**Objectives:**

To contribute to the success of a business by utilizing data 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 & 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 generate sales forecasts for next 15 days.

**4. Actionable Insights and Recommendations:** End goal is to insight and actionable information that can drive strategic decided support the supermarket’s goals for growth, efficiency, satisfaction.

**Insights :**

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

**Live Sales Forecasting Dashboard Link:**

https://app.powerbi.com/reportEmbed?reportId=6764bb1b-5e96-4867-ba3b-81eeced09c51&autoAuth=true&ctid=7dd806fc-59d8-4bf1-b0f4-3768b11631b8