tures of sales predi

Name: Infant Reena R

Sales prediction

- One of the common methods used to predict sales is regression analysis
- This method involves using historical sales data to train a model that can be predict future sales
- The model can take into account factors such

      1. Paste sales

      2.marketing campaigns

- Economic indicators to make its predictions
- In data mining enable more effective sales and marketing

Methods of sales prediction

Typed of sales prediction

- There are two types of sales prediction
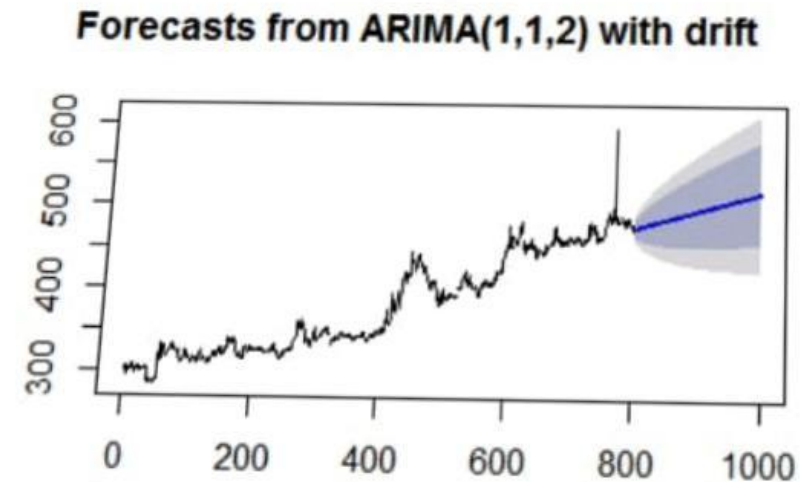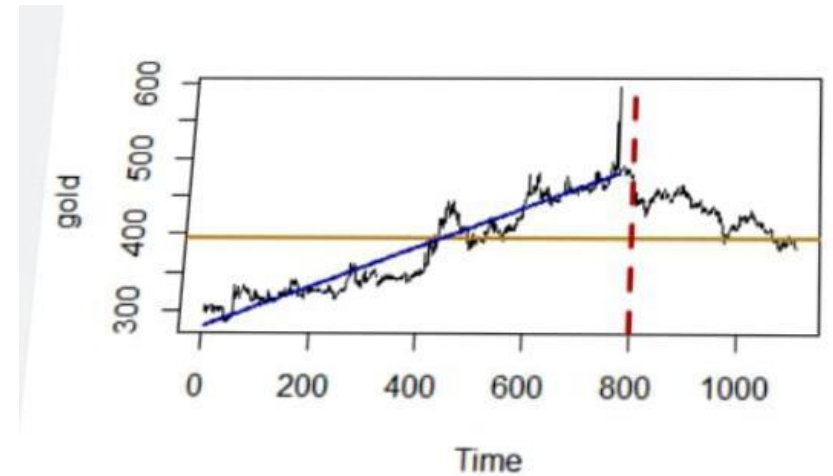   1.short term prediction
        2.long term prediction

1.   SHORT TERM PREDICTION

- *Short term prediction refer to planning and budgeting cash for a short period*

- *To plan detailed use of system*

- *Usually use quantitative techniques*

- *More accurate than longer term prediction*

- *This includes : minimizing short-term debt ,idle cash ,and cash buffers*

Methods of short term goals

- See potential issues with cash flow management before they arise or alert you to them

- Understand short term liquidity and how it may effect current borrowing or lending decisions

- Consider and plan for seasonal and economic fluctuations

Forecasts from ARIMA(1,1,2) with drift

Long term prediction

- *Long term prediction is a method of predicting future Events ,trend, or conditions over a period of six months to five years*

- *Long range for design of system*

- *Deal with comprehensive issues*

- *Support management decisions regarding planning and products ,plants and processes*

- *Low and medium range of prediction*
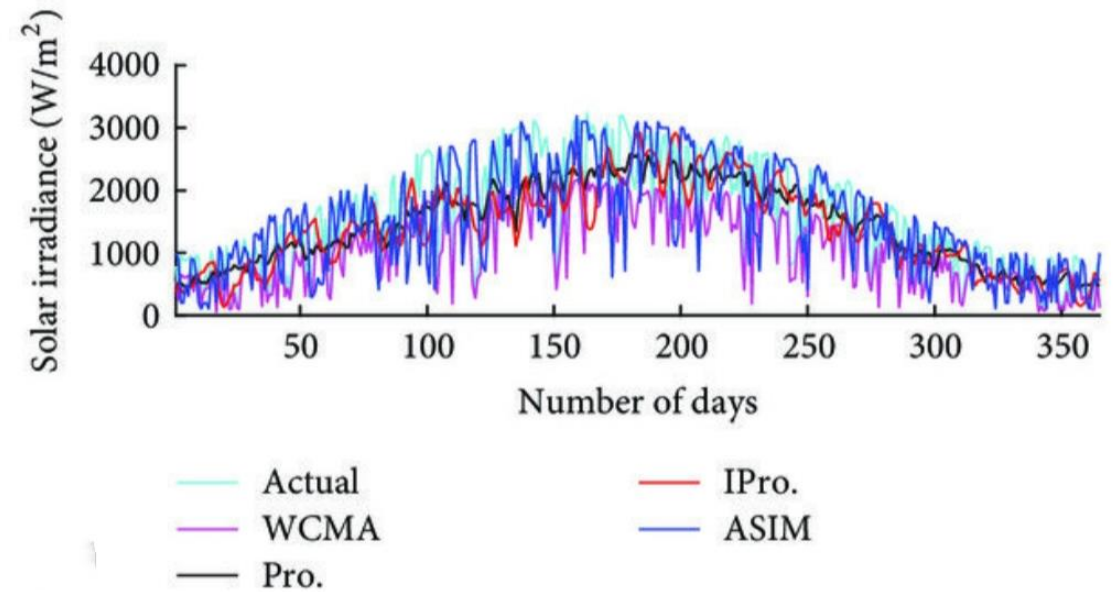
Methods of long term prediction

- Determine potential credit risks

- Learn how investments made today will pay off in the long run

- Find out how financial decisions made today could impact you business beyond its is immediate future
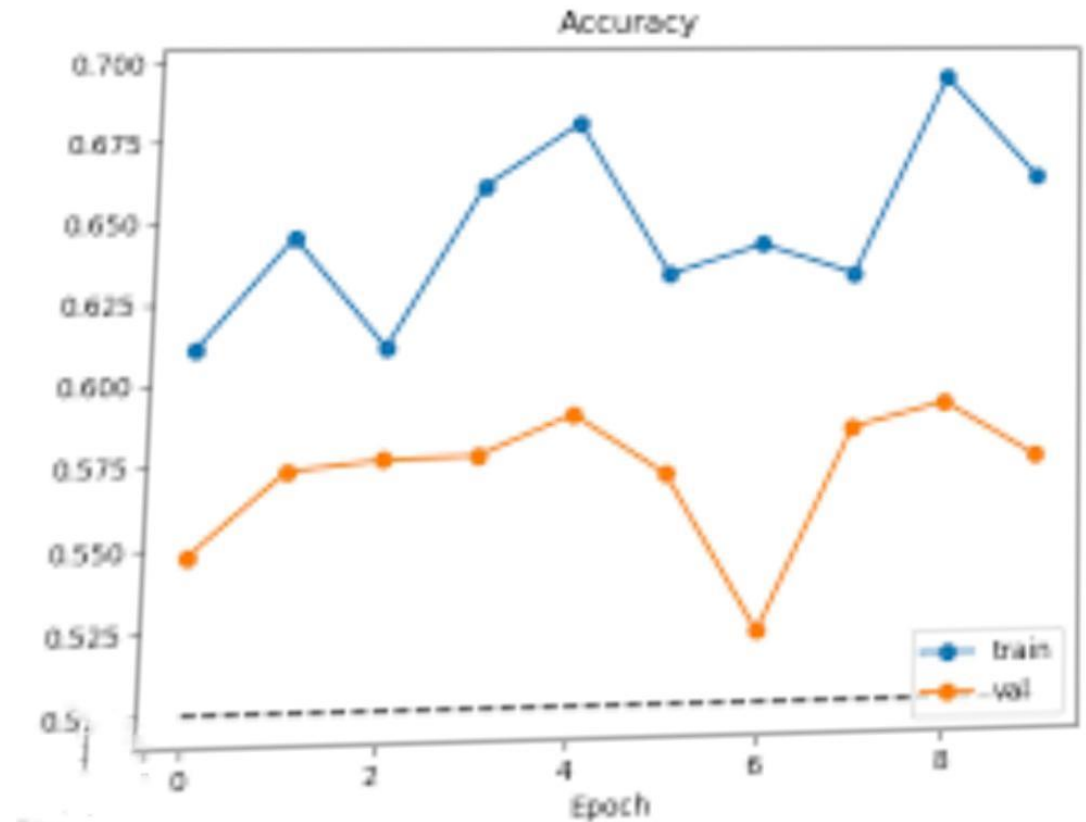
Benefits of sales prediction

7 benefits of sales prediction

- Make strategic decision

- Set better goals more accurate budgeting

- Better prospecting

- Better hiring

- resources planning

- smooth external operations

- Determine you sales process

Requirement package and installation

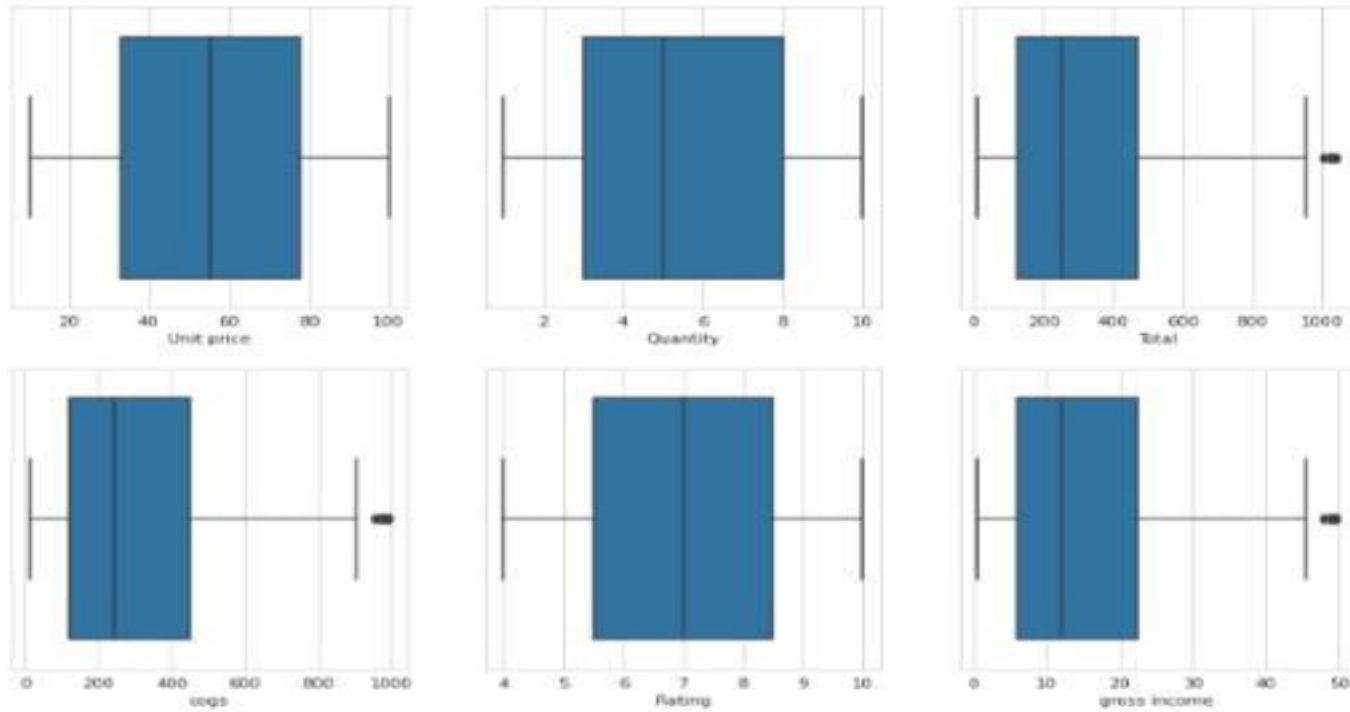1.numpy

2.Pandas

3.Keras

4.Tensorflow

5.Csv

6.metpLotlib

Progaram

```python
Import numpy as np
import pandas as pd
import matplotlib.pyplot as plt
import seaborn as sns
import os
import scipy as sp
import warnings
import datetime
warnings.filterwarnings("ignore")
%matplotlib inline
```

Output

Out[17]:

```
<AxesSubplot:xlabel='gross incom
e'>
```

Conclusion

Sales prediction is mainly required for the organization for business decision accurate forecasting will help the companies to enhance the market growth