**Capstone 1**

* What is the problem you want to solve?

Big Mart sales 1yr data has been collected from different stores across cities, Given this data aim is to build predictive model to find out sales of products/stores being impacted by properties of product/store which can help boost overall sales of products/store

* Who is your client and why do they care about this problem? In other words, what will your client do or decide based on your analysis that they wouldn’t have done otherwise?

Client: Big Mart Retail stores without deep insight into stores sales patterns & criterial to boost sales of specific product based on various factors such as:

* 1. Product
     + Utility
     + Display area
     + Visibility of Store
     + Advertising
     + Packaging
     + Promotional Offers
     + Brand
  2. Store
     + City Type
     + Store Capacity
     + Population Density
     + Ambiance
     + Location
     + Customer Behavior
     + Marketing
     + Competitors

Model which can define key points which an help improve overall sales of products/stores which cannot be achieved manually without ML predictive models

* What data are you using? How will you acquire the data?

Data is collected from Kaggle : <https://www.kaggle.com/aakash2016/big-mart-sales-dataset>

* Briefly outline how you’ll solve this problem. Your approach may change later, but this is a good first step to get you thinking about a method and solution.
  + - Data cleanup
    - Data wrangling
    - Fixing outliers
    - Visualize data to understand various factors of data
    - Identify patterns of sales
    - Build model
    - Train model to predict sales
* What are your deliverables? Typically, this includes code, a paper, or a slide deck.
  1. Data story telling
  2. Trained model to identify Mart sales
  3. Slides explaining data points