

## Project Meeting Minutes 3 - Week 8 & 9

### 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 8 & 9 Minutes of meeting are as follows:

#### Week 8:

Ikram, Sujata, Alisha, Gayathri, Shrikant

- Researched on Lazy model.
- Used lazy model to compare different models' performance on dataset using total purchase as target variable.
- For total purchase, top two performing models were GradientBoostingRegressor and RandomForest with R-Squared value of 0.34 and 0.32 . Other models were underperforming compared to these two models.
- Used lazy model to compare different models' performance on dataset using response\_to\_last\_campaign as target variable.
- For response\_to\_last\_campaign, most of the models were overfitting with R-Squared value of 1.
- Interim report preparation

#### Group Work

Attached is the analysis document.

- [Grp7 Draft Analysis doc.docx](#)

### Week 9

| Date and Time  | Location          | Attendees  | Professor               |
|--|-------------------|--|-------------------------|
| <b>5<sup>th</sup> March'24</b><br><b>Tuesday</b><br><b>10:00 AM –</b><br><b>10:30 AM</b> | In person meeting | Alisha James (0811919)<br>Gayathri Manju Jayasena Kurup (0836679)<br>Ikram Patel (0822315)<br>Sujata Biswas (0832706)<br>Shrikant Ayyalasomayajula (0808545) | Abiodun Sodiq Shofoluwe |

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

- Run lazy model using only top 5-6 features for total purchase as target variable.
- Use hyperparameter tuning and feature importance for model performance improvement.
- Run lazy model using only top 5-6 features for response\_to\_last\_campaign as target variable.
- Analyze the correlation between variables after one-hot encoding and check which other variables can be considered as target variable

**Next Meeting schedule: 19th March'24, Tuesday**