**OBJECTIVE**

To contribute to the success of a business by utilizing data analysis techniques, specifically focusing on time series analysis, to provide valuable insights and accurate sales forecasting.

**DESCRIPTION**

The objective can be broken down into the following detailed components:

1. **Dashboard Creation**: Identify the KPIs, design an intuitive and visually appealing dashboard, add interactive visualizations and filtering capabilities to allow users to explore the data at various levels of granularity.
2. **Data Analysis**: Provide valuable insights too business entities regarding the effectiveness of their sales strategies through visualization and charts.
3. **Sales Forecasting**: Leverage historic data and apply time series analysis to generate sales forecasts for next 15 days
4. **Actionable Insights and Recommendations**: End goal is to share valuable insights and actionable information that can drive strategic decision-making and support the supermarket’s goals for growth, efficiency, and customer satisfaction.