

Project: Sales Forecasting

Problem Statement

SimpleBuy

S**B**

Problem Statement

SimpleBuy

SB



Problem Statement



Business Problem: Loss of business due to higher demand than production

Problem Statement



Business Objective: Forecast the expected demand to plan the production

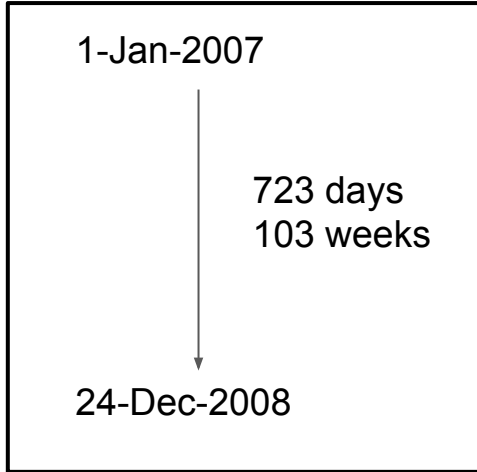
Problem Statement



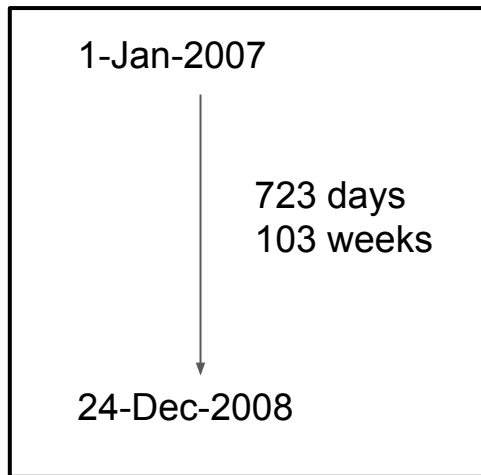
Problem Statement: Using the historical sales data for past two years, forecast the sales for SimpleBuy for the next 6 months to optimise and plan the production.

Notebook

Missing Values in Data



Missing Values in Data



Missing Days

Sunday	86
Saturday	14
Monday	10
Friday	10
Wednesday	6
Thursday	6
Tuesday	5

Available Days

Sunday	17
Saturday	89
Monday	93
Friday	93
Wednesday	97
Thursday	97
Tuesday	98

Missing Values in Data

From this we can infer that:

1. Sale is done 6 days a week.

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- Error in data capturing

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Action:

- Impute these missing values

Missing Days

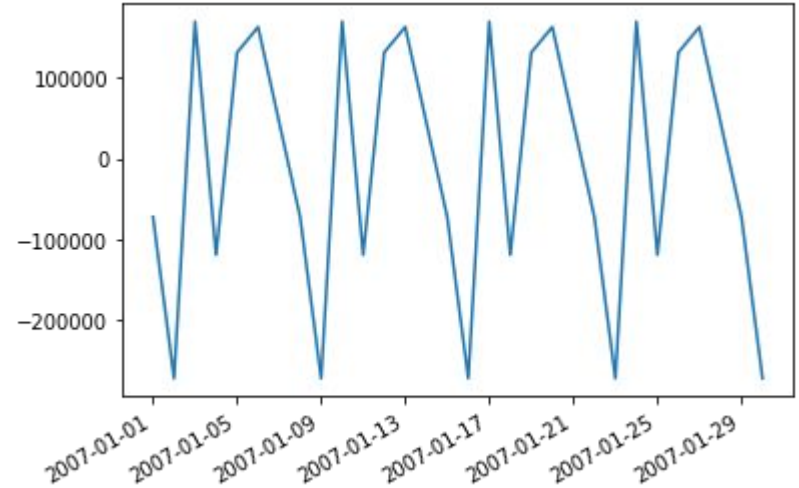
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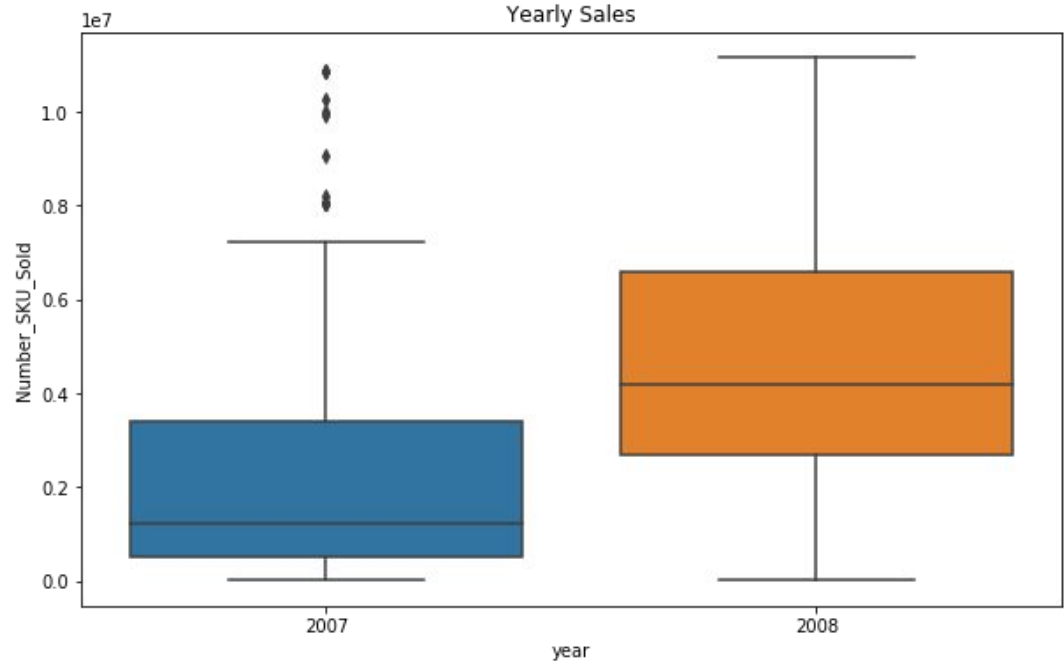
Data Exploration

- Repeating pattern 4 times a month
- Weekly Seasonality

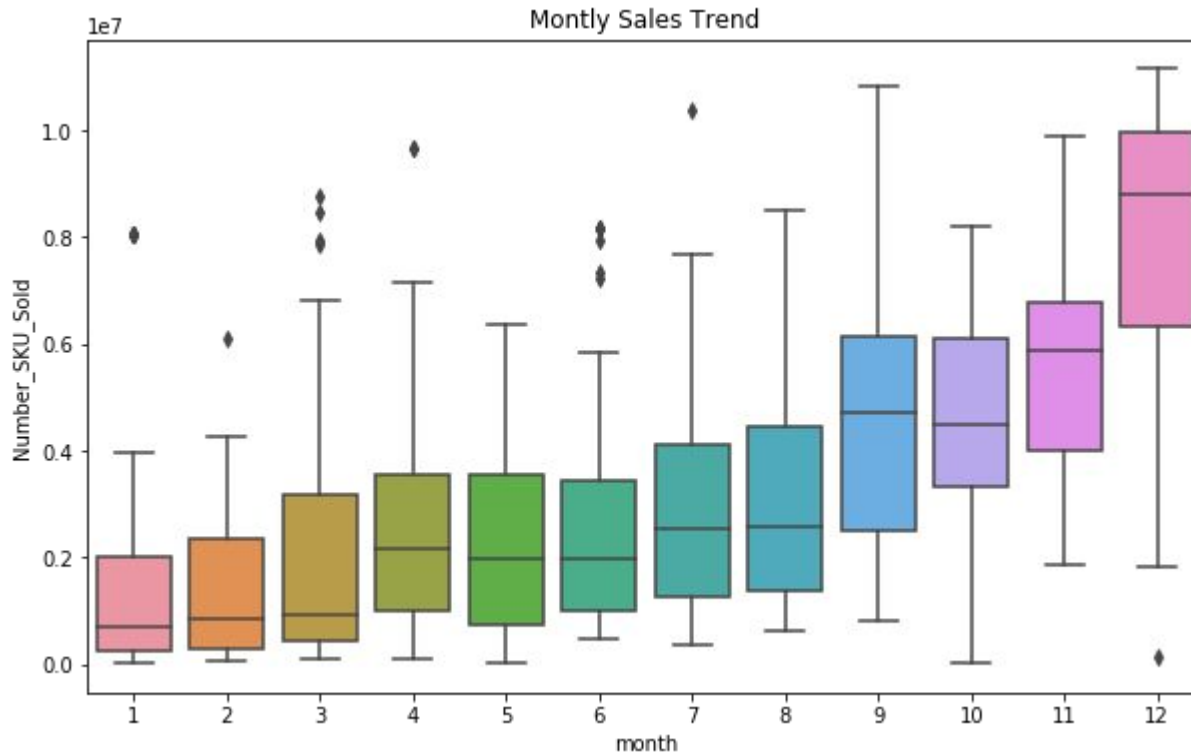


Data Exploration

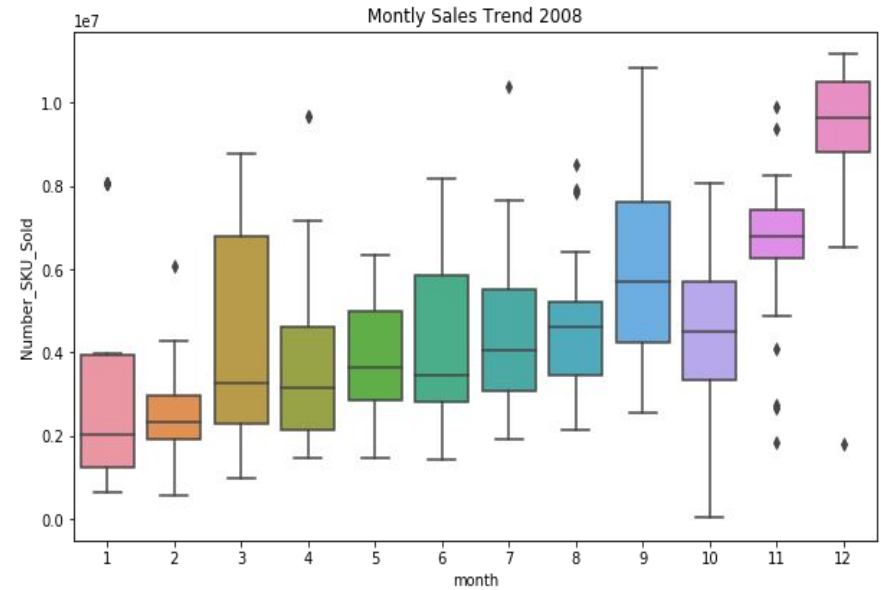
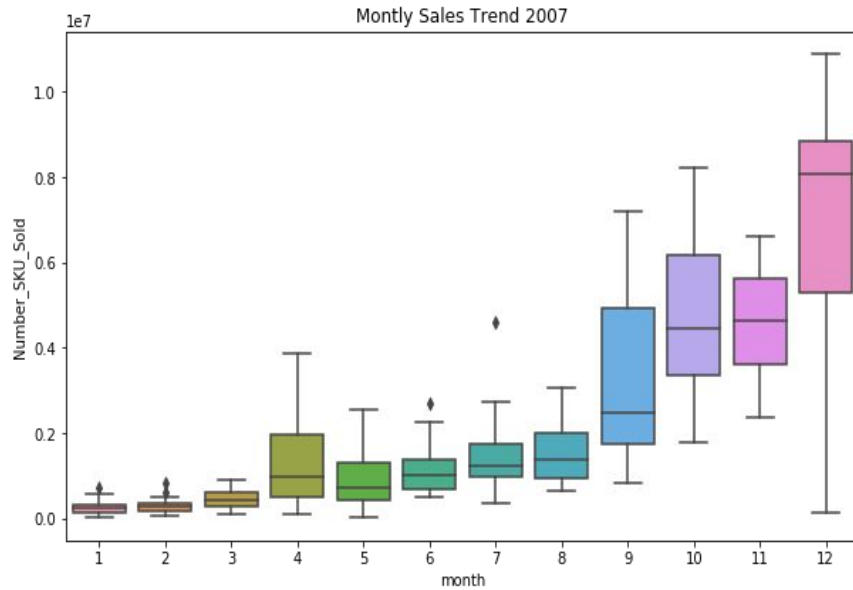
- Number of sales significantly increased in 2008
- 2007 Average: 2275011
- 2008 Average: 4715161



Data Exploration



Data Exploration



Sales Forecasting for SimpleBuy

- Forecasts for Weekdays: Monday to Friday

Sales Forecasting for SimpleBuy

- Forecasts for Weekdays: Monday to Friday

Manual Adjustments

- Make forecast zero for selected days

Sales Forecasting for SimpleBuy

- Forecast for Sunday: 0

Manual Adjustments

Sales Forecasting for SimpleBuy

- Forecast for Sunday: 0

Manual Adjustments

1. Compare that month's weekend with previous year

Sales Forecasting for SimpleBuy

- Forecast for Sunday: 0

Manual Adjustments

1. Compare that month's weekend with previous year
- 2.

Thank You