

Maverick, a convenience store and gas station chain with 300+ locations in the Western United States, aims to enhance its ability to assess the return on investment (ROI) for new stores, which are opened at an average rate of 30 per year. To achieve this, they require a new model capable of generating daily sales projections for diesel, unleaded fuel, merchandise, and food sales for the entire first year of a store's operation. This data-driven approach will enable Maverick to closely monitor the performance of new stores, make informed decisions, and promptly address any underperforming outlets.

The success of this project will be measured by its capacity to accurately predict sales metrics and its usability for future stores. Over a nine-week timeline, a team of three highly skilled data scientists (Rachel Butterfield, Justin Hamilton, and Heber Jenson) will conduct data exploration, model building, and results preparation. Since our target variables are numeric, we'll explore which data features are significant via a linear regression model and then apply those features to a variety of data modeling techniques including a time series model. Any new requests presented outside of the data exploration or model building phases will be outside of the scope of this project. We will be delivering a model that can be used to predict daily sales metrics in each store, even considering seasonality.