

### Time Series Forecasting: Predicting Retail Sales

```
In [2]: # Import Important Libraries
        # Setup feedback system
        !pip install learntools
        !pip install learntools==0.0.12
        !pip show learntools
        !pip install learntools==0.0.10
        !pip install prophet
        # Setup notebook
        from pathlib import Path
        from datetime import datetime
        import matplotlib.pyplot as plt
        import pandas as pd
        import seaborn as sns
        import numpy as np
        import joblib
        import streamlit as st
        from prophet import Prophet
        from prophet.plot import plot_components_plotly
        from sklearn.linear model import LinearRegression
        from sklearn.model selection import train test split, GridSearchCV
        from sklearn.model selection import TimeSeriesSplit, cross val score
        from sklearn.metrics import mean squared error
        from sklearn.preprocessing import LabelEncoder
        from statsmodels.tsa.deterministic import DeterministicProcess
        from sklearn.model selection import train test split
        from sklearn.metrics import mean squared error, r2 score
        from sklearn.metrics import mean squared error, mean absolute error
        from sklearn.metrics import mean squared error, mean absolute error, r2 score
        import xgboost as xgb
        from xgboost import plot_importance
        from xgboost import XGBRegressor
        from xgboost import XGBRegressor, plot importance
        from sklearn.model selection import train test split
        from statsmodels.tsa.statespace.sarimax import SARIMAX
```

```
Requirement already satisfied: learntools in c:\users\user\anaconda3\lib\site-p
ackages (0.0.10)
Requirement already satisfied: numpy in c:\users\user\anaconda3\lib\site-packag
es (from learntools) (1.26.4)
Collecting learntools==0.0.12
  Using cached learntools-0.0.12-py3-none-any.whl.metadata (331 bytes)
Requirement already satisfied: numpy in c:\user\user\anaconda3\lib\site-packag
es (from learntools==0.0.12) (1.26.4)
Using cached learntools-0.0.12-py3-none-any.whl (5.2 kB)
Installing collected packages: learntools
  Attempting uninstall: learntools
    Found existing installation: learntools 0.0.10
    Uninstalling learntools-0.0.10:
      Successfully uninstalled learntools-0.0.10
Successfully installed learntools-0.0.12
Name: learntools
Version: 0.0.12
Summary: My first Python package
Home-page:
Author: William Dennis
Author-email: wwdennis.home@gmail.com
Location: C:\Users\USER\anaconda3\Lib\site-packages
Requires: learntools, numpy
Required-by: learntools
Collecting learntools==0.0.10
  Using cached learntools-0.0.10-py3-none-any.whl.metadata (331 bytes)
Requirement already satisfied: numpy in c:\user\user\anaconda3\lib\site-packag
es (from learntools==0.0.10) (1.26.4)
Using cached learntools-0.0.10-py3-none-any.whl (5.1 kB)
Installing collected packages: learntools
  Attempting uninstall: learntools
    Found existing installation: learntools 0.0.12
    Uninstalling learntools-0.0.12:
      Successfully uninstalled learntools-0.0.12
Successfully installed learntools-0.0.10
Requirement already satisfied: prophet in c:\user\user\anaconda3\lib\site-pack
ages (1.1.7)
Requirement already satisfied: cmdstanpy>=1.0.4 in c:\users\user\anaconda3\lib\
site-packages (from prophet) (1.2.5)
Requirement already satisfied: numpy>=1.15.4 in c:\users\user\anaconda3\lib\sit
e-packages (from prophet) (1.26.4)
Requirement already satisfied: matplotlib>=2.0.0 in c:\users\user\anaconda3\li
b\site-packages (from prophet) (3.8.4)
Requirement already satisfied: pandas>=1.0.4 in c:\users\user\anaconda3\lib\sit
e-packages (from prophet) (2.2.2)
Requirement already satisfied: holidays<1,>=0.25 in c:\users\user\anaconda3\li
b\site-packages (from prophet) (0.75)
Requirement already satisfied: tqdm>=4.36.1 in c:\users\user\anaconda3\lib\sit
e-packages (from prophet) (4.66.4)
Requirement already satisfied: importlib resources in c:\user\user\anaconda3\l
ib\site-packages (from prophet) (6.5.2)
Requirement already satisfied: stanio<2.0.0,>=0.4.0 in c:\users\user\anaconda3\
lib\site-packages (from cmdstanpy>=1.0.4->prophet) (0.5.1)
```

```
Requirement already satisfied: python-dateutil in c:\users\user\anaconda3\lib\s
      ite-packages (from holidays<1,>=0.25->prophet) (2.9.0.post0)
      Requirement already satisfied: contourpy>=1.0.1 in c:\users\user\anaconda3\lib\
      site-packages (from matplotlib>=2.0.0->prophet) (1.2.0)
      Requirement already satisfied: cycler>=0.10 in c:\users\user\anaconda3\lib\sit
      e-packages (from matplotlib>=2.0.0->prophet) (0.11.0)
      Requirement already satisfied: fonttools>=4.22.0 in c:\users\user\anaconda3\li
      b\site-packages (from matplotlib>=2.0.0->prophet) (4.51.0)
      Requirement already satisfied: kiwisolver>=1.3.1 in c:\users\user\anaconda3\li
      b\site-packages (from matplotlib>=2.0.0->prophet) (1.4.4)
      Requirement already satisfied: packaging>=20.0 in c:\users\user\anaconda3\lib\s
      ite-packages (from matplotlib>=2.0.0->prophet) (23.2)
      Requirement already satisfied: pillow>=8 in c:\user\user\anaconda3\lib\site-pa
      ckages (from matplotlib>=2.0.0->prophet) (10.3.0)
      Requirement already satisfied: pyparsing>=2.3.1 in c:\users\user\anaconda3\lib\
      site-packages (from matplotlib>=2.0.0->prophet) (3.0.9)
      Requirement already satisfied: pytz>=2020.1 in c:\user\user\anaconda3\lib\sit
      e-packages (from pandas>=1.0.4->prophet) (2024.1)
      Requirement already satisfied: tzdata>=2022.7 in c:\user\anaconda3\lib\si
      te-packages (from pandas>=1.0.4->prophet) (2023.3)
      Requirement already satisfied: colorama in c:\users\user\anaconda3\lib\site-pac
      kages (from tqdm>=4.36.1->prophet) (0.4.6)
      Requirement already satisfied: six>=1.5 in c:\users\user\anaconda3\lib\site-pac
      kages (from python-dateutil->holidays<1,>=0.25->prophet) (1.16.0)
In [3]: ## Supress Warnings
```

```
In [3]: ## Supress Warnings
import warnings
warnings.filterwarnings('ignore')
```

# Step-by-Step Project Plan

Step 1: (a) Load & Understand the Data

- (b) Parse the date field properly.
- (c) Explore trends, seasonality, and outliers using line plots and boxplots.

```
In [5]: # Upload The Required File
In [6]: df = pd.read_csv("holidays_events.csv", encoding='ISO-8859-1')
    print(df.head())
```

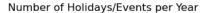
```
locale locale name
                date
                         type
                                                                        description \
       0 2012-03-02 Holiday
                                  Local
                                              Manta
                                                                Fundacion de Manta
       1 2012-04-01 Holiday Regional
                                           Cotopaxi Provincializacion de Cotopaxi
                                  Local
       2 2012-04-12 Holiday
                                             Cuenca
                                                               Fundacion de Cuenca
       3 2012-04-14 Holiday
                                  Local
                                           Libertad
                                                         Cantonizacion de Libertad
       4 2012-04-21 Holiday
                                                         Cantonizacion de Riobamba
                                  Local
                                           Riobamba
          transferred
       0
                False
       1
                False
       2
                False
       3
                False
                False
In [7]: df.shape
Out[7]: (350, 6)
In [8]: df.info()
       <class 'pandas.core.frame.DataFrame'>
       RangeIndex: 350 entries, 0 to 349
       Data columns (total 6 columns):
            Column
                         Non-Null Count Dtype
        - - -
            _ _ _ _ _
                          _____
                                          ----
        0
            date
                         350 non-null
                                         object
                         350 non-null
        1 type
                                         object
        2
            locale
                         350 non-null
                                         object
        3
            locale name 350 non-null
                                         object
        4
            description 350 non-null
                                         object
            transferred 350 non-null
        5
                                         bool
       dtypes: bool(1), object(5)
       memory usage: 14.1+ KB
In [9]: df.columns
Out[9]: Index(['date', 'type', 'locale', 'locale name', 'description', 'transferre
         d'], dtype='object')
In [10]: df.describe()
                       date
                                      locale locale_name description transferred
Out[10]:
                               type
          count
                        350
                                350
                                        350
                                                     350
                                                                  350
                                                                              350
         unique
                        312
                                  6
                                          3
                                                       24
                                                                  103
                                                                                2
            top 2014-06-25 Holiday National
                                                  Ecuador
                                                              Carnaval
                                                                             False
                                                     174
                                221
                                        174
                                                                   10
                                                                              338
            freq
```

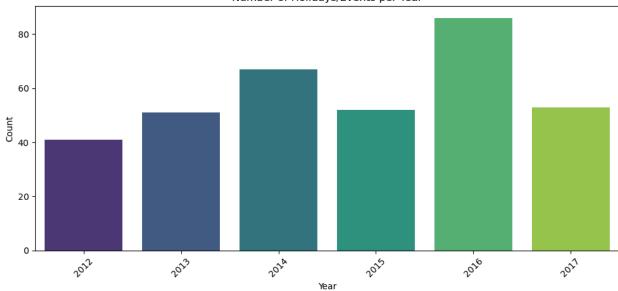
In [11]: df.isnull().sum()

```
Out[11]: date 0 type 0 locale 0 locale_name 0 description transferred dtype: int64
```

## **Data Cleaning**

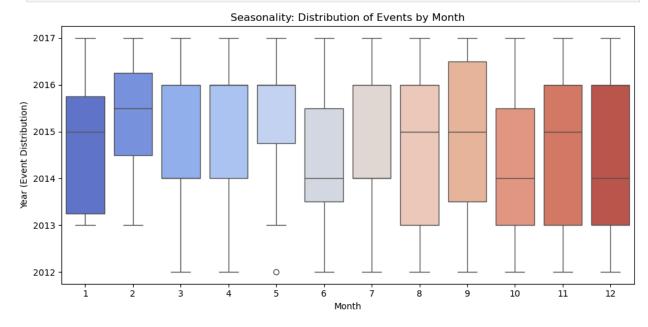
```
In [13]: df.duplicated().sum()
         df.drop duplicates(inplace=True)
In [14]: df.columns
Out[14]: Index(['date', 'type', 'locale', 'locale name', 'description', 'transferre
         d'], dtype='object')
In [15]: # Parse the date field properly
         df['date'] = pd.to datetime(df['date'])
In [16]: # Simulate daily sales from holiday dates
         date range = pd.date range(start=df['date'].min(), end=df['date'].max())
         daily df = pd.DataFrame({'date': date range})
         np.random.seed(42)
         daily df['sales'] = np.random.randint(100, 1000, size=len(daily df))
In [17]: # Create time-based features
         df['year'] = df['date'].dt.year
         df['month'] = df['date'].dt.month
         df['day of week'] = df['date'].dt.day name()
In [18]: # Optional: Check unique values
         print("Unique event types:", df['type'].unique())
         print("Unique locales:", df['locale'].unique())
       Unique event types: ['Holiday' 'Transfer' 'Additional' 'Bridge' 'Work Day' 'Eve
       Unique locales: ['Local' 'Regional' 'National']
In [19]: # Trend Analysis — Line Plot by Year
         # Plot: Number of holidays/events per year
         plt.figure(figsize=(10, 5))
         sns.countplot(data=df, x='year', palette='viridis')
         plt.title("Number of Holidays/Events per Year")
         plt.xlabel("Year")
         plt.ylabel("Count")
         plt.xticks(rotation=45)
         plt.tight layout()
         plt.show()
```





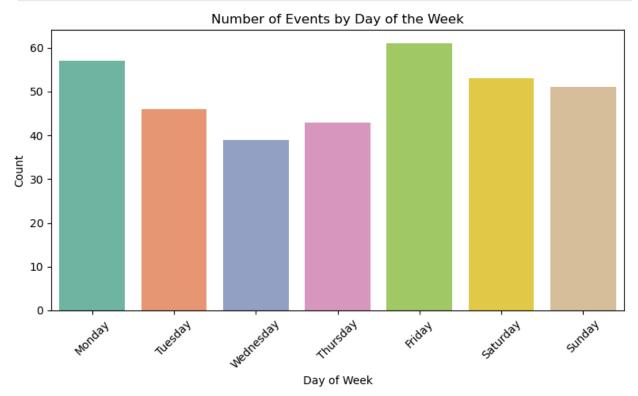
```
In [20]: # Seasonality - Boxplot by Month

# Boxplot: Monthly distribution of events
plt.figure(figsize=(10, 5))
sns.boxplot(x='month', y='year', data=df, palette='coolwarm')
plt.title("Seasonality: Distribution of Events by Month")
plt.xlabel("Month")
plt.ylabel("Year (Event Distribution)")
plt.tight_layout()
plt.show()
```



```
In [21]: # Events by Day of the Week
# Count of events by day of the week
plt.figure(figsize=(8, 5))
```

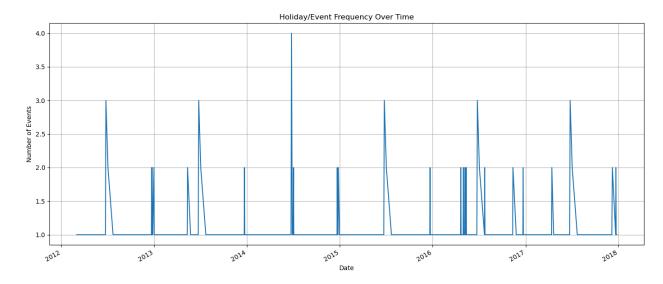
```
order = ['Monday', 'Tuesday', 'Wednesday', 'Thursday', 'Friday', 'Saturday', '
sns.countplot(data=df, x='day_of_week', order=order, palette='Set2')
plt.title("Number of Events by Day of the Week")
plt.xlabel("Day of Week")
plt.ylabel("Count")
plt.xticks(rotation=45)
plt.tight_layout()
plt.show()
```



```
In [22]: # Line Plot - Events Over Time

# Group by date for timeline plot
daily_counts = df.groupby('date').size()

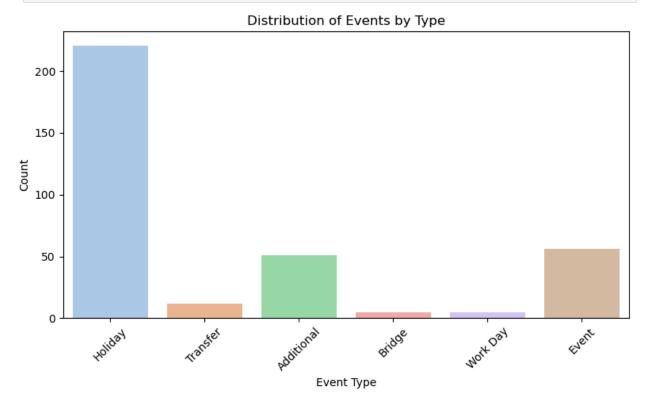
plt.figure(figsize=(14, 6))
daily_counts.plot()
plt.title("Holiday/Event Frequency Over Time")
plt.xlabel("Date")
plt.ylabel("Number of Events")
plt.grid(True)
plt.tight_layout()
plt.show()
```



In [23]: # Below is the extended analysis that includes exploration based on type of ev

```
In [24]: # Count of events by type

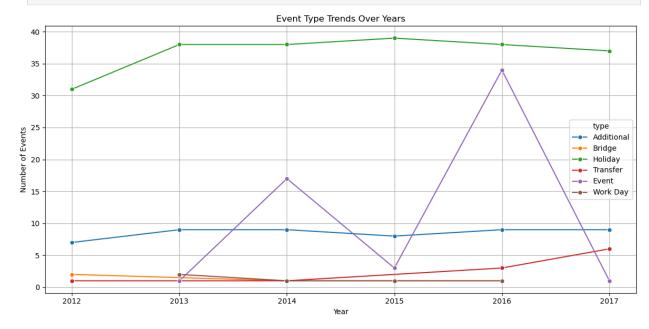
plt.figure(figsize=(8, 5))
    sns.countplot(data=df, x='type', palette='pastel')
    plt.title("Distribution of Events by Type")
    plt.xlabel("Event Type")
    plt.ylabel("Count")
    plt.xticks(rotation=45)
    plt.tight_layout()
    plt.show()
```



```
In [25]: # Event Type Trends Over Time

# Group by year and type to show trends
type_trend = df.groupby(['year', 'type']).size().reset_index(name='count')

plt.figure(figsize=(12, 6))
sns.lineplot(data=type_trend, x='year', y='count', hue='type', marker='o')
plt.title("Event Type Trends Over Years")
plt.xlabel("Year")
plt.ylabel("Number of Events")
plt.grid(True)
plt.tight_layout()
plt.show()
```

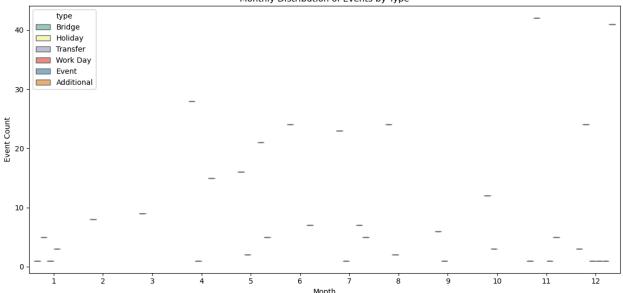


```
In [26]: # Monthly Pattern by Event Type

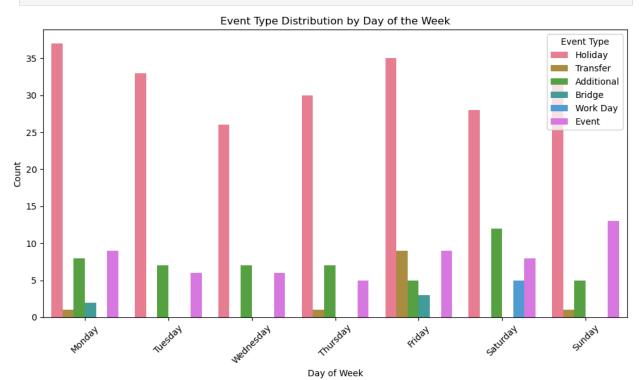
# Group by month and type
monthly_type = df.groupby(['month', 'type']).size().reset_index(name='count')

plt.figure(figsize=(12, 6))
sns.boxplot(data=monthly_type, x='month', y='count', hue='type', palette='Set3
plt.title("Monthly Distribution of Events by Type")
plt.xlabel("Month")
plt.ylabel("Event Count")
plt.tight_layout()
plt.show()
```





# In [27]: # Day of Week by Event Type # Count of events by day and type plt.figure(figsize=(10, 6)) sns.countplot(data=df, x='day\_of\_week', hue='type', order=order, palette='husl plt.title("Event Type Distribution by Day of the Week") plt.xlabel("Day of Week") plt.ylabel("Count") plt.ylabel("Count") plt.xticks(rotation=45) plt.legend(title='Event Type') plt.tight\_layout() plt.show()



## Feature Engineering

```
In [29]: # Create Base Time Series (Assumed Daily Sales)
         # Generate a daily date range based on your data
         date range = pd.date range(start=df['date'].min(), end=df['date'].max())
         # Simulate a base DataFrame (replace with actual sales data if you have)
         base df = pd.DataFrame({'date': date range})
         base df['sales'] = np.random.randint(100, 1000, size=len(base df)) # Simulate
In [30]: # xtract Date Features
         # Convert date column
         base df['year'] = base df['date'].dt.year
         base df['month'] = base df['date'].dt.month
         base_df['day_of_week'] = base_df['date'].dt.dayofweek # 0=Monday, 6=Sunday
         base df['is weekend'] = base df['day of week'] >= 5
In [31]: # Tried deriving more time-based features:
         df['dayofweek'] = pd.to datetime(df['date']).dt.dayofweek
         df['month'] = pd.to datetime(df['date']).dt.month
         df['year'] = pd.to datetime(df['date']).dt.year
         df['is weekend'] = df['dayofweek'].isin([5, 6])
In [32]: # Add Lag Features
         # Lag features (previous sales values)
         base df['lag 1'] = base df['sales'].shift(1)
         base df['lag 7'] = base df['sales'].shift(7)
         base df['lag 14'] = base df['sales'].shift(14)
In [33]: # Rolling Mean Features
         # Rolling window average (smoothed past behavior)
         base df['rolling mean 7'] = base df['sales'].rolling(window=7).mean()
         base df['rolling mean 14'] = base df['sales'].rolling(window=14).mean()
In [34]: # Merge Holiday Information
         # Add a flag for whether a date is a holiday
         holiday dates = df[['date']].copy()
         holiday dates['is holiday'] = 1
         # Merge holiday flag
         base df = base df.merge(holiday dates, on='date', how='left')
         base df['is holiday'] = base df['is holiday'].fillna(0)
In [35]: # Final Preview of Engineered Features
```

```
# Preview the final dataset
base_df.head(15)
```

Out[35]:		date	sales	year	month	day_of_week	is_weekend	lag_1	lag_7	lag_
	0	2012-03-02	896	2012	3	4	False	NaN	NaN	N
	1	2012-03-03	256	2012	3	5	True	896.0	NaN	Ν
	2	2012-03-04	174	2012	3	6	True	256.0	NaN	Ν
	3	2012-03-05	983	2012	3	0	False	174.0	NaN	N
	4	2012-03-06	899	2012	3	1	False	983.0	NaN	Ν
	5	2012-03-07	229	2012	3	2	False	899.0	NaN	Ν
	6	2012-03-08	786	2012	3	3	False	229.0	NaN	Ν
	7	2012-03-09	183	2012	3	4	False	786.0	896.0	N
	8	2012-03-10	121	2012	3	5	True	183.0	256.0	N
	9	2012-03-11	558	2012	3	6	True	121.0	174.0	Ν
	10	2012-03-12	638	2012	3	0	False	558.0	983.0	Ν
	11	2012-03-13	806	2012	3	1	False	638.0	899.0	Ν
	12	2012-03-14	948	2012	3	2	False	806.0	229.0	Ν
	13	2012-03-15	481	2012	3	3	False	948.0	786.0	Ν
	14	2012-03-16	847	2012	3	4	False	481.0	183.0	89
In [36]: # Summary of Engineered Features										
	# Feature					Description				
	<pre># year, month # day_of_week # is_weekend # lag_1, lag_7 # rolling_mean_7 # is_holiday # is_promo</pre>					Extracted from date Integer from 0 (Mon) to 6 (Sun) Boolean flag for weekends Sales from previous 1, 7, 14 days 7-day rolling average of sales Flag from holiday/events data Simulated promotion flag				

# **Model Building**

```
In [38]: # Create daily date range and simulate sales
   date_range = pd.date_range(start=df['date'].min(), end=df['date'].max())
   daily_df = pd.DataFrame({'date': date_range})
   np.random.seed(42)
   daily_df['sales'] = np.random.randint(100, 1000, size=len(daily_df))
```

```
# Feature Engineering
         daily df['day of week'] = daily df['date'].dt.dayofweek
         daily df['is weekend'] = daily df['day of week'] >= 5
         holiday dates = df[['date']].drop duplicates()
         holiday dates['is holiday'] = True
         daily df = pd.merge(daily df, holiday dates, on='date', how='left')
         daily df['is holiday'] = daily df['is holiday'].fillna(False)
         # Drop missing values if any (not needed here unless you add lags)
         daily df = daily df.dropna()
In [39]: # Convert boolean columns to integers
         daily df['is holiday'] = daily df['is holiday'].astype(int)
         daily df['is weekend'] = daily df['is weekend'].astype(int)
In [40]: # SARIMAX Model
         # Define exogenous features
         exog vars = ['is holiday', 'is weekend']
         sarimax_model = SARIMAX(daily_df['sales'],
                                 exog=daily df[exog vars],
                                 order=(1, 1, 1),
                                 seasonal_order=(1, 1, 1, 7))
         sarimax_result = sarimax_model.fit()
         # Forecast next 30 days
         future exog = daily df[exog vars].tail(30)
         sarimax forecast = sarimax result.forecast(steps=30, exog=future exog)
         print("SARIMAX forecast:")
         print(sarimax forecast)
```

```
SARIMAX forecast:
       2126
               510.041033
       2127
               542.957548
       2128
               550.673956
       2129
               528.213512
       2130
               553.550898
       2131
               526.711633
       2132
               530.682480
       2133
               519.114037
               509.155290
       2134
       2135
               517.856980
       2136
               528.364906
       2137
               519.711830
       2138
               526.251445
       2139
               531.950831
               518.978707
       2140
       2141
              541.696878
       2142
               550.395786
       2143
               528.254774
       2144
               552.253523
       2145
               526.143040
       2146
               531.837544
       2147
               518.869384
       2148
               541.587474
       2149
               550.286390
       2150 495.497346
       2151
               519.496084
       2152
               493.385608
       2153
               499.080126
       2154
              486.111955
       2155
               508.830044
       Name: predicted mean, dtype: float64
In [41]: # Prophet Model
         prophet df = daily df[['date', 'sales']].rename(columns={'date': 'ds', 'sales'
         holiday_df = df[['date', 'description']].rename(columns={'date': 'ds', 'descri
         holiday df['lower window'] = 0
         holiday_df['upper_window'] = 1
         # Instantiate and fit model
         prophet = Prophet(holidays=holiday df)
         prophet.fit(prophet df)
         # Forecast next 30 days
         future = prophet.make future dataframe(periods=30)
         forecast = prophet.predict(future)
         # Display forecast
         forecast[['ds', 'yhat', 'yhat_lower', 'yhat_upper']].tail()
       11:33:10 - cmdstanpy - INFO - Chain [1] start processing
       11:33:11 - cmdstanpy - INFO - Chain [1] done processing
```

```
Out[41]:
                       ds
                                yhat yhat_lower yhat_upper
         2151 2018-01-21 575.164196 235.317982 920.372513
         2152 2018-01-22 553.001701 239.761219 901.558670
         2153 2018-01-23 562.267029 257.218154 883.798483
         2154 2018-01-24 545.163643 220.910889 868.288581
         2155 2018-01-25 567.334070 277.596879 892.850522
In [42]: # Add necessary time-based features
         daily df['month'] = daily df['date'].dt.month
         daily df['day of week'] = daily df['date'].dt.dayofweek
         daily df['is weekend'] = (daily df['day of week'] >= 5).astype(int)
         daily df['is holiday'] = daily df['is holiday'].astype(int)
         # Lag features
         daily df['lag 1'] = daily df['sales'].shift(1)
         daily df['lag 3'] = daily df['sales'].shift(3)
         daily df['lag 7'] = daily df['sales'].shift(7)
         # Rolling averages
         daily df['rolling mean 3'] = daily df['sales'].rolling(window=3).mean()
         daily df['rolling mean 7'] = daily df['sales'].rolling(window=7).mean()
         # Drop NA values caused by shifting/rolling
         daily df = daily df.dropna()
In [43]: # XGBoost Model
         features = ['lag_1', 'lag_3', 'lag_7', 'rolling_mean_3', 'rolling_mean_7',
                     'is_holiday', 'is_weekend', 'month', 'day_of_week']
         X = daily df[features]
         y = daily df['sales']
         X train, X test, y train, y test = train test split(X, y, shuffle=False, test
         model = xgb.XGBRegressor(random state=42)
         model.fit(X train, y train)
         y pred = model.predict(X test)
         mse = mean squared error(y test, y pred)
         r2 = r2 score(y test, y pred)
         print(f"XGBoost MSE: {mse:.2f}")
         print(f"XGBoost R2 Score: {r2:.2f}")
       XGBoost MSE: 44306.27
```

XGBoost R<sup>2</sup> Score: 0.33

#### Evaluate the Model

```
In [45]: # Predictions already made: y_test (actual), y_pred (predicted)

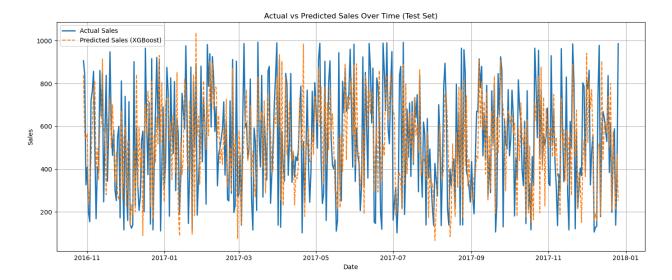
rmse = np.sqrt(mean_squared_error(y_test, y_pred))
mae = mean_absolute_error(y_test, y_pred)
mape = np.mean(np.abs((y_test - y_pred) / y_test)) * 100

print(f"RMSE: {rmse:.2f}")
print(f"MAE: {mae:.2f}")
print(f"MAPE: {mape:.2f}%")

RMSE: 210.49
MAE: 168.86
MAPE: 46.36%
```

# Visualization & Reporting

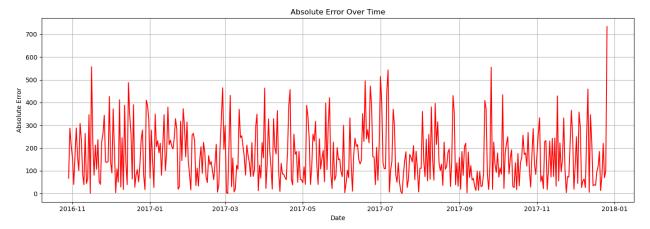
```
In [47]: # Redefine features list (make sure it's consistent)
         features = ['lag_1', 'lag_3', 'lag_7', 'rolling_mean_3', 'rolling_mean_7',
                      'is holiday', 'is weekend', 'month', 'day of week']
         # Time-based split: 80% train, 20% test
         split index = int(len(daily df) * 0.8)
         train = daily df.iloc[:split index]
         test = daily df.iloc[split index:]
         X train = train[features]
         y_train = train['sales']
         X test = test[features]
         y test = test['sales']
         # Re-train model if needed
         model = xqb.XGBRegressor(random state=42)
         model.fit(X train, y train)
         y pred = model.predict(X test)
In [48]: # Plot Actual vs Predicted Sales (Test Set)
         plt.figure(figsize=(14, 6))
         plt.plot(test['date'], y test.values, label='Actual Sales', linewidth=2)
         plt.plot(test['date'], y pred, label='Predicted Sales (XGBoost)', linestyle='-
         plt.title('Actual vs Predicted Sales Over Time (Test Set)')
         plt.xlabel('Date')
         plt.ylabel('Sales')
         plt.legend()
         plt.grid(True)
         plt.tight layout()
         plt.show()
```



#### In [49]: # Visualize Error Across Dates

```
In [50]: # Add error columns
   test_result = test.copy()
   test_result['predicted_sales'] = y_pred
   test_result['error'] = test_result['sales'] - test_result['predicted_sales']
   test_result['abs_error'] = test_result['error'].abs()

# Error Plot
   plt.figure(figsize=(14, 5))
   plt.plot(test_result['date'], test_result['abs_error'], color='red')
   plt.title('Absolute Error Over Time')
   plt.xlabel('Date')
   plt.ylabel('Absolute Error')
   plt.grid(True)
   plt.tight_layout()
   plt.show()
```



```
In [51]: # Example: Assuming dataset is ready as X and y
    # X = df.drop(columns=['sales'])
    # y = df['sales']
# Train/test split
```

```
X_train, X_test, y_train, y_test = train_test_split(X, y, test_size=0.2, shuff
# Train model
xgb_model = XGBRegressor(n_estimators=100, learning_rate=0.1, random_state=42)
xgb_model.fit(X_train, y_train)
```

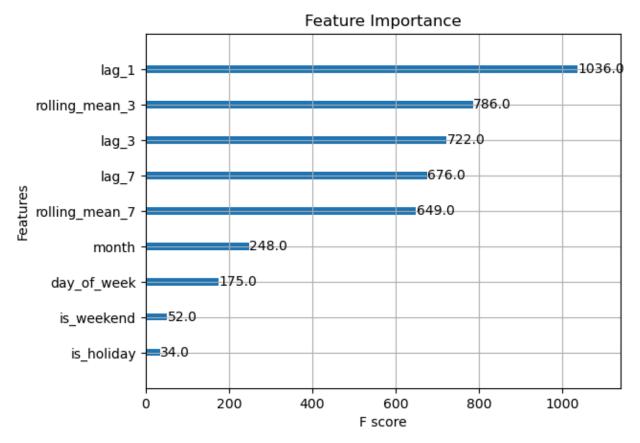
```
Out[51]:
```

#### XGBRegressor

```
In [52]: # Assuming xgb_model is our trained model
```

```
plt.figure(figsize=(10, 6))
plot_importance(xgb_model)
plt.title("Feature Importance")
plt.show()
```

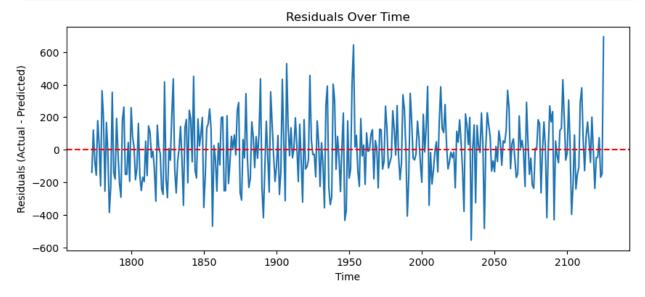
<Figure size 1000x600 with 0 Axes>



```
In [54]: # Residual Plot (Error Analysis)

residuals = y_test - preds
plt.figure(figsize=(10, 4))
plt.plot(residuals)
plt.title("Residuals Over Time")
plt.xlabel("Time")
```

```
plt.ylabel("Residuals (Actual - Predicted)")
plt.axhline(0, color='red', linestyle='--')
plt.show()
```



```
In [57]: # Evaluation Metrics Summary:

# Calculate evaluation metrics

rmse = np.sqrt(mean_squared_error(y_test, preds))

mae = mean_absolute_error(y_test, preds)

r2 = r2_score(y_test, preds)

# Print the results
```

```
print(f"Root Mean Squared Error (RMSE): {rmse:.2f}")
         print(f"Mean Absolute Error (MAE): {mae:.2f}")
         print(f"R-squared (R2): {r2:.2f}")
       Root Mean Squared Error (RMSE): 204.03
       Mean Absolute Error (MAE): 162.57
       R-squared (R^2): 0.36
In [58]: # Save metrics to a file
         metrics = {
             "RMSE": rmse,
             "MAE": mae,
             "R2": r2,
             "model_file": xgb_filename
         }
         import json
         with open(f"metrics_{timestamp}.json", "w") as f:
             json.dump(metrics, f, indent=4)
         print("Evaluation metrics saved.")
```

Evaluation metrics saved.

```
In []:
```