Using only the attached data set, identify the top predictors of hourly sales and predict sales revenue for a generic store on 2017-07-15 during hour 12, assuming a clear day and average temperature of 86 degrees.

Please prepare a short presentation on your methodology and approach, including model(s) utilized, evidence of model validation, and your findings on top predictors as well as the prediction of future sales.

The purpose of this exercise is to observe your ability to apply data science to a business problem. You will **not** be evaluated on model or prediction accuracy, or specific model chosen, as long as you can justify your approach.

Feel free to use your preferred statistical software tool. The attached data (HourlySales.CSV) contains sales performance for 14 stores, aggregated by hour. Further aggregation of the data before modeling is not necessary. The column descriptions are:

1. Store\_ID

2. Fiscal\_Quarter

3. DateString in YYYYMMDD format

4. DayOfWeek (1 = Monday)

5. Daypart

6. Hourly weather summary

7. Hour of the day

8. Avg Hourly Temperature during this hour at this store

9. Sales Revenue during this hour

10. Avg Hourly Sales Revenue at this store since 2014