



simplilearn

# **Analysis of sales report of a clothes manufacturing outlet**

## **Introduction to R programming**

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# DESCRIPTION

**Background and Objective:** A high-end fashion retail store is looking to expand its products. It wants to understand the market and find the current trends in the industry. It has a database of all products with attributes, such as style, material, season, and the sales of the products over a period of two months.

**Domain:** Retail

## Motivation

**Analyzing data to increase the store productivity, and achieve the following goals:**

- To automate the process of recommendations
- To manage the inventory.
- To decide the pricing for various upcoming clothes
- To increase sales
- To regularize the rating procedure and find its efficiency.

## Aims & objectives

Project aim to analysis of sales report of a Clothes Manufacturing Outlet.

And achieve the following objectives:

- Establish a classifier for dress recommendation prediction.
- Show the effect of dress attributes on the product price.
- Practice the learned skills from the course.

## Tools

The project developed using R language.

### **R Libraries installation :**

- readxl
- plyr
- caTools
- e1071
- caret
- randomForest

## Data

The dataset was given from Simplilearn platform in excel files.

- Attribute DataSet .
- Dress Sales.

## Implementation

In this project, I established three model that classifier for dress recommendation prediction by use of Naive Bayes, Random Forest, and Support Vector Machine. Also, we used a Linear regression model to show the effect of dress attributes on the product price.

## Result

The details of the results show in the code and file of outputs.