

Promotion spending optimization in supply chain given counterfactual forecast and various constraints.

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This is a project on top of demand forecasting project. As a result, the student on this project will be working in collaboration with students on another project. The main objective of the project is to allocate limited budget for promotion across stores and products so that the return on investment should be maximized. The project will involve various optimization methods and require the student to understand the basic notions of machine learning. Data analysis is an important component of the project: python programming, various visualization and creative data projection. The student will be working with data scientists from a sponsoring company and may have to implement the project on the company's information system.

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