



**NOVANECTAR
SERVICES PVT. LTD.**

Machine Learning

Project Title -Sales prediction

Task Description

Develop a sales prediction system using machine learning. Collect and preprocess historical sales data, including variables like seasonality, promotions, and economic indicators. Implement regression algorithms such as linear regression, decision trees, or advanced models like XGBoost or LSTM networks. Train and validate models to forecast future sales accurately. Evaluate performance using metrics like RMSE, MAE, and R-squared. Optimize hyperparameters for improved accuracy. Provide actionable insights to inform business strategies.

Document the development process, model architecture, and provide guidelines for deployment and usage in decision-making.