**Project ideas**

Here are 3 project ideas for Capstone 2:

**1.Retail Store Sales Forecasting:**

Description:

We are provided with historical sales data for 45 stores located in different regions - each store contains several departments. The company also runs several promotional markdown events throughout the year. These markdowns precede prominent holidays, the four largest of which are the Super Bowl, Labor Day, Thanksgiving, and Christmas. The weeks including these holidays are weighted five times higher in the evaluation than non-holiday weeks.

We are provided with 3 csv files-

stores.csv, features.csv, sales.csv

Tasks that can be done using this data -

1. Predict the department-wide sales for each store for the following year
2. Model the effects of markdowns on holiday weeks
3. Provide recommended actions based on the insights drawn, with prioritization placed on largest business impact

Here is the link to the dataset:

<https://www.kaggle.com/manjeetsingh/retaildataset>

**2.Flipkart (Indian Ecommerce store) sales/ sales-trend Forecasting:**

Description:

Here is a pre-crawled dataset, taken as subset of a bigger [dataset (more than 5.8 million products)](https://www.promptcloud.com/datastock-access-ready-to-use-datasets/?utm_source=fl-kaggle&utm_medium=referral) that was created by extracting data from Flipkart.com, a leading Indian eCommerce store.

This dataset contains a single csv file that contains 15 columns.

Tasks that can be done using this data –

1.Predict which products have the maximum overall sales in each year/quarter?

2. Predict what features affects the sales of a product?

3.Predict which products have the best discounts?

4.Predict if there is any relation between rating and price, and rating and sales?

Here is the link to the dataset for this project idea-

<https://www.kaggle.com/PromptCloudHQ/flipkart-products>

**3.Market Basket Analysis for Bread Basket**

Description:

The dataset belongs to "The Bread Basket" a bakery located in Edinburgh. The dataset has 20507 entries, over 9000 transactions, and 4 columns.

The dataset has a single csv file containing transactions of customers who ordered different items from this bakery online and the time period of the data is from 26-01-11 to 27-12-03.

Tasks that can be done using this data -:

This dataset can be primarily used to perform Market Basket analysis – a technique used by retailers to increase sales by better understanding customer purchasing patterns. WE can use data to determine what products are often purchased together. Retail stores can optimize product placement (they can rearrange their shelves based on what items are bought together). In an eCommerce store, it helps to determine related products and predict the ‘Frequently bought together’ items.

Here is the link to the dataset

<https://www.kaggle.com/mittalvasu95/the-bread-basket>