



PREDICTION SYSTEM FOR BIGMART SALES USING MACHINE LEARNING

Mrs. S. Suganya¹, Assistant Professor,

Dept. Of Computer Science and Engineering, SSM Institute of Engineering and Technology.
S. Santhoshkumar², G. Saravanakumar³, J. Shiffin Paul⁴, J. Vishwa Bharathi⁵, Students,
Dept. Of Computer Science and Engineering, SSM Institute of Engineering and Technology.

Email: suganselva01@gmail.com¹, santhoshselvaraj666@gmail.com²,
saravanaganesan2001@gmail.com³, shiffinpaulj@gmail.com⁴, vishwabharathi46@gmail.com⁵.

Abstract

The aim is to build a predictive model that analyse the sales of each product at a particular outlet and predict their future sales for helping them to increase their profits and make their brand even better and competitive as per the market trends by generating customer satisfaction as well. The resulting data can then be used to prediction potential sales volumes for retailers such as Big Mart through machine learning. The estimate of the system proposed should take account of price tag, outlet and outlet location. The technique used for prediction of sales are Linear Regression Algorithm and Random Forest algorithm, which is a supervised algorithm in the field of Machine Learning that offers an efficient prevision of Big Mart sales based on gradient.

Keywords: Machine Learning, Linear Regression, Random Forest Algorithm.

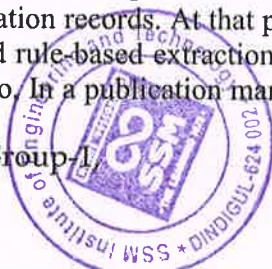
I. Introduction

Due to the rapid development of malls and online shopping, competition between different shopping centres and large marts is growing more heated and violent on a daily basis. Each market seeks to offer personalized and limited-time deals to attract many clients relying on period of time, so that each item's volume of sales may be estimated for the organization's stock control, transportation and logistical services. The current machine learning algorithm is very advanced and provides methods for predicting or forecasting sales any kind of organization, extremely beneficial to overcome low – priced used for prediction. Always better prediction is helpful, both in developing and improving marketing strategies for the marketplace, which is also particularly helpful.

II. Related Work

A great deal of work having been gotten really intended to date the territory of deals foreseeing. A concise audit of the important work in the field of big_mart deals is depicted in this part. Numerous other Measurable methodologies, for example, with regression, (ARIMA) Auto-Regressive Integrated Moving Average, (ARMA) Auto-Regressive Moving Average, have been utilized to develop a few deals forecast standards. Be that as it may, deals anticipating is a refined issue and is influenced by both outer and inside factors, and there are two significant detriments to the measurable technique as set out in A. S. Weigend et A mixture occasional quantum relapse approach and (ARIMA) Auto-Regressive Integrated Moving Average way to deal with every day food deals anticipating were recommend by N. S. Arunraj and furthermore found that The individual model's exhibition was slightly less than the crossover model's.

E. Hadavandi utilized the incorporation of "Genetic Fuzzy Systems (GFS)" and information gathering to conjecture the deals of the printed circuit board. In their paper, K-means bunching delivered K groups of all information records. At that point, all bunches were taken care of into autonomous with a data set tuning and rule-based extraction ability. Perceived work in the field of deals gauging was done by P.A. Castillo. In a publication market the executives environment, sales estimation of newly



2021

Dr. D. SENTHILKUMARAN, M. B. B. D. (PhD)
Principal
SSM Institute of Engineering and Technology
Kuttathupatti Village, Sindalaganadu (Po),
Palani Road, Dindigul - 624 002.