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Big Mart Sales Analysis Using Machine Learning

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Abstract: *Day by day competition among different shopping malls as well as big marts is getting more serious and aggressive only due to the rapid growth of the global malls and on-line shopping. Every mall or mart is trying to provide personalized and short-time offers for attracting more customers depending upon the day, such that the volume of sales for each item can be predicted for inventory management of the organization, logistics and transport service, etc. Present machine learning algorithm are very sophisticated and provide techniques to predict or forecast the future demand of sales for an organization, which also helps in overcoming the cheap availability of computing and storage systems. In this paper, we are addressing the problem of big mart sales prediction or forecasting of an item on customer's future demand in different big mart stores across various locations and products based on the previous record. Taking various aspects of a dataset collected for Big Mart, and the methodology followed for building a predictive model, results with high levels of accuracy are generated, and these observations can be employed to take decisions to improve sales.*

Keywords: Gait analysis, Machine learning

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