HISTORICAL SALES TREND (2014-2017)

Total Historical Sales

Sum of Sales

2.30M

Average Monthly Sales

Average of Sales

47.86K

Forcasted Sales (Next 12 Months)

Sum of yhat

3.12M

Year

All

Prepared by: Priyanka Juttu
Date: October 25, 2025
Task 1: SALES FORCASTING DASHBOARD

Sum of Sales

750K
700K
650K
600K
550K
500K
450K

2014 2015 2016 2017

Year
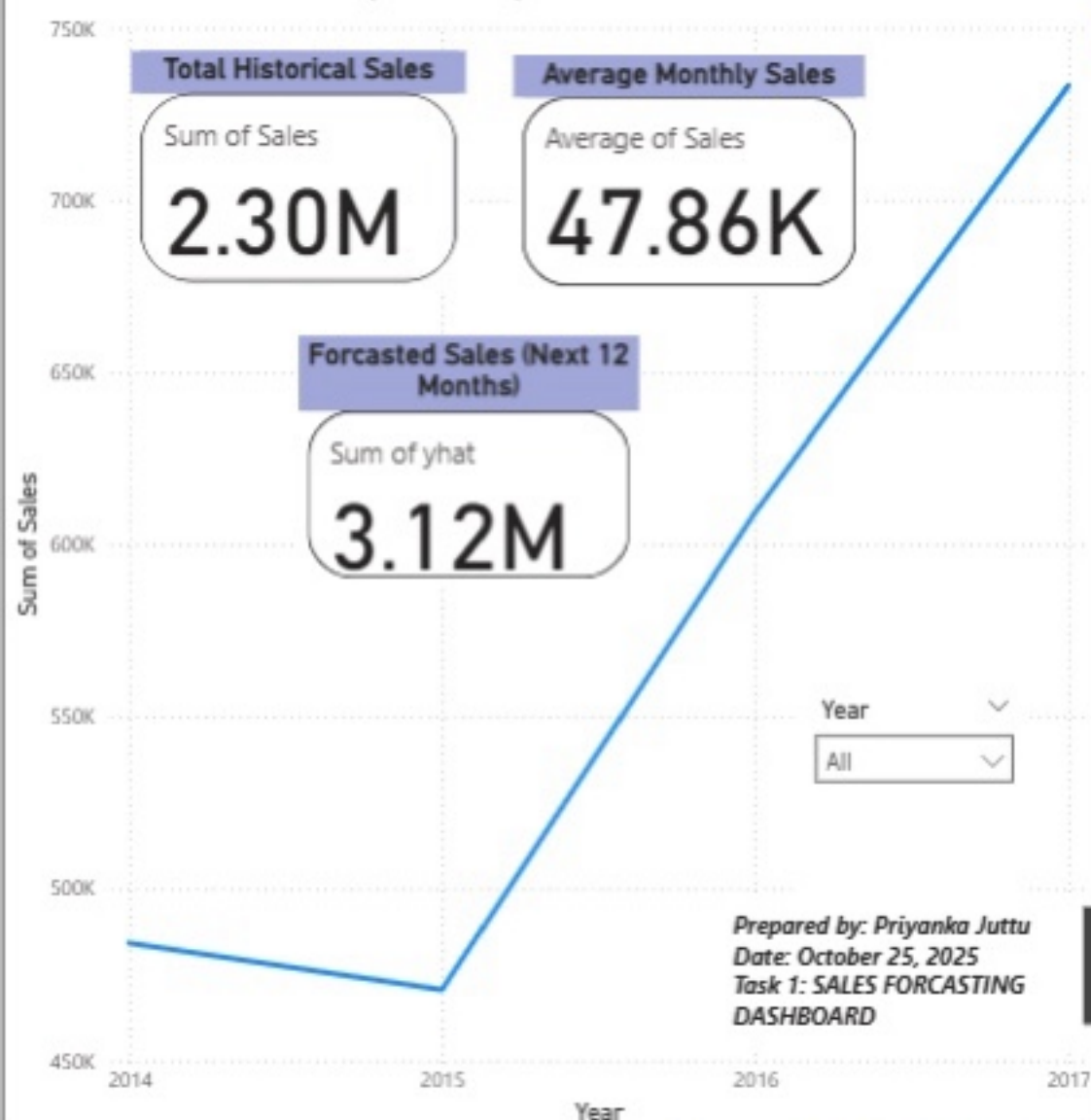
SALES FORECAST (NEXT 12 MONTHS WITH CONFIDENCE INTERVALS)

● Sum of yhat ● Sum of yhat_lower ● Sum of yhat_upper

Sum of yhat, Sum of yhat_lower and Sum of yhat_upper

0.9M — 0.89M
0.86M
0.8M — 0.79M
0.75M
0.72M — 0.70M
0.7M
0.64M
0.61M — 0.61M
0.6M
0.56M
0.51M — 0.51M
0.5M
0.46M
0.41M
0.4M

2014 2015 2016 2017 2018

Year
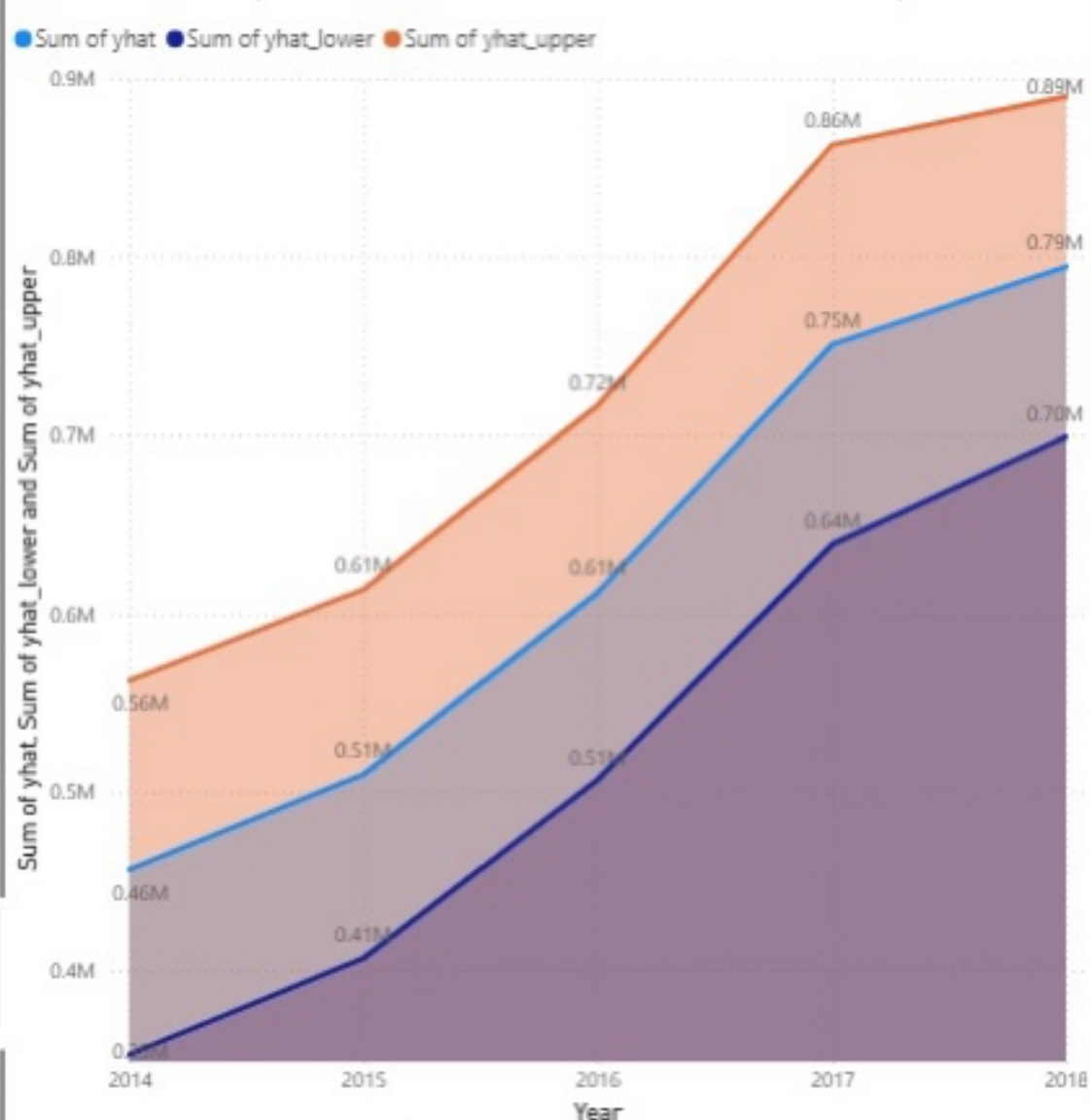
EXECUTIVE SUMMARY

View Details→

SALES ANALYSIS AND INSIGHTS

KEY INSIGHTS:
- Historical sales show strong seasonal patterns with Q4 peaks
- Prophet model forecasts continued upward growth trend
- Confidence intervals indicate moderate forecast uncertainty

BUSINESS RECOMMENDATIONS:
→ Increase inventory 2-3 months before Q4 holiday season
→ Plan targeted promotions during off-peak months (Feb-Apr)
→ Use forecast confidence bounds for risk-adjusted planning
→ Monitor actual sales vs forecast to refine future predictions

Model Performance (Prophet cross-validation):
- MAE (Mean Absolute Error): 11,161
- RMSE (Root Mean Squared Error): 12,220

Top Product categories by Sales

Category	Sum of Sales
Technology	0.84M
Furniture	0.74M
Office Supplies	0.72M

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