

group 4

# SWOT Analysis: Retail Sales Forecasting System

## Strengths

- Data - Driven Decision Making:

Transitioning from intuition-based management to objective data analysis (Kaggle/ISTAT), significantly reducing human error.

- Stock Optimization:

Ability to identify "best-sellers" and "dead stock," effectively freeing up working capital.

- Automation:

CSV uploads and automated analysis save management countless hours of manual data processing.

## Weaknesses

- Data Quality:

If the uploaded CSV files are "dirty" or incomplete, the results will be inaccurate.

- Historical Dependency:

Statistical models often struggle to predict events or sudden market shifts not reflected in historical data.

## Opportunities

- Improved Margins:

By preventing stock-outs during peak demand, the company maximizes every sales opportunity.

- Trend Analysis:

Using external macro-data allows the company to anticipate shifts in national consumption before competitors do.

- Accelerated Break-even:

Accurate forecasting drastically cuts warehouse holding costs, speeding up the project's Return on Investment (ROI).

## Threats

- Market Volatility:

Sudden inflation or economic crises can render historical data less relevant for future predictions.

- Maintenance Risks:

Changes in external data formats (e.g., ISTAT portal updates) could require frequent and costly software maintenance.