Sales Forecasting Project (Spreadsheet-Based)

Objective

To analyze historical retail sales data and forecast future weekly sales to support inventory and business planning decisions.

Dataset

Walmart retail sales dataset containing over 400,000 records with weekly sales data across multiple stores and departments (2010–2012).

Tools Used

Google Sheets / Excel, Pivot Tables, Line Charts, Moving Average Forecasting.

Methodology

• Cleaned raw data and removed invalid rows
• Aggregated sales to company-level weekly totals using pivot tables
• Performed time-series trend analysis using line charts
• Applied a 4-week moving average to forecast the next 12 weeks of sales

Key Insights

• Weekly sales remained mostly stable over time
• Occasional spikes indicate seasonal or holiday-driven demand
• Forecasted sales stayed consistent around 45–46 million per week

Conclusion

The analysis shows steady demand with predictable short-term fluctuations. The forecasting approach provides a simple yet effective method for short-term sales planning using spreadsheets.