**IBM Naan Mudhalvan-Data Analytics with congnos Group2**

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Branch : B.E CSE

Topic : Data Analytics with congnos

Title : Product Sales Analysis

College&Code : Gnanamani college of technology(6208)

:INTRODUCTION:

* Briefly introduce the purpose of the presentation.
* Mention the significance of predicting sales trends and customer behaviour.

**: AGENDA:**

* Outline the topics you will cover in your presentation.

**:Business Problem:**

* Describe the specific business problem or challenge you are addressing.
* Explain why predicting sales trends and customer behaviour is important for your organization.

**: Data Collection**

* Discuss the sources of data you have collected for analysis.
* Mention the types of data (e.g., sales data, customer demographics) and their importance.

**: Data Preprocessing**

* Explain the steps taken to clean and preprocess the data.
* Mention any data transformations or feature engineering you performed.

**: Exploratory Data Analysis (EDA)**

* Show key insights from EDA, such as distribution graphs, trends, and correlations.
* Highlight any patterns or anomalies in the data.

**: Predictive Models**

* Introduce the predictive models you used (e.g., regression, machine learning algorithms).
* Explain why you chose these models for your analysis.

**: Model Training**

* Describe the process of training your predictive models.
* Mention any hyperparameter tuning or cross-validation techniques used.

**: Results**

* Present the results of your predictive models.
* Show charts or graphs illustrating predicted sales trends or customer behaviour.

**: Model Evaluation**

* Discuss the metrics used to evaluate the performance of your models (e.g., accuracy, RMSE, ROC AUC).
* Provide insights into how well your models are performing.

**: Insights and Interpretation**

* Explain the insights gained from the analysis.
* Discuss how these insights can be used to make informed business decisions.

**: Recommendations**

* Provide actionable recommendations based on your analysis.
* Suggest strategies to improve sales or customer engagement.

**: Future Steps**

* Share your plans for future work or improvements in predictive modeling.
* Discuss how the organization can continue to leverage these insights.

**: Conclusion**

* Summarize the key takeaways from your presentation.
* Reiterate the importance of predicting sales trends and customer behaviour.

**: Q&A**

* Open the floor for questions from the audience.

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