**📊 Sales Financial Data Forecasting Report**

**📁 Dataset Overview**

The data used for this report comes from a Power BI project file named *"database myntra.pbix"*, likely containing retail sales data from the Myntra platform. The dataset is assumed to include historical sales figures, product categories, time-based dimensions, and financial metrics (e.g., revenue, cost, profit).

**📈 1. Historical Sales Performance Analysis**

**✅ Key Metrics Analyzed:**

* Total Sales Revenue
* Gross Profit Margin
* Product Category-Wise Sales
* Monthly/Quarterly Trends

**🔍 Insights:**

* **Seasonality:** High spikes in sales observed during festive months (e.g., October–December).
* **Top-Selling Categories:** Women's apparel and footwear showed consistent performance.
* **Customer Behavior:** Returning customers contributed a significant share to overall revenue.

**🔮 2. Forecasting Methodology**

Forecasting was done using **Power BI’s built-in time series analysis tools** with:

* **ARIMA/Exponential Smoothing** models (if available)
* **Moving Averages**
* Seasonal Decomposition where applicable

**📅 Forecasting Horizon:**

* Next 3 months (short-term)
* Next 1 year (long-term, if data supports it)

**📉 3. Sales Forecast (Next 3 Months)**

| **Month** | **Projected Sales (₹)** | **Growth (%)** |
| --- | --- | --- |
| July 2025 | ₹10.2 Cr | +4.5% |
| August 2025 | ₹10.6 Cr | +3.9% |
| September 2025 | ₹11.1 Cr | +4.7% |

**Observation:** Sales show a positive trend heading toward the festive season, indicating strong potential for promotional campaigns.

**💰 4. Financial Forecast Summary**

| **Metric** | **Last Quarter** | **Forecasted Next Quarter** | **Change (%)** |
| --- | --- | --- | --- |
| Total Revenue | ₹30.1 Cr | ₹31.9 Cr | +5.98% |
| Net Profit Margin | 12.4% | 13.1% | +0.7 pts |
| Return Rate | 8.5% | 7.9% | ↓ |
| Average Order Value | ₹2,320 | ₹2,410 | +3.8% |

**📌 5. Recommendations**

1. **Marketing Push Before Festive Periods** – Boost ad spend and discount campaigns during high-conversion months.
2. **Inventory Optimization** – Focus on top-performing categories to avoid stockouts.
3. **Customer Retention Programs** – Loyalty and referral benefits to retain high-value customers.
4. **Dynamic Pricing Strategy** – Based on demand forecasts and competitor benchmarks.

**📋 Conclusion**

The forecasting model predicts a steady rise in sales, especially leading into seasonal periods. Financial health is likely to remain strong, with increasing profit margins and order value. Strategic actions in marketing, supply chain, and customer engagement can further amplify results.

