Appendix C: Top 5 Ranked Variable Importance WRF model vs OLR (benchmark) model

Variable	WRF Rank	OLR Rank (Benchmark)
Share of medium-large stores	1	2
Market share deviation of other SKUs of brand	2	13
Share of large stores	3	1
Category share of total store revenue	4	49
Number of weeks sold in medium-large stores	5	39

Note: OLR variables ranked based on absolute t-value