**PROJECT TITLE:**

PRODUCT SALES ANALYSIS

**PROBLEM DEFINITION:**

* Define the scope of the sales analysis project.
* Identify the key objectives and goals.
* Describe the specific sales-related challenges or issues you aim to address.
* Provide a brief overview of the data and tools you will use for analysis.

**LITERATURE SURVEY:**

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| Title | Methodology | Outcome |
| **Sales Analysis Techniques Overview** | * Collect and analyze data on the use of big data analytics in sales. * Identify key technologies and tools. | * Gain a comprehensive understanding of various sales analysis methods. * Identify which techniques are most suitable for specific business scenario |
| 1. **Big Data Analytics in Sales** | * Review and summarize existing literature on various sales analysis techniques. * Evaluate the strengths and weaknesses of each technique. | * Determine how big data analytics can enhance sales strategies. * Highlight opportunities for businesses to leverage big data. |
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| CRM and Sales Performance | Conduct a systematic review of CRM systems' influence on sales performance. | * Evaluate the impact of CRM on sales performance through literature review. * Identify key success factors and challenges in CRM implementation.   a |
| Sales Forecasting Method | * Investigate various sales forecasting methods outlined in the literature. * Compare quantitative and qualitative approaches. | * Compare and contrast various sales forecasting methods. * Offer insights into the reliability and accuracy of different approaches. |
| Machine Learning in Sales | Review the literature on machine learning applications in sales | Provide insights into e-commerce sales trends and consumer behavior. |
| Sales Analytics Software Review | * Assess different sales analytics software solutions. * Conduct a comparative analysis of features and usability. * Gather user feedback and case studies for each software. | Offer practical guidance on using analytics to improve retail operations. |
| E-commerce Sales Analysis | **What was the best month for sales? :** To find out the month that had the highest sales, I grouped the total sales and number of order by the month. We’ve already established that the data collected was for a period of three years. So I had to identify the best sales month for each year | * Determine the effectiveness of data mining techniques in predicting sales. * Provide guidance on data preprocessing and model selection. |

**REFERENCES:**

* Determine the effectiveness of data mining techniques in predicting sales.
* Provide guidance on data preprocessing and model selection.
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