



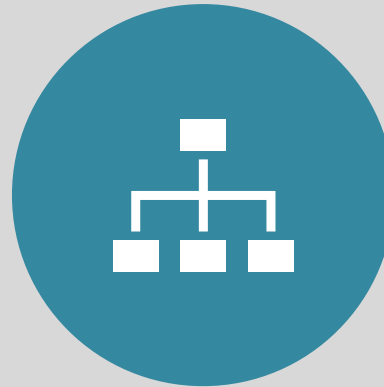
# FOOD SALES PREDICTIONS

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# Goals



INCREASE SALES



STUDY RELATIONSHIPS BETWEEN  
ITEMS AND OUTLETS AND THEIR  
EFFECT ON TOTAL SALES



PROVIDE RECOMMENDATIONS  
TO INCREASE SALES

# Dataset

Variable	Description
Item_Identifier	Unique product ID
Item_Weight	Weight of product
Item_Fat_Content	Whether the product is low fat or not
Item_Visibility	The % of total display area of all products in a store allocated to the particular product
Item_Type	The category to which the product belongs
Item_MRP	Maximum Retail Price (list price) of the product
Outlet_Identifier	Unique store ID
Outlet_Establishment_Year	The year in which store was established
Outlet_Size	The size of the store in terms of ground area covered
Outlet_Location_Type	The type of city in which the store is located
Outlet_Type	Whether the outlet is just a grocery store or some sort of supermarket
<b>Item_Outlet_Sales</b>	<b>Sales of the product in the particular store. This is the outcome variable to be predicted.</b>

# Dataset

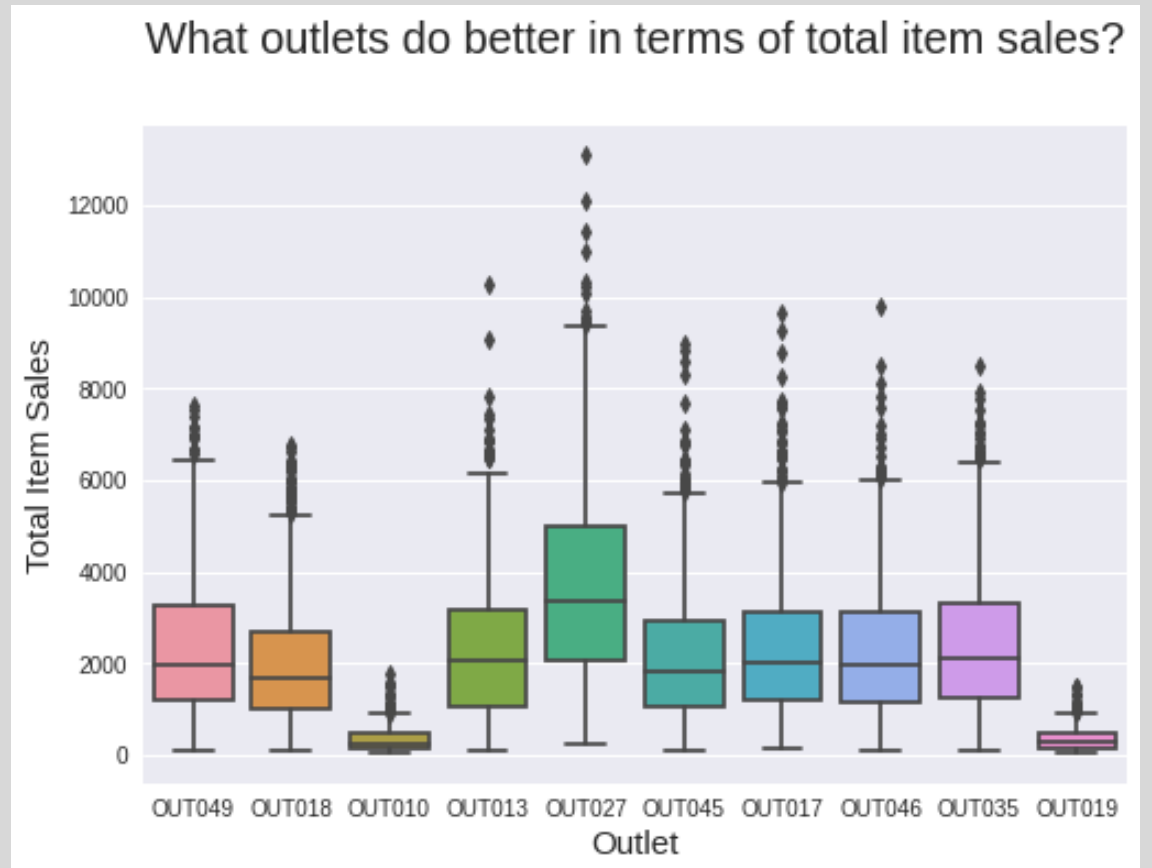
## Quick Facts

- 8,523 entries
- Some entries have missing data that were cleaned and processed
- Src: <https://datahack.analyticsvidhya.com/contest/practice-problem-big-mart-sales-iii>

# Observations

- **What outlets perform better?**

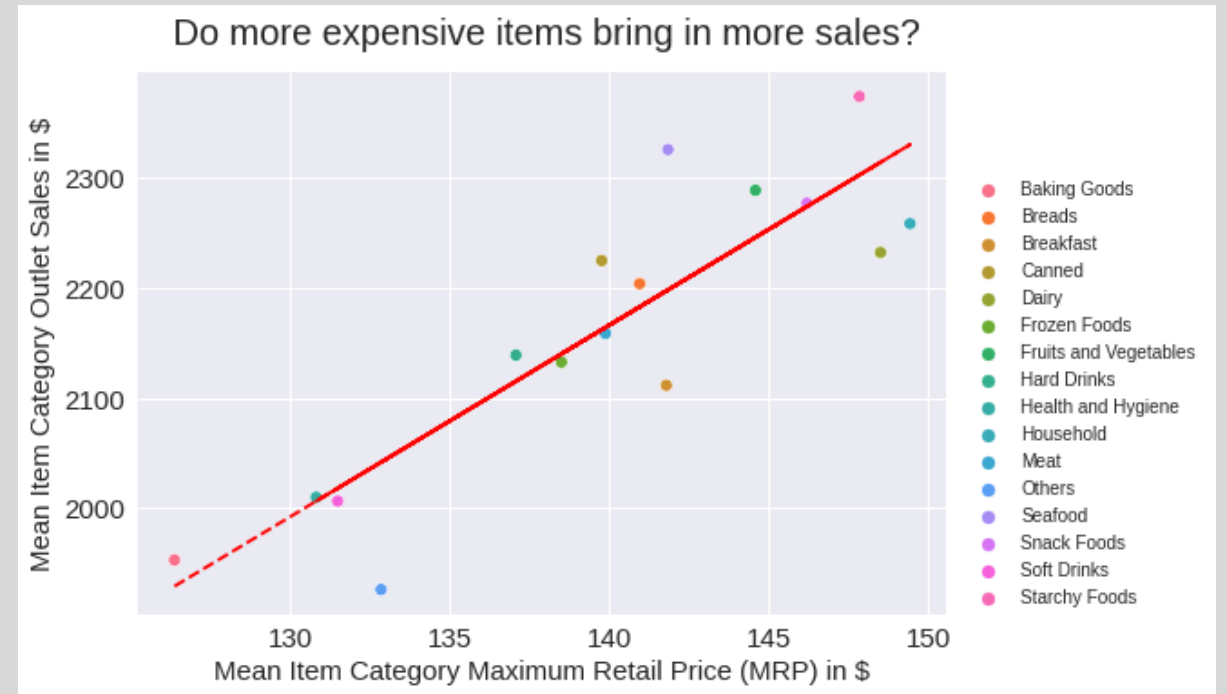
Outlet No, 27 outperforms the rest. Outlet 10 and Outlet 19 underperform. All others are quite close to each other in terms of total item sales



# Observations

- **Is there a relationship between Item MRP and Total Items Sales**

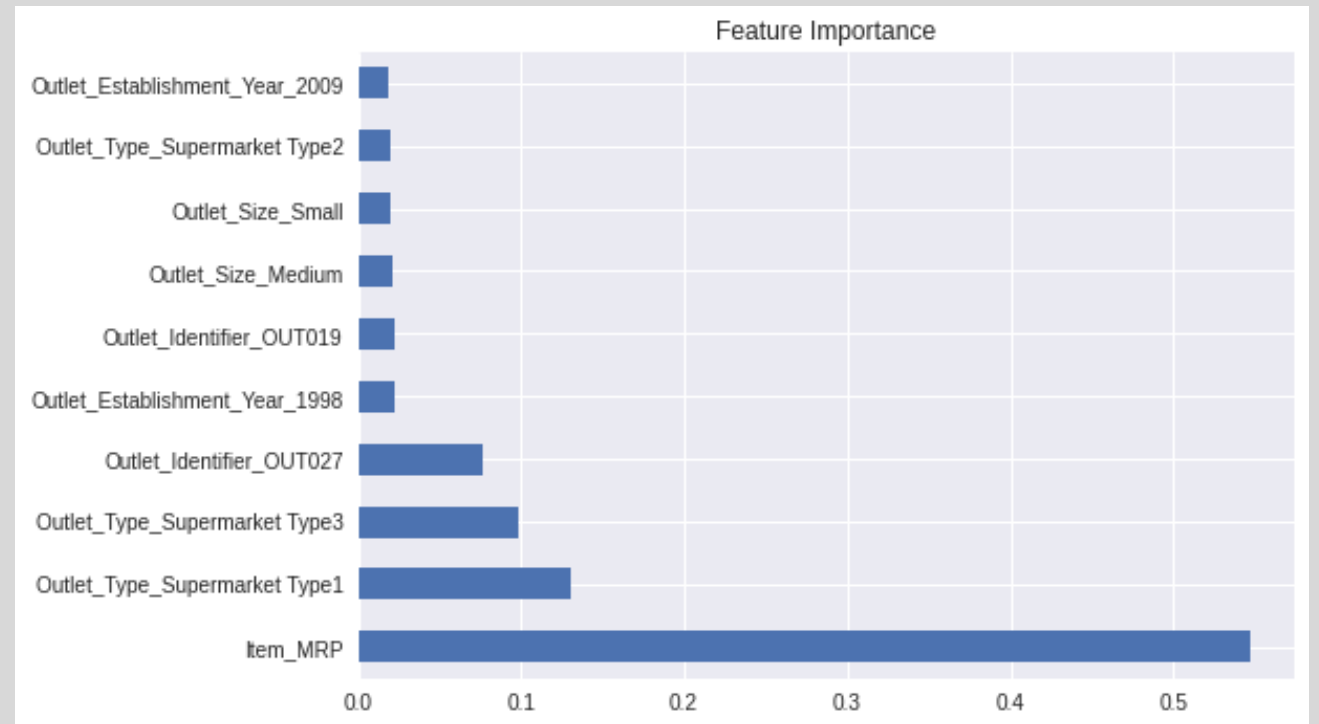
There seems to be a positive correlation between the item's maximum retail price and total item sales.



# Observations

- **What are the most important feature that affect total item sales?**

- Outlet No. 27
- Supermarkets of Types 1 & 3
- Item Maximum Retail Price (MRP)



# Recommendations

- Focus on what makes type 1 and type 3 supermarkets different and increase the company's presence in these supermarkets.
- Focus specifically on Outlet 27 to increase the supplier's presence as it is the top seller for the company's items.
- Focus on supplying higher priced items to these outlets as these in general have a higher chance of grossing more sales for the company.