**Superstore Project**

* **OBJECTIVE**

To contribute to the success of a business by utilizing data analysis techniques, specifically focusing on time series analysis, to provide valuable insights and accurate sales forecasting.

* **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 users 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 Forecasting:

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

* **LEARNING**

Incorporated data analysis techniques, specializing in time series analysis, to deliver valuable insights, accurate sales forecasting, and interactive dashboard creation, driving business success.