



G-Lab 2020  
 Maria Almenara  
 Lima, Peru



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## Company Background:

Maria Almenara is Lima's first bakery offering fresh homemade desserts using Maria's family recipes at large scale. As they expand their Business to Customer (B2C) offering through the opening of eight new stores in 2020, they are looking to incorporate more data into their decision making.

## Our Project:

Our project has three primary objectives:

- (1) Develop a demand forecast using historical sales data
- (2) Develop an inventory model based on demand forecast results
- (3) Research customer data and habits to suggest business improvements

## Recommendations:

