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College/Company: ASU/Department of VA

Specialization: Data Science

GitHub Repo link: <https://github.com/aperezace20/Data-Science-Retail-Forecasting/blob/main/Week%207:%20Deliverables/Week%207%20Deliverables.pdf>

Problem description:

The large company who is into beverages business in Australia. They sell their products through various super-markets and also engage into heavy promotions throughout the year. Their demand is also influenced by various factors like holiday, seasonality. They needed forecast of each of products at item level every week in weekly buckets.

ML Problem:

The time series data showed a range of patterns, some with trends, some seasonal, and some with neither. At the time, they were using their own software, written in-house, but it often produced forecasts that did not seem sensible. Company wanted to explore power of AI/ML based forecasting to replace their in house local solution.

Project lifecycle:

Business Understanding	Data acquisition and understanding	Modeling	Deployment
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Deadline:

Deliveries	Date
Problem understanding, Data Understanding.	April 19 th
Data Cleaning, EDA, and Feature engineering.	April 26 th

Model development, selection, evaluation, and metrics.	May 3 rd
Deploy the model and explanation.	May 10 th

Data Intake report

Project Name: Data Science Retail Forecasting

Internship Batch: LISUM17

Data Intake by: Andrea Perez

Data Storage: GitHub link

Meta Data:

Number of Observations	1219
Number of files	1
Number of features	12
Formal of file	.csv
Data Size	1.09 MB

