Impact of Covid-19 on beer sales

Project Milestone Project Proposal

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Submission Date June 10th, 2021

**Problem Setting**

Our project problem will be the data analytics and forecast for sales. The domain of our problem is the beer industry, and the challenge will be finding the impact of COVID-19 on sales and forecasting future sales data based on the past data and the impact of COVID-19.

**Problem Definition**

1. What is the sales volume or performance of one beer brand/item in one state/city/liquid store or pub in past few years/months?
2. How does COVID-19 impact the sales volume?
3. How will sales perform in the next year?

**Data Source**

The sales data will be collected from Budweiser and the data will be desensitized.

**Data Description**

There will be two datasets. The first one will be “item”, it consists of 118 rows and 5 columns. Its columns names include columns like item, brand, brand series. The second one will be sales data named “train”, it has 145195 rows and 7 columns. Column names includes columns like date, item, order number, city, and state.