**Product Forecast and Promotion**

**Using Predictive Analysis**

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**Project Motivation:**

Product forecasting and building sales plan is a critical aspect of a business organization. Forecasting helps the company to avoid unforeseen wastage of resources like cash flow problems, product management, excess resources etc. This information can help to identify issues or opportunities and to do something about them. Product forecasting can allow us to spend more time in business development rather than regular sales and marketing development.

Using the product forecasting we can-

* Overcome barriers to sales e.g. moving to a better location whereby exposing product accessibility to the customers along with increasing the cost of product by a reasonable amount.
* Launch a range of new products or enhance the business of declining sales by providing the products as a promo offer along with the product with high demand.

**List of The Tasks That the Team Have Done So Far**

* Met and discussed about the areas to go ahead.
* Searched and finalized the dataset.
* Loaded data in rattle.
* Performed cleaning on the dataset to remove impurities.
* Imported the new updated file into SQL Server Management Studio.

**List of The Tasks That Need to Be Done Before the Due Date**

* Exploring the dataset
* Generating summaries and distributions of the dataset
* Visualizing data by plotting different distributions to observe patterns
* Performing predictive analysis
* Data mining
* Finalizing the conclusions