Sales Prediction using Machine Learning

Introduction

Sales prediction is the process of estimating future sales based on historical data and influencing factors. This project demonstrates how machine learning can be used to predict sales values using regression techniques.

Dataset

A numerical dataset with multiple input features affecting sales was used. The target variable represents the sales outcome.

Methodology

The dataset was divided into training and testing sets. A Linear Regression model was trained to learn relationships between input features and sales values.

Model Performance

The trained model achieved the following results:
R^2 Score: **0.45**
Mean Absolute Error (MAE): **42.79**

Conclusion

The model shows a basic ability to predict sales trends. Although the performance can be further improved using advanced algorithms, this project successfully illustrates the use of machine learning for sales prediction.