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| Internship | UST Global (Trivandrum) |
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| Git Repository Details | https://github.com/kavyaboban14/main\_project.git |
| Project Title | Retail Data Analysis |
| Abstract: | Retail Data Analytics is used nowadays by shops in order to better predict the number of products, that might get sold and therefore to better estimate how much product should be produced. This is very important because the amount of sold products can vary mainly during the year. For example, people tend to buy more things before a festive season than during a normal, non-holiday week. So the revenue earned by the shop can increase if there is a good estimate about the seasons that can give a profit and plan accordingly. If a shop has too few products before the festive season, it will lose potential income. But if a shop has too many products, too much storage would be required and storage also costs money, so the company would again lose money. The retail data analysis can therefore be used in order to try to optimize the production of products, such that there is always an optimal amount available.  The proposed project is to predict the department-wide weekly sales for a store. This should then help to optimize the manufacturing process and therefore to increase income while lowering costs. It should be possible to feed in past sales data from a department and get the predicted weekly sales and provide recommended actions based on the insights and visualize the data for better understanding. |
| Tools used | D3.js,figma,javascript ,reactjs ,ASW |