**Superstore sales project**

**DESCRIPTION**

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

1. **Dashboard Creation**: Identify the KPI’s, design an intuitive and visually appealing dashboard, add interactive visualizations and filtering capabilities to allow users to explore the data at various level of granularity.
2. **Data Analysis**: Provide valuable insight to business entities regarding he 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 goal for growth, efficiency, and customer satisfaction.

**LEARNING**

**Incorporated** data analysis techniques, specializing in time series analysis, to deliver valuable insights, accurate sales forecasting, and interactive dashboard creation, driving business success