Comprehensive Sales and Customer Analysis with Forecasting and Recommendation Systems

Overview

This project focuses on analyzing sales and customer data to provide actionable insights, forecasts, and recommendations. By leveraging various data science techniques, the project aims to enhance decision-making processes and optimize business strategies.

Features

- **Sales Analysis**: Detailed examination of sales data to identify trends, patterns, and anomalies.
- **Customer Segmentation**: Classification of customers into distinct groups based on behavior and demographics.
- **Forecasting**: Predict future sales and customer behavior using advanced statistical and machine learning models.
- **Recommendation System**: Provide personalized recommendations to customers based on their past behavior and preferences.