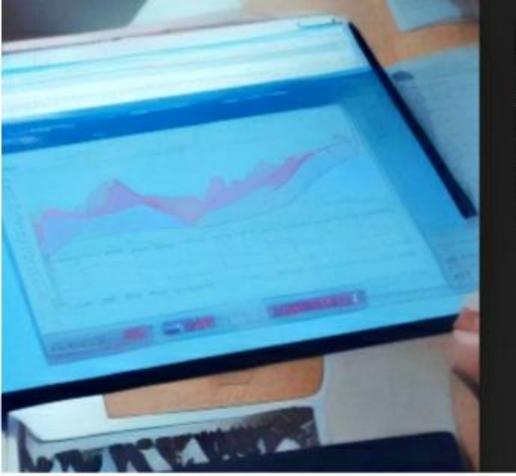
Product Sales Analysis



Introduction

Definition of Product Sales Analysis Importance of analyzing sales data Methods and tools used for analysis



Data Collection

Types of data collected for analysis Sources of data (point of sale systems, customer surveys, etc.) Challenges in data collection and how to overcome them



Sales Metrics

Key performance indicators for sales analysis Examples of commonly used metrics (revenue, units sold, market share) How to interpret and use sales metrics to make informed decisions



Trends and Patterns

Identifying trends and patterns in sales data Methods for data visualization and trend analysis Using statistical techniques to uncover insights



Sales Forecasting

Overview of sales forecasting process Methods used for accurate sales predictions Factors influencing sales forecasts and how to account for them