

# **DAT 530 Advanced Statistical Methods**

Project Review: Week X

**Reviewer:** Brandon Hosley

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**Project Title:**

Business Analytics Using Forecasting

**Author(s):**

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**Source:**

Galit Shmueli Student Projects

**The Problem the Author(s) is Trying to Solve in the Project:**

The authors seek to generate a model that will allow Nivea to forecast product supply and demand. Ultimately, the goal is to be able to engage changes in the supply-chain early enough to meet future fluctuations in consumer demand

**Machine Learning (ML) Algorithm(s) used:**

- Linear Regression
- Moving Average
- **ARIMA**
- Statistical Ensemble

**A Brief Description of One of the ML Algorithms used:**

Auto Regressive Integrated Moving Average (**ARIMA**)

**Metrics Used to Evaluate the ML Algorithms:**

Root Mean Squared Error (RMSE)