**Sales Forecasting Dashboard**

**Overview**

This Power BI dashboard focuses on forecasting future sales based on historical data. By utilizing advanced forecasting models, the dashboard predicts sales trends, helping businesses anticipate future demand and adjust their strategies accordingly. This tool is essential for sales teams, analysts, and business leaders who want to optimize their sales planning and inventory management.

**Features**

* **Sales Forecasting:** The dashboard employs forecasting techniques to predict future sales, providing visual representations of expected trends.
* **Historical Sales Analysis:** Examines past sales performance to identify patterns and correlations that influence the forecast.
* **Interactive Visualizations:** Allows users to explore the forecast by adjusting parameters and viewing different scenarios.
* **Key Metrics:** Displays essential sales metrics such as total sales, average sales per period, and growth rates, offering a comprehensive view of sales performance.

**Technologies Used**

* **Power BI Desktop:** Utilized to build the interactive dashboard and implement the forecasting models.
* **Data Source:** Based on historical sales data, structured to facilitate accurate and insightful forecasting.

**Usage**

This dashboard is ideal for:

* **Sales Planning:** Helping sales teams anticipate demand and set realistic sales targets.
* **Inventory Management:** Allowing businesses to adjust inventory levels based on expected sales.
* **Strategic Decision-Making:** Supporting business leaders in making data-driven decisions to optimize sales strategies.

**How to Access**

1. Download the Power BI file from this repository.
2. Open the file using Power BI Desktop.
3. Explore the forecast and historical data using the interactive visualizations provided.

**Conclusion**

The Sales Forecasting Dashboard is a powerful tool that helps businesses predict future sales, manage inventory effectively, and make informed strategic decisions, ensuring they stay ahead of market trends.