Analyze how Competitors and Promotions influence sales

Walmart operates 11,450 stores in 27 countries, managing inventory across varying cultures and demographics. In this hack, Walmart challenges participants to assess the impact of promotions and influence of competitors on sales and customer count within stores. Intuitively, we may expect better sales/customer count on days promotions were laid out but the effect could be confounded by promotions extended by competitors as well.

Participants are provided with a data set containing sales and customers for each day across a span of 3 years and a supporting data set that provides store attributes. A data description file is provided to help better understand the headers. Use the data to come up with powerful insights that will help serve our valued customers better. It could also earn you a position at one of the most data-driven retailers in the world!