Exercise 9

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1. Finish downloading code and materials from RStudio on Posit Cloud and Canvas and organizing your course folder.
2. Install the {tidyverse} and {tidymodels} packages locally.
3. Read the case and write how you might meet the expectations (no more than one page) in Quarto. Render as a Word document and submit on Canvas.

**Five points total:**

* **Four points for writing about meeting case expectations.**
* **One point for submitting a rendered Word document.**

## Meeting Expectations

To model how promotions and promotional spending are driving sales for various trade areas, sub-categories, and brands we’ll first need to identify what combination of those variables we need to filter observations by so we can run a series of models. By running overall and specific models we can target recommendations to each subset of the data and contrast with the effects of promotions across the category.

In terms of the variables we might include, we’ll need to get a data dictionary to understand what all of the constructed variables represent, but the outcome is likely Sales or Base\_Sales for each model. Furthermore, we’ll have to determine which of the promotional variables and other variables related to sales should be included.