Future Sales Prediction

Future sales prediction

Future Sales Prediction (Case Study)

The dataset given here contains the data about the sales of the product. The dataset is about the advertising cost incurred by the business on various advertising platforms. Below is the description of all the columns in the dataset:

TV: Advertising cost spent in dollars for advertising on TV;

Radio: Advertising cost spent in dollars for advertising on Radio;

Newspaper: Advertising cost spent in dollars for advertising on Newspaper;

Sales: Number of units sold;

So, in the above dataset, the sales of the product depend on the advertisement cost of the product. I hope you now have understood everything about this dataset. Now in the section below, I will take you through the task of future sales prediction with machine learning using Python.

METHODS OF FORECASTING FUTURE SALES GROWTH

1 Historical Average

This method is one of the simplest and easy to follow forecasting methods. This method requires analysis of the company's historical sales figure to get the sales growth trend which helps in predicting the future sales growth of the company.

2 Industry Growth

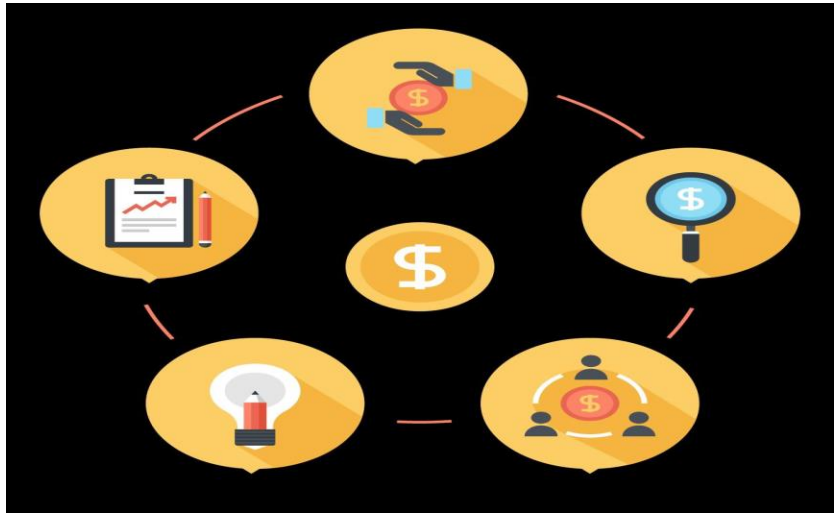
Industry growth analysis help in understanding the industry's overall growth. This method requires analysis of Company's (in the same industry) sales growth figure to get the industry growth. With the help of industry growth, we can calculate the company growth.

3 EIC Analysis

EIC Analysis is the abbreviation of economic, Industry and Company Analysis. Under Economy analysis, we will check how the economy has performed in the past, how is it performing in the present and how is it expected to perform in future.

Future Sales Prediction using Python

Let’s start the task of future sales prediction with machine learning by importing the necessary Python libraries and the dataset:



1

```
Import pandas as pd
```

2

```
Import numpy as np
```

3

```
From sklearn.model_selection import
train_test_split
```

4

```
From sklearn.linear_model import
LinearRegression
```

5

6

Data = pd.read_csv(https://raw.githubusercontent.com/amankharwal/Website-data/master/advertising.csv)

7

Print(data.head())

	TV	Radio	Newspaper	Sales
0	230.1	37.8	69.2	22.1
1	44.5	39.3	45.1	10.4
2	17.2	45.9	69.3	12.0
3	151.5	41.3	58.5	16.5
4	180.8	10.8	58.4	17.9

Let’s have a look at whether this dataset contains any null values or not:

1

Print(data.isnull().sum())

TV 0

Radio 0

Newspaper 0

Sales 0

Dtype: int64

So this dataset doesn’t have any null values.


THANK YOU!