



**GRT INSTITUTE OF
ENGINEERING AND
TECHNOLOGY, Tiruttani**



**1103-GRT INSTITUTE OF ENGINEERING AND
TECHNOLOGY**

DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

PROJECT TITLE

Future sales prediction

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PHASE4: FUTURE SALES PREDICTION

Future sales prediction, also known as sales forecasting, is the process of estimating a company's future sales based on historical data, market trends, and various analytical techniques. Accurate sales predictions are crucial for businesses as they help in making informed decisions regarding inventory management, resource allocation, budget planning, and overall strategy.

IMPLEMENTATION:

- Load and preprocess your sales data.
- Split the data into features and the target variable.
- Split the data into training and testing sets for model evaluation.
- Create a linear regression model and train it on the training data.
- Use the model to make predictions on the test set and evaluate its performance.
- Visualize the results if needed.
- Finally, you can use the trained model to make predictions for future sales based on your future feature values.

In addition to these steps, it's essential to keep the business goals in mind when implementing the future sales prediction. Each business is unique, and the prediction strategy should align with the specific objectives.

DATASET AND ITS IMPLEMENTATION

We've got the data set in the website called Kaggle(www.kaggle.com/data)

The data set which is respective to our project is sales.csv

(<https://www.kaggle.com/datasets/chakradharmattapalli/future-sales-prediction>)

The data set having the 4columns named TV, Radio, Newspaper, Sales and having 200 rows of data.(numerical values).

BEGIN THE PROJECT BY LOADING THE DATASET

THE SAMPLE DATA SET:

TV	Radio	Newspaper	Sales
203.1	37.8	69.2	22.1
44.5	39.3	45.1	10.4
17.2	45.9	69.3	12
151.5	41.3	58.5	16.5
180.8	10.8	58.4	17.9

1.IMPORT NECESSARY LIBRARIES

Here are the key libraries you may need and how to download them: make sure to activate your virtual environment first and then run the pip install commands within that environment.

- Numpy
- Pandas
- Matplotlib and seaborn

Program:

```
import pandas as pd
import numpy as np
import matplotlib.pyplot as plt
```

#load the dataset

```
data = pd.read_csv('C:/priya/Sales.csv')
print(data.head())
data['Sales'].plot()
plt.show()
data.plot(subplots=True, figsize=(4, 4))
plt.show()
print(data.describe())
print(data.isnull().sum())
```

Create a scatter plot for tv vs sales

```
plt.figure(figsize=(8, 6))
plt.scatter(data['TV'], data['Sales'], c='b', marker='o', label='TV vs.
Sales')
plt.title('Scatter Plot of TV Advertising vs. Sales')
plt.xlabel('TV Advertising Budget')
plt.ylabel('Sales')
plt.legend()
plt.grid(True)
plt.show()
```

Create a scatter plot for radio vs sales

```
plt.figure(figsize=(8, 6))
plt.scatter(data['Radio'], data['Sales'], c='r', marker='o', label='Radio
vs. Sales')
plt.title('Scatter Plot of Radio Advertising vs. Sales')
plt.xlabel('Radio Advertising Budget')
plt.ylabel('Sales')
plt.legend()
plt.grid(True)
plt.show()
```

```
# Create a scatter plot for newspaper vs sales
```

```
plt.figure(figsize=(8, 6))  
plt.scatter(data['Newspaper'], data['Sales'], c='g', marker='o',  
label='Newspaper vs. Sales')  
plt.title('Scatter Plot of Newspaper Advertising vs. Sales')  
plt.xlabel('Newspaper Advertising Budget')  
plt.ylabel('Sales')  
plt.legend()  
plt.grid(True)  
plt.show()
```

```
#regression
```

```
# Sample data
```

```
TV = [230.1, 44.5, 17.2, 151.5, 180.8]  
Radio = [17.8, 39.3, 45.9, 41.3, 10.8]  
Newspaper = [69.2, 45.1, 69.3, 58.5, 58.4]  
Sales = [22.1, 10.4, 12, 16.5, 17.9]
```

```
# Calculate the mean of each feature and the target
```

```
mean_TV = sum(TV) / len(TV)  
mean_Radio = sum(Radio) / len(Radio)  
mean_Newspaper = sum(Newspaper) / len(Newspaper)  
mean_Sales = sum(Sales) / len(Sales)
```

```
# Calculate the coefficients
```

```
numerator = 0  
denominator = 0  
for i in range(len(TV)):  
    numerator += (TV[i] - mean_TV) * (Sales[i] - mean_Sales)  
    denominator += (TV[i] - mean_TV) ** 2
```

```
slope = numerator / denominator  
intercept = mean_Sales - slope * mean_TV  
# Now, you can make predictions  
new_TV = 250 # Input a new value for TV  
predicted_sales = intercept + slope * new_TV
```

```
print(f'Slope (Coefficient): {slope}")
print(f'Intercept: {intercept}")
print(f'Predicted Sales for TV = {new_TV}: {predicted_sales}")
```

Create an area plot

```
data[['TV', 'Radio', 'Newspaper', 'Sales']].plot.area(stacked=True)
```

Add labels and a title

```
plt.xlabel('Data Points')
```

```
plt.ylabel('Values')
```

```
plt.title('Area Plot for TV, Radio, Newspaper, and Sales')
```

Show the plot

```
plt.show()
```

Extract the data for the columns you want to plot

```
tv_data = data['TV']
```

```
radio_data = data['Radio']
```

```
newspaper_data = data['Newspaper']
```

```
sales_data = data['Sales']
```

Create a bar chart

```
plt.bar(['TV', 'Radio', 'Newspaper', 'Sales'], [tv_data.mean(),
radio_data.mean(), newspaper_data.mean(), sales_data.mean()])
```

```
plt.xlabel('Advertising Medium')
```

```
plt.ylabel('Mean Value')
```

```
plt.title('Mean Values for TV, Radio, Newspaper, and Sales')
```

```
plt.show()
```

OUTPUT

```
Run: ads1 x C:\Users\priya\PycharmProjects\pythonProjectlab\venv\Scripts\python.exe C:\Users\priya\PycharmProjects\pythonProjectlab\venv\ads1.py

TV Radio Newspaper Sales
0 230.1 37.8 69.2 22.1
1 44.5 39.3 45.1 10.4
2 17.2 45.9 69.3 12.0
3 151.5 41.3 58.5 16.5
4 180.8 10.8 58.4 17.9

TV Radio Newspaper Sales
count 200.000000 200.000000 200.000000 200.000000
mean 147.042500 23.264000 30.554000 15.130500
std 85.854236 14.846809 21.778621 5.283892
min 0.700000 0.000000 0.300000 1.600000
25% 74.375000 9.975000 12.750000 11.000000
50% 149.750000 22.900000 25.750000 16.000000
75% 218.825000 36.525000 45.100000 19.050000
max 296.400000 49.600000 114.000000 27.000000

TV 0
Radio 0
Newspaper 0
Sales 0

dtype: int64
Slope (Coefficient): 0.04981920847325357
Intercept: 9.561566398368491
Predicted Sales for TV = 250: 22.016368516681887

Version Control Run Python Packages TODO Python Console Problems Terminal Services
Packages installed successfully. Installed packages: 'plotly-express' (36 minutes ago) 27.1 CR LF UTF-8 4 spaces Python 3.9 (pythonProjectlab)
```







