

Sales Forecasting Report

1. Introduction

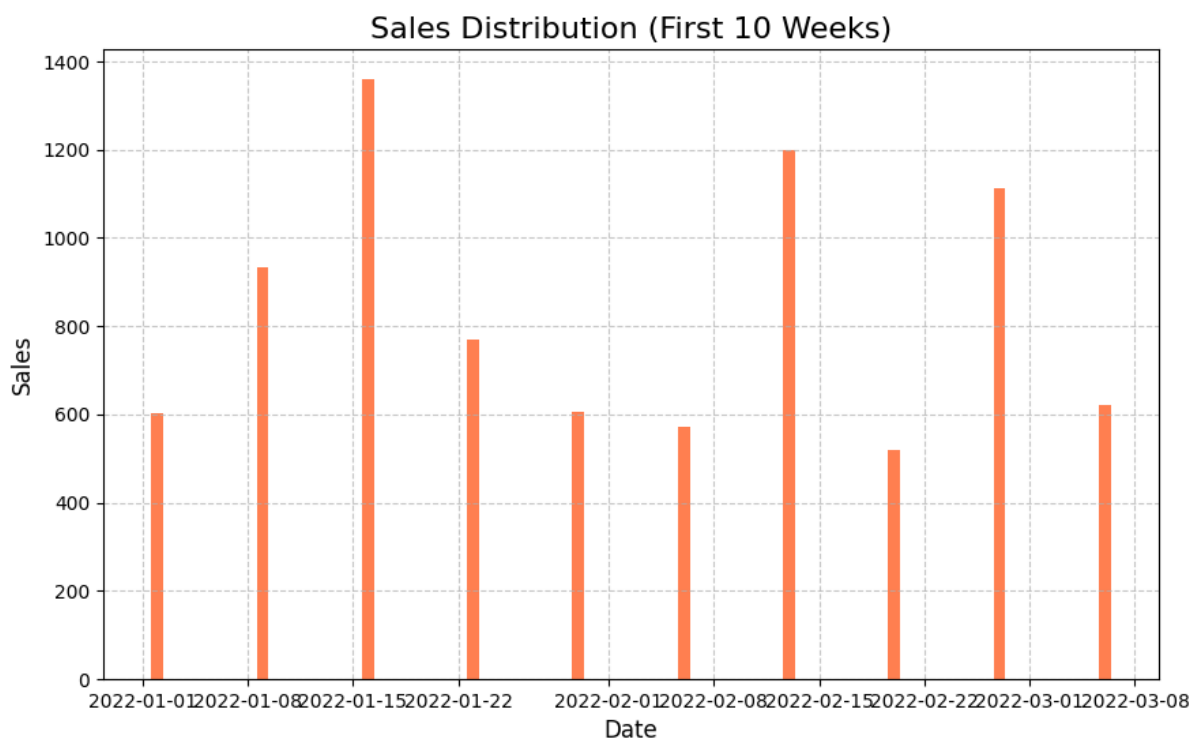
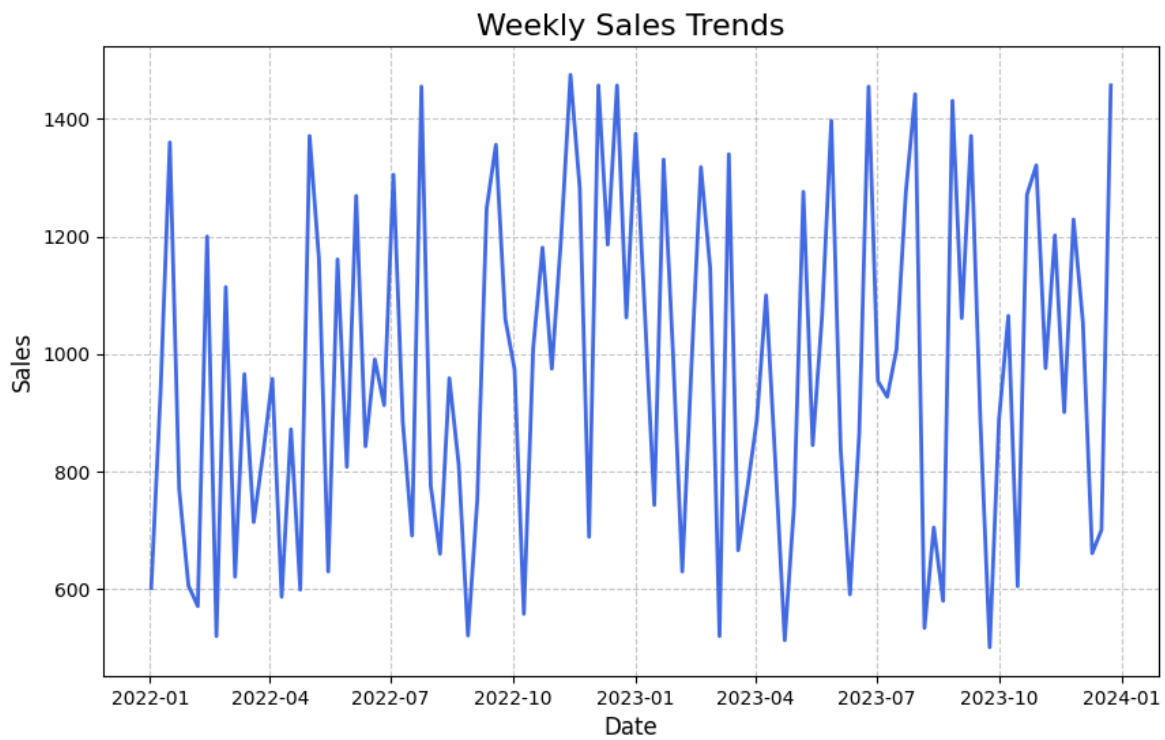
This report presents an in-depth sales forecasting analysis for a retail chain. The objective is to predict future sales and provide actionable insights to optimize inventory management and strategic planning.

2. Methodology

The data collection process involved gathering historical sales data across multiple stores. Data cleaning steps ensured accuracy and consistency. An Exponential Smoothing model was used for time series forecasting, chosen for its effectiveness in capturing seasonality and trends.

3. Analysis and Results

The analysis revealed consistent trends in weekly sales, with noticeable peaks during certain periods, indicating seasonal demand. The forecasting model showed high accuracy, with a low Mean Squared Error (MSE). Visualizations below depict the sales trends and forecasted sales.



4. Conclusions and Recommendations

The sales forecasting model provides valuable insights that can help retail managers make informed decisions about inventory levels. It is recommended to further refine the model by incorporating

additional factors such as promotions and holidays to enhance forecasting accuracy.