**SUPER STORES SALES DASHBOARD**

**Project Objectives:**

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

**DESCRIPTION:**

The objectives can e broken down into the following detailed components:

1. **Dashboard Creation:** Identify the KPI’s, 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 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 goal for growth, efficiency, and customer satisfaction.

**Project Learnings:**

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