**Que. To study the data and try to predict 2019 sales for 3 categories.**

**(may choose to focus on a specific subcategory or product. Forecast sales quantity for most selling items/product/category for 2019.)**

**( By Wednesday , 24-02-2021)**

**1. Data preprocessing**

* Make time points equidistant
* Add Columns for Monthly ,Quarterly , Yearly Data Separately

**2. EDA**

* Linearity check through scatter plot
* Explore data category , sub-category ,segment and region-wise Check for 3 variation of time series
* Check for trend , seasonality , cyclic variation by plot and test (eg. Testing for non-stationary TS Dickey-Fuller test)

**3. Model Building**

* Extract Time Series(TS) Data [Date - Sales]
* Check normality of data [ If non normal ; transform]
* Visualise TS data [ for trend and seasonality]
* Stationarity check [ Dikky-Fuller test]
* Choose model
* Predict

**Que. What is the focus area for growth for the company in the next 3 years?**

**1. Region wise growth (further go for state and city too)**

**2. Major category/segments contributing to company growth (revenue ,profit wise)**

**3. new customers**

**(Time : by 03-03-2021)**

**Que. Which type of customers should the company focus on for the next 3 years?**

**1. Buys without discount**

**2. Good profit**

**3. Frequent**

**4. Shipment mode**

**5. Credit days**

**(Time: 10-03-2021)**

Pareto chart

**Que. Does the company need to continue to offer diversified products across a range of customers or should it consolidate products and/or customer base?**

**1. Sale/frequency/demand/profit (by category)**

**2. Region or area of sale**

**3. Sale compare to given discount**

**(Time: 17-03-2021)**

**abc inventory**