Nielsen Causal Estimation model manual:

https://github.com/zetaris/proj-nielsen-rtp/

* Two example sql scripts calculating market volume per schema (e.g. coke products) and market share per item (COKE 1.5l) in proj-nielsen-rtp/sql folder on github:

1. market\_share\_ambient.sql
2. market\_volume\_ambient.sql

* Getting the data into R: three files in proj\_nielsen\_rtp/R

1. create\_final\_data\_ambient\_70.R
2. create\_final\_data\_coke\_70.R
3. create\_final\_data\_pet\_70.R

This scripts run in R on the server. The best commented is the coke script.

* Transforming the data and feature engineering: three files in proj\_nielsen\_rtp/R

1. Model\_preparation\_ambient.R
2. Model\_preparation\_pet.R
3. Model\_preparation\_coke.R

* Run the model

1. Run\_model.R