Gaming:

DL Model

week +

product\_procurement\_sla +

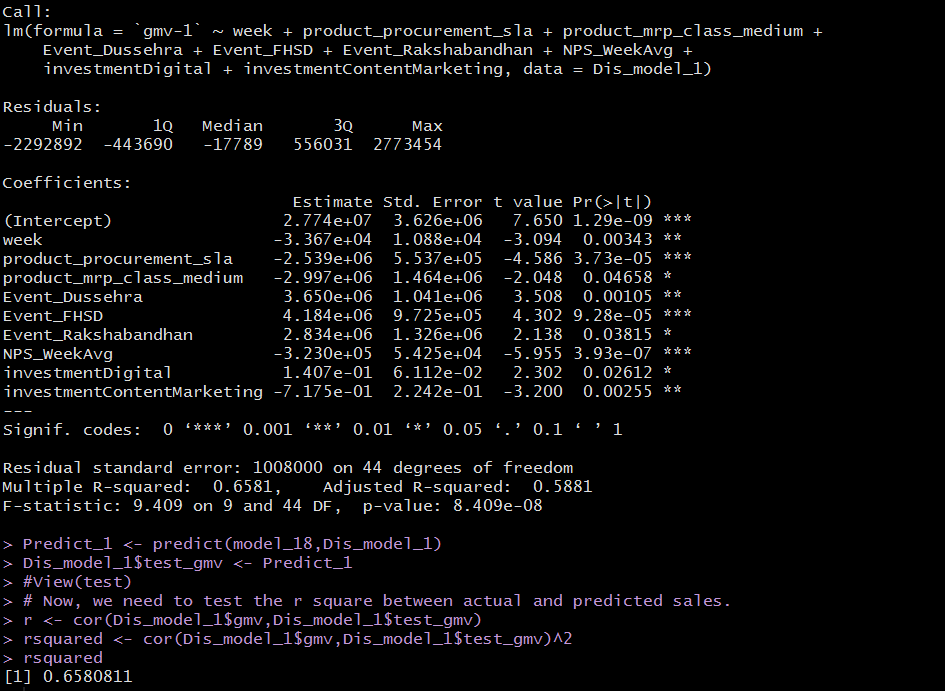
product\_mrp\_class\_medium +

Event\_Dussehra +

Event\_FHSD +

Event\_Rakshabandhan + NPS\_WeekAvg +

investmentDigital + investmentContentMarketing



DL+Multi

Year + week +

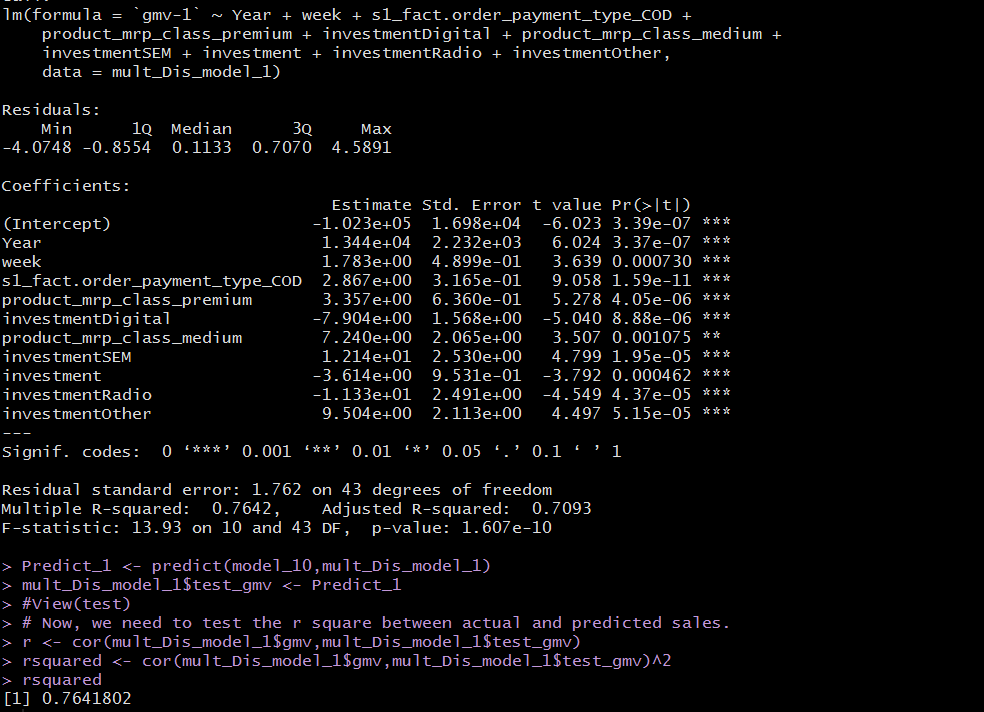
s1\_fact.order\_payment\_type\_COD +

product\_mrp\_class\_premium +

investmentDigital + product\_mrp\_class\_medium +

investmentSEM + investment +

investmentRadio + investmentOther



Linear model

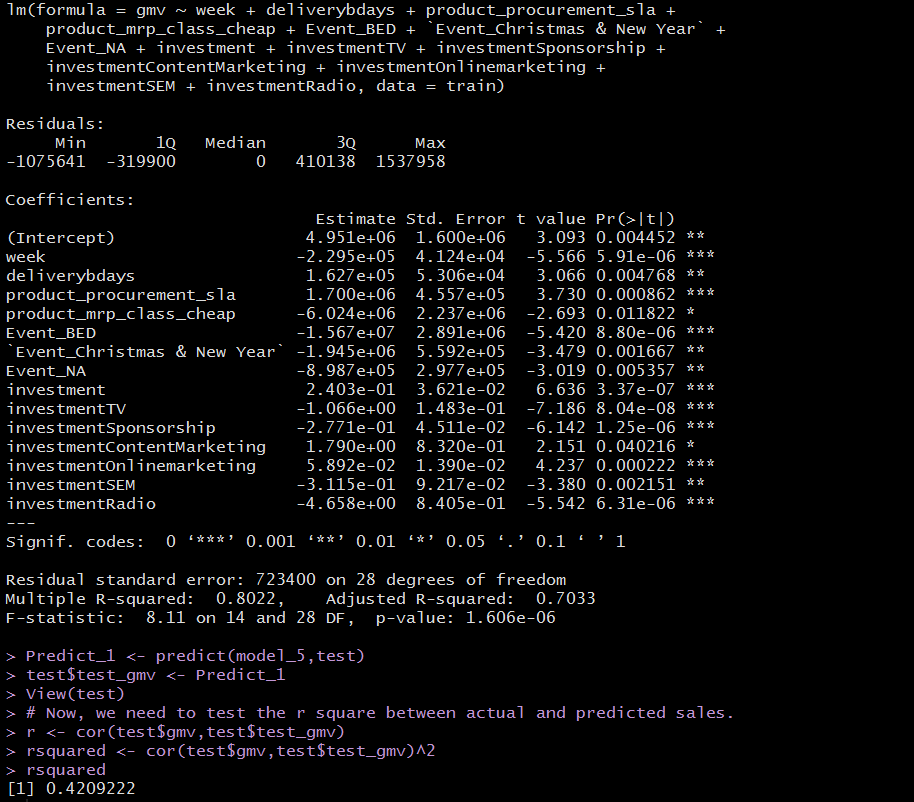
week + deliverybdays + product\_procurement\_sla +

product\_mrp\_class\_cheap + Event\_BED + `Event\_Christmas & New Year` +

Event\_NA +

investment + investmentTV + investmentSponsorship + investmentContentMarketing +

investmentOnlinemarketing + investmentSEM + investmentRadio



Multiplicative

**s1\_fact.order\_payment\_type\_COD +**

**investmentTV +**

**investmentOnlinemarketing +**

**investmentRadio + investmentOther**

