

# Maverik Sales Prediction

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# Overview

## Business Problem:

As Maverik expands, it opens new stores and it would like to be able to predict, with some certainty, how much revenue a new store will generate in its first year.

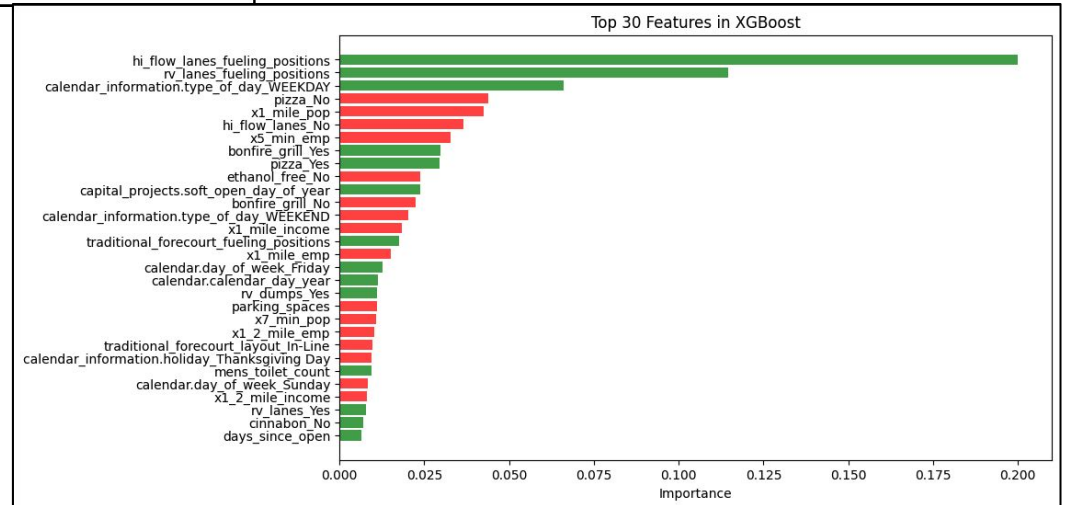
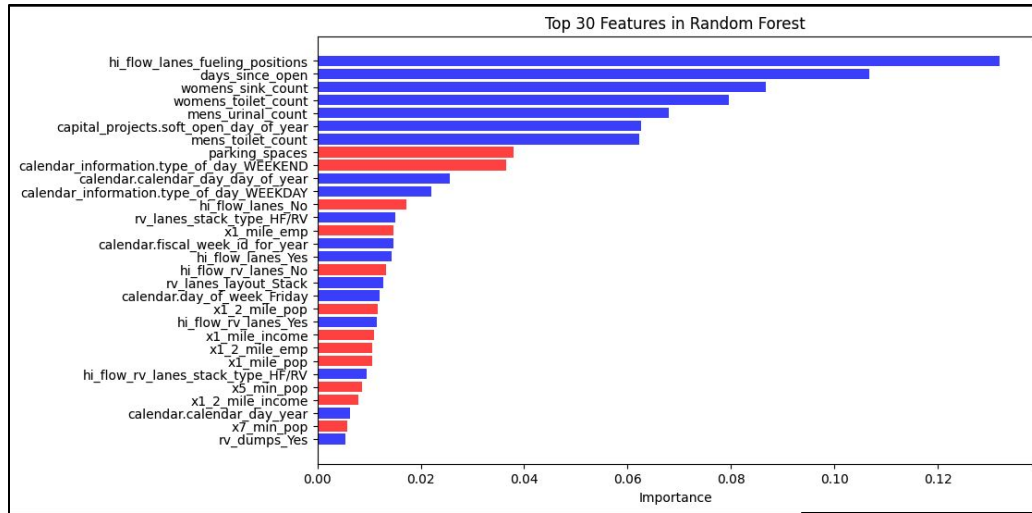
## Objective:

We will be building predictive models to estimate the revenue for new locations in their first year. We will measure our success with RMSE and, specifically, comparing that to benchmarks.

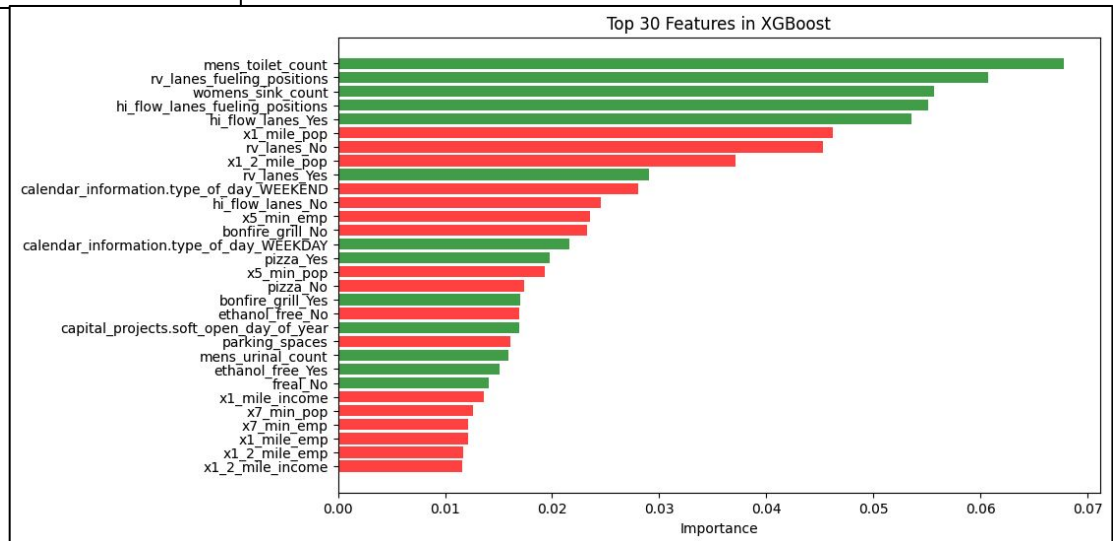
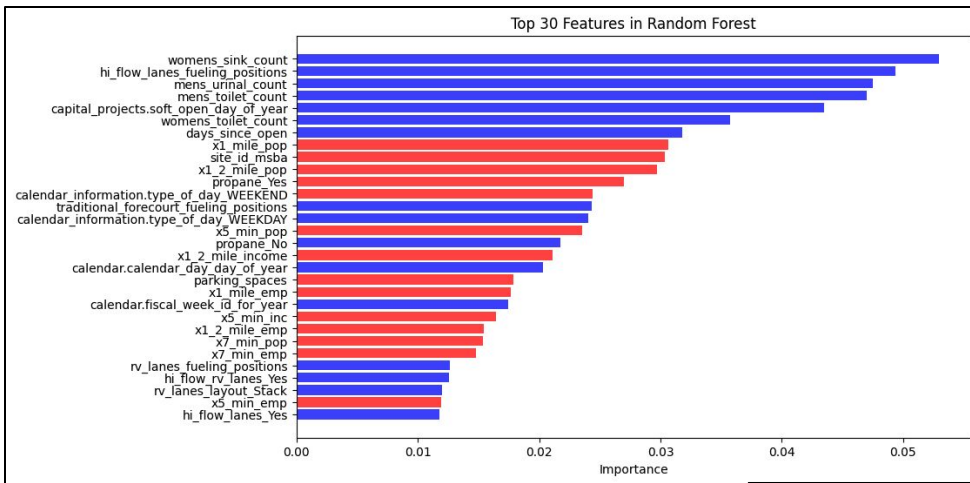
# Benchmarks

RMSE for Observation Period by Revenue Type				
	Inside Sales	Food Service	Diesel	Unleaded
Two week observation	370,878.10			
Three week observation	363,206.73			
Six month observation	191,140.41			
Two week observation		50,983.70		
Three week observation		49,844.03		
Six month observation		26,686.30		
Two week observation			220,468.61	
Three week observation			217,436.94	
Six month observation			128,929.04	
Two week observation				459,885.99
Three week observation				453,130.15
Six month observation				247,643.30

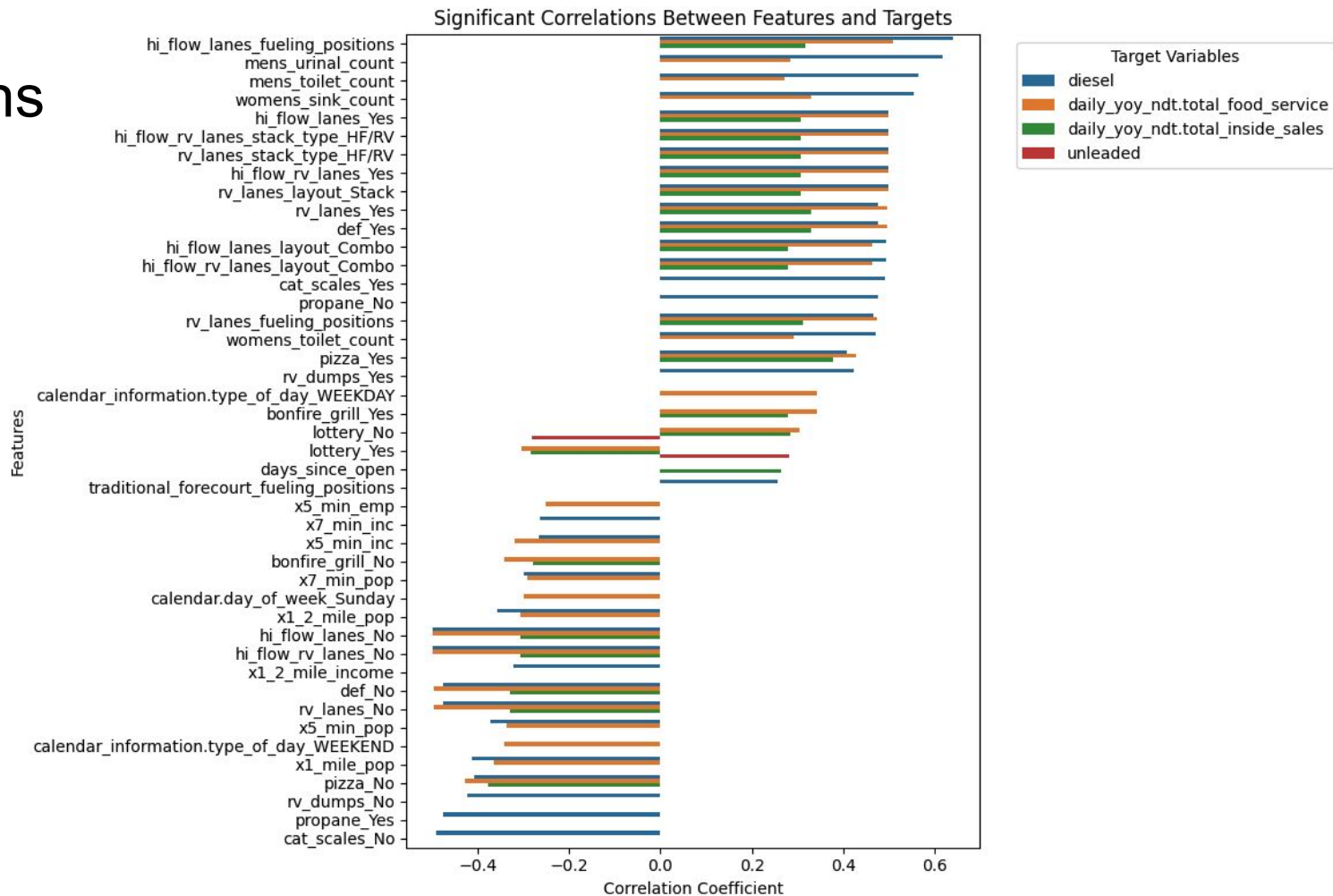
# Important Features for Model 1



# Important Features for Model 2



# Correlations



# Recommendations

Build (and advertise) more high flow lanes

Build (and advertise) more spacious bathrooms

Seek locations in rural or otherwise less densely populated areas (One stop shop effect)

Cause more weekdays to happen... or run weekend promotions to draw more business ;)

Thanks!