CAPSTONE PROJECT REPORT

Submitted By

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1. Introduction:

Problem Statements:

FMCG company has entered into the instant noodles business two years back. Their higher management has notices that there is a miss match in the demand and supply. Where the demand is high, supply is pretty low and where the demand is low, supply is pretty high. In both the ways it is an inventory cost loss to the company; hence, the higher management wants to optimize the supply quantity in each and every warehouse in entire country.

Need of the study/project

By utilizing the last 2 years of dataset, we need to predict the number of products that needs to ship from each warehouse to the stores.

Understanding business/social opportunity

Based on the dataset variables, we have to analysis the business opportunities. For examples, we have two type of warehouse details like company owned and rented. We can be look for the benefits prospective which can be monetary based on demand supply requirements.

2. EDA and Business Implication

Entire dataset collection is done based on last 2 year of history of the supply chain management of instant noodles. Dataset has 25000 rows and 21 variables columns. We have showcased the descriptive details of the numeric variables. Details include the total count, mean, min, quartile and max information.

	count	mean	std	min	25%	50%	75%	max
num_refill_req_l3m	25000.00	4.09	2.61	0.00	2.00	4.00	6.00	8.00
transport_issue_l1y	25000.00	0.77	1.20	0.00	0.00	0.00	1.00	5.00
Competitor_in_mkt	25000.00	3.10	1.14	0.00	2.00	3.00	4.00	12.00
retail_shop_num	25000.00	4985.71	1052.83	1821.00	4313.00	4859.00	5500.00	11008.00
distributor_num	25000.00	42.42	16.06	15.00	29.00	42.00	56.00	70.00
flood_impacted	25000.00	0.10	0.30	0.00	0.00	0.00	0.00	1.00
flood_proof	25000.00	0.05	0.23	0.00	0.00	0.00	0.00	1.00
electric_supply	25000.00	0.66	0.47	0.00	0.00	1.00	1.00	1.00
dist_from_hub	25000.00	163.54	62.72	55.00	109.00	164.00	218.00	271.00
workers_num	24010.00	28.94	7.87	10.00	24.00	28.00	33.00	98.00
storage_issue_reported_l3m	25000.00	17.13	9.16	0.00	10.00	18.00	24.00	39.00
temp_reg_mach	25000.00	0.30	0.46	0.00	0.00	0.00	1.00	1.00
wh_breakdown_l3m	25000.00	3.48	1.69	0.00	2.00	3.00	5.00	6.00
govt_check_l3m	25000.00	18.81	8.63	1.00	11.00	21.00	26.00	32.00
product_wg_ton	25000.00	22102.63	11607.76	2065.00	13059.00	22101.00	30103.00	55151.00

FIGURE 1: DESCRIPTIVE ANALYSIS

Dataset variables include float, int and object datatype. It has a 6 object, 14 int and 1 float datatype variable. Based on information, we can observe that some variables have missing values such as workers_sum and approved_wh_govt_certificate. This dataset has total 21 columns and 25000 entries.

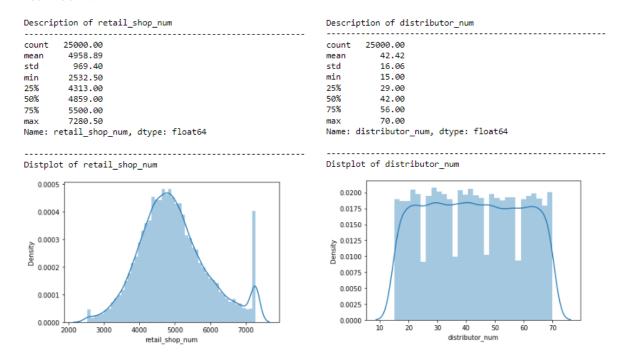
```
pandas.core.frame.DataFrame'
RangeIndex: 25000 entries, 0 to 24999
Data columns (total 21 columns):
     Column
                                         Non-Null Count Dtype
     Location_type
                                         25000 non-null
                                                           object
                                         25000 non-null
     WH_capacity_size
                                                           object
     zone
                                         25000 non-null
                                                           object
     WH_regional_zone
num_refill_req_l3m
                                         25000 non-null
                                         25000 non-null
     transport_issue_l1y
                                         25000 non-null
                                                           int64
     Competitor_in_mkt
retail_shop_num
                                         25000 non-null
                                                            int64
                                         25000 non-null
     wh_owner_type
                                         25000 non-null
                                                           object
     distributor_num
                                         25000 non-null
 10
     flood_impacted
                                         25000 non-null
                                                            int64
     flood_proof
                                         25000 non-null
                                                           int64
 11
     electric_supply
                                         25000 non-null
     dist from hub
                                         25000 non-null
                                                            int64
     workers_num
                                         24010 non-null
 15
     storage issue reported 13m
                                         25000 non-null
                                                           int64
     temp_reg_mach
                                         25000 non-null
                                                           int64
 17
     approved_wh_govt_certificate
wh_breakdown_l3m
                                         24092 non-null
                                                           object
int64
 18
                                         25000 non-null
     govt_check_13m
                                         25000 non-null
20 product_wg_ton 25000 dtypes: float64(1), int64(14), object(6)
                                         25000 non-null
                                                           int64
memory usage: 4.0+ MB
```

FIGURE 2: VARIABLE INFO

Exploratory Data Analysis

Univariate analysis:

Descriptive and distplot analysis has been showcased for Retail_shop_num, distributor_num, dist_from_hub, workers_num, product_wg_ton and govt_check_l3m variables. Retail_shop_num and worker num data are normally distributed. Govt_check_l3m and product_wg_ton are left skewed and right skewed respectively. Distributor_num, and dist_from_hub dataset is balanced distributed.



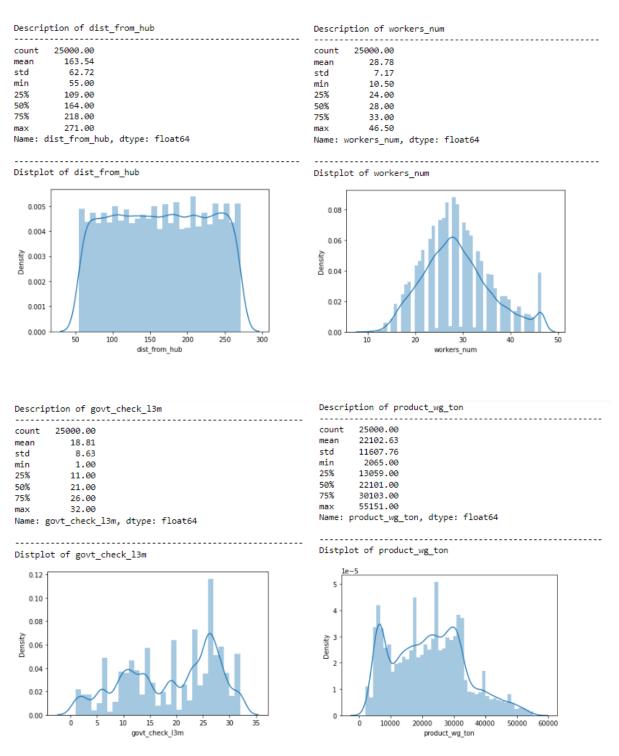


FIGURE 3: DESCRIPTIVE AND DISTPLOT ANALYSIS FOR CONTINUOUS VARIABLE

Based on categorical feature analysis, we have seen the density plots and their freq. values in the dataset. We have plot the distplot and done the categorical descriptive analysis for the variables as well.

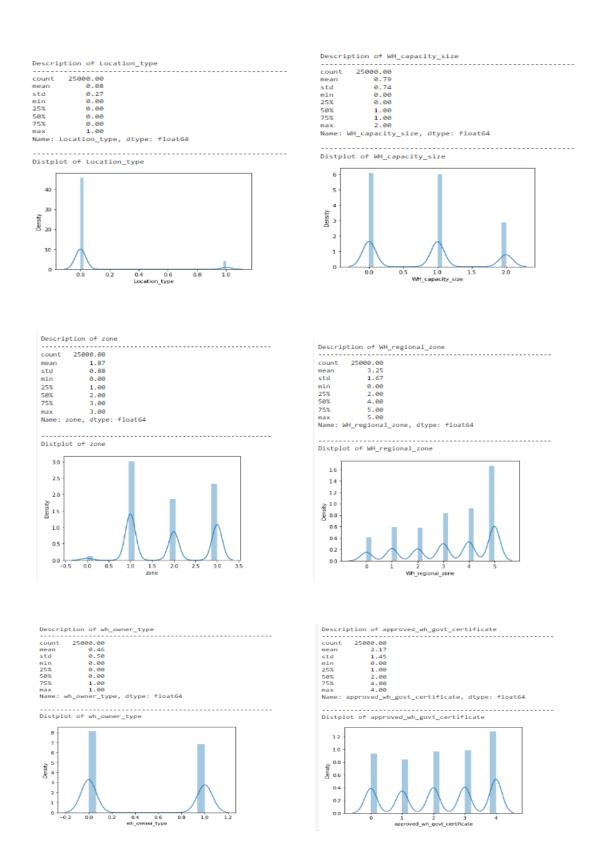


FIGURE 4: DESCRIPTIVE AND DISTPLOT ANALYSIS FOR CATEGORICAL VARIABLE

We have done the skewness analysis for the variables. Based on the results, flood_proof, flood_impacted and transport_issue_l1y is mostly positive skewed. Electric_supply and govt_check_l3m is negatively skewed. Rest other variables are mostly balanced.

num_refill_req_13m	-0.08
transport_issue_l1y	1.61
Competitor_in_mkt	0.80
retail_shop_num	0.44
distributor_num	0.02
flood_impacted	2.70
flood_proof	3.92
electric_supply	-0.66
dist_from_hub	-0.01
workers_num	0.43
storage_issue_reported_13m	0.11
temp_reg_mach	0.86
wh_breakdown_13m	-0.07
govt_check_13m	-0.36
product_wg_ton	0.33
dtype: float64	

FIGURE 5: SKEWNESS ANALYSIS FOR VARIABLES

Based on plot, we can conclude that most of the data is rural inclined compared to urban set. It could be for multiple reasons such as demand, store availability, transportation convenience.

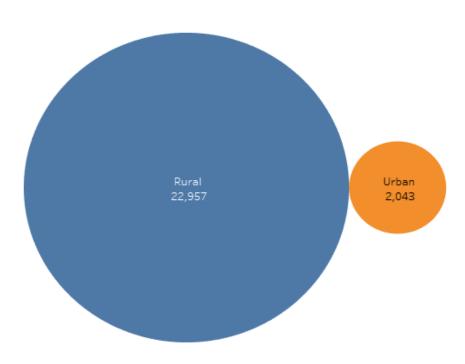


FIGURE 6: BUBBLE PLOTS FOR ANALYSIS

Bivariate Analysis:

Based on below analysis, we can showcased North zone with zone 6 have major product weight ton in the process. Bar plot complete the analysis on zone with regional zone and product requirements.

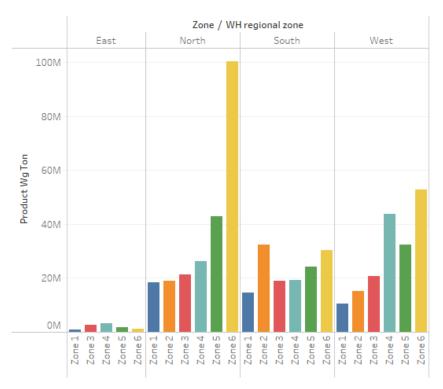
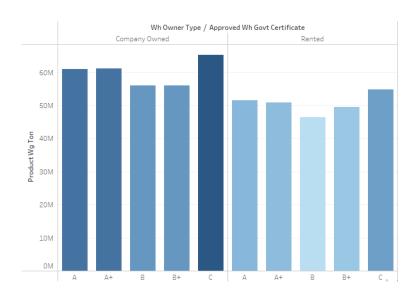
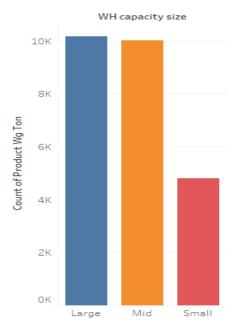


FIGURE 7: BAR PLOT FOR ZONE AND WH REGIONAL ZONE WITH PRODUCT INFO

This bar plot showcased warehouse owner type and approved warehouse govt certificate with respect to product wg ton requirement. As per plot, we have seen almost all have same frequency.



Wh capacity size with respect to product wg ton is plotted in a form of bar plot.



Multivariate Analysis:

Below plot shows the correlation metrics among the variables. We can figure that workers_sum with electric supply, storage_issue_reported_I3m with product wg ton are highly positively correlated. Rest variables are much neutral correlated.

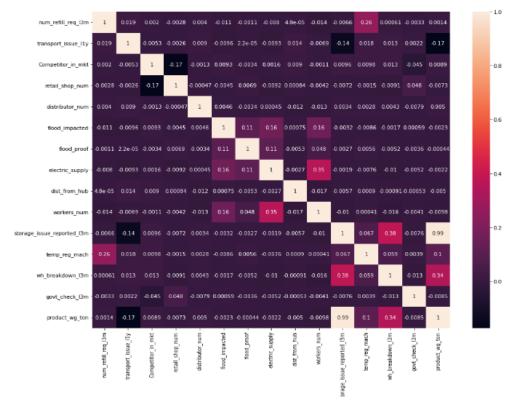


FIGURE 8: CORRELATION PLOT

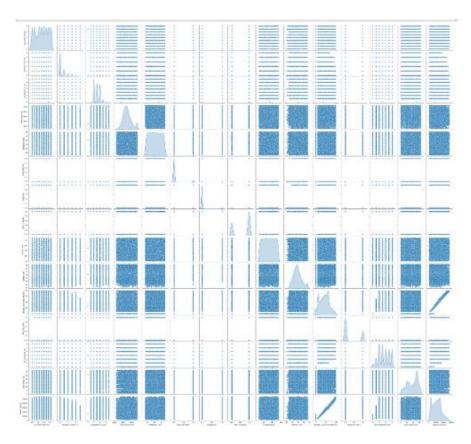


FIGURE 9: PAIR PLOT

3. Data Cleaning and Pre-processing:

Removal of unwanted variables (if applicable)

We have removed the 3 variables which are 'Ware_house_ID', 'WH_Manager_ID' and 'wh_est_year' from the dataset. "Ware_house_ID" and "WH_Manager_ID" has a unique data for each row which will not be useful for the model development. In a similar way, "wh_est_year" has a information related to year of warehouse establishment which has unique dates and multiple missing value. We can drop this variable as well from analysis.

Missing Value treatment (if applicable)

We have two variables with missing values. Imputation methods have been used to deal with such variable. To deal with workers_num, we have used KNN imputation method. Workers_sum includes numerical datasets. Approved_wh_govt_certified variables has categorical dataset so we have used" most_frequent" strategy to treat the missing value.

Outlier treatment (if required)

Based on dataset, we have figured out presence of outlier in 4 variables which are as follow:

```
Outlier value in transport_issue_11y: 2943
Outlier value in Competitor_in_mkt: 96
Outlier value in retail_shop_num: 1174
Outlier value in workers num: 346
```

Quartile method has been used to treat the outlier presence in Competitor_in_mkt, retail_shop_num and workers_num. All the three are contain very minimal numbers and also more of independent in natures. Variable such as workers_num is mostly depends on size of warehouse and kind of work. But its range can be bound to upper quartile. Transport_issue_l1y variable has the greatest number of outliers. It could be due to multiple reasons such as distance from warehouse, frequency, delivery of quantity on retails, extrinsic factor because of which we are not treating this variable for outlier treatment.

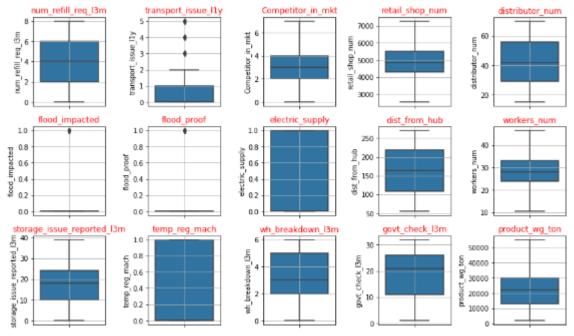


FIGURE 10: OUTLIER TREATED VARIABLES

Variable transformation (if applicable)

Dataset contains some variables in catego rical forms such as Location_type, WH_cap acity_size, zone, WH_regional_zone, wh_o wner_type and approved_wh_govt_certific ate. Label encoding technique has been us ed to convert the categorical variable to la bel forms. All these variables need to be converted into label form. This process will be used for better predicting model building process.

```
feature: Location_type
[1 0]

feature: WH_capacity_size
[2 0 1]

feature: zone
[3 1 2 0]

feature: WH_regional_zone
[5 4 1 2 0 3]

feature: wh_owner_type
[1 0]

feature: approved_wh_govt_certificate
[0 1 4 2 3]
```

Based on dataset prospective, we have checked categorical variables to look for the balance in the dataset. Location_TYPE shows imbalance of the dataset. WH_CAPACITY_SIZE and ZONE is almost balance. Rest dataset values are much balanced. For location_type, we can conclude

multiple store are available in rural areas and demand of instant noodles is more in rural area. So we are not look for treating the dataset.

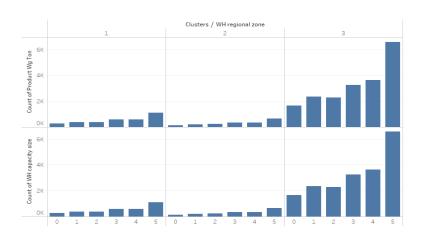
```
LOCATION_TYPE : 2
                                                   WH_REGIONAL_ZONE : 6
        22957
Rura1
                                                           8339
Urban
        2943
                                                   Zone 5
                                                           4587
                                                   Zone 4
                                                           4176
Name: Location_type, dtype: int64
                                                   Zone 2
                                                           2963
                                                   Zone 3
                                                           2881
2054
                                                   Zone 1
                                                   Name: WH_regional_zone, dtype: int64
WH_CAPACITY_SIZE : 3
        10169
Large
Mid
                                                   WH_OWNER_TYPE : 2
                                                   WH_OWNER_...
Company Owned 13578
11422
Small
        4811
Name: WH_capacity_size, dtype: int64
                                                   Name: wh_owner_type, dtype: int64
ZONE: 4
                                                   APPROVED_WH_GOVT_CERTIFICATE : 5
        10278
North
                                                        6489
West
         7931
                                                   B+
                                                       4917
                                                        4812
South
         6362
                                                       4671
          429
East
                                                       4191
Name: zone, dtype: int64
                                                  Name: approved_wh_govt_certificate, dtype: int64
```

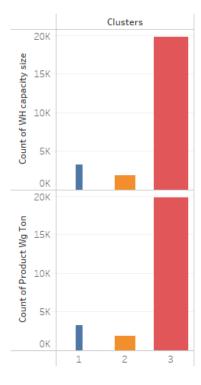
f)Addition of new variables (if required)

In our initial analysis, there is no addition of variable in the context. In later sense, we have added one clusters column for better analysis in study.

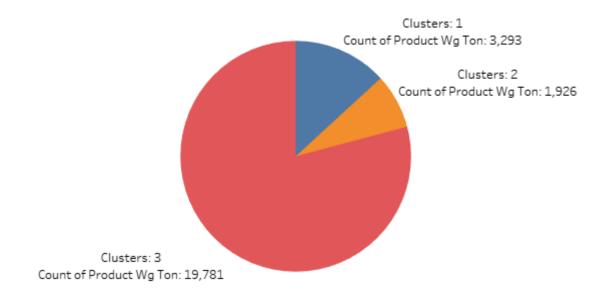
Business insights from EDA

As per the clustering approach on dataset, we have observed that major dataset is aligned with cluster 3. In each segment, we have to more focused towards the zone 4 to 6 in sense of demand frequency. In such segment, we have to prepare for more transportation frequency issues, extrinsic disturbance.





Cluster 3 is covered the major portion in the segments as seen in pie chart.



4. Model building & Validations

Based on problem statement, we have built multiple models such as Linear, decision tree and random forest for the predictive purpose.

Linear Regression:

```
regression_model = LinearRegression()
regression_model.fit(X_train, y_train)
```

Decision Tree Regression:

```
dt_model = DecisionTreeRegressor()
dt_model.fit(X_train, y_train)
```

Random Forest Regression:

```
rf_model = RandomForestRegressor(n_estimators = 100, random_state = 0)
rf_model.fit(X_train, y_train)
```

Bagging Regression:

```
bgrg = BaggingRegressor(n_estimators=50,random_state=1,n_jobs=-1)
bgrg = bgrg.fit(X_train, y_train)
```

Test of predictive model against the test set using various appropriate performance metrics

Linear Regression:

Below is the result for the linear regression model, we have intercept and coefficient values for all the variables. Coefficient value are in both positive and negative in nature. Some variables such as storage issue reported I3m and temp reg mach is highly positive which signifies a value change in storage issue reported I3m will effect the product_wgh_ton in positive side. In a same way, some negative coefficient variables such as location_type, transport_issue_I1y, wh_breakdown_I1m will negative effect the target variables.

```
The intercept for our model is 1684.3273458754556
The coefficient for Location_type is -109.00430606114132
The coefficient for WH_capacity_size is 11.128120809293875
The coefficient for zone is -3.8314078256313655
The coefficient for WH_regional_zone is -7.0222232835753955
The coefficient for num_refill_req_l3m is -2.5179083996127423
The coefficient for transport_issue_lly is -310.6798423163092
The coefficient for Competitor_in_mkt is -8.001649806251871
The coefficient for retail_shop_num is -0.01424719652025266
The coefficient for wh owner type is 14.018823281343089
The coefficient for distributor_num is 1.1794545883088545
The coefficient for flood_impacted is 20.946341267744547
The coefficient for flood_proof is 54.6979951975392
The coefficient for electric_supply is 10.80469670504967
The coefficient for dist_from_hub is 0.2635033595973085
The coefficient for workers_num is -0.1651965163864737
The coefficient for storage_issue_reported_13m is 1255.4020652578736
The coefficient for temp_reg_mach is 902.261707193937
The coefficient for approved_wh_govt_certificate is -105.06041634973246
The coefficient for wh_breakdown_l3m is -244.93902812645402
The coefficient for govt_check_l3m is -0.22604309621503305
```

These coefficient result signifies about the how much effect will be on the target variables based on the coefficient values change.

Adj R Square and RMSE values have been calculated and show the significance of the model. R square value for test shows 97.79 %, a model can predict the value of the target variable. We have other error also for the models.

Training Model Performance:

```
Mean Absolute Error (MAE): 1294.4932657882464

Mean Squared Error (MSE): 3139379.0247578584

Root Mean Squared Error (RMSE): 1771.8292877017973

Mean Absolute Percentage Error (MAPE): 0.09011731113672405

R^2: 0.9768486401787072

Adj R^2: 0.976830103520057
```

Test Model Performance:

```
Mean Absolute Error (MAE): 1275.0381190320231

Mean Squared Error (MSE): 2929496.7203814713

Root Mean Squared Error (RMSE): 1711.5772610026902

Mean Absolute Percentage Error (MAPE): 0.08844699146178421

R^2: 0.9779246658409846

Adj R^2: 0.9779069907265613
```

States Model:

OLS Regression Results

Dan Manfahlar ana	duct us too	D. coursed			0.77	
Dep. Variable: pro Model:	duct_wg_ton	K-Squared:	nad.		9.977	
Method: Le	OLS	Adj. R-squared:		2	0.9//	
Method: Le	ast Squares	F-statistic:		3.688	3.688e+04	
Date: Sun,	09 OCT 2022	Prob (F-sta	tistic):	istic): 0.00 od: -1.5573e+0		
	13:41:30	Log-Likelihood:				
No. Observations:	17500			3.119		
Df Residuals:	17479	BIC:		3.117	re+05	
Df Model:	20					
Covariance Type:						
		std err				0.975]
	1684.3273					
Location_type						
WH_capacity_size	11.1281	21.335	0.522	0.602	-30.691	52.947
zone	-3.8314	15.706	-0.244	0.807	-34.616	26.954
WH_regional_zone	-7.0222	9.511	-0./38	0.460	-25.665	11.621
num_refill_req_13m transport_issue_liy	-2.5179 -310.6798 -8.0016	5.333	-0.472	0.637	-12.971	7.935
transport_issue_liy	-310.6798	11.319	-27.449	0.000	-332.865	-288.494
Competitor_in_mkt retail_shop_num	-8.0016	12.334	-0.649	0.517	-32.177	16.174
retail_shop_num		0.014				
	14.0188					
distributor_num						
flood_impacted						
flood_proof	54.6980					172.779
electric_supply	10.8047	31.020	0.348	0.728	-49.998	71.607
dist_from_hub	0.2635	0.214	1.232	0.218	-0.156	0.683
dist_from_hub workers_num storage_issue_reported_13m	-0.1652	2.030	-0.081	0.935	-4.145	3.815
storage_issue_reported_13m	1255.4021	1.617	776.183	0.000	1252.232	1258.572
	902.2617					
approved_wh_govt_certifica						
wh_breakdown_13m						
govt_check_13m	-0.2260	1.655	-0.137	0.891	-3.470	3.018
Omnibus: Prob(Omnibus):	5937.490	Durbin-Wats Jarque-Bera	on:	1	1.997	
Prob(Omnibus):	0.000	Jarque-Bera	(JB):	36565	.884	
Skew:	1.495	Prob(JB):				
Kurtosis:	9.420	Cond. No.		5.32	2e+04	

Notes:

- [1] Standard Errors assume that the covariance matrix of the errors is correctly specified.
- [2] The condition number is large, 5.32e+04. This might indicate that there are strong multicollinearity or other numerical problems.

VIF Analysis:

```
Location_type ---> 1.0973445203552459
WH_capacity_size ---> 2.8108329811221857
zone ---> 5.538050924233202
WH_regional_zone ---> 6.038444709730886
num_refill_req_13m ---> 3.6500741554963376
transport_issue_11y ---> 1.4484223262164364
Competitor_in_mkt ---> 8.2387631139269
retail_shop_num ---> 20.570291726593563
wh_owner_type ---> 1.9339293443243404
distributor_num ---> 7.438537592906299
flood_impacted ---> 1.167041788669339
```

Based on VIF Analysis, retail_shop_num plays a most significant role in the variables importance. In a next view, Competitor_in_mkt, distributor_num, WH_regional_zone and Zone are the important factor of variable.

Decision Tree Regression:

Adj R Square and RMSE values have been calculated and show the significance of the model. R square value for test shows 98.7 %, a model can predict the value of the target variable. We have other error also for the models.

Training Model Performance:

```
Mean Absolute Error (MAE): 0.0
Mean Squared Error (MSE): 0.0
Root Mean Squared Error (RMSE): 0.0
Mean Absolute Percentage Error (MAPE): 0.0
R^2: 1.0
Adj R^2: 1.0
```

Test Model Performance:

Random Forest Regression:

Adj R Square and RMSE values have been calculated and show the significance of the model. R square value for test shows 99.3 %, a model can predict the value of the target variable. We have other error also for the models.

Training Model Performance:

```
Mean Absolute Error (MAE): 266.03101428571426
Mean Squared Error (MSE): 132219.14545330856
Root Mean Squared Error (RMSE): 363.61950642575346
Mean Absolute Percentage Error (MAPE): 0.017123237632071565
R^2: 0.9990249495242488
Adj R^2: 0.9990241688280834
```

Test Model Performance:

```
Mean Absolute Error (MAE): 704.1833

Mean Squared Error (MSE): 884354.7646653465

Root Mean Squared Error (RMSE): 940.4013848699642

Mean Absolute Percentage Error (MAPE): 0.04566724102422662

R^2: 0.9933359109743045

Adj R^2: 0.9933305752210512
```

Bagging Regression Result:

Adj R Square and RMSE values have been calculated and show the significance of the model. R square value for test shows 99.3 %, a model can predict the value of the target variable. We have other error also for the models.

Training Model Performance:

```
Mean Absolute Error (MAE): 269.3208365714287

Mean Squared Error (MSE): 138293.41068082285

Root Mean Squared Error (RMSE): 371.8782202291805

Mean Absolute Percentage Error (MAPE): 0.017338525906530823

R^2: 0.9989801548375216

Adj R^2: 0.9989793382754795
```

Test Model Performance:

```
Mean Absolute Error (MAE): 707.7308266666665

Mean Squared Error (MSE): 894225.4403786667

Root Mean Squared Error (RMSE): 945.6349403330372

Mean Absolute Percentage Error (MAPE): 0.04597357056789496

R^2: 0.9932615301213645

Adj R^2: 0.9932561348134029
```

Interpretation of the model(s):

Based on the model result, we have seen that Random Forest is better model compare to other build models based on R square and RMSE values. Decision tree is the second better model in the process based on metrics analysis. In the linear regression model, Coefficient value of some variables are highly positive and negative which shows the variable significance on the result. In a state model, we have found many variables p values are more than 0.05 which can be neglect to enhance the model performance.

Hyperparameter Tuning for RF:

We have used **Grid Search technique** to tuning the model parameters. This tuning is done on random forest model. After completing the hyperparameter tuning process, we have found the best parameter to retune the model.

```
from sklearn.model_selection import GridSearchCV

param_grid = {
    'max_depth': [7, 8],
    'max_features': [11, 12, 13],
    'min_samples_leaf': [20, 25],
    'min_samples_split': [60, 75],
    'n_estimators': [101, 301]
}

rfcl = RandomForestRegressor()
grid_search = GridSearchCV(estimator = rfcl, param_grid = param_grid, cv = 3,n_jobs=-1)
```

We have trained the model on best parameters which are as follows:

```
{'max_depth': 8,
 'max_features': 13,
 'min_samples_leaf': 20,
 'min_samples_split': 60,
 'n estimators': 301}
```

Adj R Square and RMSE values have been calculated and show the significance of the model. R square value for test shows 99.29 %, a model can predict the value of the target variable. We have other error also for the models.

Training Model Performance:

```
Mean Absolute Error (MAE): 728.8065923803891

Mean Squared Error (MSE): 965768.2292569826

Root Mean Squared Error (RMSE): 982.7350758251089

Mean Absolute Percentage Error (MAPE): 0.046749262116052244

R^2: 0.992877939362156

Adj R^2: 0.9928722369235973
```

Test Model Performance:

```
Mean Absolute Error (MAE): 734.2799283095094

Mean Squared Error (MSE): 937455.0075512985

Root Mean Squared Error (RMSE): 968.2226022724828

Mean Absolute Percentage Error (MAPE): 0.04668423709736856

R^2: 0.9929357720707594

Adj R^2: 0.9929301159372639
```

Hyperparameter tuning for RF model result is not improved much the performance metrics results. Based on all the build model, Random Forest is the best model for the problem statement. Performance matrices result shows RF model is better in performance compare to decision tree, bagging and linear regression. If we use hypertuning on RF model, we can achieve better result. For now, based on system constraint much better result is not achieved from the hyper tuned model.

We can use Random Forest model for prediction of the product_wgh_ton values based on the information of other values. We have seen storage issue reported I3m and temp reg mach are highly positive coefficient value, and location_type, transport_issue_I1y, wh_breakdown_I1m are highly negative coefficient value. These coefficients will play an essential role for the target variable. Based on our result, we have found '1684.32' value of product_wgh_ton is base value for the target variable. We have also found that if we dropped variables from the dataset which contains p value more than 0.05 than statsmodel performance can be improved.

6. Final interpretation / recommendation

In a Business prospective, , storage_issue_reported_I3m is highly correlated with product wg ton. So, We might need to increase the storage capacity of the warehouse to justify the demand in the respective zone.

Many warehouse has small capacity which could be utilize in a alternative to support the capacity of large or medium warehouse in demand of time.

In a North zone, regional zone 6 have the highest product wg ton requirement, so could increase the some more warehouse qty. We can circulate more offer in this area.

We have to be more attentive for zone 4 and zone 5 to bring it for more demand and supply balances

Based on VIF Analysis, retail_shop_num plays a most significant role in the variables importance. In a next view, Competitor_in_mkt, distributor_num, WH_regional_zone and Zone are the also a important factor variable.

Based on all the build model, Random Forest is the best model for the problem statement. Performance matrices result shows RF model is better in performance compare to decision tree, bagging and linear regression.

Hyper tuning of RF does not provide better result for our model.

Appendix:

Tableau Chart Plots:

https://public.tableau.com/app/profile/vinit.sharma 2261/viz/Bivariate analysis project note 1/WHC apacity with product wg ton? publish=yes

https://public.tableau.com/app/profile/vinit.sharma2261/viz/Clusters_Analysis_project_notes _1/Clusterswhregionalwithproductandwarehousecapacity?publish=yes