Approach:  
  
As per the problem statement, this problem is clearly a time series forecasting problem.

Tried to model the time series using below approaches:

1. ARIMA (Auto-regressive Integrated Moving Average)
2. Prophet (popular library for forecasting)
3. Deep Learning (GRU-model)

Evaluation metrics used : RMSE(root mean squared error)

ARIMA model didn’t seem to do well on unseen data, therefore Prophet model is employed to model the time series. And, it did a very good job with day wise GMV predictions of January 2022 for YayYay as a whole. Lastly, used a deep learning model for much better results.  
  
For User GMV for month January 2022, used EMA(Exponential Moving Average).

Files:   
  
Predictions results of Prophet and GRU deep learning model(for day-wise YayYay as a whole):

1. **prophet\_model\_day\_wise\_gmv\_january\_2022.csv**
2. **gru\_model\_day\_wise\_gmv\_january\_2022.csv**

Predictions results of GMV user for month of January 2022:

1. **user\_gmv\_month\_january\_2022.csv**