

atures of sales predic

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Sales prediction

- One of the common methods used to predict sales is **regression analysis**
- This method involves using historical sales data to train a model that can be predict future sales
- The model can take into account factors such
 1. Paste sales
 - 2.marketing campaigns
- Economic indicators to make its predictions
- In data mining enable more effective sales and marketing

Methods of sales prediction



Typed of sales prediction

- There are two types of sales prediction
 - 1.short term prediction
 - 2.long term prediction

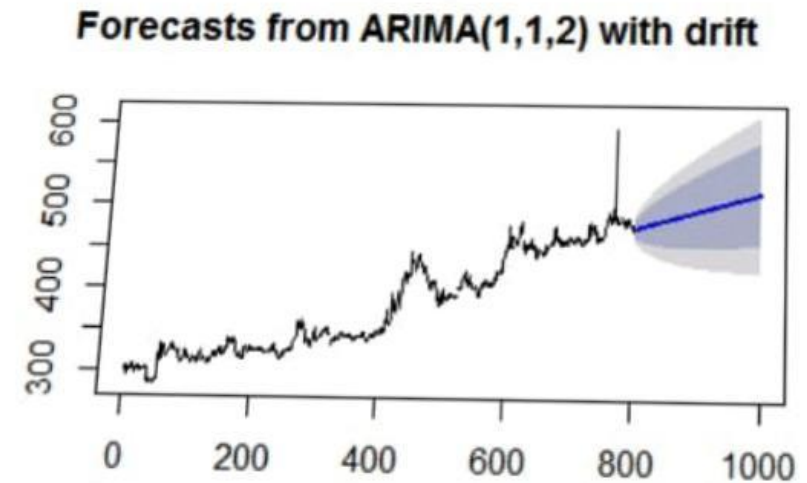
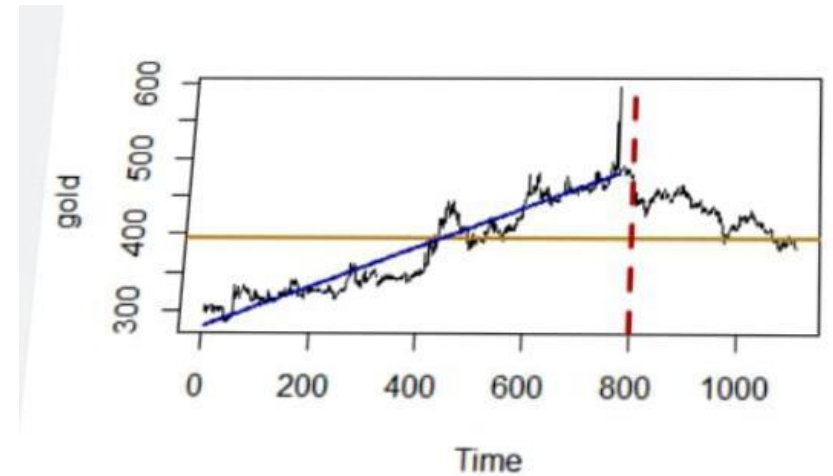
1. SHORT TERM PREDICTION

- *Short term prediction refer to planning and budgeting cash for a short period*
- *To plan detailed use of system*
- *Usually use quantitative techniques*
- *More accurate than longer term prediction*
- *This includes : minimizing short-term debt ,idle cash ,and cash buffers*



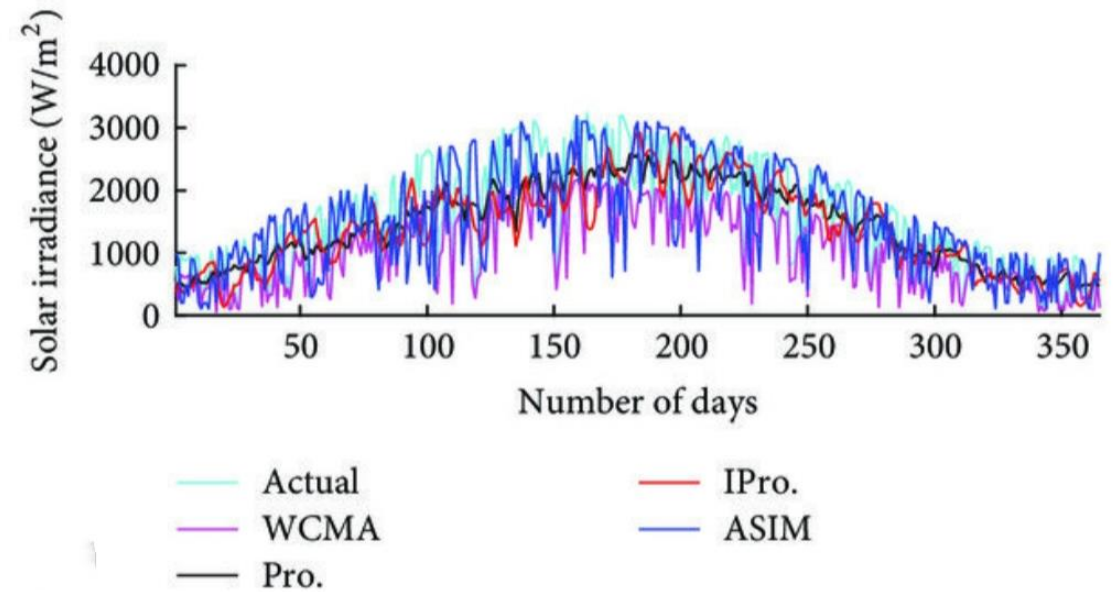
Methods of short term goals

- See potential issues with cash flow management before they arise or alert you to them
- Understand short term liquidity and how it may effect current borrowing or lending decisions
- Consider and plan for seasonal and economic fluctuations



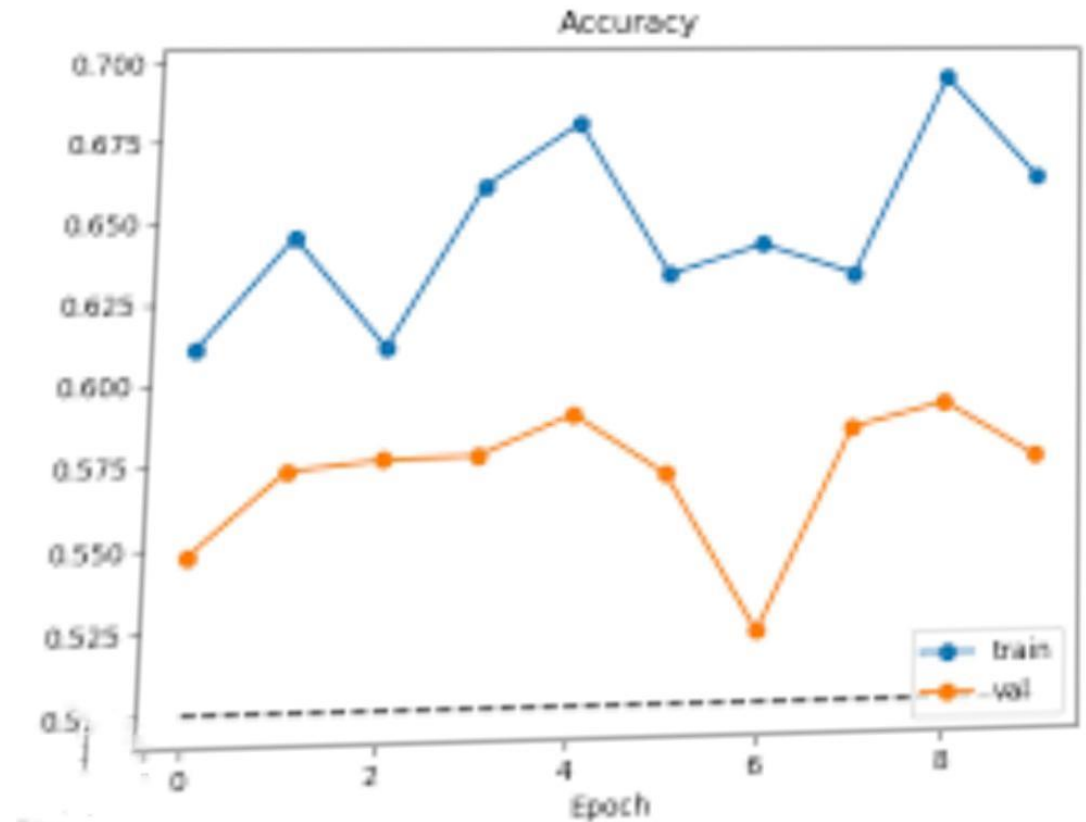
Long term prediction

- *Long term prediction is a method of predicting future Events ,trend, or conditions over a period of six months to five years*
- *Long range for design of system*
- *Deal with comprehensive issues*
- *Support management decisions regarding planning and products ,plants and processes*
- *Low and medium range of prediction*



Methods of long term prediction

- *Determine potential credit risks*
- *Learn how investments made today will pay off in the long run*
- *Find out how financial decisions made today could impact your business beyond its immediate future*



Benefits of sales prediction

7 benefits of sales prediction

- *Make strategic decision*
- *Set better goals more accurate budgeting*
- *Better prospecting*
- *Better hiring*
- *resources planning*
- *smooth external operations*
- *Determine you sales process*

Requirement package and installation

1.numpy

2.Pandas

3.Keras

4.Tensorflow

5.Csv

6.metpLotlib

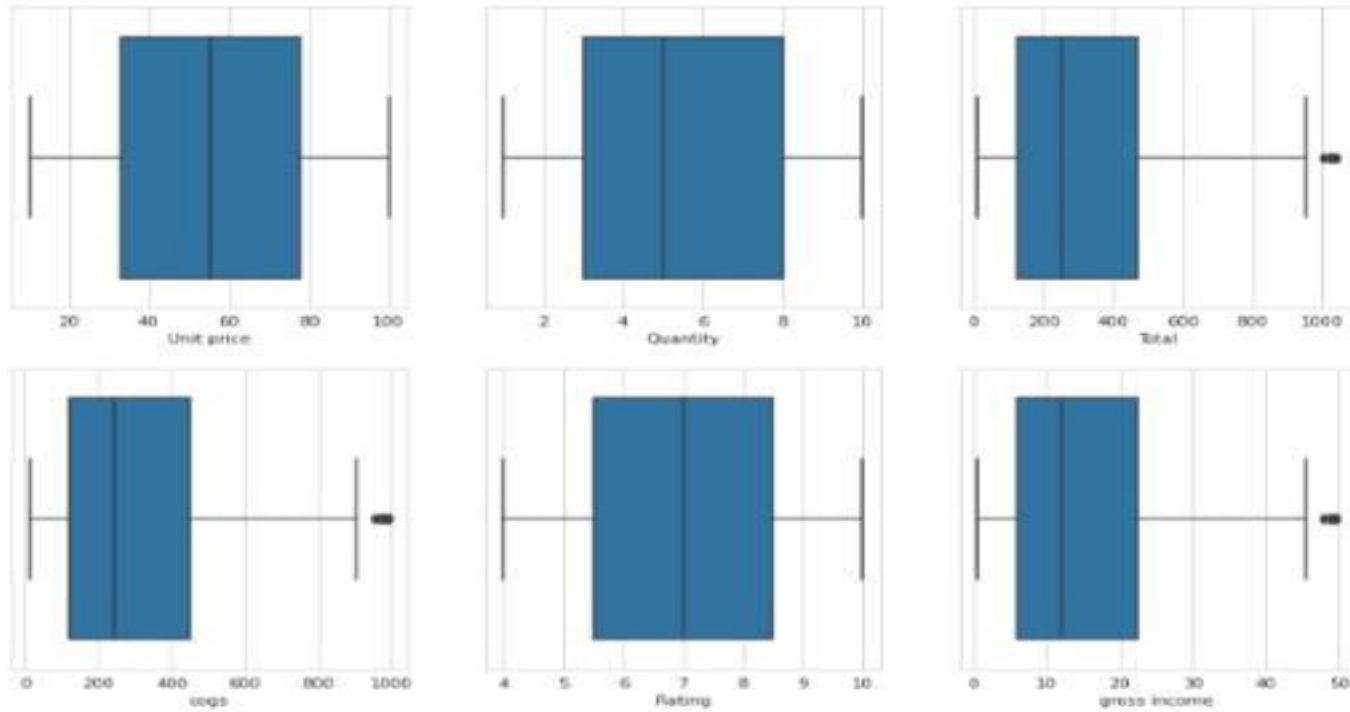
Proqram

```
Import numpy as np
import pandas as pd
import matplotlib.pyplot as plt
import seaborn as sns
import os
import scipy as sp
import warnings
import datetime
warnings.filterwarnings("ignore")
%matplotlib inline
```

Output

Out[17]:

```
<AxesSubplot:xlabel='gross income  
e'>
```



Conclusion

Sales prediction is mainly required for the organization for business decision accurate forecasting will help the companies to enhance the market growth