

DATA GLACIER - RETAIL FORECASTING PROJECT

WEEK 11

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Problem description:

A large beverage company operating in the Australian market faces challenges in demand forecasting for its wide range of products. The demand is subject to fluctuations influenced by various factors, including holidays, seasonality, and promotional activities. The company is currently using an in-house forecasting software, which often produces unreliable and nonsensical forecasts. In pursuit of more accurate and efficient forecasting, the company aims to explore the potential of AI/ML-based solutions to replace their existing in-house system.