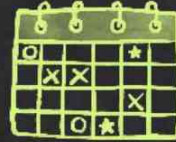


# Sales Analysis

## 01. What We Analyzed

- Data Sources: Historical sales transactions
- Methods Used: Data visualization (Matplotlib, Seaborn), Exponential Smoothing forecasting
- Goal: Identify key sales trends, product performance, and future predictions



## 02. Key Findings



- Sales Trends: Monthly fluctuations with notable peaks in Q2 and Q4.
- Top Products: Bestsellers include Speakers, Smartwatches, and Smartphones.

## 02. Key Findings

- Sales Distribution: Most transactions fall between \$1,000 - \$4,000.
- Forecasting: Exponential Smoothing predicts an X% increase in future sales



## 03. Why This Matters



- Business Growth: Identifying top products helps optimize inventory and marketing.
- Revenue Forecasting: Data-driven predictions support financial planning.

## 03. Why This Matters

- Market Trends: Helps businesses adjust pricing and promotional strategies.

