**OBJECTIVE**

**To contribute to the success of a business by utilizing data Analysis technique, specifically focusing on time series**

**analysis, to provide valuable insights and accurate sales forecasting.**

**Description**

**The objective can be broken down into the following components :**

1. **Dashboard creation : identify KPIs , design an intuitive**

**And visually appealing dashboard, add interactive visualization and filtering capabilities.**

1. **Data Analysis : provide valuable insights to business**

**Entities regarding the effectiveness of their sales strategies through visualization and charts**

1. **Sales Forecasting : leverage historic data and apply time series analysis to generate sales forecast for next 15 days**
2. **Actionable Insights and Recommendations : End goal is to share valuable insights and actionable information that**

**can drive strategic decision making and support the super**

**market’s goals for growth , efficiency, and customer satisfaction.**