Sales forecasting for the European drug store Rossman

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1 Introduction

2 Methodology

2.0.1 Store data cleaning

Review the available data and describe it in terms of its variables, quality, and relevance to the sales forecasting

Link data sets together as appropriate

Pre-process the data as appropriate for further analytics, for example, you may want to encode any categorical data, create new variables, identify how many missing values there are and deal with them appropriately, etc.

Identify the key factors affecting sales, for example, you may want to check whether competition and promotions have an impact on sales, and how public holidays cause sales fluctuations.

Build a forecasting model (which can be a linear regression model, a neural network model or something else) using the variables you identified. Please make sure to justify the choice of your modelling approach.

Use the Root Mean Square Percentage Error (RMSPE) to forecast accuracy

3 Results

Interpret key results, assumptions and limitations of your analysis.

4 Conclusion

4.1 Limitations

4.2 Implications

4.3 Recommendations

5 References