

OBJECTIVE & PROBLEM STATEMENT – SUPERSTORE DATA ANALYSIS

To contribute to the success of a business by utilizing data analysis techniques, with a primary focus on **time series analysis**, in order to generate valuable insights and deliver **accurate sales forecasting** that supports informed business decision-making.

PROJECT DESCRIPTION

The objective of this project is achieved through the following key components:

1. Dashboard Creation

- Identified key performance indicators (KPIs) relevant to sales and profitability
- Designed an intuitive and visually appealing dashboard
- Implemented interactive visualizations and filtering options
- Enabled users to explore data at multiple levels of granularity (region, category, segment, and time)

2. Data Analysis

- Performed in-depth exploratory data analysis (EDA)
- Analyzed sales trends, profit distribution, customer segments, and regional performance
- Provided meaningful insights into the effectiveness of sales strategies using charts and visualizations

3. Sales Forecasting

- Utilized historical sales data
- Applied time series analysis techniques
- Generated sales forecasts for the **next 15 days** to assist in planning and demand prediction

4. Actionable Insights and Recommendations

- Translated analytical findings into actionable business insights
- Provided strategic recommendations to improve sales performance, operational efficiency, and customer satisfaction
- Supported business growth through data-driven decision-making