Model Development Phase Template

Date	5th July 2024
Team ID	739808
Project Title	Cost Prediction of Acquiring a Customer.
Maximum Marks	5 Marks

Feature Selection Report Template

In the forthcoming update, each feature will be accompanied by a brief description. Users will indicate whether it's selected or not, providing reasoning for their decision. This process will streamline decision-making and enhance transparency in feature selection.

Feature	Description	Selected (Yes/No)	Reasoning
store sqft	Specifies store size in sqft	Yes	It defines the size of the store which determines the no of products it can store.
grocery_sqft	Specifies grocery size in sqft	Yes	It defines the size of the grocery which determines the no of products it can store.
brand_name	Specifies brand name of the food product.	Yes	It determines the brand name which helps the customer to most likely select the product.
food_category	Specifies the category of the food product.	Yes	It makes it easier to categorize the food options for easy access to the customers.

promotion_name	Specifies the name used for promotions.	Yes	It determines the name through which it reaches to the customers.
units_per_case	Case units available in each shelves.	Yes	it determines the no of products the customers are buying the food products.
net_weight	Specifies the weight of the product only.	Yes	it determines the weight of products the customers are buying the food products.
store_city	specifies the city the store is in.	Yes	it helps determine if the store is available in the residence of the customer.