

			REVENUE FORECASTING						
Revenue Forecasting For 2022			Sales Growth projection			Percentage		\$ AMOUNT	
					2023	5%		\$ 44,100.00	
Product A (Specify) Selling Price	\$ 10.00				2024	5%		\$ 46,305.00	
					2025	5%		\$ 48,620.25	
Product B (Specify) Selling Price	\$ 8.00				2026	5%		\$ 51,051.26	
					2027	5%		\$ 53,603.83	
Product C (Specify) Selling Price	\$ 3.00								
TOTAL REVENUE FOR THE YEAR	\$ 42,000.00								
	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22
Unit sold for product A	100	100	100	100	100	100	100	100	100
Total Revenue For Product A	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00
Unit Sold for Product B	200	200	200	200	200	200	200	200	200
Total Revenue For Product B	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00
Unit Sold For Product C	300	300	300	300	300	300	300	300	300
Total Revenue For Product C	\$ 900.00	\$ 900.00	\$ 900.00	\$ 900.00	\$ 900.00	\$ 900.00	\$ 900.00	\$ 900.00	\$ 900.00
TOTAL REVENUES	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00

Gathering information:

The process of sales forecasting involves several essential steps, like defining objectives, data collection, data analysis, etc. Following these steps is essential to creating a robust sales forecast. Sales forecasting means the scientific assumption of the future sales of an organisation.

Preliminary exploratory analysis:

Exploratory Data Analysis refers to the critical process of performing initial investigations on data so as to discover patterns, to spot anomalies, to test hypothesis and to check assumptions with the help of summary statistics and graphical representations.

Choosing and fitting models:

The main models are trend analysis, regression analysis, and causal analysis. These are different methods that you should review for their fit with your specific circumstances. Each method has its own strengths and weaknesses, so it's important to choose the right one based on your specific needs.

Using and evaluating a forecasting model:

Sales and marketing leaders should use common criteria to evaluate and compare different sales forecasting methods and models, such as how well the method or model fits the data, market, and business context; how much it deviates from the actual sales; how much it differs from the actual sales regardless of direction.

Example:

```
from sklearn.preprocessing import MinMaxScaler
from sklearn.linear_model import LinearRegression
from sklearn.metrics import mean_squared_error, mean_absolute_error, r2_score
from sklearn.ensemble import RandomForestRegressor
from xgboost.sklearn import XGBRegressor
from sklearn.model_selection import KFold, cross_val_score, train_test_split
```

THANK YOU