**SuperStore Sales Dashboard**

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

**The objective can be broken down into two main components:**

**1. Dashboard Creation:** This involves creating a visual representation of the data to make it easy to understand and interpret. This includes identifying key metrics, designing the layout, and adding interactive elements like filters and visualizations.

**2. Data Analysis:** This involves digging deeper into the data to uncover insights and trends. This could include tasks like cleaning the data, performing statistical analysis, and building predictive models.  
  
**3. Sales Forecasting:**

* **Leverage historic data and apply time series analysis:** Use past sales data and statistical techniques to predict future sales trends.
* **Generate sales forecasts for next 15 days:** The goal is to predict sales for the upcoming 15-day period.

**4.** **Actionable Insights and Recommendations:**

* **End goal is to share valuable insights:** Identify meaningful patterns and trends in the data.
* **And actionable information:** Provide recommendations that can be implemented to improve sales and operations.
* **That can drive strategic decision-making:** The insights should inform strategic decisions about inventory management, marketing campaigns, and other areas.
* **And support the supermarket's goals for growth, efficiency, and customer satisfaction:** Ultimately, the goal is to help the supermarket achieve its overall business objectives.

Learning:

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



