**OBJECTIVE**

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

**DESCRIPTION:**

The objective can be broken down into the following detailed components:

1.Dashboard Creation: Identify the KPls, 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 goals for growth, efficiency, and customer satisfaction.

Data Insight

1.Most of the payment is through **COD(46%).**

2.Majority Sales by segment- **Consumer(52%)**

3.Highest Sales in Months- **Dec, Sep &Mar**

**4.** Highest Profits in Months- **Dec and Oct**

**5.Avg Delivery days – 4**