

Food Sales Predictions

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What is the purpose and goal of this project?

Purpose: The food sales prediction project consisted of using Python to build predictive models for Outlet Sales, over the last 6 weeks this data was cleaned, organized, and analyzed to make sure of proper performance of the analytical process.

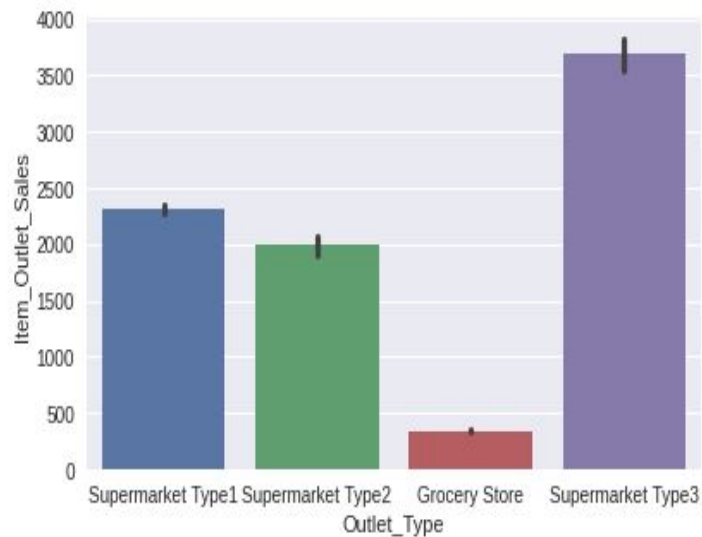
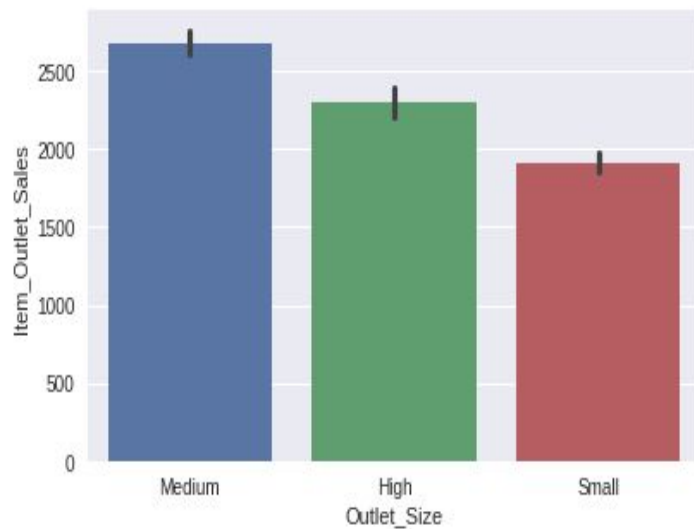
Goal: To use different models and variables like Outlet Type, Outlet Size, Item Type, Item MRP, and Item Visibility to help increase future Outlet Sales



How can we increase
sales?



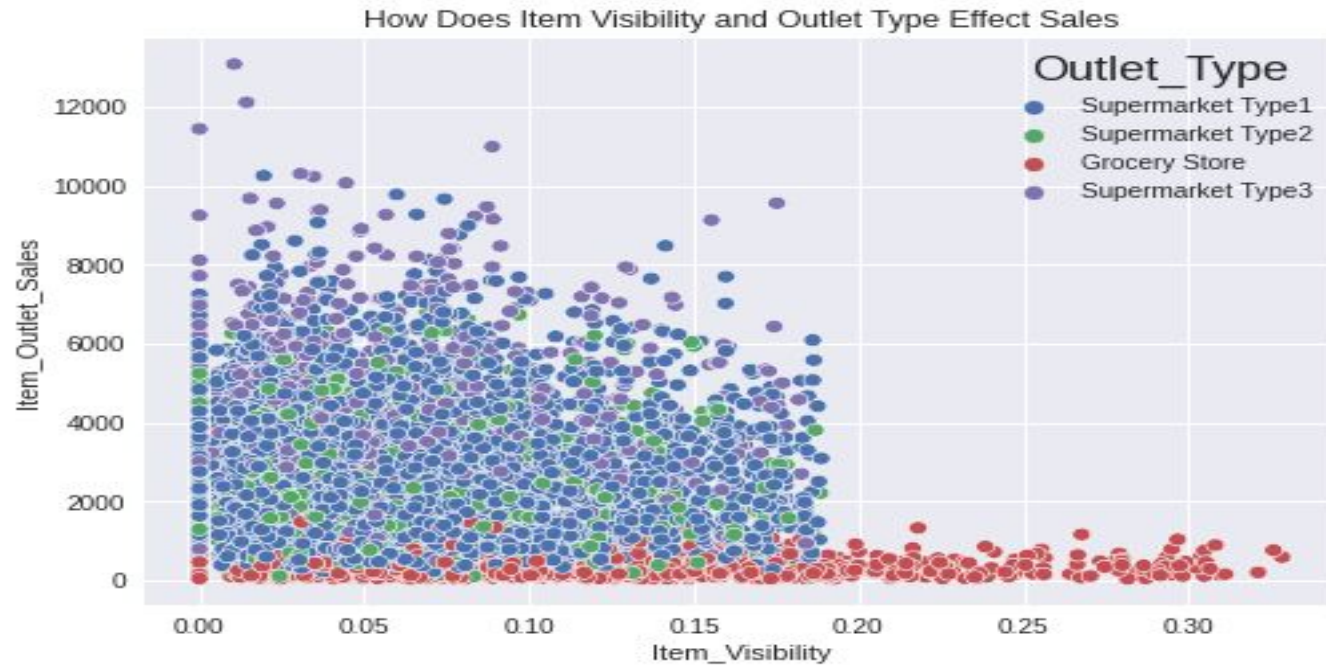
Does Outlet Size or Outlet Type Effect Sales



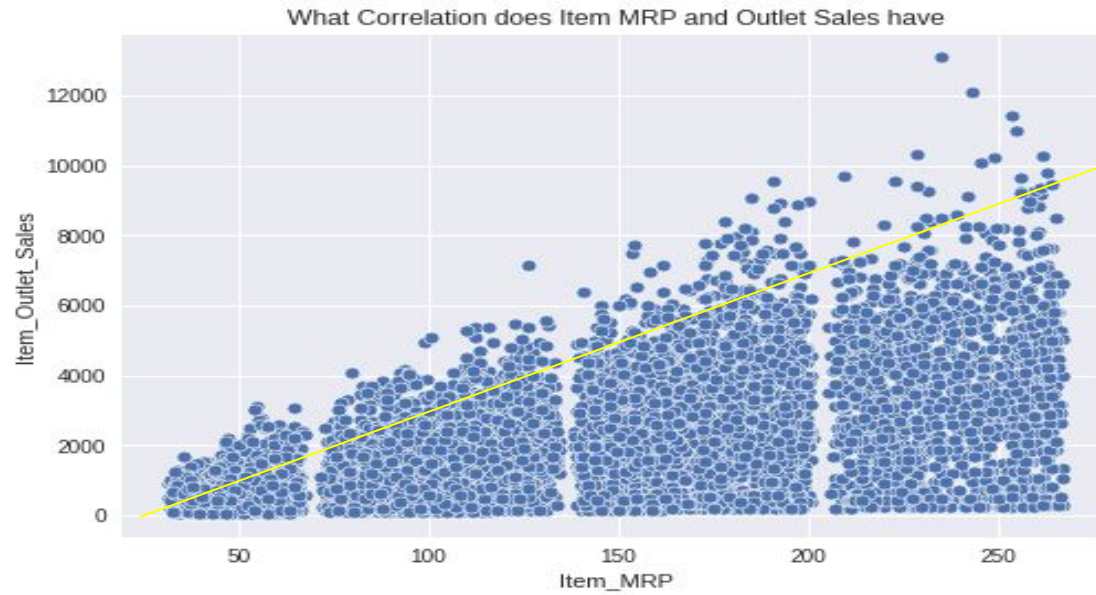
- We can see that Outlet Size as well as Outlet Type do have an effect on sales.



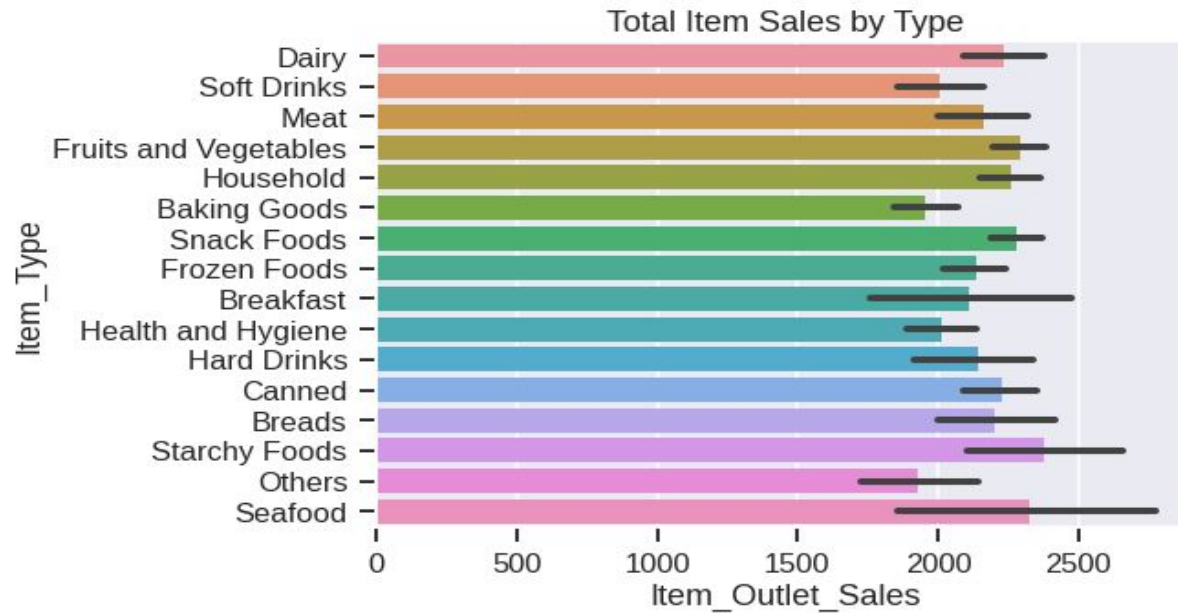
- We can see from the model above that Outlet Size does have an effect on sales as well as the visibility of the item.



- From the above model we can see that the Outlet Type does in fact have an effect on sales as well as the visibility of the item.



- Item MRP has a positive correlation with Outlet Sales in that the higher the MRP value is the more sales that Item has.



- We can see from this graph that certain items do see an increase in sales compared to other items.

Overall how do we increase future Sales?

- Opening more Medium and High Size stores would help increase sales as those were seeing the most sales.
- Opening more SuperMarket Type 3 stores and less Grocery Stores as we are seeing a significant amount of sales at the SuperMarket Type store compared to the Grocery Store.
- Increase the amount of items with low visibility and higher sales so there can be more of these items on the shelves.
- Decrease the amount of items with High Visibility and low sales as they are just taking up space that could be otherwise utilized for high sale and low visibility items.
- Offering more Items with a Higher MRP as those items have Higher Sales.
- A larger focus on specific high selling items like Seafood, Starchy Foods, and Fruits & Vegetables.

