

# S-MARKET

## SALES REPORT



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# Project Objective

To contribute to the success of a business by utilizing data analysis techniques, specifically focusing on **time series analysis**, to provide valuable insights and accurate **sales forecasting**.



# Description

1. **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
2. **Data Analysis**: Provide valuable insights to business entities regarding the 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 goals for growth, efficiency, and customer satisfaction

# Learnings

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



# Download Data

**GitHub:**

<https://github.com/MaddelaMohan/S-Market-Sales-Dashboard>

