

Hey there!

Welcome to the course on “**Big Mart Sales Prediction using R**”. This is an extensive course on the Big Mart Sales challenge, a regression practice problem wherein we have to predict product-wise and store-wise sales.

Sales prediction is a very common real-life problem that each company faces atleast once in its lifetime. If done correctly, it can have a significant impact on the success and performance of that company. **According to a study, companies with accurate sales predictions are 10% more likely to grow their revenue year-over-year and 7.3% more likely to hit quota.**

Although this project is specifically built to give you a walkthrough of Big Mart Sales problem, you can always refer the content to get a comprehensive overview of solving a regression problem. Before you start with the project, let me give you a brief overview of the project, along with its and expectations.

Objective of the project

The project is helpfull for the people who want to solve problems related to Sales Prediction. It will equip you with skills and techniques required to solve regression problems in R. You will be provided with sufficient theory and practice material to own your predictive modeling skills.

Expectations from the project

The project is divided into below modules:

1. Exploratory Data Analysis
2. Data Preparation
3. Predictive Modeling using different techniques.

You should follow the below steps to extract maximum benefit out of this project:

- Study the concepts and give it time to sink in.
- Go through the practical content, download the relevant dataset, and implement the solution on your own.
- In case you need advice on something or you get stuck - use the discussion forum of what's up to ask the questions. In case of questions outside the scope of your knowledge, please feel free to ask me.