

SIEMENS **SALES FORECAST**

GROUP F - APRIL 2024

Master Degree Program in
Data Science and Advanced Analytics

Business Cases with Data Science Course

TEAM MEMBERS



Emília Santos
20230446

Bernardo Pinto
20230978

Nicolás Reyes
20230779

Ricardo Kayseller
20230450

Stepan Kuznetsov
20231002



SIEMENS

MAIN GOAL

SALES FORECAST ON MONTHLY BASIS

OBJECTIVES



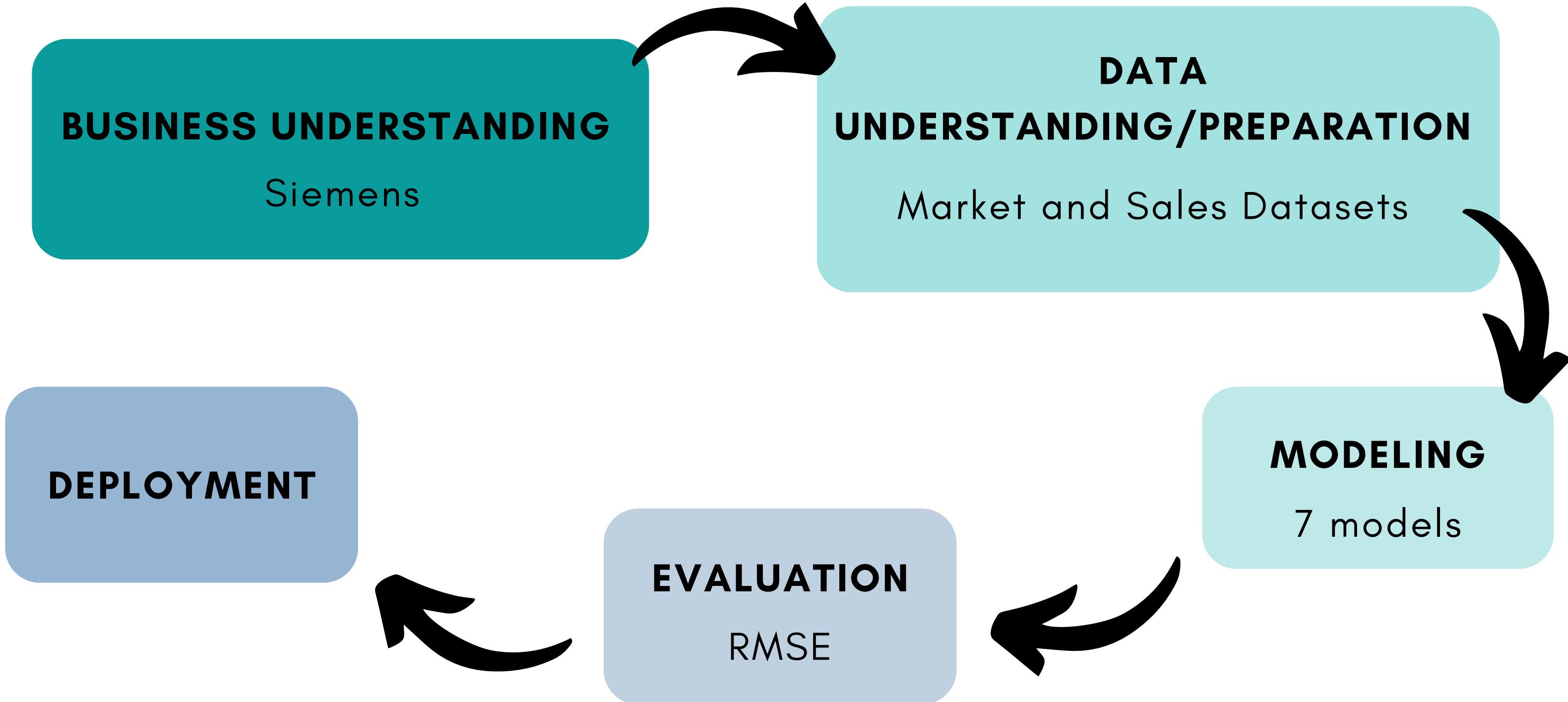
A good forecast – **AI-driven forecast** – gives an edge to a company.

Historical Data



Forecast

PROCESS



BUSINESS UNDERSTANDING

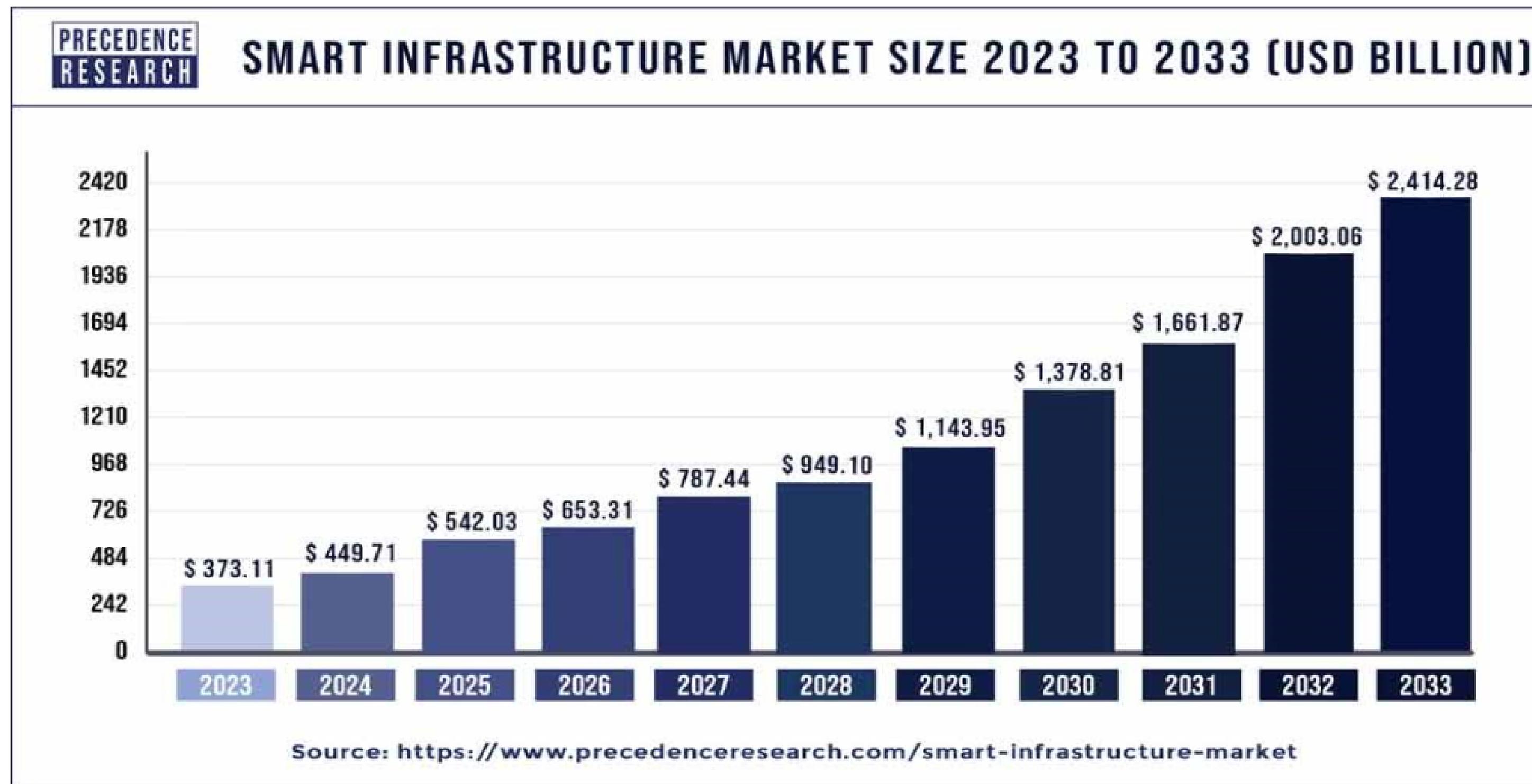


Figure 1 - Smart Infrastructure Market Size

DATA UNDERSTANDING

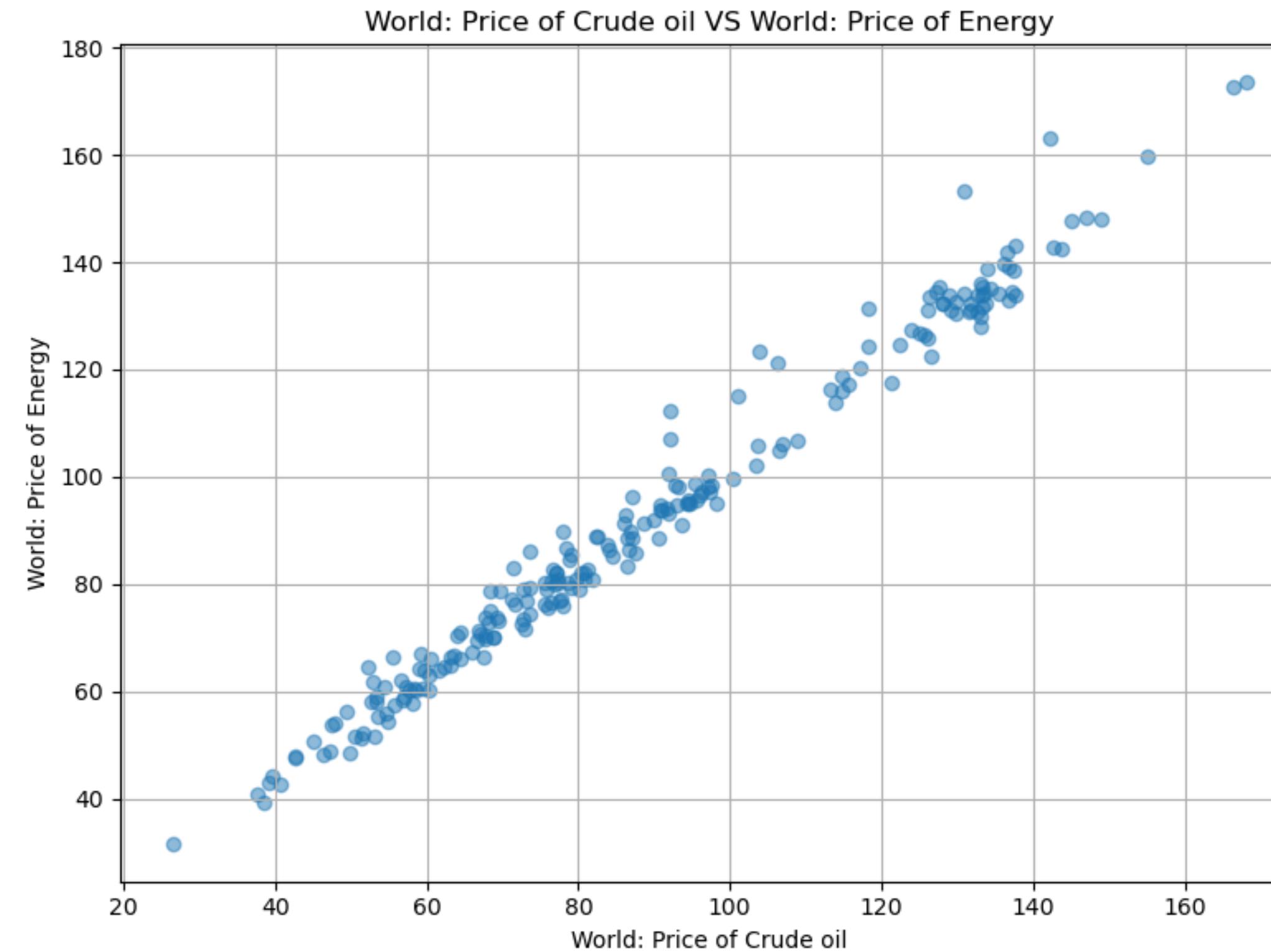


Figure 2 - Top 3 best selling GCK's

DATA UNDERSTANDING

Pandemic effect on
Prices of electrical
equipment production
of Germany (biggest
country unit)

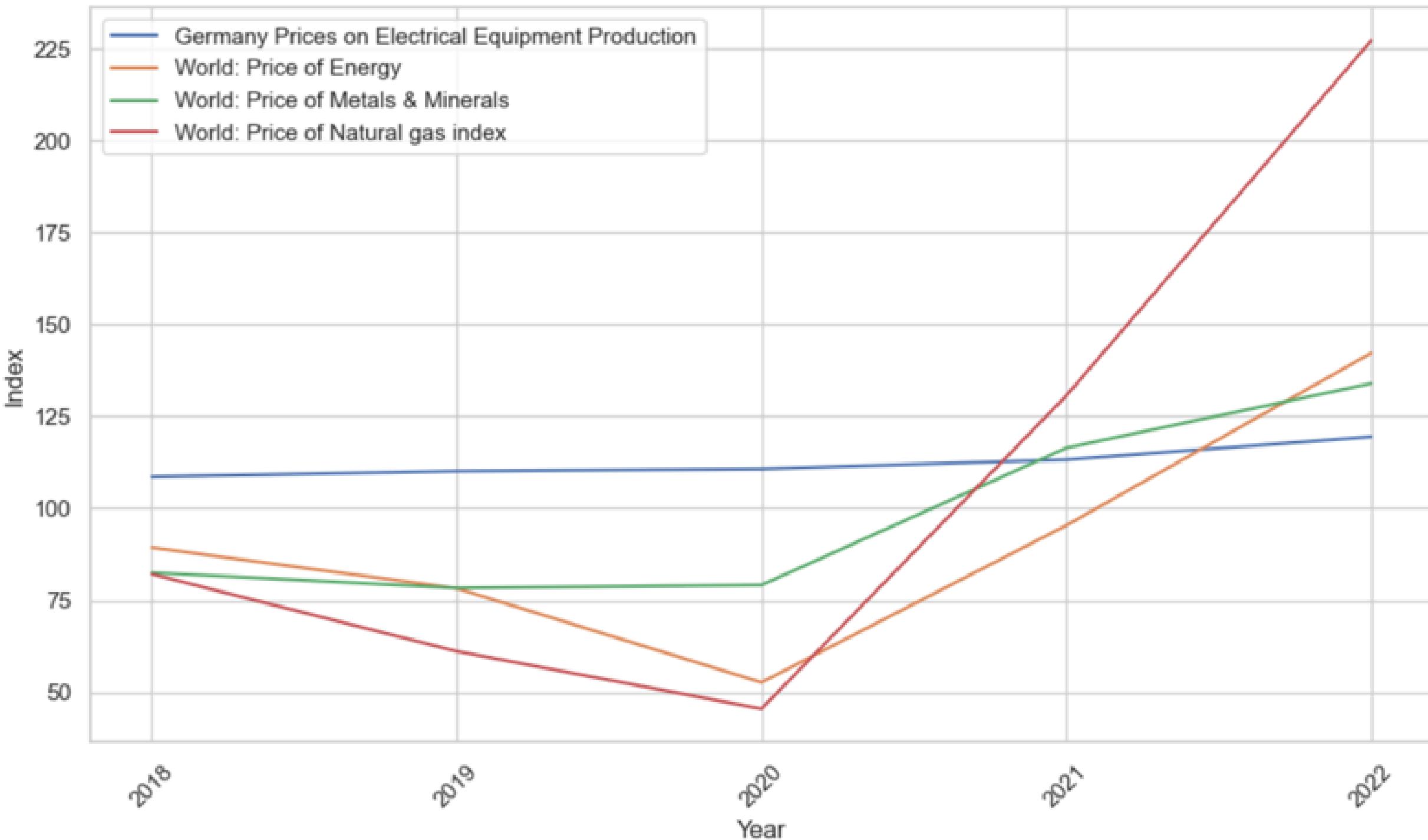


Figure 3 - Evolution of World Indices VS Germany
Prices on Electrical Equipment Production

DATA UNDERSTANDING

Sales data: October 2018

- April 2022

- GCK #1 sold the most

- “September wonder” effect (high points)



End of the fiscal year:
bonuses, KPI's

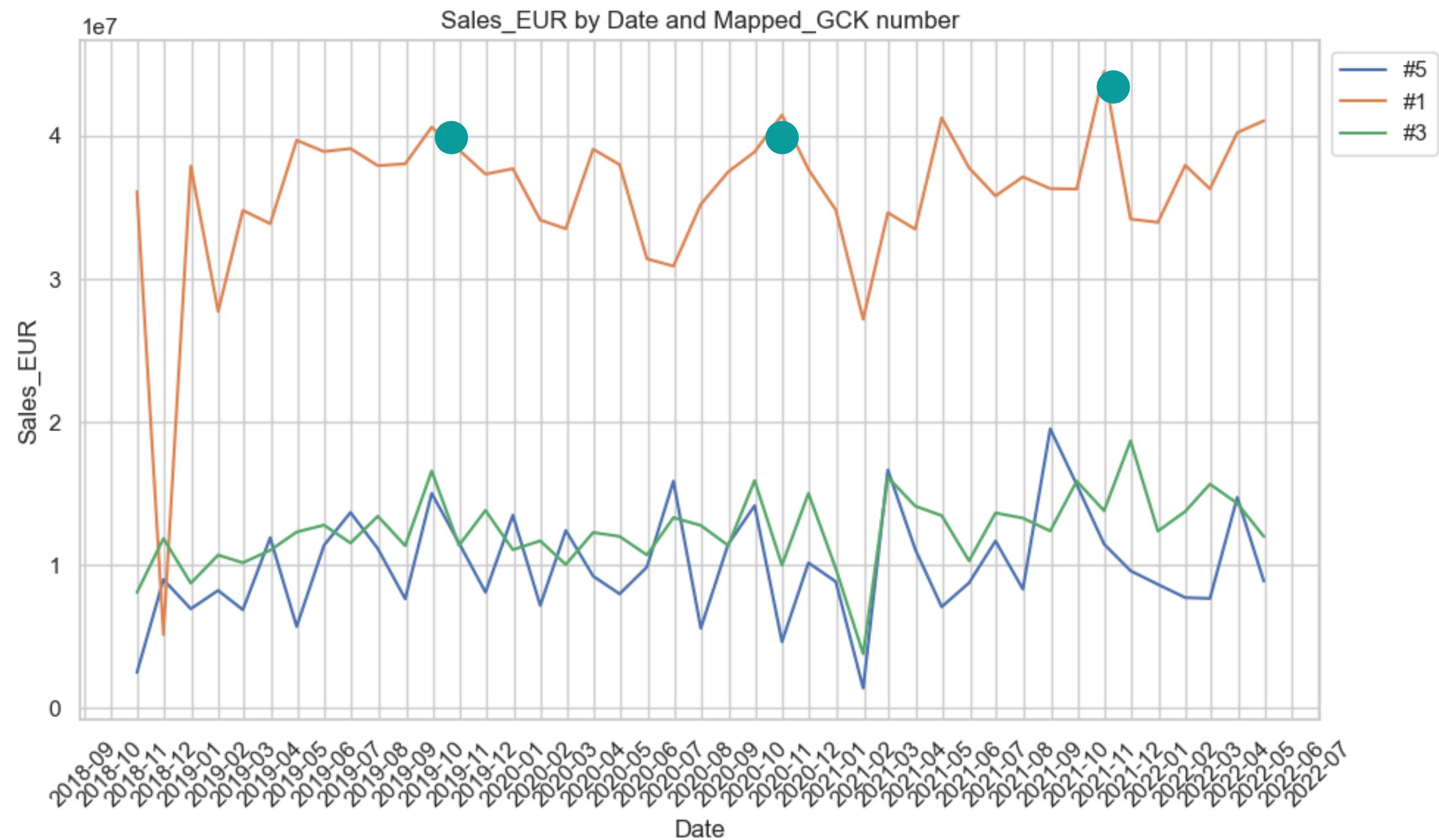


Figure 4 - Top 3 best selling GCK's

SALES FORECAST

May 2022 - May 2023

Top 3 best sellers:
#1, #3 and #5

Highest sale #1
39,865,396.0 EUR
(Nov 2022)

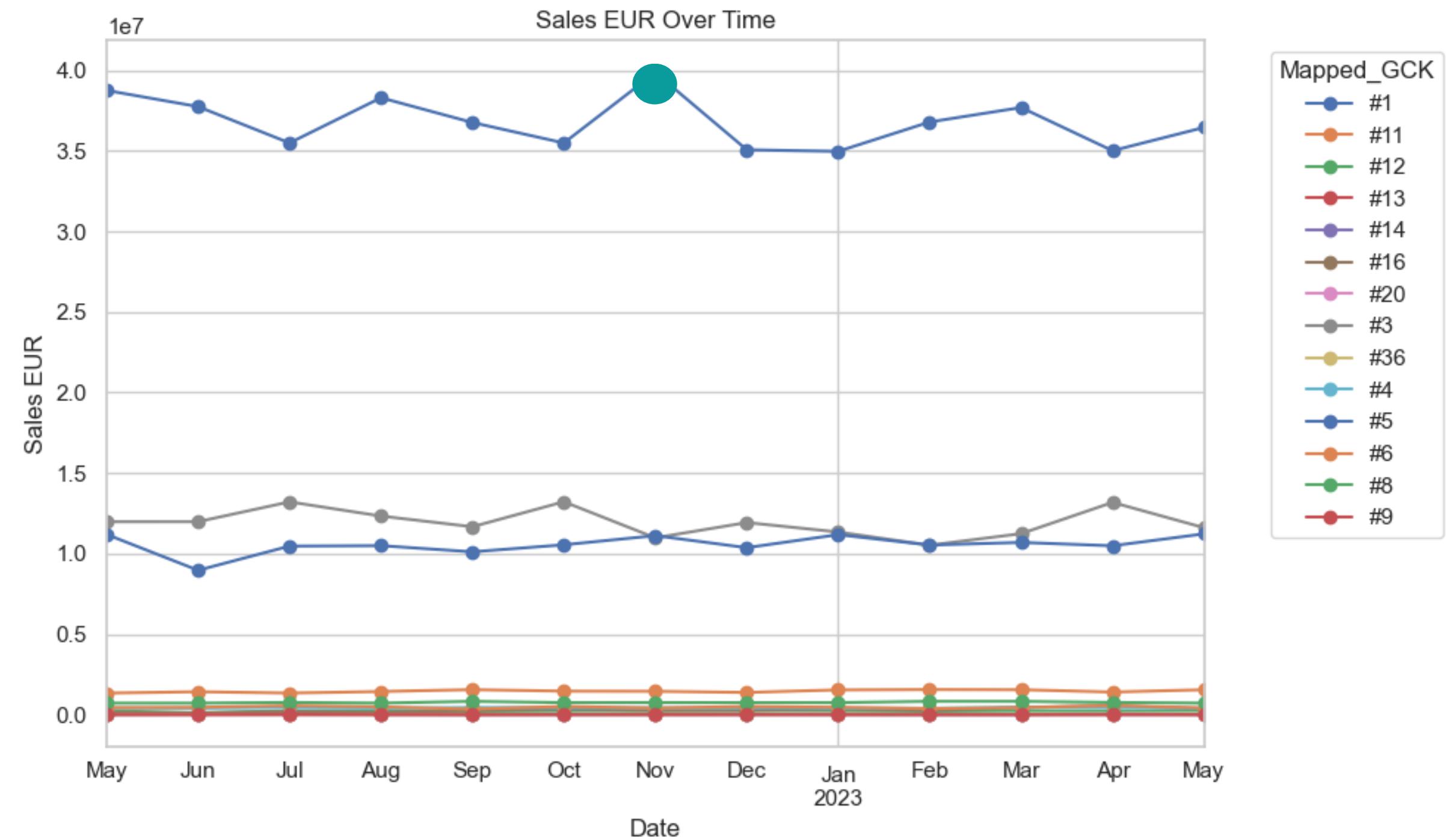


Figure 5 – Prediction of Sales (EUR) over time by GCK

MODEL MANAGEMENT CYCLE





THANK YOU!

SALES FORECAST

APRIL 2024

