

Maverik is a gas station and convenience store subsidiary of FJ Management. With a business plan of opening 30 new stores every year, the projected performance of new stores is crucial to successful selection, opening, and continual operations of these new stores while also maintaining consistent operations and growth at existing locations. Our team, "Top Gun: Maverik", has been tasked with creating a forecasting model based on available data that will outperform the current "naive" model that has been running for several weeks. The model, upon delivery, will provide a projection of daily revenue at the store level for the following year. Additionally, it will forecast the daily sales of specific items such as gasoline, diesel, in-store merchandise, in-store food, and various other items.

With accurate predictions, Maverik will be able to create a more accurate financial plan and provide more useful initial ROI estimations. The model performance will be measured by looking at the actual sales of each store on a given day compared to what the model predicted. The deliverable dates are as follows:

1. Exploratory Data Analysis - October 8th
2. Initial Model - November 5th
3. Final Model and Presentation - November 30th