

# DATA GLACIER - RETAIL FORECASTING PROJECT

## WEEK 9

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### 1. 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.

### 2. Dataset cleansing and transformation:

In the data collected by the company for a total of 6 products, it was observed that for 5 of the products, there were no records for the last 6 weeks within the specified date range, and the sales values were 0. Therefore, all the data for these products were removed from the dataset. It was also noted that there were outliers in the "sales" variable in the dataset, and a suppression operation was performed for them.