



A nighttime satellite view of Earth, showing city lights and clouds. The image is dark blue and black, with bright yellow and white spots representing urban areas.

GLOBAL RETAIL STORE SALES FORECASTING

IRENE LIU

2018.09.17

Average Annual Sale
3.2 million

Technology



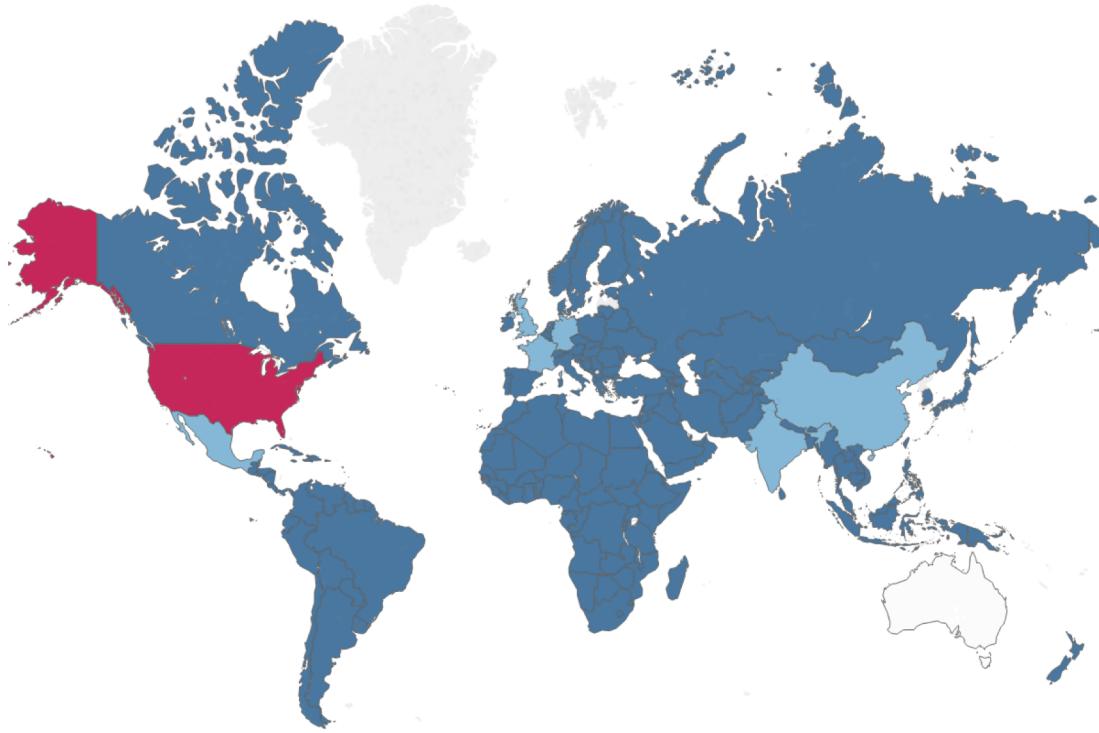
Furniture



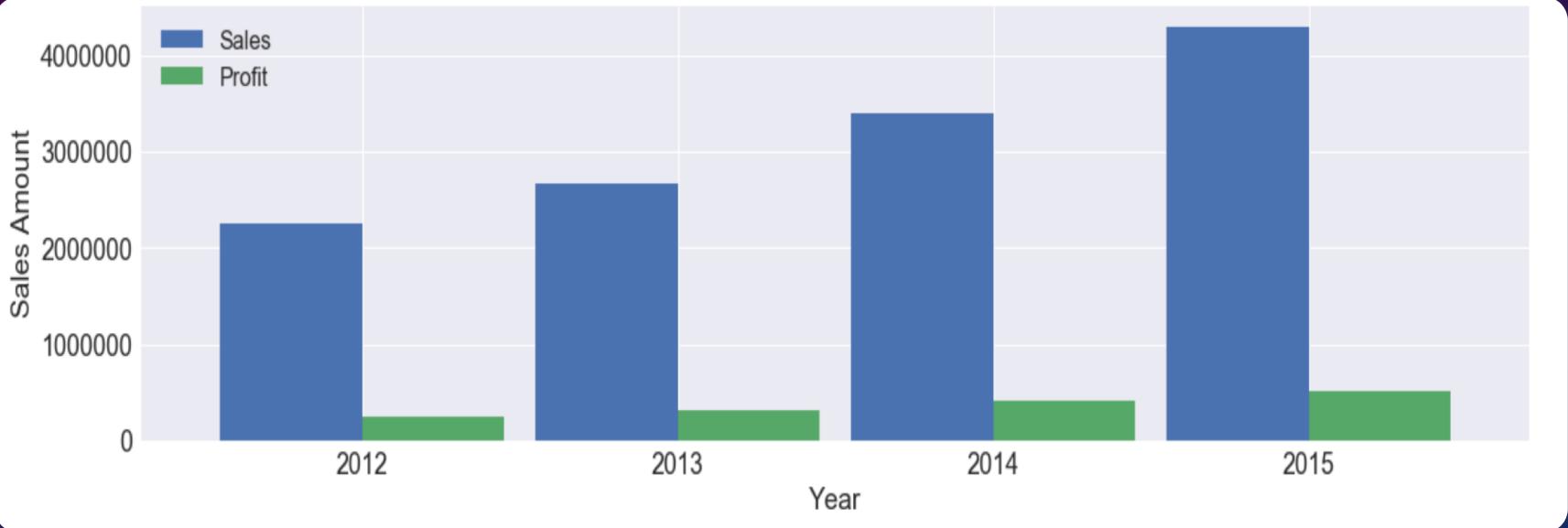
Office Supplies



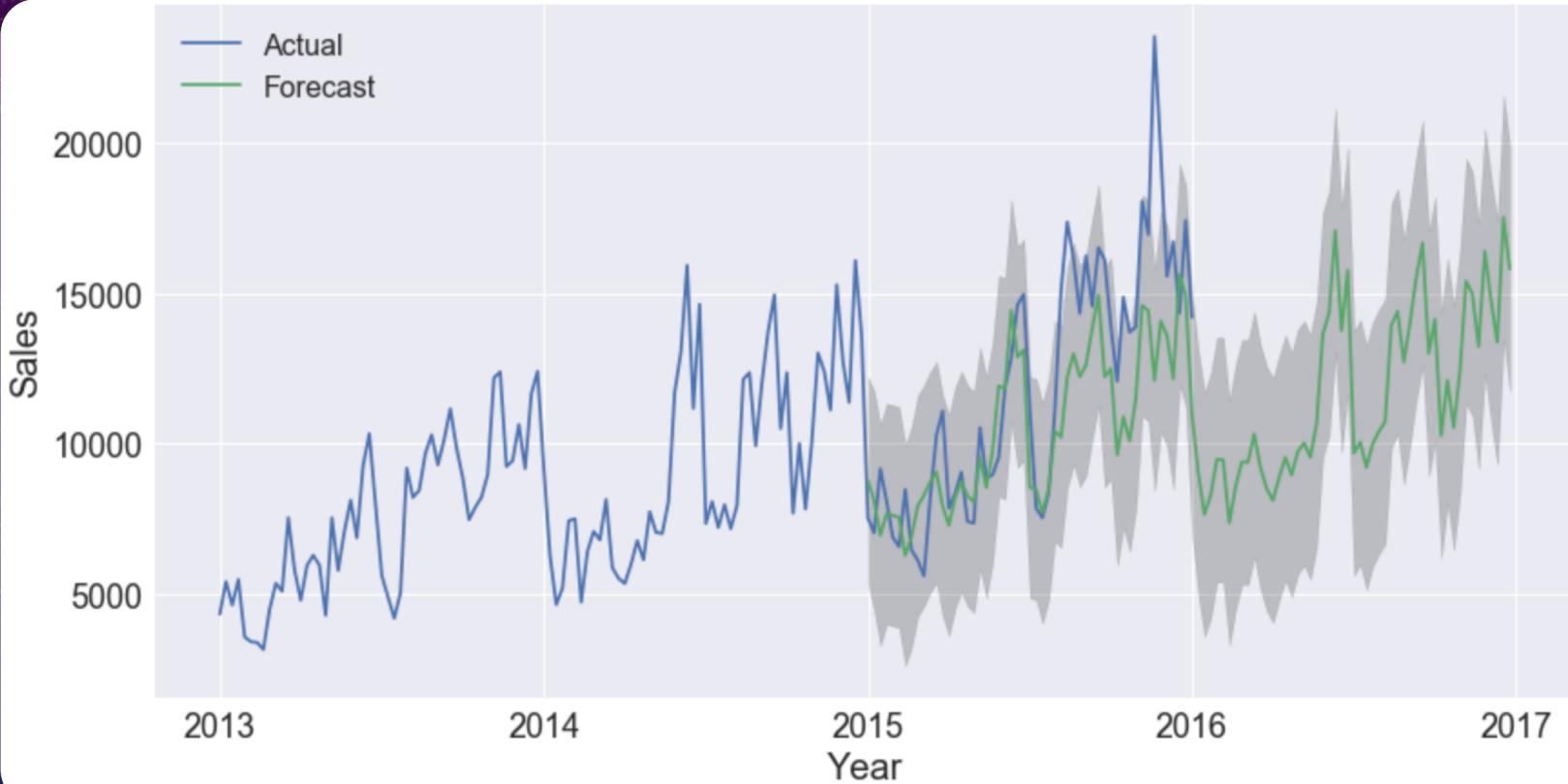
ABOUT
SUPERSTORE



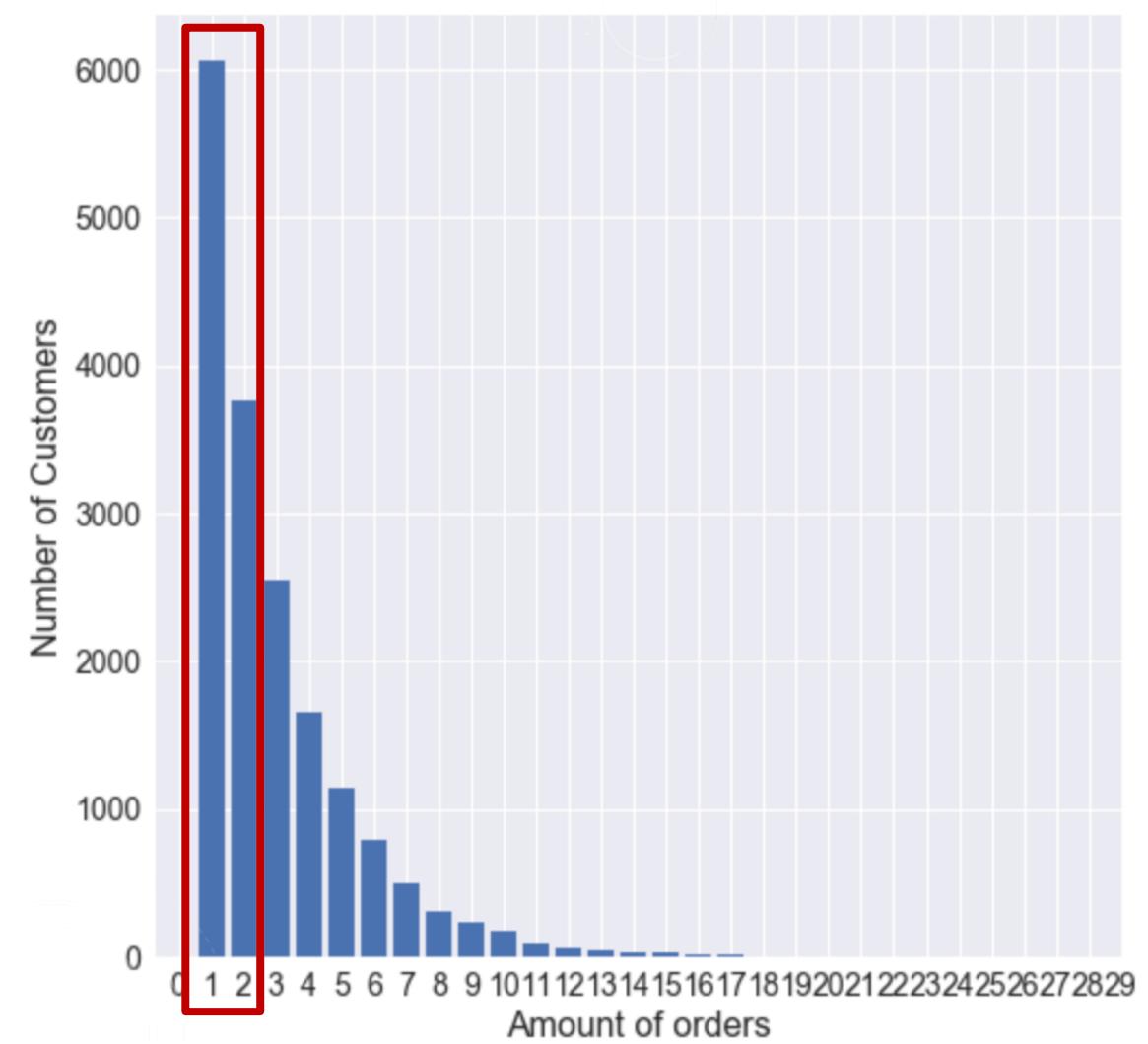
BACKGROUND: DATA AND MOTIVATIONS



AVERAGE SALES AMOUNT AND PROFIT FOR THE PAST
FOUR YEARS



SALES FORECAST FOR THE ONE YEAR



THE
NUMBER OF
ORDERS
MADE BY
CUSTOMERS



How can we
increase sales?



Recommender

RECOMMENDER ON HISTORICAL PURCHASES



OFF-SU-4327



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OFF-SU-4327



TEC-MA-4190



FUTURE EXTENSION

- A/B testing on the recommender
- Build a Flask App to allow the web development team and sales team to access the recommender