

Conversion Rate

23%

Foot Traffic

835

Average R<sup>2</sup>

97.8%

RMSE

23156



Howdy Group  
\* /howdypakistan



RARE



Brand

Greenbae -  
F-11

Howdy - Giga  
Mall

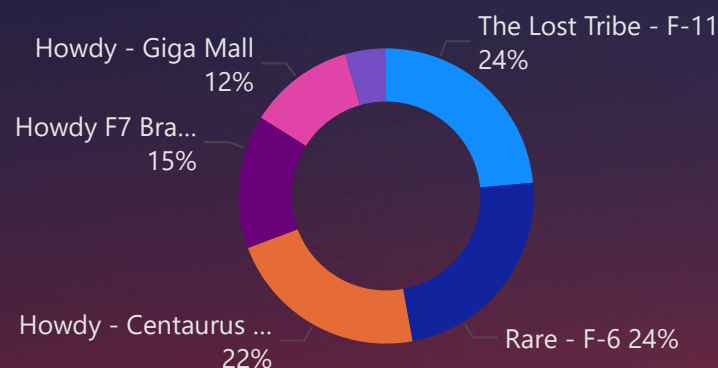
Rare - F-6

Howdy -  
Centaurus Mall

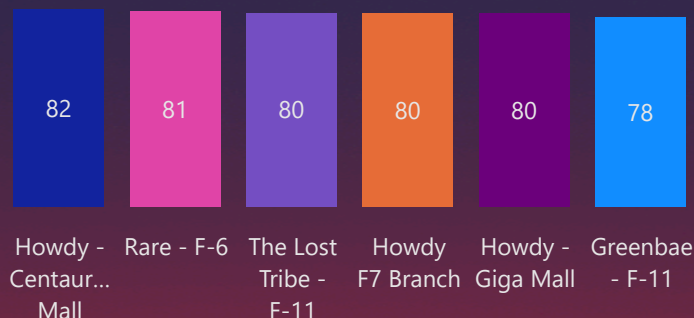
Howdy F7  
Branch

The Lost Tribe -  
F-11

Revenue by Brand



Compliance by Brand



Brand

Actual Sales

Predicted Sales

Greenbae - F-11

82,082.68

82,949.81

Howdy - Centaurus Mall

408,493.30

408,286.37

Howdy - Giga Mall

214,621.10

215,285.72

Howdy F7 Branch

270,024.61

271,220.13

Rare - F-6

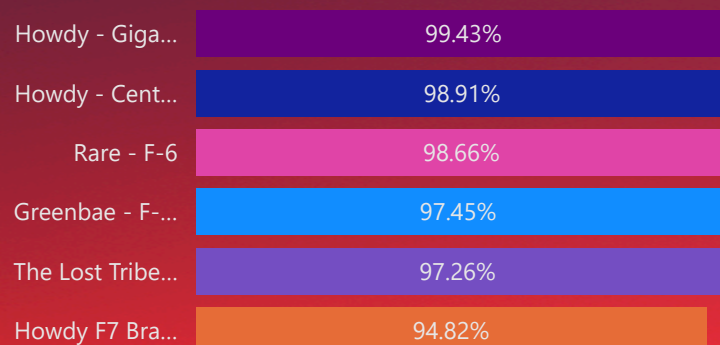
434,356.80

433,470.57

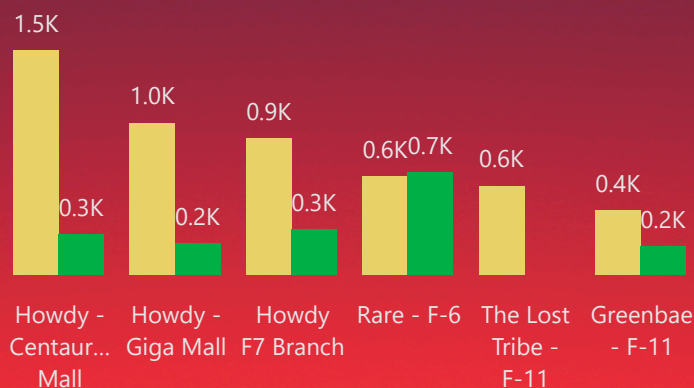
The Lost Tribe - F-11

434,558.89

437,257.62

R<sup>2</sup> Score by Brand

Foot Traffic vs Conversion Rate



Linear models were evaluated for each brand independently. This page summarizes predictive performance using RMSE and R<sup>2</sup> metrics. Howdy F-7's low fit prompted further machine learning diagnostics.

We tested all outlets. All performed well except F-7 relatively. This warranted ML intervention. ✓

Conversion Rate

12.00%

Compliance Score

70

Average R<sup>2</sup>

99.21%

RMSE

13873

☐ Combo

☐ None

☐ Platinum Debit 40% Off

Simulation Condition

☐ Dry + Combo Promo + Low Traffic

☐ Mixed Conditions

☐ Rain + Combo Promo + Mid Traffic

SHAP: Key Feature Impacts on Sales (Howdy F7)

Conversion Rate

Foot Traffic

Compliance

Avg Order Value

Staff

Rain

Platinum Debit 4...

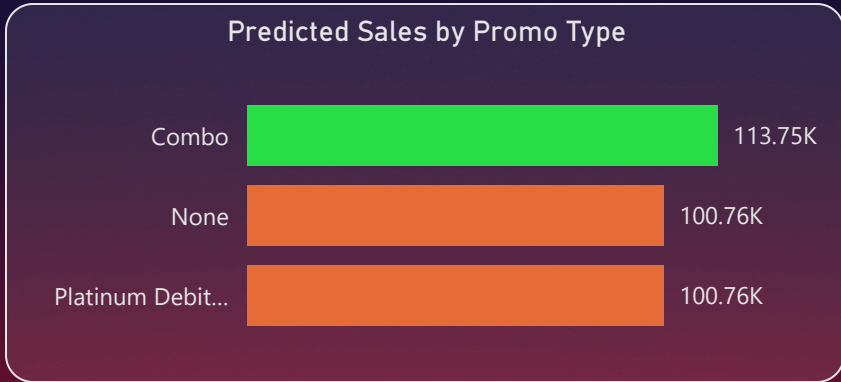


Howdy Group  
\*/howdypakistan

Rain

False

True



Recommendation

Switch Promo – Combo Underperforming

The simulation engine ran over **4,000 business scenarios** across rain, promo, staff, and traffic conditions. It flagged **50+ cases** with 4+ staff and predicted sales under Rs 115k as inefficient. **Debit 40% Off** performed well in **rainy conditions**

Avg Order Value (PKR)

1150

Max Predicted Sales (PKR)

113753

Risk Flag

Moderate

Min Predicted Sales (PKR)

100760

Promo_Type	Predicted Sales	Risk Flag	F
Combo	113753.00	Moderate	
None	100760.00	Moderate	
Platinum Debit 40% Off	100760.00	Moderate	

To understand the impact of different marketing strategies, we simulated sales for the Howdy F7 outlet using a trained Random Forest model. We varied foot traffic, weather, staffing, and promotion type. The model predicted that the **Combo** promotion consistently outperformed both **Platinum Debit 40% Off** and **No Promotion**, achieving up to Rs114,000 in simulated sales. This demonstrates the model's ability to support strategic planning by quantifying the revenue uplift potential of specific interventions under varying real-world conditions.