DOCUMENTATION

SALES ANALYSIS USING PYTHON

**Skills:**

With this project I will be developing the following skills-

1. Python Programming
2. Data cleaning and preprocessing
3. Data visualization
4. Statistical analysis
5. Time-series analysis
6. Machine learning
7. Business acumen
8. Communication
9. Version control
10. Project Management

**Solved Business Problems:**

* **Identifying Sales Trends**

Understanding the overall trend in sales helps businesses adapt to market changes and make informed decisions on inventory, pricing, and marketing strategies.

* **Product Performance Analysis**

Businesses can identify their best-performing and underperforming products. This information helps in optimizing the product portfolio, marketing efforts, and investment allocation.

* **Pricing Strategy Optimization**

By analyzing sales data, businesses can evaluate the impact of different pricing strategies on sales volume and revenue. This information is crucial for setting competitive prices and maximizing profits.

* **Forecasting and Demand Planning**

Sales analysis aids in accurate forecasting, allowing businesses to plan production, staffing, and other resources based on anticipated demand.

**Identifying Sales Trend:**

Steps overview-

1. Load and explore sales data with Python.
2. Visualize time-series data to identify trends.
3. Apply statistical methods to smooth data and highlight trends.

Dataset