**What are the major drivers for sales(EQ)?**

Below are the parameters which are used for increase the sales.

* Social\_Search\_Impressions
* Median\_Rainfall
* Inflation
* pct\_PromoMarketDollars\_Category
* EQ\_Category
* EQ\_Subcategory
* pct\_PromoMarketDollars\_Subcateg

**how can they predict future sales for the next 6 periods?**

**Ans:**

Used linear regression to predict future.

Please check the R code named with MishMash.R