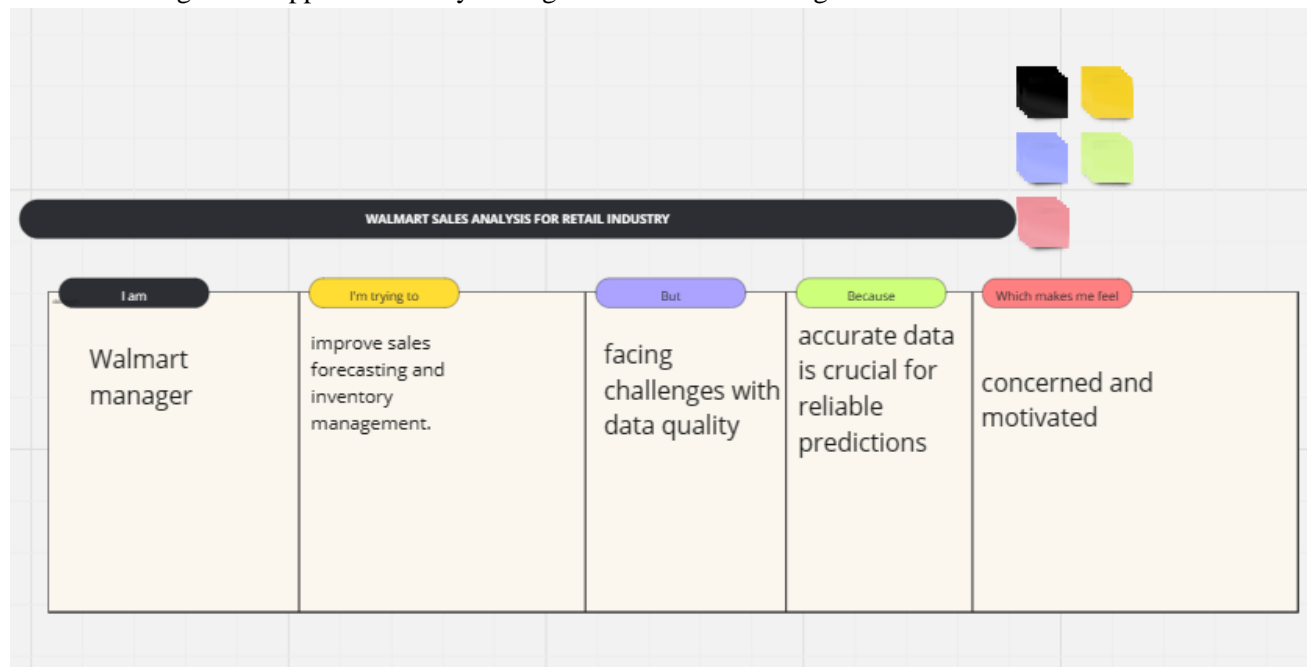


Project Initialization and Planning Phase

Date	29 April 2024
Team ID	722312
Project Name	Walmart Sales Analysis For Retail Industry With Machine Learning
Maximum Marks	3 Marks

Define Problem Statements:

to leverage machine learning techniques to analyze historical sales data from Walmart stores and develop predictive models for forecasting future sales trends. Specifically, we aim to identify key factors influencing Walmart sales, preprocess and clean the sales data for accuracy, explore various machine learning algorithms for sales forecasting, and evaluate model performance using appropriate metrics. The scope of the project will focus on historical sales data from Walmart stores within a specific region or time period, with external factors like competitor strategies or economic conditions considered but not directly incorporated into the model. Key stakeholders involved include Walmart management, data analysts, machine learning engineers, and end-users of the sales forecasts. Success criteria will be based on achieving predefined accuracy targets and delivering actionable insights to support inventory management and sales strategies.



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Small business owner	increase online sales revenue	struggling with website performance	customers are leaving due to slow loading times	frustrated and overwhelmed
PS-2	Marketing manager	launch a successful social media campaign	facing budget constraints	need to maximize reach within limited resources	anxious but determined