

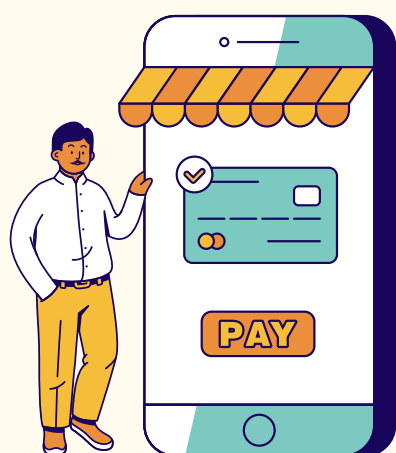
CHALLENGE

Retail Store Sales' drivers

01

PICK THE VARIABLES

Knowing your problem and understanding what drives it is key for a business analyst. Choose the variables that make business sense



02

ANALYZE THE DATA

Performing the summary statistics command enables to get to know better the variables through statistics like the mean, median, and standard deviation

03

CORRELATION MATRIX

The Correlation Matrix allows you to pick variables for your model. Remember that if the correlation is close to 1 or -1, you may have a multicollinearity issue



04

TRAINING AND TEST SET

Create a training and test set with an 80/20 split. This allows an unbiased assessment of the model

05

MULTILINEAR REGRESSION

This is game time. You are now ready to create a multilinear regression. Don't forget to add the constant to the X group :)



06

ACCURACY ASSESSMENT

Look at the key metrics to understand whether your model is good at predicting sales drivers. That will give you more trust in the insights

Diogo Resende

