 

**ProjectInitializationandPlanningPhase**

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| Date | 10-july-2024 |
| TeamID | 740106 |
| ProjectName | WalmartSalesAnalysisForRetailIndustryusing Machine Learning |
| MaximumMarks | 3Marks |

**DefineProblem Statements(CustomerProblemStatementTemplate)**

The currentsales forecasting process inthe retail industry, particularly at Walmart, faces significant challenges, impacting decision-making and operational efficiency. Retailers, including Walmart, encounter difficulties in accurately predictingsales dueto various factors such as holidays, seasonal trends, and promotional events. These challenges result in suboptimal inventory management, staffingissues,andmissedsalesopportunities,potentiallyaffectingoverallcustomersatisfactionand profitability. To enhance our forecasting accuracy and improve operational efficiency, we aim to address these pain points. By understanding the specific factors affecting sales and implementing advanced predictive models, we can create a robust, user-friendly forecasting solution that aligns with Walmart's operational needs and fosters improved business performance.

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| --- | --- | --- | --- | --- |
| I am | I’mtryingto | But | Because | Whichmemakes mefeel |
| Retailfacing  salesissues | Accuratelypredict  sales | Numerous  factorsaffect sales unpredictably | Including  holidays,seasonal trends,and promotions | Optimize inventory and staffing,impact decisionmaking  andefficiency |

**ProblemStatementTemplate**

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| --- | --- | --- | --- | --- | --- |
| Problem Statement (PS) | I am (Customer) | I’mtryingto | But | Because | Which will allowmeto |
| Thecurrent |  |  |  |  |  |
| sales | Retailfacing | Accurately | Numerous | Including | Optimize |
| forecasting | salesissues | predictsales | factorsaffect | holidays, | inventoryand |
| processin |  |  | Sales | seasonal | staffing, |
| retailfaces challenges |  |  | unpredictably | trends,and promotions | impact  decision |
|  |  |  |  |  | makingand |
|  |  |  |  |  | efficiency |