

Project Meeting Minutes - Week 1 & 2

Project Name: Multi Mart Revenue forecasting

Below is the summary of the analysis/visualization project we completed in 3rd semester.

The project focused on visualizing and analyzing sales and revenue data of Multi Mart Retail store spanning the period of 2019 to 2023. The primary objective was to provide a comprehensive understanding of sales performance, revenue generation, and customer behavior analysis to support informed decision-making, particularly regarding the potential expansion of its Loyalty Card program into new regions.

Git Hub Project Repository: [DAB_Grp7_Capstone_Project](#)

Week 1 and Week 2 Minutes of meeting are as follows:

Week 1:

- Researched on LSTM and Time Series concepts in Machine Learning
- Researched on existing dataset to check whether it can be used for machine learning use case.
- Discussed with the Professor to provide another data set for sales forecasting use case.

Week 2:

Date and Time	Location	Attendees	Professor
16 th Jan'24 Tuesday 09:30 AM – 10:00 AM	In person meeting	Alisha James (0811919) Gayathri Manju Jayasena Kurup (0836679) Ikram Patel (0822315) Sujata Biswas (0832706)	Abiodun Sodiq Shofoluwe

Discussion: Following points were discussed as part of the above meeting

- Features which can be used from the Existing data set to implement Machine Learning models for forecasting/predicting below potential metrics:
 - Revenue
 - Frequency and Revenue
 - Churn
- Need to analyze the correlation between multiple features to identify the ones most suitable for Machine learning use case.
- Possible models to focus on: Regression, Classification
- Discussion on possible use cases using the new data set such as Forecasting Revenue.
- Challenges in merging the datasets of different countries.

Next Meeting schedule: 23rd Jan'24, Tuesday