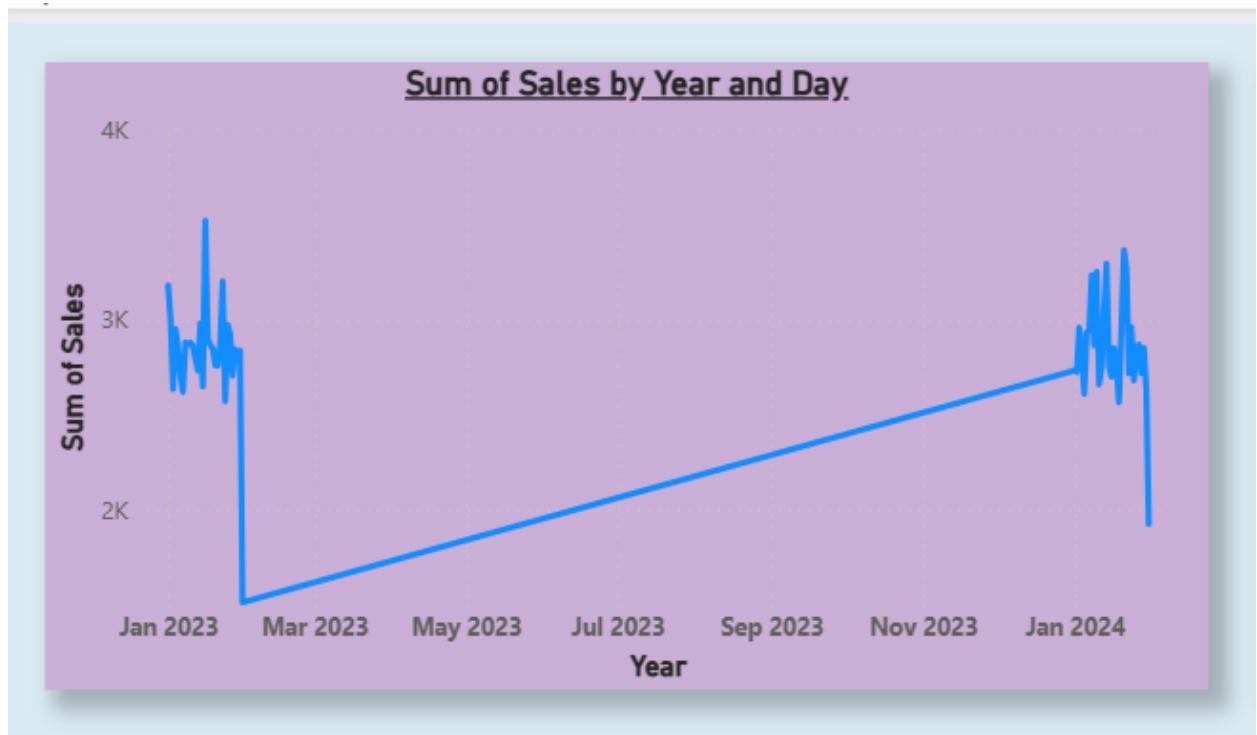
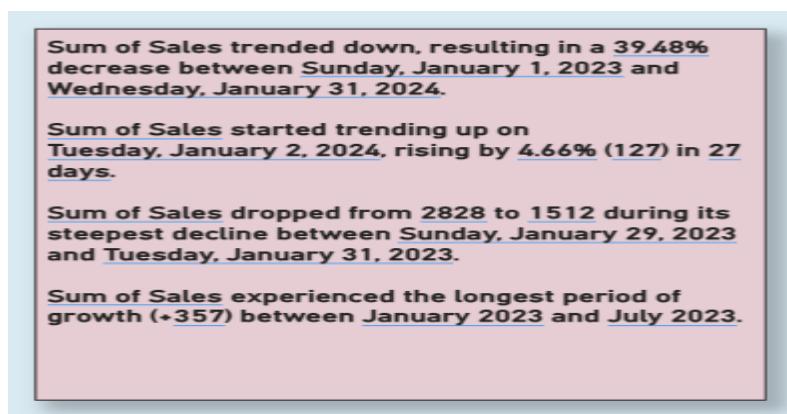


## 1. Analyze historical sales trends using line charts.

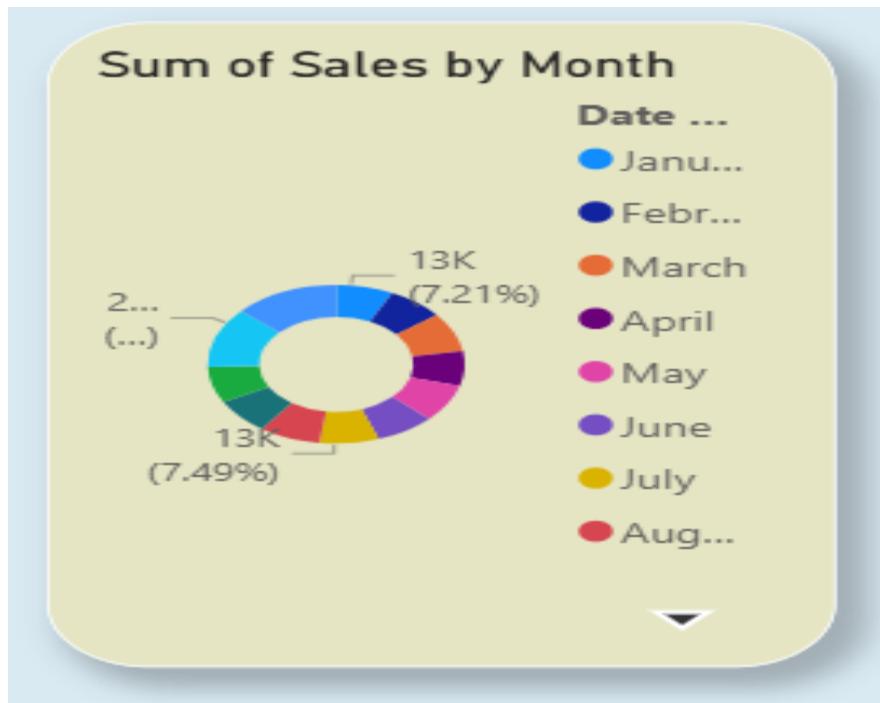


The sales was highest on January 2023 and lowest on February 2023.

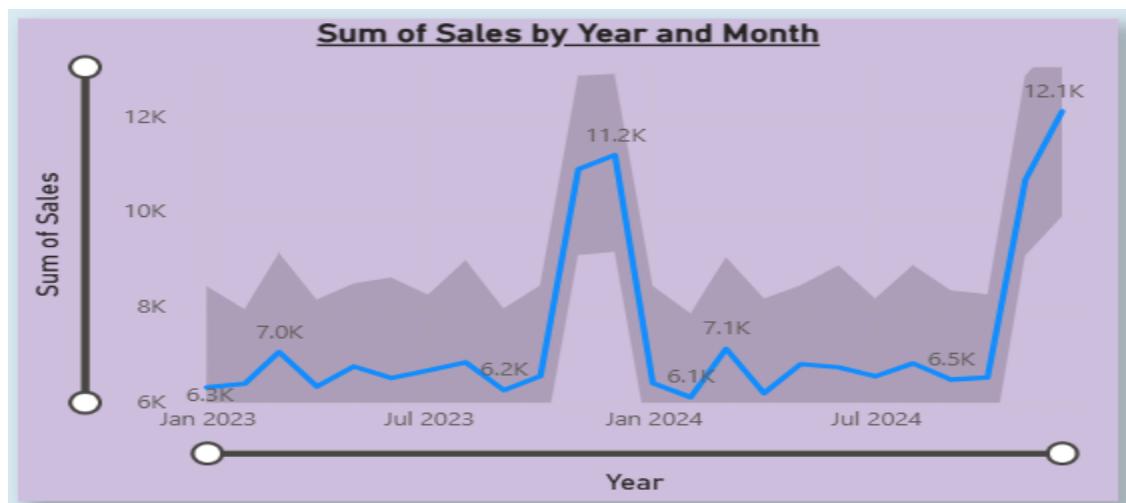
## 2. Identify seasonality patterns in sales data.



### 3. Use forecasting to predict future sales.



### 4. Detect anomalies in sales data using AI visuals.



## 5. Explain potential reasons for detected anomalies.

### **Potential reasons for detected anomalies :**

1. Promotional offers or discounts
2. Sudden increase in customer demand
3. Bulk orders
4. Supply chain delays
5. Data entry or reporting variations

## 6. Use Smart Narratives to summarize insights.

### **Potential reasons for detected anomalies :**

1. Promotional offers or discounts
2. Sudden increase in customer demand
3. Bulk orders
4. Supply chain delays
5. Data entry or reporting variations

### **Comparing actual sales with forecasted values :**

The forecasted sales closely follow the historical trend and remain within the confidence interval, indicating a reasonable level of prediction accuracy.

### **How reliable is the forecast model?**

The forecast model is reasonably reliable because:

- Sufficient historical data is available
- Seasonal patterns are present
- Predictions remain within expected ranges

However, long-term forecasts may be less accurate due to changing market conditions.

**176K**

Sum of Sales

**731**

Count of Year

## 7. Compare actual sales with forecasted values.

### **Comparing actual sales with forecasted values :**

The forecasted sales closely follow the historical trend and remain within the confidence interval, indicating a reasonable level of prediction accuracy.

## 8. How reliable is the forecast model?

### **How reliable is the forecast model?**

The forecast model is reasonably reliable because:

- Sufficient historical data is available
- Seasonal patterns are present
- Predictions remain within expected ranges

However, long-term forecasts may be less accurate due to changing market conditions.

## 9. What actions should management take based on AI insights?

- Investigate sales anomalies shown by AI to find exact causes.
- Prepare inventory and operations for high-sales periods.
- Take corrective action during sharp sales drops.
- Repeat strategies from periods of consistent sales growth.

- Use AI forecasts for short-term planning since they are reliable.
- Review forecasts regularly and avoid relying too much on long-term predictions.