Retail Sales Forecasting Report
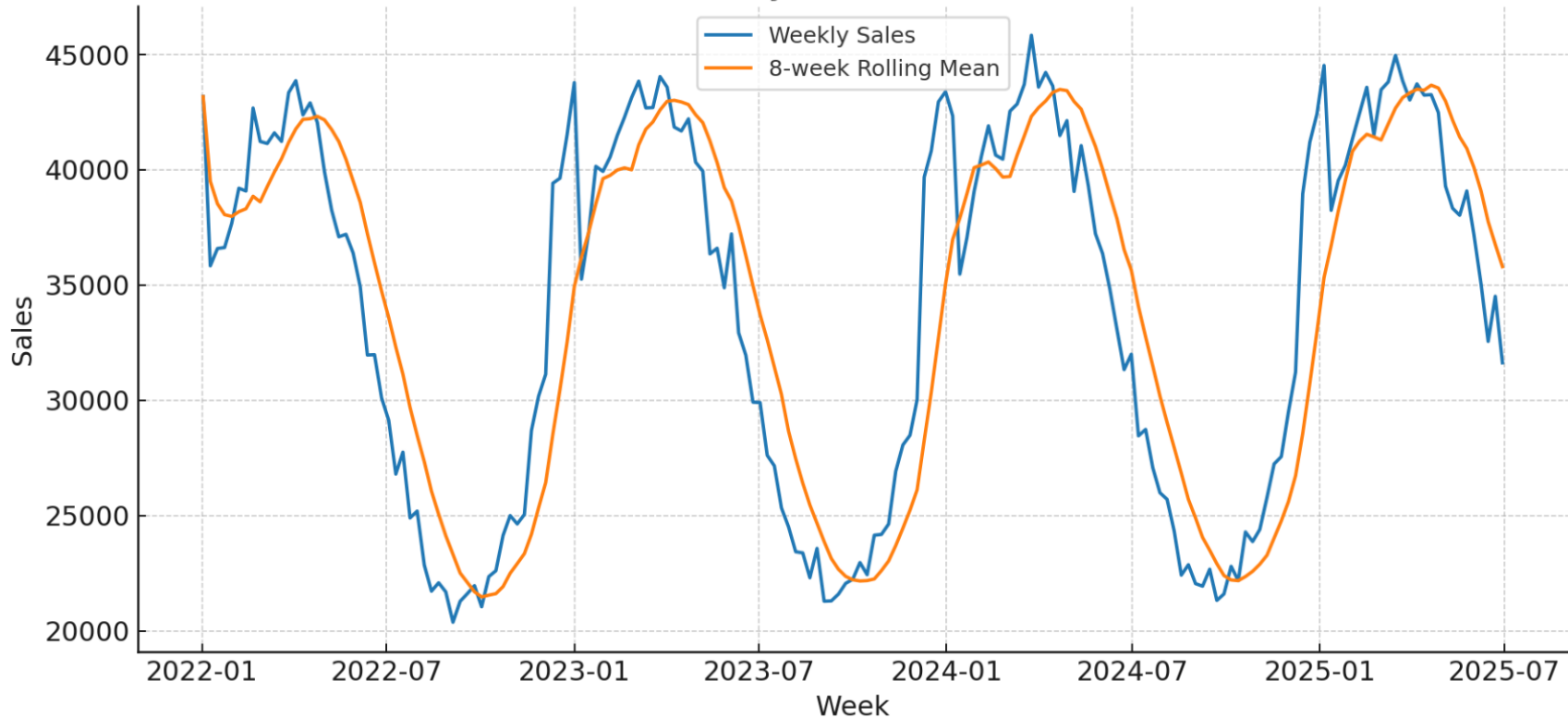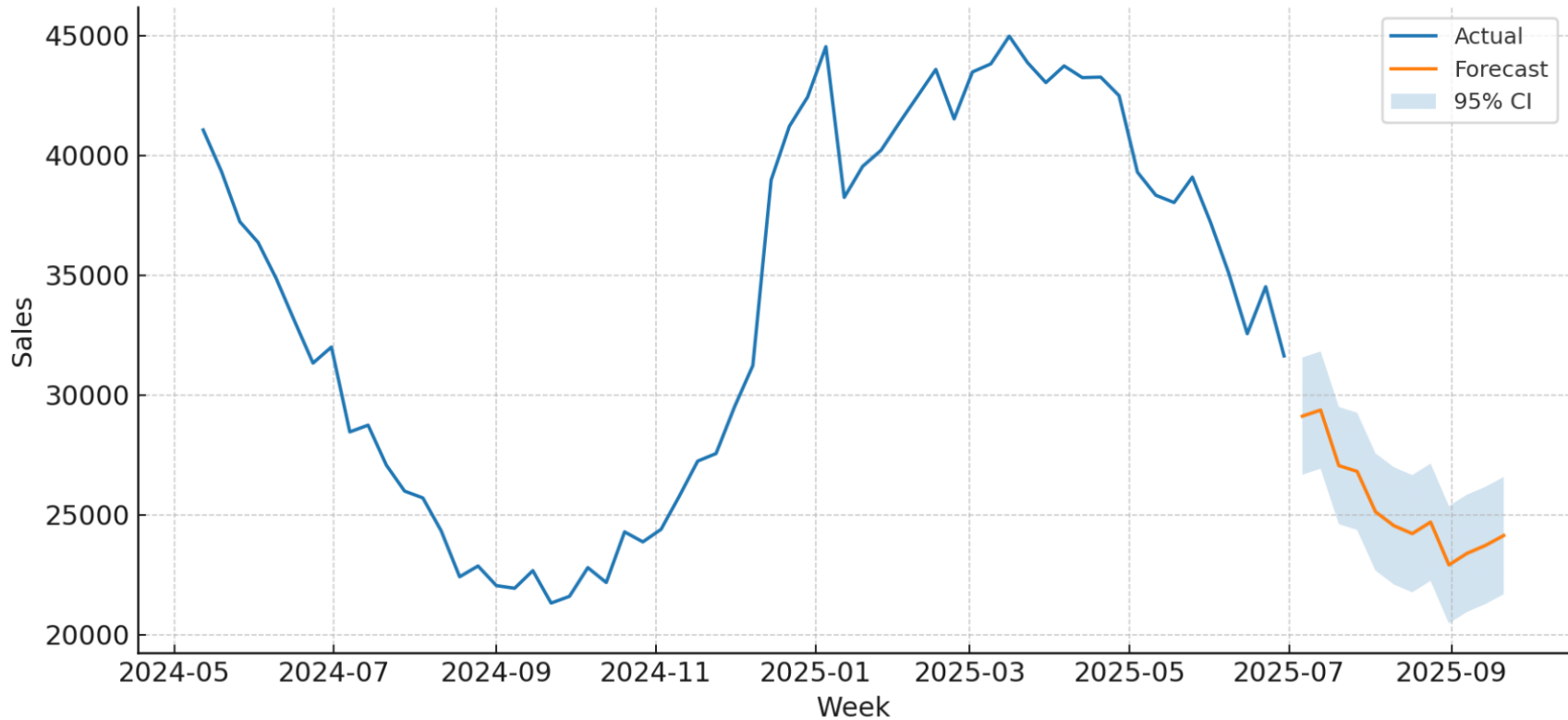
Time Horizon: Weekly | Model: Holt-Winters (add-add, s=52)

Data Range: 2022-01-02 to 2025-06-29
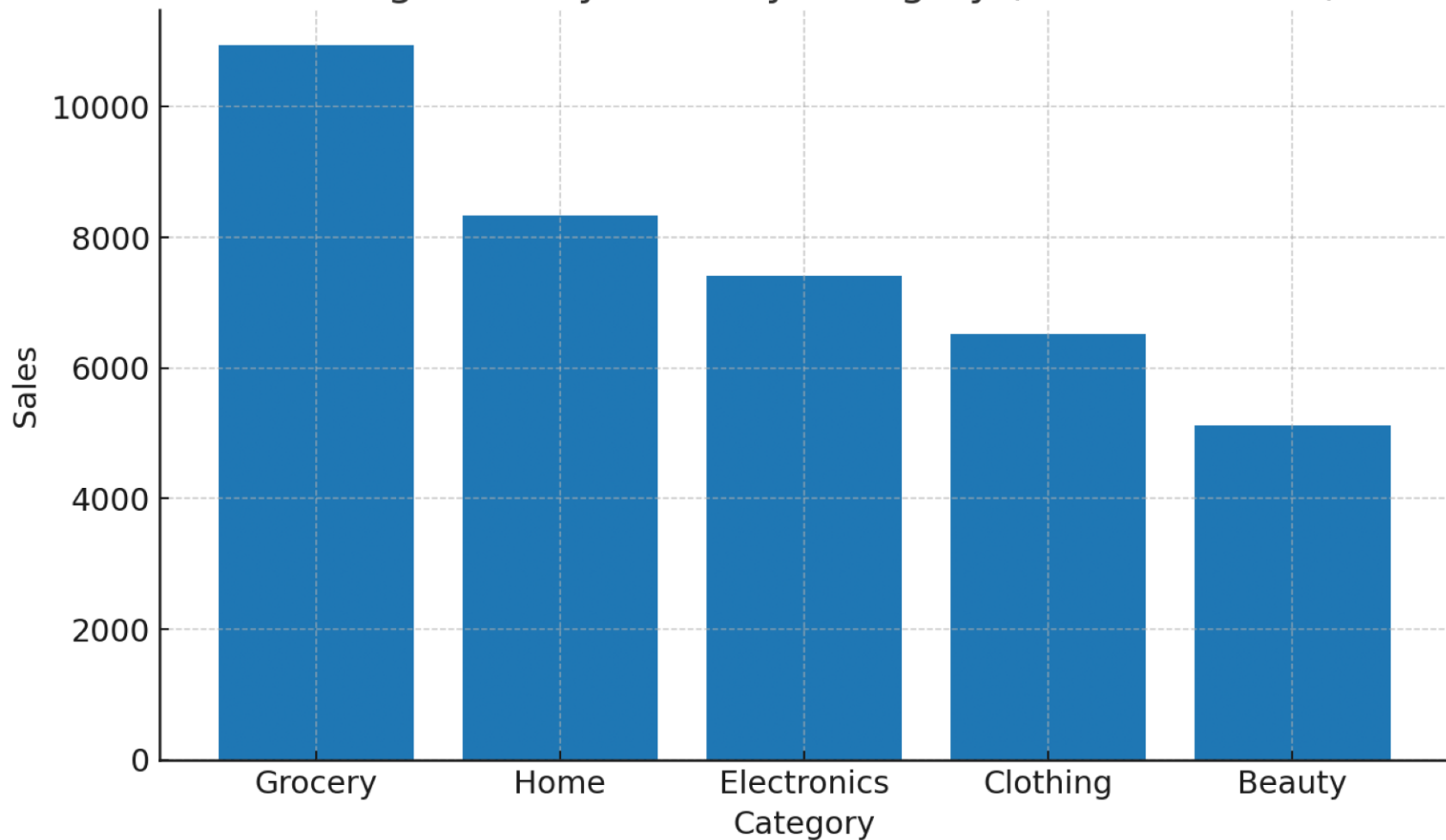
Weekly Sales & Trend

Actual vs Forecast (Next 12 Weeks)

Average Weekly Sales by Category (Last 12 Weeks)

Insights & Next Actions

Insights & Business Impact:
- Strong seasonality with year-end peaks.
- Promotions yield ~15–20% uplift when applied.
- Forecast indicates steady growth vs 8-week average.

Next Actions:
- Align inventory with forecasted peaks.
- Target promotions on Electronics & Home near holidays.
- Monitor KPIs weekly; rerun model monthly.