**DESCRIPTION**

The objective can be broken down into the following detailed components:

1. **Dashboard Creation: -** Identify the KPIs, design an intuitive and visually appealing dashboard, add interactive visualizations and filtering capabilities to allow to explore the data at various levels of granularity.
2. **Data Analysis: -** Provide valuable insights to business entities regarding the effectiveness of their sales strategies through visualization and charts.
3. **Sales Forecating**: - Leverage historic data and apply time series analysis to generate sales forecasts for next 15 days.
4. **Actionable Insights and Recommendations: -** End goal is to share valuable insights and actionable information that can drive strategic decision-making and support the supermarket’s goals for growth, efficiency and customer satisfaction.