



- **Correctly identify the cannibalization effect of promotions across different products;**
- **Minimize data collinearity risks of independent variables (such as different types of promotions);**
- **Contain a model validation process that efficiently validates models related to large numbers of products, and**
- **Allow for scalability into more markets.**

We would like give our sincere gratitude to Nate DeJong, Christopher Hill and Pan Chen from HAVI Global Solutions for providing the dataset, support and suggestions throughout this capstone project.