**Superstore Analysis & Sales Forecasting**

**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:** The Objective can be broken down into the following detailed components:

1. **Dashboard creation:** Identify the KPIs, design an intuitive and visually appealing dashboard, adding 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 visualizations and charts.
3. **Sales Forecasting:** Leverage historic data and apply time series to generate sales forecast for next 15 Days.
4. **Actionable insights and Recommendation:** 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.

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