

Sales Forecasting Using Power BI

Objective: To contribute to the success of a business by utilizing the data analysis techniques, specifically focusing on the time series analysis, to provide valuable insights and accurate sales forecasting.

Description: The following are the detail components

1. **Dashboard:** Identify the KPI's (Key Performance Indicator), design an intuitive and visually appealing dashboard, add interactive visualizations and filtering capabilities to allow users to explore the data at various levels of granularity.
2. **Data Analysis:** provide valuable insights to business entities regarding the effectiveness of their sales strategies through visualization and charts.
3. **Sales Forecasting:** Leverage historic data and apply time series analysis to generate sales forecasts for the next 15 days.
4. **Actionable Insights and Recommendations:** End goal is to share valuable insights and actionable information that can drive strategic decision-making and support the supermarket's goals for growth, efficiency and customer satisfaction.

Learning: Incorporated data analysis techniques, specializing in time series analysis, to deliver valuable insights, accurate sales forecasting and interactive dashboard creation, driving business success.

Report: This project aimed to develop a time series forecasting model to predict 15 days sales, Average order delivery for a Store company. It involved analyzing historical sales data, identifying trends and seasonality, and creating a model to guide inventory management, marketing strategies, and financial planning. The developed forecasting model achieved a 85% accuracy rate in predicting monthly sales revenue. This enabled the company to make informed decisions on inventory levels, staffing, and marketing promotions, resulting in a 12% increase in sales revenue over the year.