

Predicting Weekly Sales at Walmart Stores

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1 Executive Summary

Retail stores need to be able to predict sales forecasts for the future and study the effect of strategic offers and how they affect sales, especially during holiday season. Since the number of days in holidays are limited, it becomes more challenging to be able to accurately predict how different aspects affect sales.

Businesses are trying to leverage as much as possible to gain marketshare and improve bottomline. It is imperative to be able to know how one variable affects the other and what is the degree of change.

This report specifically addresses the question of how holiday markdowns, Consumer Price Index (CPI), Fuel Price & Temperature affect the weekly sales at Walmart.

This report will focus on a Walmart Data set that has Department-wise Weekly Sales of 45 anonymized Walmart stores. It will attempt to create a predictive model and also discuss the extent to which different factors affect the sales.

Salient features of the data set:

- Over 400 Thousand data points for training and over 100 thousand data points for testing predictions
- Missing data exist - they need to be imputed values systematically to ensure that the model is good
- Weekly sales data is highly skewed to the right - adding an extra level of complexity

2 Introduction

2.1 About the Solution Environment

The authors implemented this solution in R. We have used R Markdown Report to create this document. First we explore and prepare the data set before carrying out formal statistical inferences on the data set. We wrap the report by building a model to predict Weekly sales of the departments belonging to the 45 stores in this data set.

2.2 About the Data

The data set under consideration is taken from a recruitment competition Walmart ran on Kaggle between February-May 2014. Each store has multiple departments and the end requirement is to be able to predict the sales for individual departments of each store.

The training data set has more than 400K records. The testing data set has over 100K records.

2.2.1 The Challenge

The challenge is to be able to predict how different holiday price markdowns affect the various departments in the store, to model extent of impact of these markdowns.



2.3 Getting the Data

The data was download from Kaggle.

URL to the Kaggle Competition Site: <https://www.kaggle.com/c/walmart-recruiting-store-sales-forecasting>

The files available are the following:

Data Files

File Name	Available Formats
features.csv	.zip (157.91 kb)
sampleSubmission.csv	.zip (220.25 kb)
stores	.csv (532 b)
test.csv	.zip (235.29 kb)
train.csv	.zip (2.47 mb)

2.3.1 The Data Files

Here we discuss the various CSV Files that are given by Walmart.

2.3.1.1 train.csv Weekly sales data set from February 05, 2010 to November 11, 2012. It contains the following fields:

- Store: store number
- Dept: the department number
- Date: week date
- Weekly_Sales: sales for the given department in the given store
- IsHoliday: whether the week is a special holiday week

2.3.1.2 stores.csv Contains size and type of 45 stores (45 records).

It contains anonymized data of the store, it's size and type.

2.3.1.3 test.csv The data set with similar fields as train.csv, except without Weekly_Sales. This will be used to test the model with unseen data and can be evaluated by uploading the data set to Kaggle.

2.3.1.4 features.csv This data file contains additional relevant information relating to the physical and business environment around the store. The fields are as follows:

- Store: store number
- Date: the week date
- Temperature: the average temperature in the region
- Fuel_Price: cost of fuel in the region
- Markdown1-5: data related to the markdowns that Walmart is running. Markdown data is only available after November 2011 and is not available for all stores all the time. Any missing value is marked with an NA.
- CPI - the Consumer Price Index
- Unemployment - the unemployment rate
- IsHoliday - whether the week is a special holiday week

The four holidays fall in the following weeks in the data set:

- Super Bowl: 12-Feb-10, 11-Feb-11, 10-Feb-12, 8-Feb-13
- Labor Day: 10-Sep-10, 9-Sep-11, 7-Sep-12, 6-Sep-13
- Thanksgiving: 26-Nov-10, 25-Nov-11, 23-Nov-12, 29-Nov-13
- Christmas: 31-Dec-10, 30-Dec-11, 28-Dec-12, 27-Dec-13

3 Data Exploration and Preparation (Stage 1)

3.1 Summary Statistics

3.1.1 The Training Dataset (train)

This is the structure of the dataset

```
## 'data.frame': 421570 obs. of 5 variables:
## $ Store : int 1 1 1 1 1 1 1 1 1 1 ...
## $ Dept : int 1 1 1 1 1 1 1 1 1 1 ...
## $ Date : Factor w/ 143 levels "2010-02-05","2010-02-12",...: 1 2 3 4 5 6 7 8 9 10 ...
## $ Weekly_Sales: num 24924 46039 41596 19404 21828 ...
## $ IsHoliday : logi FALSE TRUE FALSE FALSE FALSE FALSE ...
```

Summary statistics for the train data set is given below:

##	Store	Dept	Date	Weekly_Sales
## 13	: 10474	1 : 6435	Min. :2010-02-05	Min. : -4989
## 10	: 10315	2 : 6435	1st Qu.:2010-10-08	1st Qu.: 2080
## 4	: 10272	3 : 6435	Median :2011-06-17	Median : 7612
## 1	: 10244	4 : 6435	Mean :2011-06-18	Mean : 15981
## 2	: 10238	7 : 6435	3rd Qu.:2012-02-24	3rd Qu.: 20206
## 24	: 10228	8 : 6435	Max. :2012-10-26	Max. :693099
##	(Other):359799	(Other):382960		
##	IsHoliday			
##	Mode :logical			
##	FALSE:391909			
##	TRUE :29661			
##	NA's :0			

##

There is no missing data in the data set.

As discussed in the Introduction, this report contains data of 45 stores - represented by Store. There are a total of 81 departments in all identified between 1 to 99.

The starting date for training data set is 2010-02-05. It starts on a **Friday**. The last date recorded in the data set is 2012-10-26, which is also a **Friday**. There are 994 days between them - so the data consists of a total of 143 weeks of data.

3.1.1.1 Heavily Right-Skewed Weekly Sales It is interesting to note that for some departments the Weekly_Sales are **negative**. Returns and special offers cause these negative sales figures.

The **Standard Deviation** for Weekly_Sales is 22711.18. The **mean** is 15981.26 and **median** is 7612.03. The mean and the median are very far apart, indicating that the data is skewed - in this case, extremely **right-skewed**.

Since the data is highly skewed, it would be more appropriate use log transformation to remove the skew to make the data fit the assumptions of inferential statistics. But before we do that, we need to take care of Negative and Zero Values in the data.

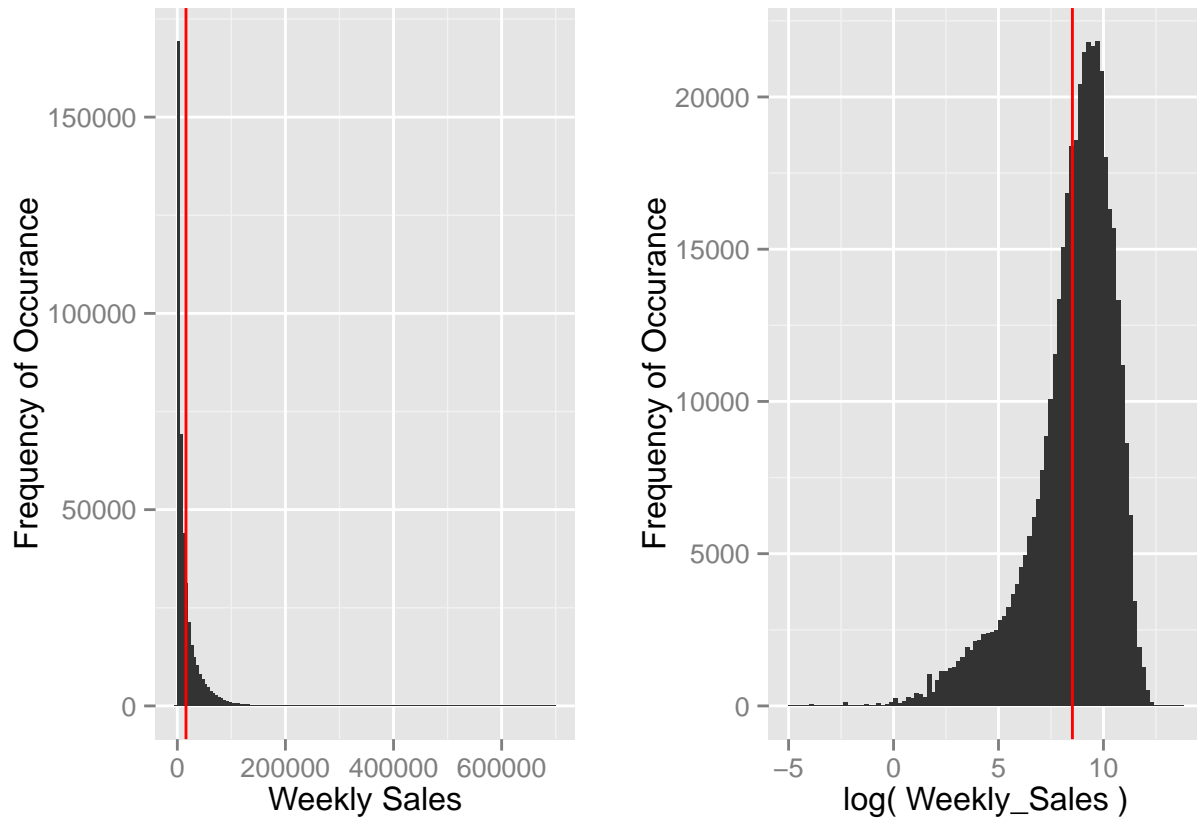
3.1.1.2 Dealing with Negative and Zero Weekly Sales There are 1358 rows that are zero or negative.

Since Log transformation of negative numbers yields NA and log transformation of 0 is a negative infinity value(-Inf), we need to handle these values appropriately.

- The data set represents a paltry 0.3% of the full dataset
- The absolute sum of this Weekly_Sales in this filtered data set is only 0.001% of the overall sum of Weekly_Sales
- The absolute maximum value of this dataset is 4988.94

Owing to the reasons mentioned above, it would be good to remove these observations from the dataset before continuing to do a Log Transformation of Weekly_Sales.

3.1.1.3 Log Transformation of Weekly Sales The histogram below shows the change:



The $\log(\text{Weekly_Sales})$ is slightly **left-skewed**, but more normal than the distribution of Weekly_Sales .

Detailed summary statistics on weekly sales are given below:

##	Description	Weekly_Sales	Log_Weekly_Sales
##	Mean	16033.114591	8.520815008
##	Standard Error	35.063520	0.003160895
##	Median	7661.700000	8.943989170
##	Standard Deviation	22729.492116	2.049010764
##	Variance	516629811.850102	4.198445111
##	Kurtosis	21.460407	2.221131837
##	Skewness	3.258918	-1.305705773
##	Range	693099.350000	18.054098831
##	Min	0.010000	-4.605170186
##	Max	693099.360000	13.448928645
##	Sum	6737307148.670000	3580548.716211106
##	Count	420212.000000	420212.000000000

The **Kurtosis** value of Log_Weekly_Sales indicates that it is peaked data.

3.1.2 The Stores Dataset (stores)

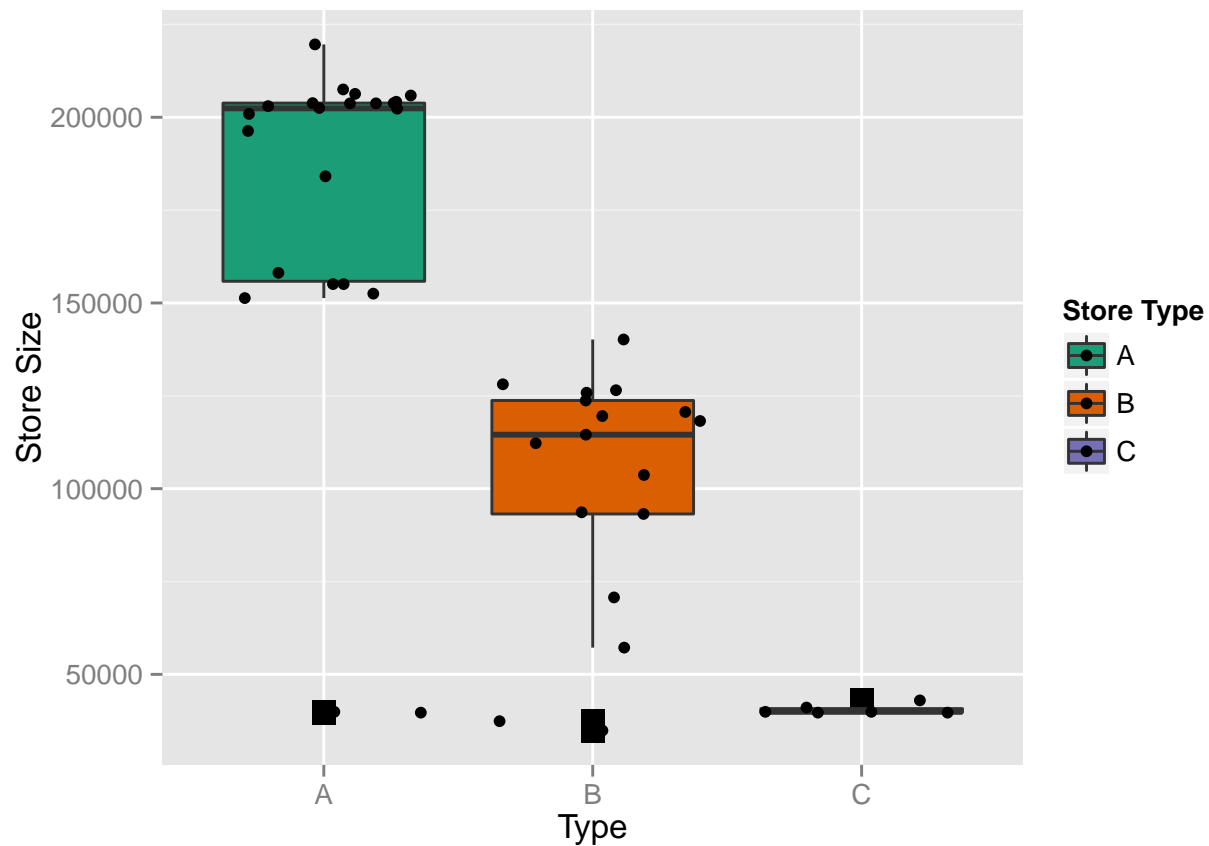
The structure of Stores Data Set is as follows:

```
## 'data.frame':  45 obs. of  3 variables:
## $ Store: Factor w/ 45 levels "1","2","3","4",...: 1 2 3 4 5 6 7 8 9 10 ...
## $ Type : Factor w/ 3 levels "A","B","C": 1 1 2 1 2 1 2 1 2 2 ...
## $ Size : int  151315 202307 37392 205863 34875 202505 70713 155078 125833 126512 ...
```

Summary Statistics on the data are given below:

```
##      Store      Type      Size
## Min.   : 1      A:22   Min.    : 34875
## 1st Qu.:12     B:17   1st Qu.: 70713
## Median :23     C: 6   Median :126512
## Mean   :23           Mean    :130288
## 3rd Qu.:34           3rd Qu.:202307
## Max.   :45           Max.    :219622
```

There is no missing data. The stores are grouped into types, and it appears to be mostly a function of its size. The following boxplot indicates this:



Here are the summary statistics for each type of store:

```
##      StoreTypeSD StoreTypeMedian StoreTypeMean StoreTypeMin StoreTypeMax Range
## A      49392.621      202406      177247.73      39690      219622 179932
## B      32371.138      114533      101190.71      34875      140167 105292
## C       1304.145       39910       40541.67      39690       42988   3298
```

3.1.3 The Features Dataset (features)

The structure of the features data set is given below:

```
## 'data.frame':      8190 obs. of  12 variables:
## $ Store      : Factor w/ 45 levels "1","2","3","4",...: 1 1 1 1 1 1 1 1 1 ...
```

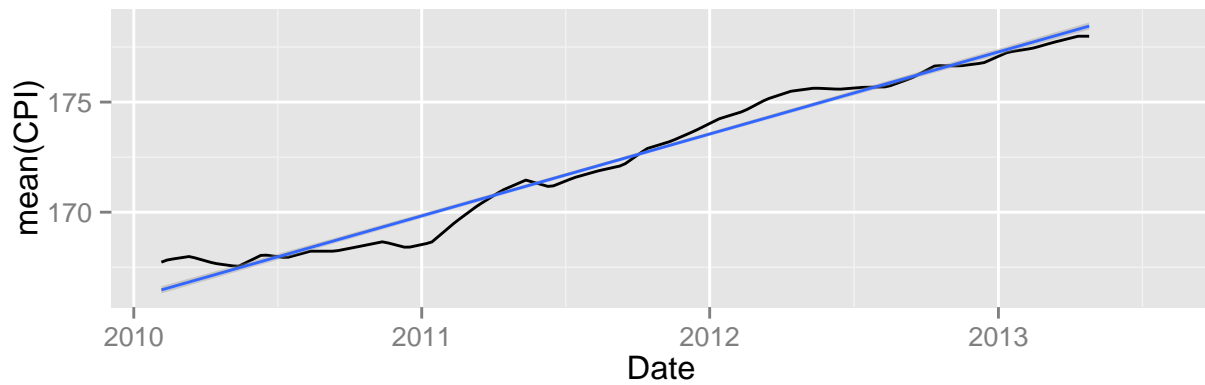
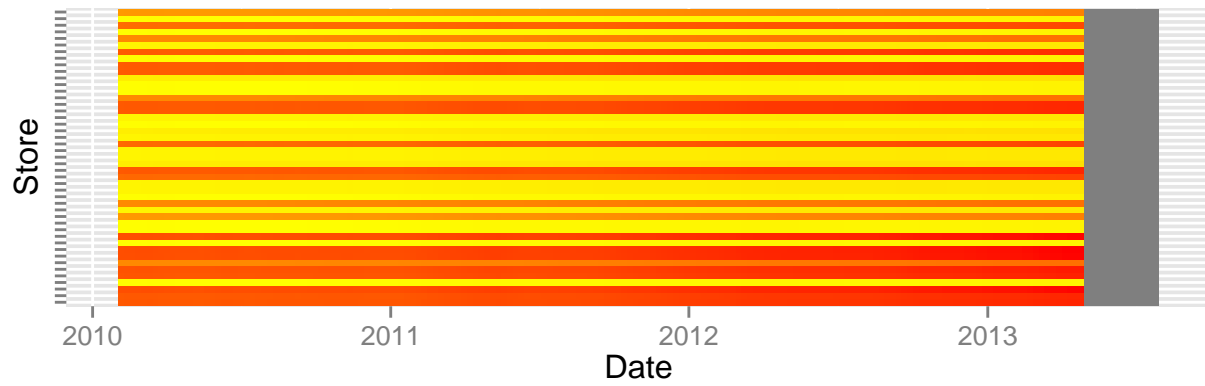
```
## $ Date      : Date, format: "2010-02-05" "2010-02-12" ...
## $ Temperature : num  42.3 38.5 39.9 46.6 46.5 ...
## $ Fuel_Price  : num   2.57 2.55 2.51 2.56 2.62 ...
## $ Markdown1   : num   NA NA NA NA NA NA NA NA NA NA ...
## $ Markdown2   : num   NA NA NA NA NA NA NA NA NA NA ...
## $ Markdown3   : num   NA NA NA NA NA NA NA NA NA NA ...
## $ Markdown4   : num   NA NA NA NA NA NA NA NA NA NA ...
## $ Markdown5   : num   NA NA NA NA NA NA NA NA NA NA ...
## $ CPI         : num  211 211 211 211 211 ...
## $ Unemployment: num   8.11 8.11 8.11 8.11 8.11 ...
## $ IsHoliday   : logi  FALSE TRUE FALSE FALSE FALSE FALSE ...
```

This data set is relevant for both the train and the test data set. Summary statistics of this data set is given below:

```
##      Store      Date      Temperature      Fuel_Price
## Min.   : 1      Min.   :2010-02-05      Min.   : -7.29      Min.   :2.472
## 1st Qu.:12      1st Qu.:2010-12-17      1st Qu.: 45.90      1st Qu.:3.041
## Median :23      Median :2011-10-31      Median : 60.71      Median :3.513
## Mean   :23      Mean   :2011-10-31      Mean   : 59.36      Mean   :3.406
## 3rd Qu.:34      3rd Qu.:2012-09-14      3rd Qu.: 73.88      3rd Qu.:3.743
## Max.   :45      Max.   :2013-07-26      Max.   :101.95      Max.   :4.468
##
##      Markdown1      Markdown2      Markdown3      Markdown4
## Min.   : -2781      Min.   : -265.76      Min.   : -179.26      Min.   : 0.22
## 1st Qu.: 1578      1st Qu.: 68.88      1st Qu.: 6.60      1st Qu.: 304.69
## Median : 4744      Median : 364.57      Median : 36.26      Median : 1176.42
## Mean   : 7032      Mean   : 3384.18      Mean   : 1760.10      Mean   : 3292.94
## 3rd Qu.: 8923      3rd Qu.: 2153.35      3rd Qu.: 163.15      3rd Qu.: 3310.01
## Max.   :103185      Max.   :104519.54      Max.   :149483.31      Max.   :67474.85
## NA's   :4158      NA's   :5269      NA's   :4577      NA's   :4726
##      Markdown5      CPI      Unemployment      IsHoliday
## Min.   : -185.2      Min.   :126.1      Min.   : 3.684      Mode :logical
## 1st Qu.: 1440.8      1st Qu.:132.4      1st Qu.: 6.634      FALSE:7605
## Median : 2727.1      Median :182.8      Median : 7.806      TRUE :585
## Mean   : 4132.2      Mean   :172.5      Mean   : 7.827      NA's :0
## 3rd Qu.: 4832.6      3rd Qu.:213.9      3rd Qu.: 8.567
## Max.   :771448.1      Max.   :229.0      Max.   :14.313
## NA's   :4140      NA's   :585      NA's   :585
```

The features data set has missing variables for Markdown1-5, CPI & Unemployment. We will discuss how we can treat these missing values below.

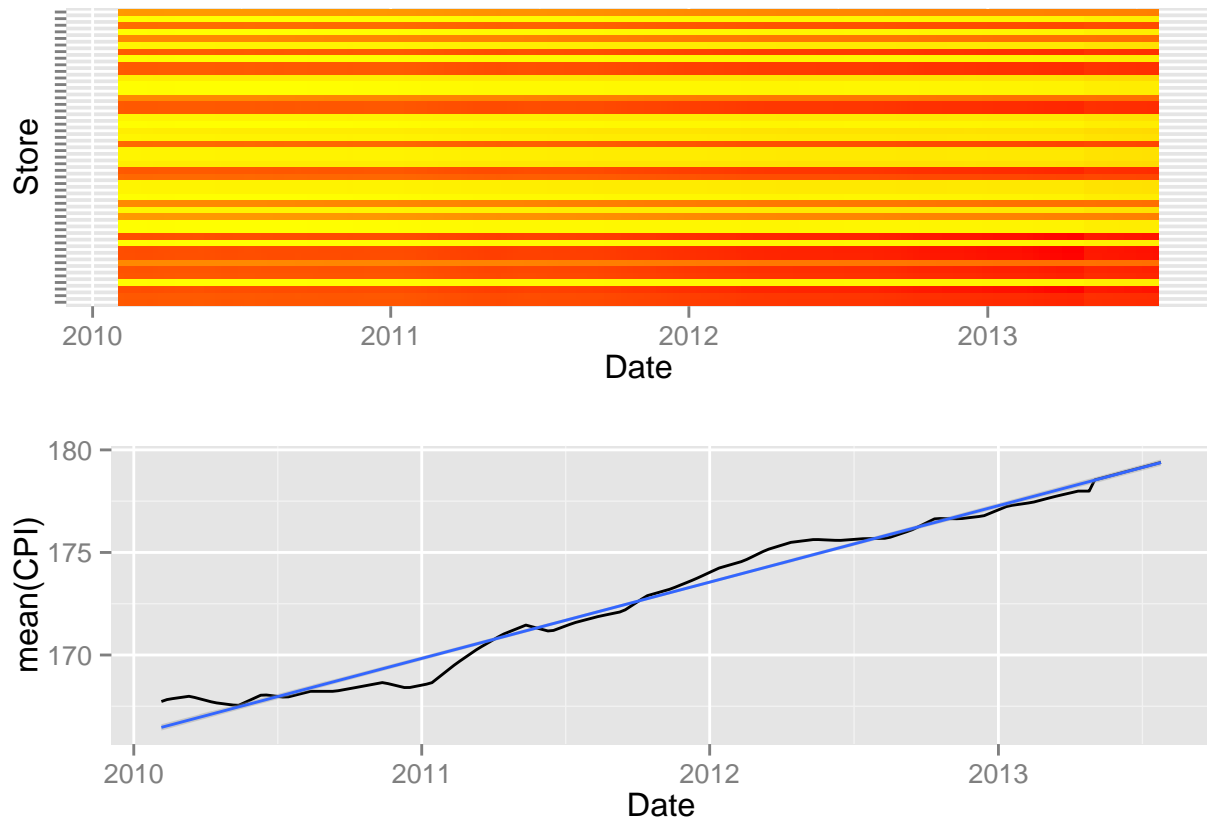
3.1.3.1 Handling Consumer Price Index (CPI) Missing Values To understand how the missing values are distributed in the features dataset let us first plot a heat map.



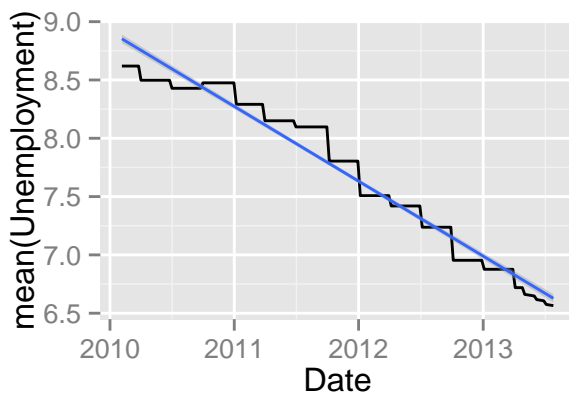
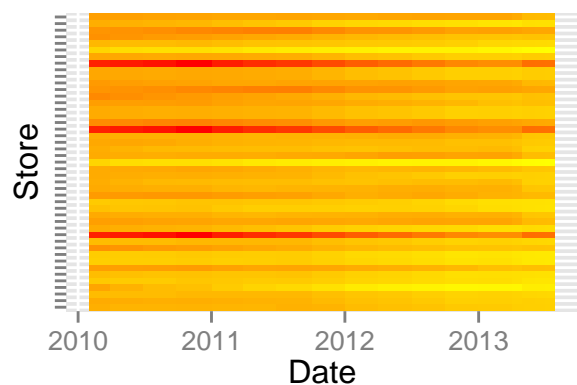
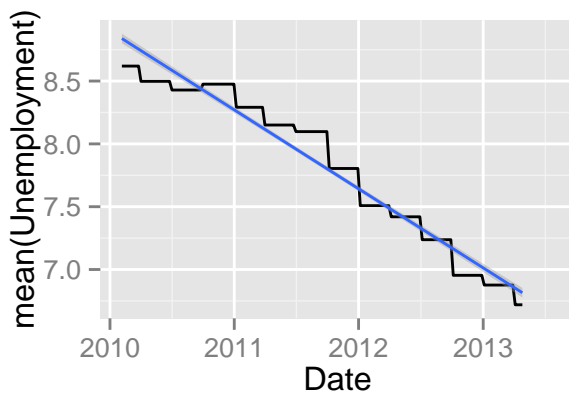
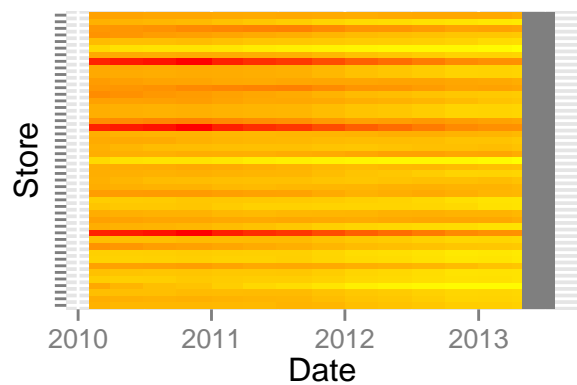
The following features stand out:

- Data for CPI is missing a little after mid-2013
- There is high variation of CPI between different stores
- But the variation over time is minimal - as the colors on the heat map suggest
- Taking an average CPI across all stores, we notice an upward linear trend

It is not feasible to fetch the missing CPI Value for anonymised store data, therefore, we built a linear model (with $R^2=0.9987599$) to predict the CPI Value for the missing data. The following graph shows how the prediction has followed the linear trend depicted earlier.



3.1.3.2 Handling Unemployment Missing Values Similar to CPI index, Unemployment data is missing for the same data range. We will use a similar technique to predict Unemployment. Unemployment has a negative linear trend with respect to time. The multi-linear regression predictor for Unemployment has an $R^2 = 0.9376545$.



3.1.4 The Test Dataset (test)

```
## Structure of test dataset
str(test)
```

```
## 'data.frame': 115064 obs. of 4 variables:
## $ Store : int 1 1 1 1 1 1 1 1 1 1 ...
## $ Dept : int 1 1 1 1 1 1 1 1 1 1 ...
## $ Date : Factor w/ 39 levels "2012-11-02","2012-11-09",...: 1 2 3 4 5 6 7 8 9 10 ...
## $ IsHoliday: logi FALSE FALSE FALSE TRUE FALSE FALSE ...
```

There are 39 dates in total.

```
## Changing the Date from "Format" type to "Date" Type
test$Date <- as.Date(test$Date)
## Summary Statistics of test Dataset
summary(test)
```

```
##      Store      Dept      Date      IsHoliday
## Min.   : 1.00   Min.   : 1.00   Min.   :2012-11-02   Mode :logical
## 1st Qu.:11.00   1st Qu.:18.00   1st Qu.:2013-01-04   FALSE:106136
## Median :22.00   Median :37.00   Median :2013-03-15   TRUE :8928
## Mean   :22.24   Mean   :44.34   Mean   :2013-03-14   NA's :0
## 3rd Qu.:33.00   3rd Qu.:74.00   3rd Qu.:2013-05-24
## Max.   :45.00   Max.   :99.00   Max.   :2013-07-26
```

3.2 Data Preparation - Merging the Datasets

3.2.1 Merging Train and Stores Datasets

Since the Type & Size variables may influence the Weekly Sales, we are merging the train & data sets. We merge the data by Store.

```
## Merging train and stores by Store
trainStoresMerge <- merge(train , stores , by = "Store")
```

3.2.2 3.2.2 Merging Train, Stores and Features Datasets

Since Markdown1-5 and other variables could play an important role at predicting Weekly_Sales, this should be merged with the trainStoresMerge data set. We merge the data by Store & Date.

```
## Merging trainStoresMerge and features datasets
trainStoresFeaturesMerge <-
  merge( trainStoresMerge , features , by = c( "Store" , "Date" ) )
## Clearing memory - removing intermediate datasets
rm( trainStoresMerge )
## Fixing the name of the Column
colnames(trainStoresFeaturesMerge)[5] <- "IsHoliday"
trainStoresFeaturesMerge$IsHoliday.y <- NULL
```

3.2.3 3.2.3 Merging Test, Stores and Features Datasets

We similarly merge the test, stores & features to create the testStoresFeaturesMerge data set.

```
## Merging test and stores by Store
testStoresMerge <- merge(test , stores , by = "Store")
## Merging testStoresMerge and features datasets
testStoresFeaturesMerge <-
  merge( testStoresMerge , features , by = c( "Store" , "Date" ) )
## Clearing Memory - removing intermediate Datasets
rm( testStoresMerge )
## Fixing the name of the Column
colnames(testStoresFeaturesMerge)[5] <- "IsHoliday"
testStoresFeaturesMerge$IsHoliday.y <- NULL
```

3.3 3.3 Data Exploration

3.3.1 3.3.1 Total Sales Per Department in each Store

The final goal of this report is to be able to predict the weekly sales for each department in a store. First we would like to understand which departments are present in the 45 different stores and their total sales.

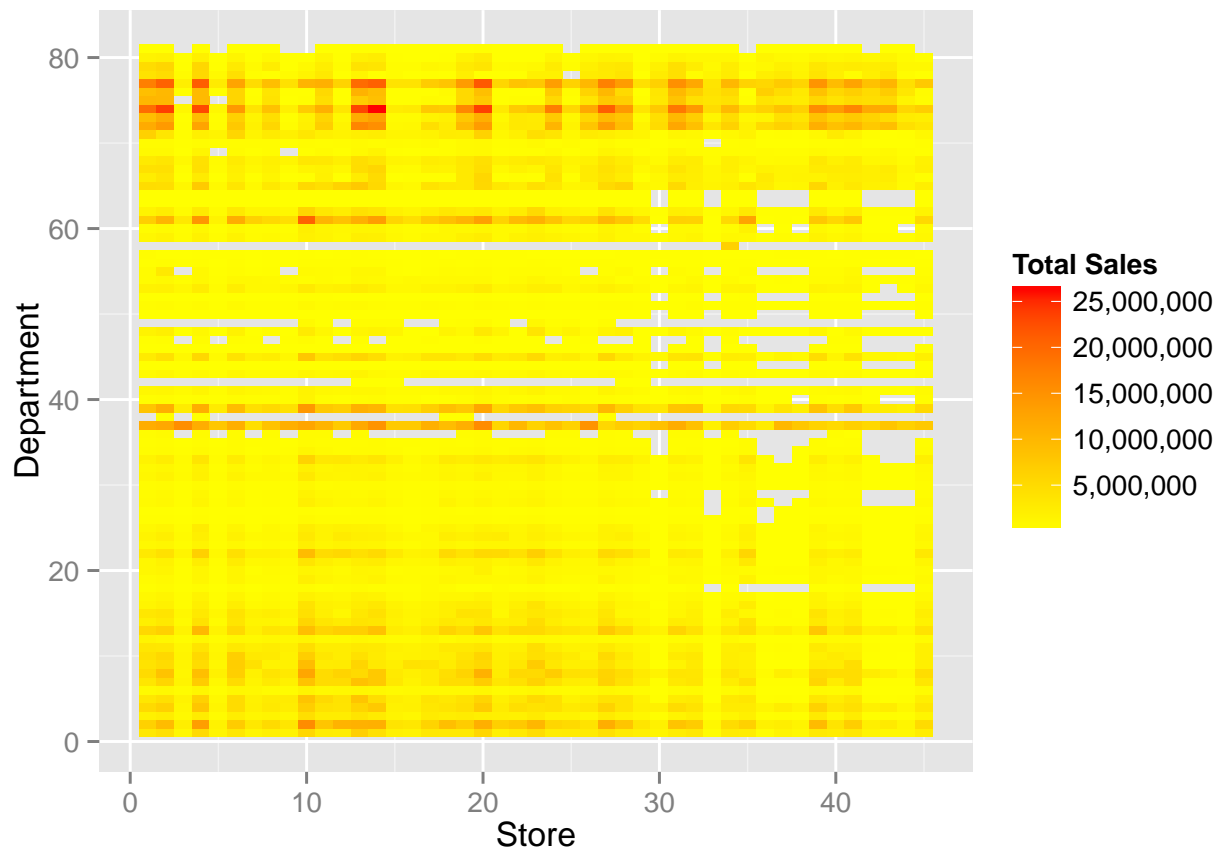
```
## running the sum function for each store & department
storeDeptTotalSales <- tapply(
  trainStoresFeaturesMerge$Weekly_Sales ,
  trainStoresFeaturesMerge[, c("Store","Dept")] ,
  FUN = sum )
## Converting the matrix to a dataframe
storeDeptTotalSalesDataFrame <- as.data.frame( storeDeptTotalSales )
## Setting the Store Number into the table so we can analyze it further
storeDeptTotalSalesDataFrame$Store <-
  as.integer( rownames( storeDeptTotalSalesDataFrame ) )
## Move Store to the 1st column in the dataframe
storeDeptTotalSalesDataFrame <-
  storeDeptTotalSalesDataFrame[, c( ncol(storeDeptTotalSalesDataFrame) , 1:ncol(storeDeptTotalSalesDataFram
## Melting the columns into rows to enable analysis
storeDeptTotalSalesDataFrame <-
  melt(storeDeptTotalSalesDataFrame , id="Store" )
## removing the NA variables - where the department does not exist in a store
storeDeptTotalSalesDataFrame <- storeDeptTotalSalesDataFrame[ complete.cases(storeDeptTotalSalesDataFram
## Renaming the Columns in the Dataframe
colnames( storeDeptTotalSalesDataFrame )[2:3] <- c("Dept" , "TotalSales" )
## Changing the Dept Type from String to Numeric
storeDeptTotalSalesDataFrame$Dept <-
  as.integer(storeDeptTotalSalesDataFrame$Dept)
## printing out summary statistics
summary( storeDeptTotalSalesDataFrame)
```

```
##      Store      Dept      TotalSales
## Min.   : 1.00  Min.   : 1.00  Min.    :      0
## 1st Qu.:11.00  1st Qu.:19.00  1st Qu.: 142430
## Median :22.00  Median :40.00  Median : 884694
## Mean   :22.47  Mean   :40.48  Mean   : 2027477
## 3rd Qu.:33.00  3rd Qu.:62.00  3rd Qu.: 2623710
## Max.   :45.00  Max.   :81.00  Max.   :26101498
```

```
## Freeing Memory
rm( storeDeptTotalSales )
```

3.3.1.1 3.3.1.1 Heat Map - Store & Department Total Sales We generate a heat map to study this interaction

```
## Generating a Heatmap of the Department's Total Sales in each of 45 stores
ggplot( storeDeptTotalSalesDataFrame , aes(x = Store, y = Dept)) +
  geom_tile(aes(fill = TotalSales)) +
  scale_fill_gradient(
    low="yellow", high="red" , labels = comma , name="Total Sales") +
  scale_y_continuous(name="Department")
```

From the heat map we can draw the following broad conclusions:

- The departments between 70-80 account for more sales than other departments
- Some departments are missing in some stores

```
## removing dataframe to free up memory
rm( storeDeptTotalSalesDataFrame )
```

3.3.2 3.3.2 Store Total Sales Vs. Size

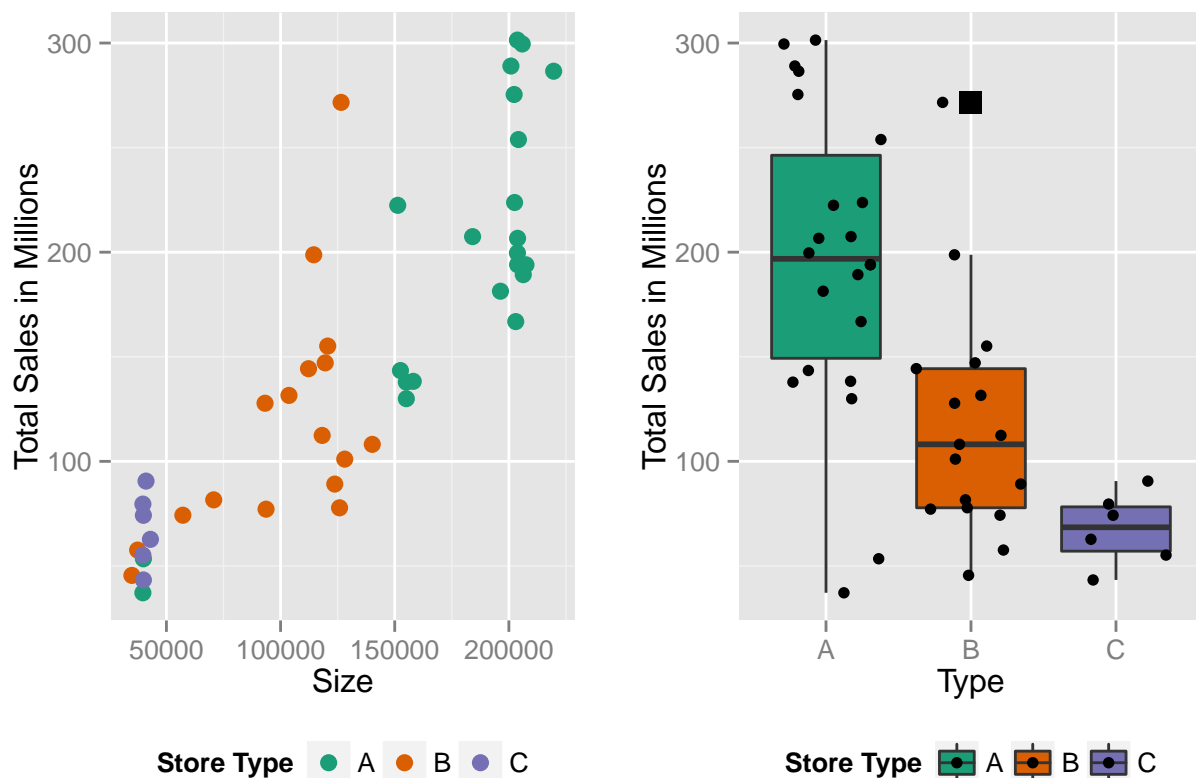
Plotting the total sales of a store vs. Store Size. We first calculate the total sales per Store and plot it as a response (y-axis) to the Store size (x-axis) to understand the relationship between them.

```
## Total Sales vs. Store Size - plotting the relationship
## calculating the sum of all the store sales
StoreTotalSales <-
  tapply(
    trainStoresFeaturesMerge$Weekly_Sales,
    trainStoresFeaturesMerge$Store,
    FUN = sum)
## converting the table to a DataFrame
stores$TotalSales <- StoreTotalSales
stores$TotalSalesInMillion <- stores$TotalSales/1000000
rm( StoreTotalSales )
```

```
## Plotting the Total Sales vs. Store Size
scatterPlotStoreSize <- ggplot( stores , aes(x=Size , y=TotalSalesInMillion , color = Type ) ) +
  geom_point( size=3 ) +
  scale_y_continuous(name="Total Sales in Millions" ) +
  scale_color_brewer(palette = "Dark2", name="Store Type" ) +
  theme( legend.position = "bottom" )
```

```
## box plot to show the summary statistics of the Type of Stores
boxplotStoreSize <- ggplot(data=stores,
  aes(x=Type, y=TotalSalesInMillion, fill=Type) ) +
  geom_boxplot(outlier.shape = 15, outlier.size = 4) +
  ## to show how the individual store sales are distributed
  geom_jitter() +
  scale_y_continuous(name="Total Sales in Millions" ) +
  scale_fill_brewer(name = "Store Type" , palette = "Dark2") +
  theme( legend.position = "bottom" )
```

```
## arranging both the plots in one grid
grid.arrange( scatterPlotStoreSize , boxplotStoreSize , nrow = 1 )
```



```
## removing the plots from memory
rm( scatterPlotStoreSize , boxplotStoreSize )
```

This plot indicates that there is a positive relationship between the size of the store and total sales. Also Type 'A' Stores are mostly larger stores with bigger sales and Type 'C' Stores are small with lower sales.

```

## calculating the summary statistics for each Type
tabledTypeWiseSummaryStatistics <-
  tapply(stores$TotalSalesInMillion , stores$Type , summary)

## Changing the Labels of the tabled Summary Statistics for printing
attributes(tabledTypeWiseSummaryStatistics)$dimnames[[1]] <-
  c(
    "Type A Store Summary Statistics" ,
    "Type B Store Summary Statistics" ,
    "Type C Store Summary Statistics" )

## Printing Summary Statistics for each Type of Store (based on Total Sales)
tabledTypeWiseSummaryStatistics

## $`Type A Store Summary Statistics`
##   Min. 1st Qu.  Median    Mean 3rd Qu.    Max.
##  37.16 149.30  196.80  196.90  246.30  301.40
##
## $`Type B Store Summary Statistics`
##   Min. 1st Qu.  Median    Mean 3rd Qu.    Max.
##  45.48  77.79  108.10  117.70  144.30  271.60
##
## $`Type C Store Summary Statistics`
##   Min. 1st Qu.  Median    Mean 3rd Qu.    Max.
##  43.29  57.05   68.46   67.58   78.23   90.57

## Removing table - not needed for further calculations
rm( tabledTypeWiseSummaryStatistics )

```

From the graph, we can notice a Type B Outlier. A value is considered an outlier when it's more than 3 Standard Deviations from the mean.

From this we can hypothesize that the Type of store could be an important predictor of Weekly_Sales.

3.3.3 Total Sales Per Week - Time Series

We discuss here the effect holidays have on Total Sales of 45 Stores.

```

## Running tapply with sum to find the total sales per week
totalSalesPerWeek <-
  tapply(
    trainStoresFeaturesMerge$Weekly_Sales ,
    trainStoresFeaturesMerge$Date ,
    FUN = sum )

## Converting table to Data Frame
totalSalesPerWeekDataFrame <- as.data.frame( totalSalesPerWeek )
## Converting date from String-Factor to Date Type
totalSalesPerWeekDataFrame$Date <-
  as.Date( rownames(totalSalesPerWeekDataFrame) ) )
## Renaming the Column to "TotalSales"
colnames(totalSalesPerWeekDataFrame)[1] <- "TotalSales"
## Calculating the Total sales in Millions

```

```

totalSalesPerWeekDataFrame$TotalSalesInMillion =
  totalSalesPerWeekDataFrame$TotalSales/1000000

## Getting the holiday List
## Extracting the Holiday List
holidayDataTable <-
  table(trainStoresFeaturesMerge$Date , trainStoresFeaturesMerge$IsHoliday)
## Converting from Table to Data Frame
holidayDataTableDataFrame <- as.data.frame( holidayDataTable)
## Extracting the Holidays
holidayDataTableDataFrame <-
  subset( holidayDataTableDataFrame, holidayDataTableDataFrame$Var2==T)
## Marking the Holidays in the dataset
holidayDataTableDataFrame$IsHoliday <-
  ifelse( holidayDataTableDataFrame$Freq >0 , 1 , 0 )
## Converting Date from String-Factor to Date Type
holidayDataTableDataFrame$Date <- as.Date( holidayDataTableDataFrame$Var1 )
# creating the holiday season - before and after the holiday week - 2 weeks
holidayDataTableDataFrame$Week1BeforeHoliday <-
  lagpad(holidayDataTableDataFrame$IsHoliday , -1)
holidayDataTableDataFrame$Week2BeforeHoliday <-
  lagpad(holidayDataTableDataFrame$IsHoliday , -2)
holidayDataTableDataFrame$Week1AfterHoliday <-
  lagpad(holidayDataTableDataFrame$IsHoliday , 1)
holidayDataTableDataFrame$Week2AfterHoliday <-
  lagpad(holidayDataTableDataFrame$IsHoliday , 2)
## Creating an ordered Holiday Season Type
holidayDataTableDataFrame$HolidaySeasonType =
  ifelse( holidayDataTableDataFrame$Week1BeforeHoliday == 1 ,
    "1 Week Before" ,
    ifelse(
      holidayDataTableDataFrame$Week2BeforeHoliday == 1 ,
      "2 Weeks Before" ,
      ifelse(
        holidayDataTableDataFrame$Week1AfterHoliday == 1 ,
        "1 Week After" ,
        ifelse(
          holidayDataTableDataFrame$Week2AfterHoliday == 1 ,
          "2 Weeks After" ,
          ifelse(
            holidayDataTableDataFrame$IsHoliday == 1 ,
            "Holiday Week" , "No Holiday" )))))
holidayDataTableDataFrame$HolidaySeasonType = factor(
  holidayDataTableDataFrame$HolidaySeasonType ,
  ordered=TRUE ,
  levels=c(
    "No Holiday" ,
    "2 Weeks Before" ,
    "1 Week Before" ,
    "Holiday Week" ,
    "1 Week After" ,
    "2 Weeks After"
  )
)

```

```

)

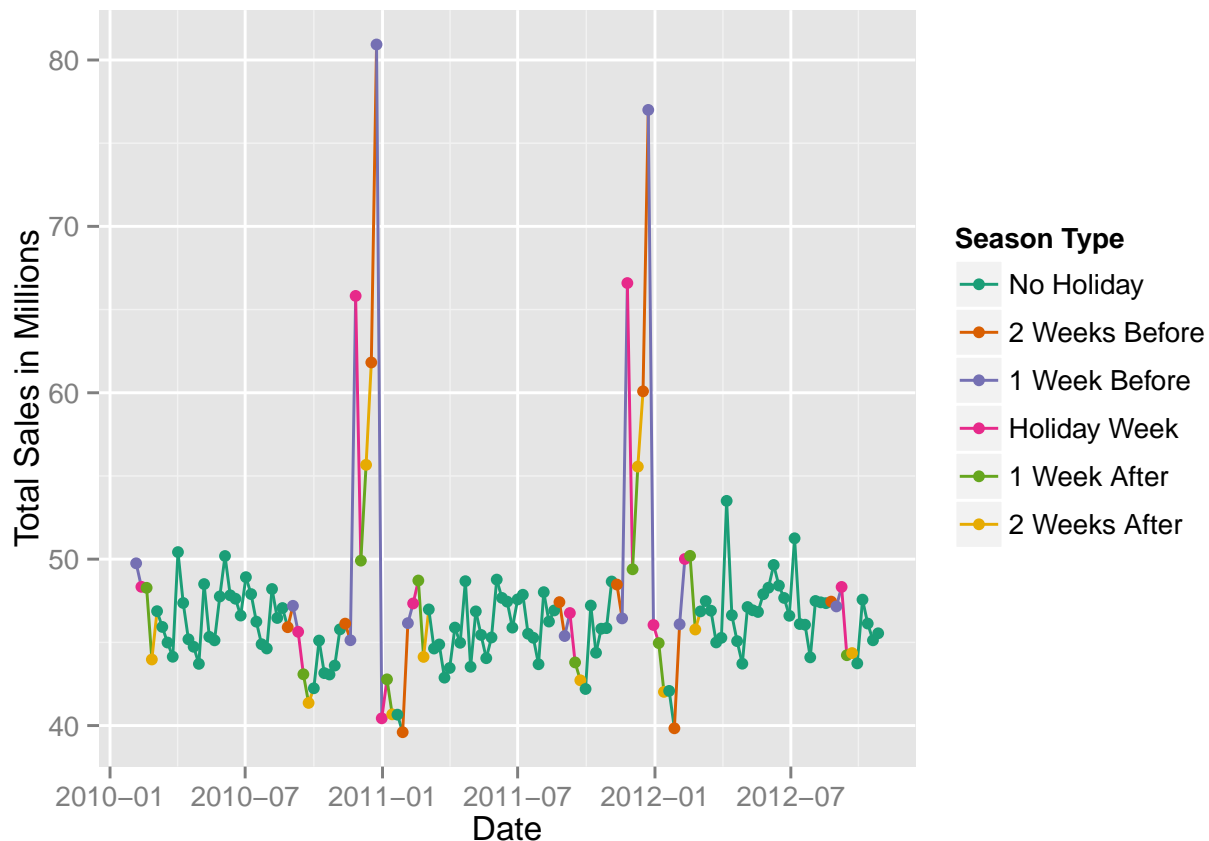
## Creating a variable to mark if it is a Holiday season -
## that is 2 weeks before + holdaiy week + 2 weeks after
holidayDateTableDataFrame$IsHolidaySeason <-
  holidayDateTableDataFrame$IsHoliday +
  holidayDateTableDataFrame$Week1BeforeHoliday * .6 +
  holidayDateTableDataFrame$Week2BeforeHoliday *.2 +
  holidayDateTableDataFrame$Week1AfterHoliday * .6 +
  holidayDateTableDataFrame$Week2AfterHoliday *.2

## Removing unnecesary Columns
holidayDateTableDataFrame$Var1 =
  holidayDateTableDataFrame$Var2 =
  holidayDateTableDataFrame$Freq = NULL
## Clearing Memory - removing intermediate Tables
rm( holidayDateTable , totalSalesPerWeek )

## Mering the sales per week and holiday list
totalSalesPerWeekDataFrame <-
  merge( totalSalesPerWeekDataFrame, holidayDateTableDataFrame , by=2)

# Plotting Sales Per Week
ggplot( totalSalesPerWeekDataFrame ,
  aes(x=Date , y=TotalSalesInMillion , color = HolidaySeasonType ) ) +
  geom_line( aes(group=1) ) +
  geom_point(size = 2) +
  scale_y_continuous(name="Total Sales in Millions" ) +
  scale_color_brewer(palette="Dark2" , name = "Season Type")

```



We can clearly see some trends here:

- Sales go up a week before the holiday week
- It is a repeating pattern - towards the end of the year, there is more sales - perhaps because of Thanksgiving and Christmas.
- Average Total Sales per week is between 45-50 million Dollars (for 45 stores in the dataset)
- Perhaps the Data given incorrectly marks the Holiday Week for Christmas - it is marked as the dates 27, 28, 30 & 31 across different years. But looking at the peak, the highest sales for Christmas is the week before - which is perhaps the more accurate holiday week
- To be able to make better predictors, perhaps it would help to actually create separate factors for each of the holidays
- It will be interesting to study the period between Aug 27, 2010 to Feb 25, 2011. This section has all the holidays - starting with Labor Day, Thanksgiving, Christmas & Super Bowl. Since the dataset will be smaller, we will perhaps understand the data better.

```
#####
# Creating separate holiday dummy variables
holidayDataTableDataFrame$IsHolidayDefined <-
  ifelse(
    holidayDataTableDataFrame$IsHoliday == 1 &
      month( holidayDataTableDataFrame$Date ) == 2 ,
      2, ifelse(
        holidayDataTableDataFrame$IsHoliday == 1 &
          month( holidayDataTableDataFrame$Date ) == 9 ,
          9 , ifelse(
            holidayDataTableDataFrame$IsHoliday == 1 &
```

```

        month( holidayDataTableDataFrame$Date ) == 11 ,
        11 , ifelse(
            holidayDataTableDataFrame$IsHoliday == 1 &
            month(
                holidayDataTableDataFrame$Date ) == 12 ,
                12 , 0 ) ) ) )
# creating the holiday season lag - before and after the holiday week - 2 weeks
holidayDataTableDataFrame$Week1BeforeHoliday <-
    lagpad(holidayDataTableDataFrame$IsHolidayDefined , -1)
holidayDataTableDataFrame$Week2BeforeHoliday <-
    lagpad(holidayDataTableDataFrame$IsHolidayDefined , -2)
holidayDataTableDataFrame$Week1AfterHoliday <-
    lagpad(holidayDataTableDataFrame$IsHolidayDefined , 1)
holidayDataTableDataFrame$Week2AfterHoliday <-
    lagpad(holidayDataTableDataFrame$IsHolidayDefined , 2)

## Creating a variable to hold the holiday type season id
holidayDataTableDataFrame$HolidaySeasonId <- as.factor(
    holidayDataTableDataFrame$Week1BeforeHoliday +
    holidayDataTableDataFrame$Week2BeforeHoliday +
    holidayDataTableDataFrame$IsHolidayDefined +
    holidayDataTableDataFrame$Week1AfterHoliday +
    holidayDataTableDataFrame$Week2AfterHoliday )

## Creating an ordered Holiday Season Type for Super Bowl
holidayDataTableDataFrame$HolidaySeasonType <-
    ifelse(
        holidayDataTableDataFrame$Week1BeforeHoliday == 2 ,
        "1 Week Before Super Bowl" ,
        ifelse(
            holidayDataTableDataFrame$Week2BeforeHoliday == 2 ,
            "2 Weeks Before Super Bowl" ,
            ifelse(
                holidayDataTableDataFrame$Week1AfterHoliday == 2 ,
                "1 Week After Super Bowl" ,
                ifelse(
                    holidayDataTableDataFrame$Week2AfterHoliday == 2 ,
                    "2 Weeks After Super Bowl" ,
                    ifelse(
                        holidayDataTableDataFrame$IsHolidayDefined
                        == 2 ,
                        "Super Bowl" , "No Holiday" )))))

## Creating an ordered Holiday Season Type for Labor Day
holidayDataTableDataFrame$HolidaySeasonType <-
    ifelse(
        holidayDataTableDataFrame$Week1BeforeHoliday == 9 ,
        "1 Week Before Labor Day" ,
        ifelse(
            holidayDataTableDataFrame$Week2BeforeHoliday == 9 ,
            "2 Weeks Before Labor Day" ,
            ifelse(

```

```

        holidayDateTableDataFrame$Week1AfterHoliday == 9 ,
        "1 Week After Labor Day" ,
        ifelse(
            holidayDateTableDataFrame$Week2AfterHoliday == 9 ,
            "2 Weeks After Labor Day" ,
            ifelse(
                holidayDateTableDataFrame$IsHolidayDefined
                == 9 , "Labor Day" ,
                holidayDateTableDataFrame$HolidaySeasonType
            ) ) ) ) )

## Creating an ordered Holiday Season Type for Thanksgiving
holidayDateTableDataFrame$HolidaySeasonType <-
ifelse(
    holidayDateTableDataFrame$Week1BeforeHoliday == 11 ,
    "1 Week Before Thanksgiving" ,
    ifelse(
        holidayDateTableDataFrame$Week2BeforeHoliday == 11 ,
        "2 Weeks Before Thanksgiving" ,
        ifelse(
            holidayDateTableDataFrame$Week1AfterHoliday == 11 ,
            "1 Week After Thanksgiving" ,
            ifelse(
                holidayDateTableDataFrame$Week2AfterHoliday == 11 ,
                "2 Weeks After Thanksgiving" ,
                ifelse(
                    holidayDateTableDataFrame$IsHolidayDefined
                    == 11 , "Thanksgiving" ,
                    holidayDateTableDataFrame$HolidaySeasonType
                ) ) ) ) )

## Creating an ordered Holiday Season Type for Christmas
holidayDateTableDataFrame$HolidaySeasonType <-
ifelse(
    holidayDateTableDataFrame$Week1BeforeHoliday == 12 ,
    "1 Week Before Christmas" ,
    ifelse(
        holidayDateTableDataFrame$Week2BeforeHoliday == 12 ,
        "2 Weeks Before Christmas" ,
        ifelse(
            holidayDateTableDataFrame$Week1AfterHoliday == 12 ,
            "1 Week After Christmas" ,
            ifelse(
                holidayDateTableDataFrame$Week2AfterHoliday == 12 ,
                "2 Weeks After Christmas" ,
                ifelse(
                    holidayDateTableDataFrame$IsHolidayDefined
                    == 12 , "Christmas" ,
                    holidayDateTableDataFrame$HolidaySeasonType
                ) ) ) ) )

holidayDateTableDataFrame$HolidaySeasonType = factor(
    holidayDateTableDataFrame$HolidaySeasonType ,

```



```

ordered=TRUE ,
levels=c(
  "No Holiday" ,
  "2 Weeks Before Super Bowl" ,
  "1 Week Before Super Bowl" ,
  "Super Bowl" ,
  "1 Week After Super Bowl" ,
  "2 Weeks After Super Bowl" ,
  "2 Weeks Before Labor Day" ,
  "1 Week Before Labor Day" ,
  "Labor Day" ,
  "1 Week After Labor Day" ,
  "2 Weeks After Labor Day" ,
  "2 Weeks Before Thanksgiving" ,
  "1 Week Before Thanksgiving" ,
  "Thanksgiving" ,
  "1 Week After Thanksgiving" ,
  "2 Weeks After Thanksgiving" ,
  "2 Weeks Before Christmas" ,
  "1 Week Before Christmas" ,
  "Christmas" ,
  "1 Week After Christmas" ,
  "2 Weeks After Christmas"
)
)

```

```

## Merging the sales per week and holiday list
totalSalesPerWeekDataFrame$HolidaySeasonType <-
  holidayDataTableDataFrame$HolidaySeasonType
## Merging the season Type with sales per week
totalSalesPerWeekDataFrame$HolidaySeasonId <-
  holidayDataTableDataFrame$HolidaySeasonId

```

```

## Subsetting only the holidays
totalSalesPerWeekDataFrameDuringHolidays <-
  subset( totalSalesPerWeekDataFrame ,
    totalSalesPerWeekDataFrame$Date >= '2010-08-27' &
    totalSalesPerWeekDataFrame$Date <= '2011-02-25' )

```

```

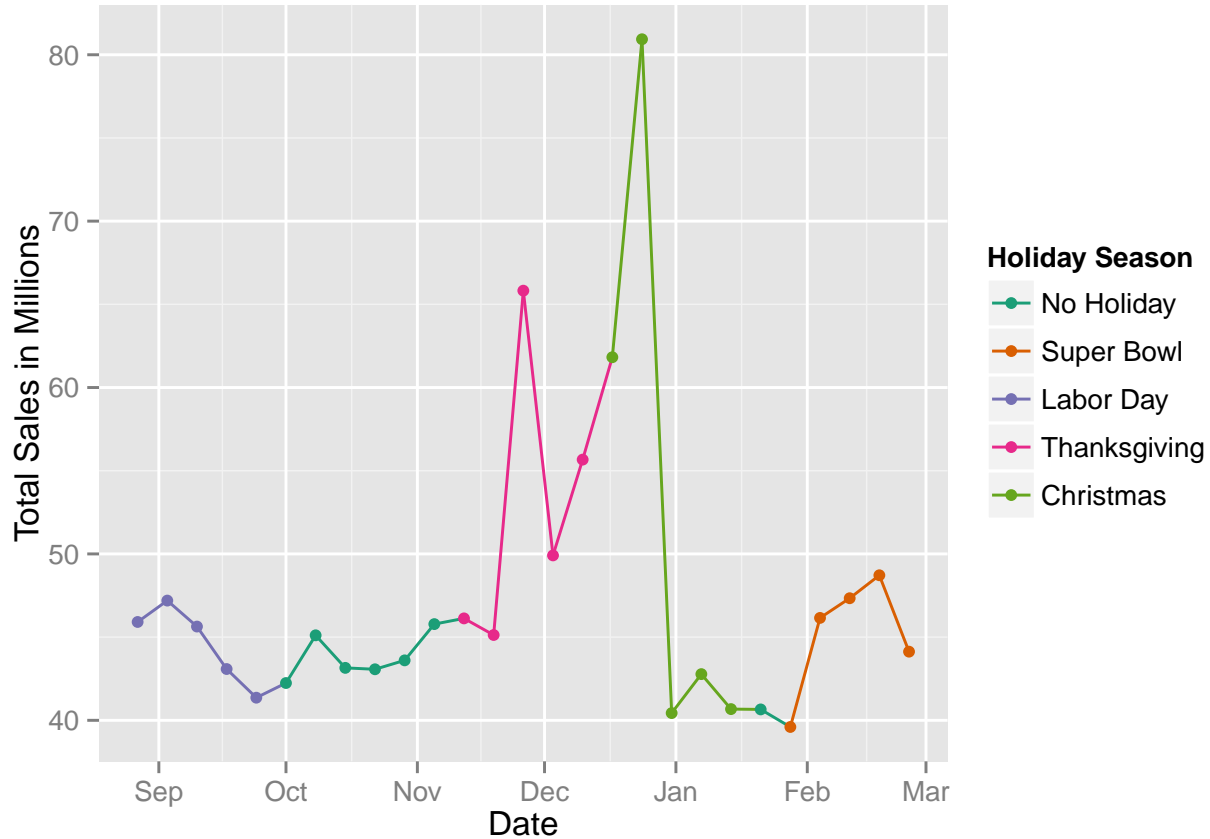
## Plotting the subset of totalSalesPerWeekDataFrame
ggplot( totalSalesPerWeekDataFrameDuringHolidays ,
  aes(x=Date , y=TotalSalesInMillion ,
    color = HolidaySeasonId ) ) +
  geom_line( aes(group=1) ) +
  geom_point(size = 2) +
  scale_y_continuous(name="Total Sales in Millions" ) +
  scale_color_brewer(
    palette="Dark2" ,
    name = "Holiday Season" ,
    labels = c(
      "No Holiday" ,
      "Super Bowl" ,
      "Labor Day" ,

```

```

    "Thanksgiving" ,
    "Christmas"
  )
)

```



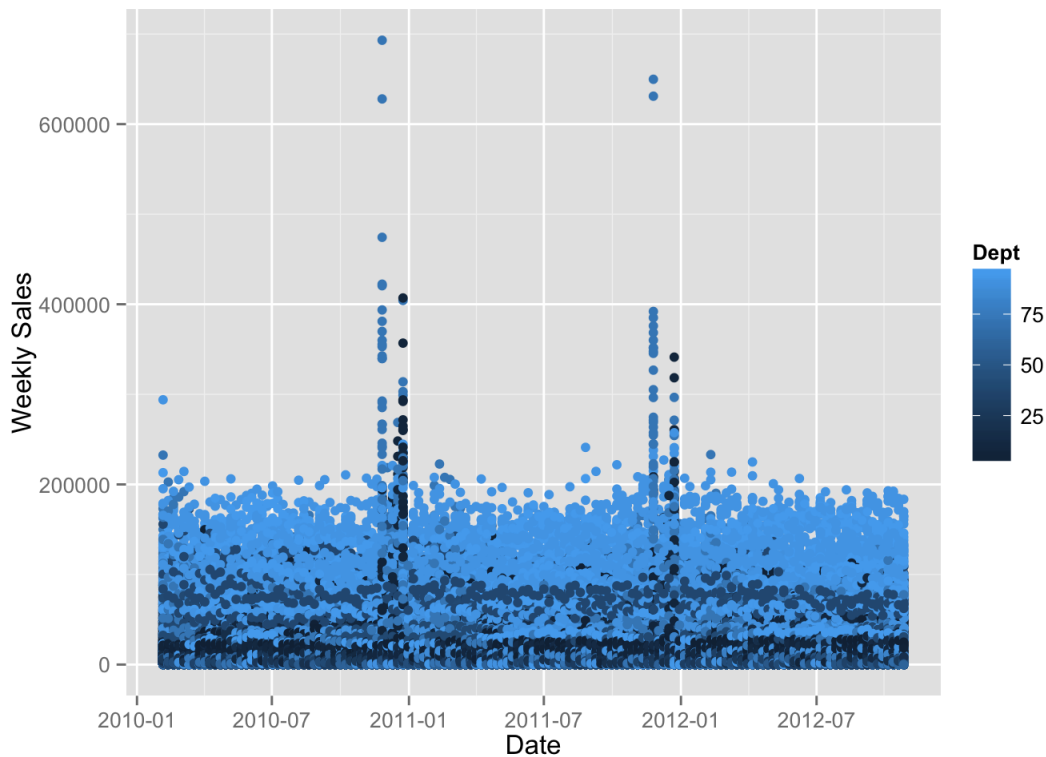
```

## removing the following columns because it may cause
## multi-collinearity issues once merged with the main data and
## building a model with that
holidayDataTableDataFrame$Week1BeforeHoliday = NULL
holidayDataTableDataFrame$Week2BeforeHoliday = NULL
holidayDataTableDataFrame$Week1AfterHoliday = NULL
holidayDataTableDataFrame$Week2AfterHoliday = NULL
holidayDataTableDataFrame$IsHoliday = NULL
holidayDataTableDataFrame$IsHolidayDefined = NULL
## freeing memory
rm( totalSalesPerWeekDataFrame , totalSalesPerWeekDataFrameDuringHolidays )

```

3.3.4 Store-Department-wise Sales per Week - Time Series

To see a representation of the granularity of the data, we would like to plot all the data points of Weekly Sales vs Time (Week)



While it is not easy to make sense of a graph with more than 400 thousand data points, here are some salient features that stand out:

- Departments with the higher numbers ($\text{Dept} \geq 75$) have higher sales figures than the lower numbered departments ($\text{Dept} \leq 25$)
- During Christmas we see a spike in a lower numbered department's sale
- We see a repeating annual pattern. Possibly indicating that Week Numbers (eg: 50th week of the year) may be an important predictor variable

```
## Adding the Week Number to the holidayDateTableDataFrame
holidayDateTableDataFrame$WeekNumber <- weekNumber( holidayDateTableDataFrame$Date )
## Adding Month to holidayDateTableDataFrame
holidayDateTableDataFrame$Month <- month( holidayDateTableDataFrame$Date )
```

We have created Week and month numbers to influence the regression model we will develop in Section 5.

```
## Merging holidayDateTableDataFrame with trainStoresFeaturesMerge
trainStoresFeaturesMerge <-
  merge( trainStoresFeaturesMerge , holidayDateTableDataFrame , by = "Date" )
## removing holidayDateTableDataFrame from memory
rm( holidayDateTableDataFrame )
```

4 4. Stage 2: Formal Statistical Inferences

4.1 4.1 On Average, Do Holiday Weeks Spike Sales Up?

We would like to investigate if the sales figures are statistically higher during holiday weeks. We have seen earlier that visually it does appear that sales spike up during Thanksgiving and Christmas. We would like to statistically verify this.

4.1.1 The Hypotheses

Let us state our Hypotheses:

- Null Hypothesis (H_0) : On average, there is no difference in weekly sales figures during holiday weeks. In other words, there is no statistically significant difference between Weekly_Sales numbers between holiday weeks and non-holiday weeks
- Alternate Hypothesis (H_A): Our alternate hypothesis is that there is a statistically significant higher sales figure during holiday weeks (one-sided test)

Mathematically, the hypotheses are expressed below:

- H_0 : $\text{diff} = 0$
- H_A : $\text{diff} > 0$

4.1.2 4.1.2 The Data

We need to separate the datasets into Holiday and Non-holiday weeks and then calculate the point estimate.

```
## Creating the datasets for Holiday and NotHoliday
Hyp_NotHoliday <- subset( trainStoresFeaturesMerge , IsHoliday == FALSE );
Hyp_Holiday <- subset( trainStoresFeaturesMerge , IsHoliday == TRUE );

## Getting the Number of rows in each dataset
nrow( Hyp_NotHoliday )
```

```
## [1] 390652
```

```
nrow( Hyp_Holiday )
```

```
## [1] 29560
```

4.1.3 4.1.3 Central Limit Theorem: Checking the Conditions for Hypothesis Testing for Paired Data

The conditions for hypothesis testing:

- Independence: Sampled observations must be independent. Random sample must be collected and if it is without replacement then the sample size must be less than 10% of the Population
- Sample Size / Skew: The no of elements must be more than 30.

We select a size of 2500 which is less than 10% of Hyp_Holiday.

```
## Number of sample elements to collect from population
## should be <10% of holiday Week Population
ndiff <- 2500
## Seeding to ensure the randomness can be repeated
set.seed(1101)
## Getting a sample of elements (ndiff) (<10% of Holiday Weeks)
Holiday_Sample <- sample( Hyp_Holiday$Log_Weekly_Sales , ndiff )
head(Holiday_Sample)
```

```
## [1] 9.917754 9.458827 8.332939 4.249637 9.247995 11.524153
```

```
NotHoliday_Sample <- sample( Hyp_NotHoliday$Log_Weekly_Sales , ndiff )
head(NotHoliday_Sample)
```

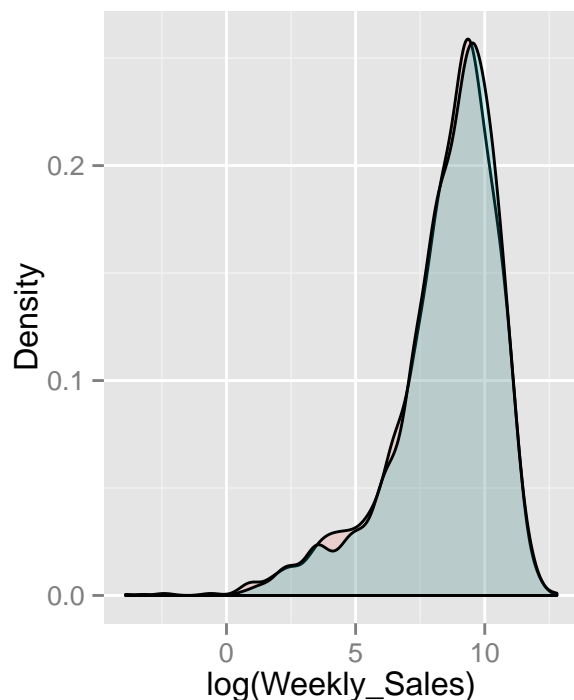
```
## [1] 9.769958 7.077498 8.362108 10.209713 8.742134 5.934894
```



```
## combining both the sample into one x-Axis Variable
xVar <- c(NotHoliday_Sample , Holiday_Sample )
## Creating the color Variable
colorVar <- as.factor(c(rep(1, ndiff), rep(2, ndiff) ) )
## creating the dataframe
sampleDensityDf <- data.frame( xVar , colorVar )
## the density plot showing the
## Not Holiday and Holiday values of Log(Weekly_Sales)
plottingDensity <- ggplot( sampleDensityDf , aes(x = xVar, fill = colorVar) ) +
```

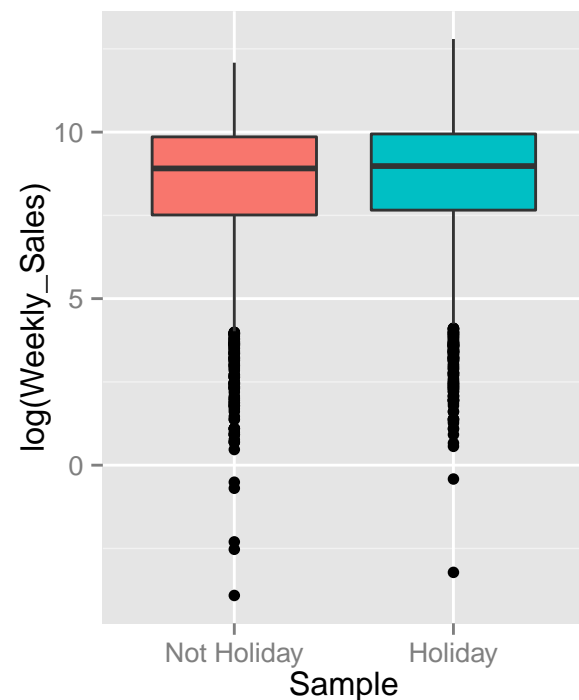
```



geom_density( alpha = .2 ) +
scale_x_continuous( "log(Weekly_Sales)" ) +
scale_fill_discrete(
  name = "Sample" , labels=c( "Not Holiday", "Holiday" ) ) +
scale_y_continuous( "Density" ) +
theme( legend.position = "bottom" )
## box plot to show the Density Distribution
boxPlotDensity <- ggplot( sampleDensityDf , aes( colorVar , xVar ) ) +
  geom_boxplot( aes( fill = colorVar ) ) +
  scale_y_continuous( "log(Weekly_Sales)" ) +
  scale_fill_discrete(
    name = "Sample" , labels=c( "Not Holiday", "Holiday" ) ) +
  scale_x_discrete( "Sample" , labels=c( "Not Holiday", "Holiday" ) ) +
  theme( legend.position = "bottom" )
## arranging the plots next to each other
grid.arrange( plottingDensity , boxPlotDensity , nrow = 1 )

```



Sample  Not Holiday  Holiday



Sample  Not Holiday  Holiday

```

## removing plots from memory
rm( xVar , colorVar , sampleDensityDf , plottingDensity ,
    boxPlotDensity , Hyp_Holiday , Hyp_NotHoliday )

```

4.1.4 Calculating the Test Statistic

```

## Calculating the Difference
Diff_Log_Weekly_Sales = Holiday_Sample - NotHoliday_Sample

```

```

## Printing Top 5 values of diff
head(Diff_Log_Weekly_Sales)

## [1]  0.14779642  2.38132920 -0.02916917 -5.96007556  0.50586191  5.58925841

## Calculating the Test Statistic
xBar <- mean(Diff_Log_Weekly_Sales)
xBar

## [1] 0.1026465

## Calculating the Test Statistic
zScore <- xBar / standardError(Diff_Log_Weekly_Sales)
zScore

## [1] 1.759381

## Calculating p-value
## 1-pnorm() because we are doing a one-sided test - greater than
pValue <- 1-pnorm( zScore )
pValue

## [1] 0.03925638

## removing variables not needed anymore
rm( pValue , zScore , xBar , Diff_Log_Weekly_Sales , Holiday_Sample ,
    NotHoliday_Sample , ndiff )

```

4.1.5 4.1.5 Decision: Alternate Hypothesis (H_A) is Rejected

The **Null Hypothesis (H_0)** is NOT rejected because the pValue is greater than the significance value of 0.05.

This implies that the Alternate Hypothesis (H_A) is rejected. Holiday weeks do not cause sales to spike up.

4.1.6 4.1.6 Real World Application

However, in graphs drawn in the section ‘*Total Sales Per Week*’ we were presented with another reality. We saw the spike in sales during holiday season - Thanksgiving and Christmas. One will recognize on close examination of the graphs that most of the sales spike happened 1 week before the holiday week. Sales during the holiday week was mostly on the decline from the high sales peak from the week before.

Therefore, statistically, Holiday Week Sales are not very different from that of non-holiday week sales. However, if we consider Holiday Season sales, it may tell a different story. This will form the basis of our next Hypothesis test - on average do Thanksgiving and Christmas contribute to spike in sales?

4.2 4.2 On Average, Do Thanksgiving and Christmas Contribute to Sales Spikes?

As stated in the previous section, we would like to verify the behavior of sales spiking up during Holiday seasons, rather than just the holidays themselves. As we noted in the previous section, the holiday week itself may be no different from the rest of the dataset, but the holiday season could be interesting to study.

For the purposes of our study we will take 2 weeks before and after as a part of the holiday season. We will consider only Thanksgiving & Christmas - from the graph in section *'Total Sales Per Week'* the other holidays don't influence the sales as much.

4.2.1 4.2.1 The Hypotheses

Let us state our Hypotheses:

- Null Hypothesis (H_0) : On average, there is no difference in weekly sales figures during holiday seasons. In other words, there is no statistically significant difference between Weekly_Sales numbers between holiday season and non-holiday seasons.
- Alternate Hypothesis (H_A): Our alternate hypothesis is that there is a statistically significant higher sales figure during holiday season (one-sided test)

Mathematically, the hypotheses are expressed below:

- $H_0: \text{diff} = 0$
- $H_A: \text{diff} > 0$

4.2.2 4.2.2 The Data

We need to separate the datasets into Holiday and Non-holiday seasons and then calculate the point estimate.

```
## Creating the datasets for Holiday and NotHoliday
Hyp_NotHoliday <- subset( trainStoresFeaturesMerge ,
                          HolidaySeasonId != 11 & HolidaySeasonId != 12 );
Hyp_Holiday <- subset( trainStoresFeaturesMerge ,
                       HolidaySeasonId == 11 | HolidaySeasonId == 12);
```

```
## Getting the Number of rows in each dataset
nrow( Hyp_NotHoliday )
```

```
## [1] 361087
```

```
nrow( Hyp_Holiday )
```

```
## [1] 59125
```

4.2.3 4.2.3 Central Limit Theorem: Checking the Conditions for Hypothesis Testing for Paired Data

The conditions for hypothesis testing:

- Independence: Sampled observations must be independent. Random sample must be collected and if it is without replacement then the sample size must be less than 10% of the Population
- Sample Size / Skew: The no of elements must be more than 30.

We select a size of 5000 which is less than 10% of Hyp_Holiday.

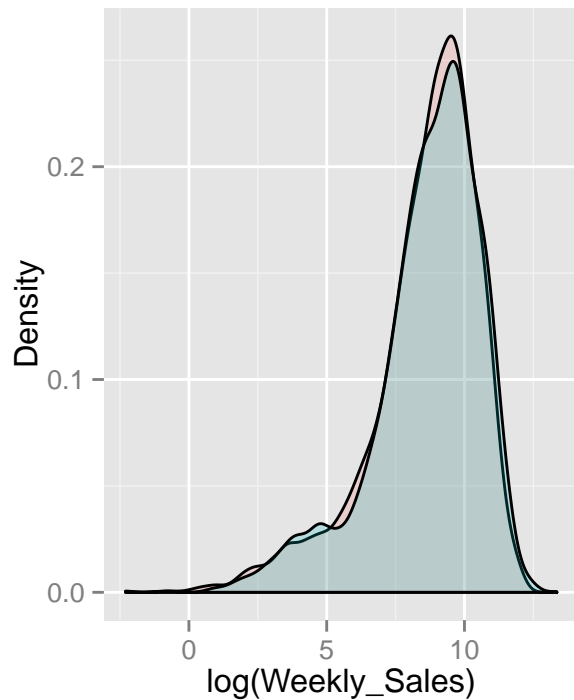
```
## Number of sample elements to collect from population
## should be <10% of holiday Week Population
ndiff <- 5000
## Seeding to ensure the randomness can be repeated
set.seed(1101)
## Getting a sample of elements (ndiff) (<10% of Holiday Weeks)
Holiday_Sample <- sample( Hyp_Holiday$Log_Weekly_Sales , ndiff )
head(Holiday_Sample)
```

```
## [1] 1.867176 8.834257 9.530136 2.867899 8.672733 10.266261
```

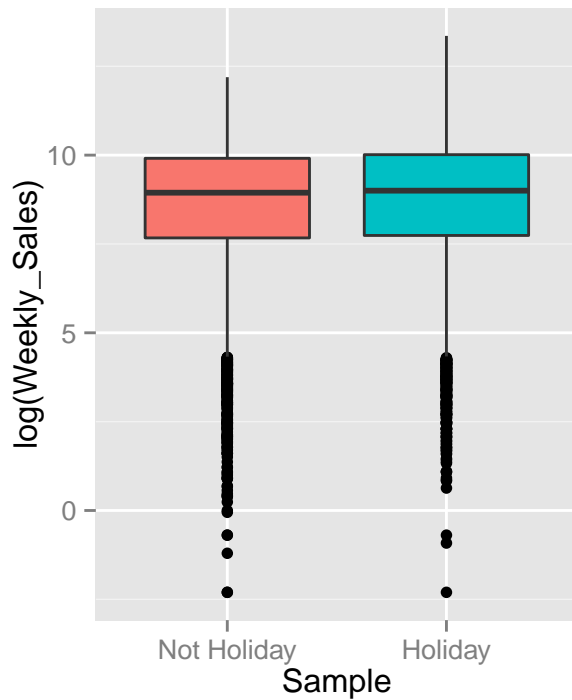
```
NotHoliday_Sample <- sample( Hyp_NotHoliday$Log_Weekly_Sales , ndiff )
head(NotHoliday_Sample)
```



```
## [1] 9.257705 8.989010 3.573749 8.226298 4.366278 7.299074
```

```
## combining both the sample into one x-Axis Variable
xVar <- c(NotHoliday_Sample , Holiday_Sample )
## Creating the color Variable
colorVar <- as.factor(c(rep(1, ndiff), rep(2, ndiff) ) )
## creating the dataframe
sampleDensityDf <- data.frame( xVar , colorVar )
## the density plot showing the
## Not Holiday and Holiday values of Log(Weekly_Sales)
plottingDensity <- ggplot( sampleDensityDf , aes(x = xVar, fill = colorVar) ) +
  geom_density( alpha = .2 ) +
  scale_x_continuous( "log(Weekly_Sales)" ) +
  scale_fill_discrete(
    name = "Sample" , labels=c( "Not Holiday", "Holiday Season" ) ) +
  scale_y_continuous( "Density" ) +
  theme( legend.position = "bottom" )
## box plot to show the Density Distribution
boxPlotDensity <- ggplot( sampleDensityDf , aes( colorVar , xVar ) ) +
  geom_boxplot( aes( fill = colorVar ) ) +
  scale_y_continuous( "log(Weekly_Sales)" ) +
  scale_fill_discrete(
    name = "Sample" , labels=c( "Not Holiday", "Holiday" ) ) +
  scale_x_discrete( "Sample" , labels=c( "Not Holiday", "Holiday" ) ) +
  theme( legend.position = "bottom" )
## arranging the plots next to each other
grid.arrange( plottingDensity , boxPlotDensity , nrow = 1 )
```



Sample  Not Holiday  Holiday Season



Sample  Not Holiday  Holiday

```
## removing plots from memory
rm( xVar , colorVar , sampleDensityDf , plottingDensity ,
    boxPlotDensity, Hyp_Holiday , Hyp_NotHoliday)
```

4.2.4 Calculating the Test Statistic

```
## Calculating the Difference
Diff_Log_Weekly_Sales = Holiday_Sample - NotHoliday_Sample
## Printing Top 5 values of diff
head(Diff_Log_Weekly_Sales)
```

```
## [1] -7.3905286 -0.1547533  5.9563873 -5.3583991  4.3064543  2.9671864
```

```
## Calculating the Test Statistic
xBar <- mean(Diff_Log_Weekly_Sales)
xBar
```

```
## [1] 0.1004113
```

```
## Calculating the Test Statistic
zScore <- xBar / standardError(Diff_Log_Weekly_Sales)
zScore
```

```
## [1] 2.519857
```

```
## Calculating p-value
## 1-pnorm() because we are doing a one-sided test - greater than
pValue <- 1-pnorm( zScore )
pValue

## [1] 0.005870118

## removing variables not needed anymore
rm( pValue , zScore , xBar , Diff_Log_Weekly_Sales , Holiday_Sample , NotHoliday_Sample , ndiff )
```

4.2.5 4.2.5 Decision: Null Hypothesis (H_0) is Rejected

The **Null Hypothesis (H_0)** is rejected because the pValue is much smaller than the significance value of 0.05.

This implies that the Alternate Hypothesis (H_A) is NOT rejected. Holiday seasons do cause a spike in sales.

4.2.6 4.2.6 Real World Application

This confirms the what we visually depicted in section ‘*Total Sales Per Week*’ regarding sales spiking up during Christmas and Thanksgiving.

4.3 4.3 Do Bigger Stores contribute to Higher Sales Figures?

5. Stage 3: Linear Regression: Predicting Weekly_Sales

```
# Diagnostic ——— REMOVE LATER
```

```
nrow(train)
```

```
## [1] 420212
```

```
nrow(trainStoresFeaturesMerge)
```

```
## [1] 420212
```

```
ls()
```

```
## [1] "avgCPIIndexTrend"
## [2] "avgUnemploymentIndexTrend"
## [3] "boxplotStoreSize"
## [4] "cpiPredictor"
## [5] "days"
## [6] "Description"
## [7] "features"
## [8] "features1"
## [9] "features2"
## [10] "Holiday_Sample"
## [11] "holidayDateTableDataFrame"
## [12] "Hyp_Holiday"
## [13] "Hyp_NotHoliday"
## [14] "lagpad"
## [15] "Log_Weekly_Sales"
## [16] "meanCPIAcrossStores"
## [17] "meanCPIAcrossStoresDF"
## [18] "meanUnemploymentAcrossStores"
## [19] "meanUnemploymentAcrossStoresDF"
## [20] "missingCPIHeatMap"
## [21] "ndiff"
## [22] "newAvgUnemploymentIndexTrend"
## [23] "newUnemploymentHeatMap"
## [24] "NotHoliday_Sample"
## [25] "oldUnemploymentData"
## [26] "scatterPlotStoreSize"
## [27] "standardError"
## [28] "storeDeptTotalSalesDataFrame"
## [29] "stores"
## [30] "test"
## [31] "testStoresFeaturesMerge"
## [32] "totalSalesPerWeek"
## [33] "totalSalesPerWeekDataFrame"
## [34] "totalSalesPerWeekDataFrameDuringHolidays"
## [35] "train"
## [36] "train0"
## [37] "trainStoresFeaturesMerge"
## [38] "trainStoresMerge"
## [39] "unemploymentPredictor"
## [40] "Weekly_Sales"
## [41] "weeklySalesHist"
## [42] "weekNumber"
```

```
# removing all the data from memory  
rm( list = ls() )
```