



# Retail Store - Sales Records

Date

1/2/2016



12/31/2016



## SKU Category

- ☐ Select all
- ☐ 01F
- ☐ 06Z

## Day Of Week

- ☐ Select all
- ☐ Monday
- ☐ Tuesday

## Month

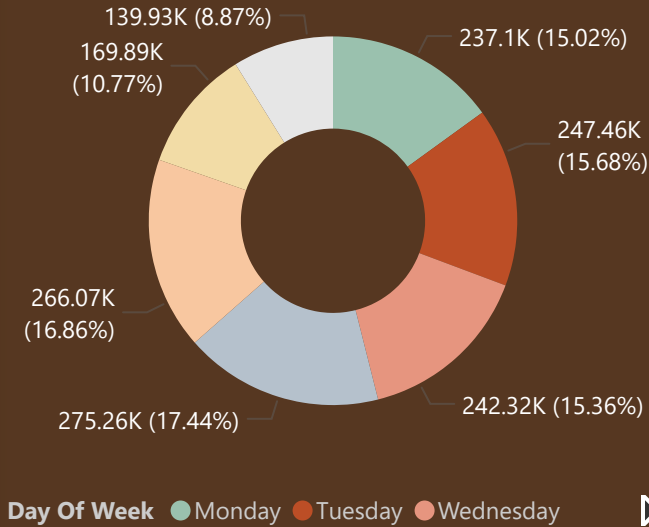
- ☐ Select all
- ☐ January
- ☐ February

## Quarter

- ☐ Select all
- ☐ 1
- ☐ 2

Reset Filters

## Peak Sales Times



1.58M

Total Sales

196K

Total Units

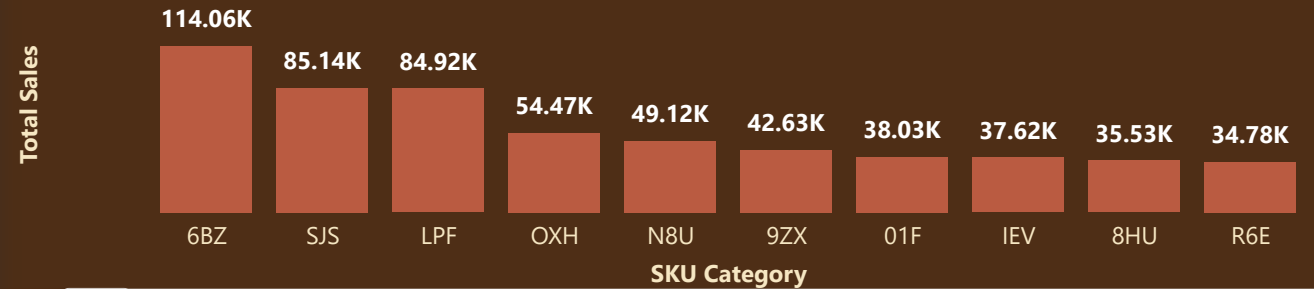
\$24.40

Average Sale per Order

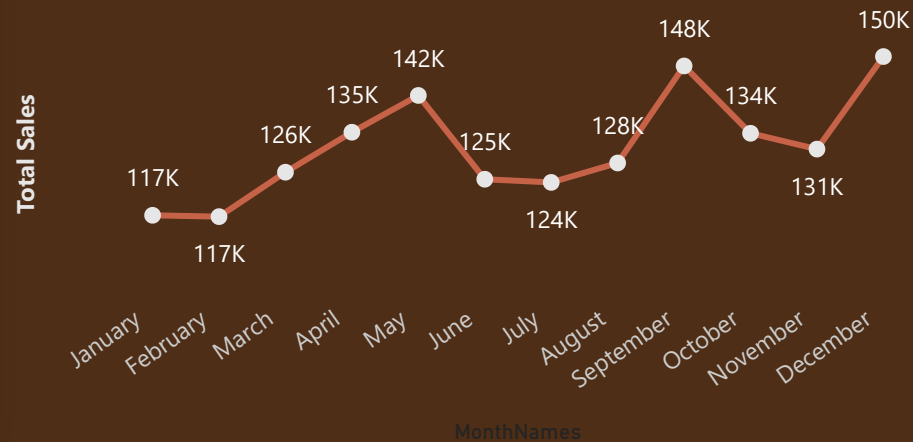
15%

Month-Month Sales Growth

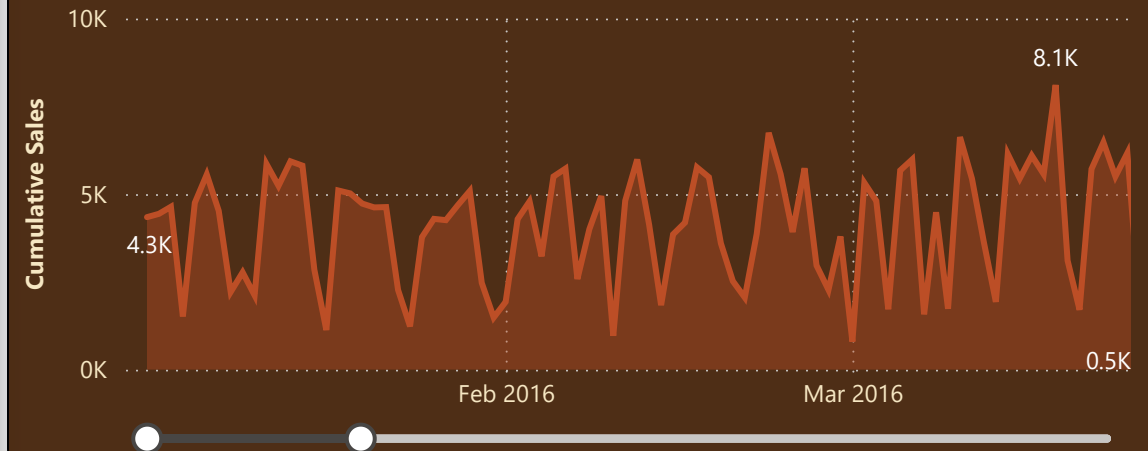
## Top Selling Products



## Monthly Sales Trend



## Cumulative Sales by Date





# Retail Store - Forecast Sales

Date

1/2/2016

12/31/2016

## SKU Category

- ☐ Select all
- ☐ 01F
- ☐ 06Z

## Day Of Week

- ☐ Select all
- ☐ Monday
- ☐ Tuesday

## Month

- ☐ Select all
- ☐ January
- ☐ February

## Quarter

- ☐ Select all
- ☐ 1
- ☐ 2

Reset Filters

## Next 3-Months Forecast Sales

Year	Month	Forecast_Sales
2017	January	144484
2017	February	146480
2017	March	148477

\$7,149

MAE

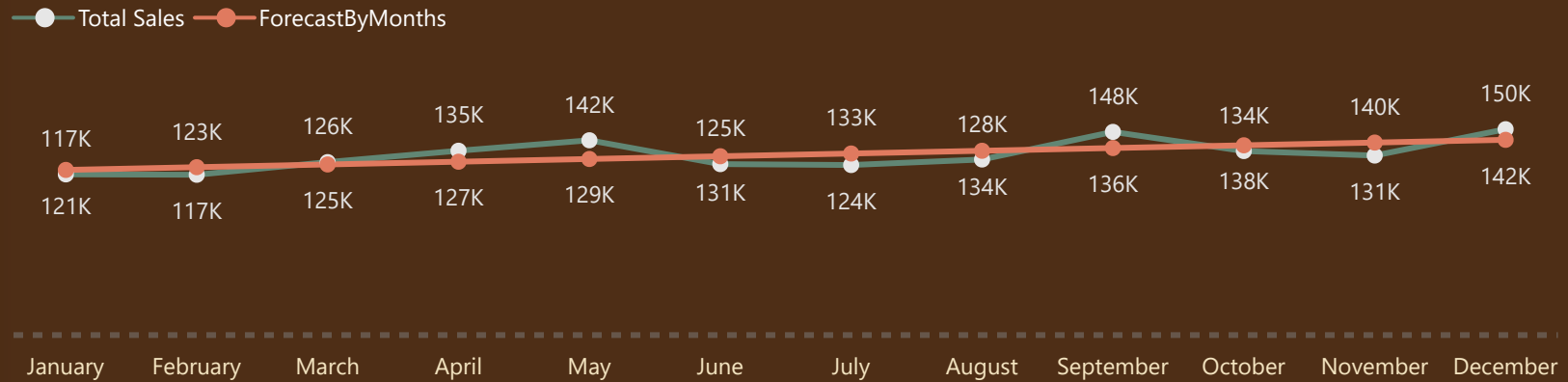
5.3%

MAPE

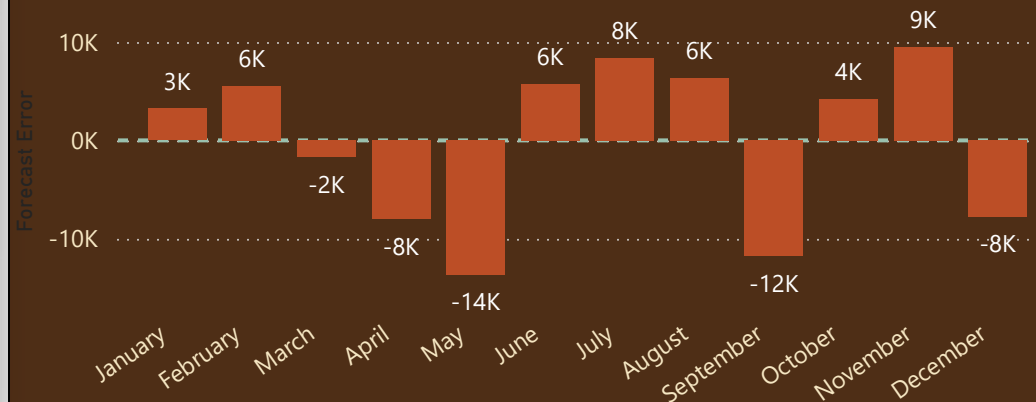
\$7,874

RMSE

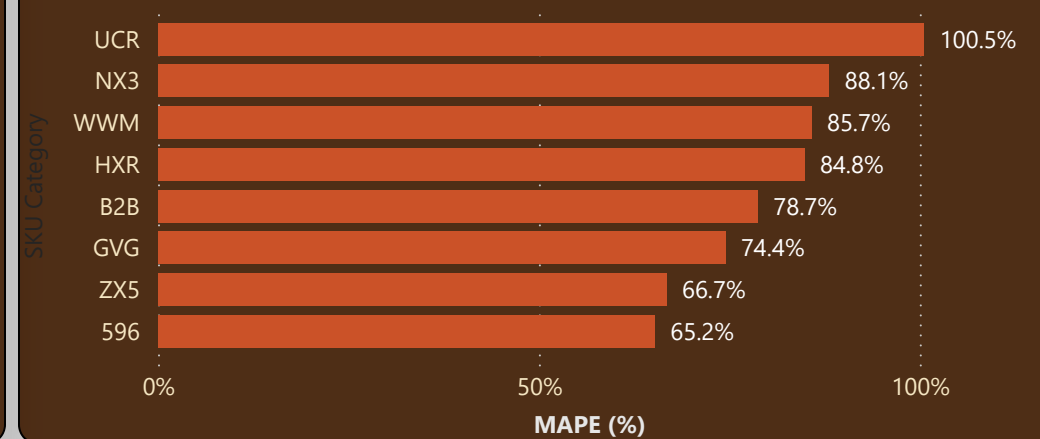
## Monthly Sales Trend



## Monthly Forecast Error



## MAPE by SKU Category





# Retail Store Sales Forecasting Dashboard – Storytelling Summary

## ✔ Conclusion & Success Metrics

### Total Revenue:

The dashboard reports \$1.58M in total sales from retail transactions across all SKUs during the year 2016.

### Customer Spend Behavior:

The Average Sale per Order is \$24.40, reflecting a healthy average basket size.

### Monthly Growth:

The Month-over-Month (MoM) Sales Growth is 15%, indicating continuous expansion in revenue, customer base, or purchase volume.

### Forecast Accuracy:

- Mean Absolute Percentage Error (MAPE): 5.3%
- Mean Absolute Error (MAE): \$7,149
- Root Mean Squared Error (RMSE): \$7,874

These indicate a forecast accuracy of ~94.7%, which is considered highly reliable for operational decisions.

### 3-Month Sales Forecast:

- January 2017: \$144,484
- February 2017: \$146,480
- March 2017: \$148,477

This indicates a consistent upward trend for Q1 2017.

### Peak Sales Periods:

- The highest weekly sales occur on Monday and Tuesday, together contributing over 30% of total weekly volume.
- Specifically, Monday alone accounts for 17.44%, and Tuesday for 16.86%.



## Business Impact & Benefits

- Revenue Expansion:

## MIT License

Copyright (c) 2025 Sweet Seelam

Permission is hereby granted, free of charge, to any person obtaining a copy of this dashboard and associated files ("the Dashboard"), to deal in the Dashboard without restriction, including without limitation the rights to use, copy, modify, merge, publish, distribute, sublicense, and/or sell copies of the Dashboard, and to permit persons to whom the Dashboard is furnished to do so, subject to the following conditions:

The above copyright notice and this permission notice shall be included in all copies or substantial portions of the Dashboard.

THE DASHBOARD IS PROVIDED "AS IS", WITHOUT WARRANTY OF ANY KIND, EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO THE WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND NONINFRINGEMENT. IN NO EVENT SHALL THE AUTHORS OR COPYRIGHT HOLDERS BE LIABLE FOR ANY CLAIM, DAMAGES OR OTHER LIABILITY, WHETHER IN AN ACTION OF CONTRACT, TORT OR OTHERWISE, ARISING FROM, OUT OF OR IN CONNECTION WITH THE DASHBOARD OR THE USE OR OTHER DEALINGS IN THE DASHBOARD.