

Capstone Project Proposal #1

Questions:

1. *What is the problem you want to solve?*
2. *Who is your client and why do they care about this problem? In other words, what will your client DO or DECIDE based on your analysis that they wouldn't have otherwise?*
3. *What data are you going to use for this? How will you acquire this data?*
4. *In brief, outline your approach to solving this problem (knowing that this might change later).*
5. *What are your deliverables? Typically, this would include code, along with a paper and/or a slide deck.*

My Proposal:

1. Based on various pieces of data from Rossman Stores, I want to forecast what potential sales will be up to six weeks in advance.
2. The client would be Rossman Stores and they would like this information to know how to allocate their resources and maximize sales for great business.
3. I will use CSV files provided by Rossman themselves on the stores historical data. This data is provided on Kaggle. <https://www.kaggle.com/c/rossmann-store-sales/data>
4. First, I will clean the data to ensure it is ready to be analyzed. Next, I will use machine learning and feature engineering to determine what elements of the data will make the best predictors of future sales. After much experimenting, I will eventually have an algorithm with a desirable accuracy rate.
5. My deliverables would be the code on my algorithm along with a paper of recommendations on how to allocate resources to meet sales forecasts.