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Description automatically generatedHiLCoE**

**School of Computer Science and Technology**

Data Mining (CS447)

**Group Members**

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**Section: DRB2102\_B**

**Instructor’s Name: Dr. Eyob Nigussie**

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* In this project, we will be using a pharmacy dataset and we aim to predict sales fluctuations and grasp customer buying habits at a pharmacy. The project's approach includes predictive analysis to anticipate sales and descriptive analysis to explore purchasing trends

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| **Objective** | **Name attributes to be used** | **Data mining task** | **Technique category** | **Specific candidate algorithms** |
| To predict pharmacy sales trends over time. | Invoice Date, Quantity, Amount | Predictive | Regression Analysis | Linear Regression, Polynomial Regression |
| To identify patterns in customer purchases and product affinities. | Item Description, Quantity, Amount, Sales Person Name | Descriptive | Clustering, Association Rule Mining | K-Means, Apriori |