



**SREE SANKARACHARYA COMPUTER CENTRE PVT. LTD.**

sentiment-analysis-of-product-review



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# Sales Forecasting for Retail :

this is to Predict monthly sales for a retail store using historical sales data, seasonal trends, promotions, and competitor pricing.

This dataset focuses on Walmart's customer transactions, capturing detailed information on user demographics, product categories, and purchase amounts. It includes unique user and product identifiers, gender, age groups, occupation (masked), city categories, duration of stay in the current city, marital status, product categories (masked), and purchase amounts.

### Tools and Technologies:

- **Scikit-learn:** A powerful machine learning library in Python that provides efficient tools for clustering, such as K-means and hierarchical clustering.
- **Pandas:** A data manipulation and analysis library that facilitates data cleaning, transformation, and exploration.
- **NumPy:** A library for numerical computations that will assist in handling large datasets and performing mathematical operations.
- **Matplotlib:** A visualization library to create insightful charts and graphs that illustrate the results of the clustering analysis.

### Conclusion:

**The dataset is sourced from Kaggle and consists of comprehensive information. We have successfully identified distinct groups of companies that share common characteristics and performance metrics.**