Ideas

* A lot of this is going to be fitting the noise in the predicted periods via multiple submissions so need to start sending test cases ASAP to explore this.
  + Maybe some kinda rev cor to model the noise or something similar to weinerkernal analysis
* Base line will depend on day of week, general trends, promotional periods, should be able to make a quick model for this
  + For each store test day of week (DOW) effects (consider additive, or multiplicative model)
  + For each store subtract DOW effects from an additive or multiplicative model. Then look for seasonal trends
  + On week and season rectified data.
    - Mean subtract data by subtracting out a smoothed version of the data.
    - Then run a simple regression tree analysis based on promotional, holiday and store prams, (with an additional term for the mean of the data)
  + For prediction periods
    - Start with mean sales extrapolation based on smooth trending
    - Add DOW
    - Add regression tree variance
* Taking other effects into account
  + How do variables effect customer sales correlation