Company Name:	The Very Group
Team / Department:	Data Science
Address:	Skyways House Speke Road Speke Liverpool L70 1AB

Provisional title for project:

Capturing pricing and promotional effects in demand forecasting models

Short description of the problem that would be addressed by the project:

The aim of the project is to improve demand forecasts at product level by including pricing and promotional effects in demand forecasting models. Work will include:
- Any additional data processing required to created product specific data elements
- Exploratory data analysis
- Modelling
- Creating a presentation with key findings
- Writing reproducible code following Shop Direct best practice

Short description of the data sources that would be used in the project, and how they would be used.

The data will be from the company, sourced from our Teradata database

Would any work by the student need to be carried out on site at the Company with the exception of supervisory meetings?

Yes - at the Speke/Liverpool address provided

Any issues of data confidentiality and IPR that would need to be resolved

Yes

Essential skills

Knowledge of one of the following coding languages/systems is essential: R / Python / SAS Some time series knowledge is key to this project   We would also expect the following: critical thinking; attention to detail, analytical thinking, project management, self-motivation, the ability to work autonomously as needed

Desirable skills

If the student has experience in any of the following, this would be advantageous: hierarchical time series modelling, multilevel modelling, Bayesian modelling, time management, programming, statistical analysis

Preferred degree programmes (if any)

Data Science or similar

Preferred selection method

Ideally face to face interviews where possible as this method gives the candidate the opportunity to get a feel for the culture and team, however other arrangements can be made.

Support and training offered by the company

The student will be working with the data science team and the demand forecasting team.

Financial assistance offered by the company

The organisation will pay the honorarium (£500)

Travel or other expenses will be incurred and will be reimbursed as appropriate

Any other comments

The results and findings from this project will be incorporated into current demand forecasting models. The retail data science team is working closely with recently stabled retail tribe offering a lot of potential exposure to business stakeholders.

For details on how to apply, please visit: **https://www.cdrc.ac.uk/mds/details-for-students/**