

Project Proposal

Sales Forecasting Model

- **Problem**

The aim is to build a forecasting model for sales of items' demands across multiple stores.

- **Client**

Retail stores including brick and mortar as well as online stores are always looking at the demand forecasting. It could be easier to keep the stores and or warehouses always over filled so as not to run into out of stock situations. However that approach will turn out to be potentially cost prohibitive in cases when certain items demands are low or very high depending on the seasons and markets trends etc. To overcome this age old problem, we would be looking into forecasting the item demand well in advance to help the retailers. In this time series forecasting problem, we would be looking at historical data of an item and its sales over a period of 5 years and then forecast for the next quarter.

- **Data Acquisition**

The training and test data for the model will be acquired from kaggle.

<https://www.kaggle.com/c/demand-forecasting-kernels-only/data>

- **Deliverables**

All the source code for the project will be stored on GitHub account with access permission set to the public. The same repository will also hold the deck of slides created for the project presentation. Final project proposal along with a write up about modeling approach and results obtained will be stored in the same repository.