**Use case 2** : company data(company sales data per region)

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| **Name of Features** | **Description** | **Type** | **Relevance (w.r.t. other features)** |
| Sales | Target :Units sold | Quantitative,continous | Target variable : to be predicted |
| CompPrice | Price of competitor’s product | Quantitative,continous | Relevant : affects user choice |
| Income | Avg. income in the region | Quantitative,continous | Relevant : indicates purchasing power |
| Advertising | Ad budget in the region | Quantitative,continous | Relevant : influences awareness & demand |
| Population | Population of region | Quantitative,continous | Relevant : potential market size |
| Price | Price of product | Quantitative,continous | Highly relevant : direct impact on sales |
| ShelveLoc | Self location quality (bad,medium,good) | Qualitative,ordinal | Highly relevant : visibility affects sales |
| Age | Avg. age of residents | Quantitative,continous | Relevant : demographic influnce |
| Education | Avg. yrs of education | Quantitative,continous | Relevant : may correlate with brand preference |
| Urban | Is store in urban area? (0/1) | Quantitative,binary | Relevant : store may have more customers |
| US | Is store in US? (0/1) | Quantitative,binary | Relevant : regional difference in behavior |