Visualization data analysis, 🡪 Structure of code 🡪 data preprocessing ( find all trends/seasonalities/irregularities and turn to stationary, normalize), Feature engineering (use MDI,…),exploratory analysis🡪Validation, model selection, hyperparam tuning, solving competition

**1. Visualization**

Sales per day

Sales per month

Sales per year

Sales per season

Sales per store

Sales per beer

Sales per Segment

Sales per Pack

Sales per product

Sales per Brand

Sales per Volume

And all combinations if useful

Homework:

* Join to have only one table
* Find all seasonalities, missing values, trends, noise, cyclicities
* Start deseasonalize/detrend

Next week we will put all together so we have the data already cleaned 🡪 start with different models, train and test them, tune hyperparameters

Speaking of applying a suitable model for time series forecasting, it is important to understand the **components of the time series data**:

**✔Trends** (to describe increasing or decreasing behavior of the time series frequently presented in linear modes).

**✔Seasonality** (to highlight the repeating pattern of cycles of behavior over time)

**✔Irregularity/Noise** (to regard the non-systematic aspect of time series deviating from the common model values)

**✔Cyclicity** (to identify the repetitive changes in the time series and define their placement in the cycle).

**✔Missing values**.

**A specific feature of most machine-learning methods is that they can work with stationary data only.**

Ideas of algorithms:

* random forest with sliding windows or extratree
* gradient boosting machines/xgboost/**lightgbm**(ok categorical features) recommended by Ruslan/catboost (ok categorical)
* linear regression/LSTM/ARIMA
* Stacking (max 2 levels) Use stacking to increase accuracy

keras (maybe later)

Tensorflow/Pytorch (maybe later)

MDI: for visualizing feature importance

Articles to read:

<https://towardsdatascience.com/5-machine-learning-techniques-for-sales-forecasting-598e4984b109>

<https://www.bi4all.pt/en/news/en-blog/supervised-machine-learning-in-time-series-forecasting/>

<https://www.mdpi.com/2306-5729/4/1/15>

<https://codeit.us/blog/machine-learning-time-series-forecasting#time-series-forecasting-machine-learning>

<https://towardsdatascience.com/multi-step-time-series-forecasting-with-arima-lightgbm-and-prophet-cc9e3f95dfb0>

<https://towardsdatascience.com/finding-seasonal-trends-in-time-series-data-with-python-ce10c37aa861>

**The use of regression approaches for sales forecasting can often give us better results compared to time series methods.**

2 Jupyter notebook

Select 2 models (different)

Question to ask

1. Should we split our data into train and test so that we can try our algorithms on the test part, tune the hyperparam and then try it on the real test set?