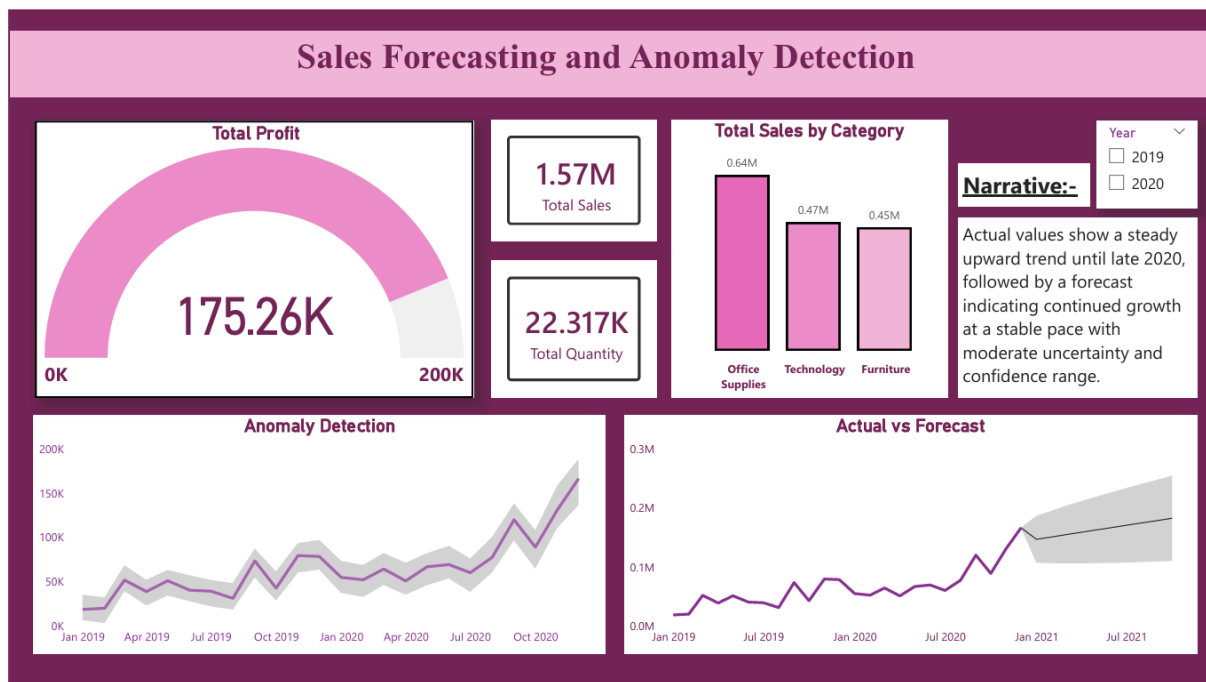# Power BI Project

SALES FORECASTING AND ANOMALY DETECTION(AI PROJECT)

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Key Insights are,

- **Historical Sales Trends:** The line charts show a general upward trend in sales from early 2019 to late 2020, with fluctuations throughout the period.

- **Seasonality Patterns:** Recurring annual peaks and dips suggest potential seasonal patterns are present in the sales data.
- **Forecasting:** A forecast model predicts continued growth into 2021 at a stable pace.
- **Anomaly Detection:** The AI visuals mark data points as "OK," indicating no significant anomalies were detected within the displayed time frame.
- **Reasons for Anomalies:** Since no anomalies are present, potential reasons for hypothetical anomalies (e.g., market events, campaigns) are not applicable to the current data.
- **Smart Narratives:** A dedicated text box provides an automatic, plain-language summary of insights, such as the upward trend and growth forecast.
- **Actual vs. Forecast:** The actual sales have historically tracked well within the moderate uncertainty range of the forecast model.
- **Forecast Reliability:** The model appears reliable as it smoothly extends recent actual data trends, though true reliability depends on external market factors and continued validation.