in my testing. A linear regression model was chosen for use as it outperformed the decision tree model



# Summary

- Low fat dairy products show promise
- Maintain diversity of inventory in snacks
- Machine Learning opportunities show high confidence with this data

Questions? Feedback? Let me know!