

☀ SUPERSTORE SALES DASHBOARD ☀

📌 PROJECT OBJECTIVE

To contribute to the success of a business by utilizing data analysis techniques, specially focusing on Time Series Analysis, to provide valuable insights and accurate Sales Forecasting.

📌 PROJECT DESCRIPTION

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

❖ 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

❖ Data Analysis:

Provide valuable insights to business entities regarding the effectiveness of their sales strategies through visualization and charts.

❖ Sales Forecasting:

Leverage historic data and apply time series analysis to generate sales forecasts for next 15 days

❖ 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.

📌 LEARNING

Incorporated data analysis techniques, specialized in **Time Series Analysis**, to deliver valuable insights, accurate **Sales Forecasting**, and interactive dashboard creation, driving business success.

THANK YOU

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