

Volume 3 Portfolio Project Proposal

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1 Project Description

We plan to use time-series data to build an Autoregressive Integrated Moving Average (ARIMA) model to forecast the stock price and profits for The Coca-Cola Company. We want to forecast the sales volume of Coca-Cola products for the upcoming quarter, as well as years in the future to answer questions that will lead shareholders and leaders in the company to make informed decisions regarding production, distribution, and marketing strategies. With the analysis of sales volume trends, we want to anticipate market fluctuations and determine ways of optimizing resource allocation within Coca-Cola's many operations.

2 Questions

- What will the sales volume for Sprite and Fanta be this quarter?
- Where will the stock price be at the end of the quarter? A Year? 5 Years?
- What will the profits of Diet Coke bring the company in 10 years?
- What drinks' sales volume will decrease and increase with the emergence of energy drinks?

- When will the stock price fall significantly next?

3 Metrics

- Sales Volume of Coca-Cola products
- Profits
- Stock price

4 Division of Work

This is a very rough assignment of roles for this project, we will all be contributing to many parts of this project.

- Zach Joachim \Rightarrow Research and Document Organizer
- Taylor Jones \Rightarrow Plotting and Analysis
- Trevor Wai \Rightarrow Data Gathering and Cleaning
- Carson Watkin \Rightarrow Modeling and Research