

SALES FORECASTING

- The sales forecast sets a believed future sales volume, which gives indicators to the purchasing, the production, the logistical, the financial and the marketing function of an organization.
- A sales forecast is usually made for a specific period of time, this may be weeks or a season or a year.
- To forecast Sales for the products or categories, one should keep a tab on:
 - ✓ The changes in tastes and attitudes of consumers (buying trends)
 - ✓ The size of the target market and
 - ✓ The changes in their spending pattern

In the solution created we analyse the store performance and analyse:

Rising and Sinking Stores

Pre and Post Furbishment Customer Count and Sales

Pre and Post Promotion Customer Count and Sales

Sunday Effect

Competitor Effect

We have modelled this using the Rossman Forecast in Python and Visualized in Power BI

SALES FORECASTING



Sales Forecasting

MoM QoQ YvY



Daily Avg LY
₹ 5,833

Forecast Daily Avg
₹ 5,848.51

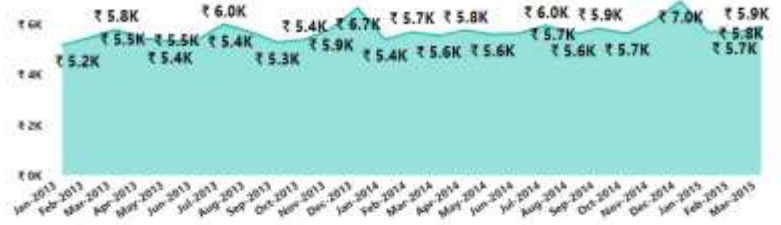
Weekly Avg LY
₹ 5,798.56

Forecast Weekly Avg
₹ 5,836.69

Actual Sales Distribution



Actual Sales Distribution



Forecast Sales Distribution



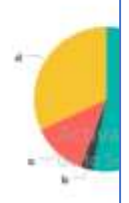
Actuals by StoreType



Actual And Forecast Sales Trend



Forecasted by



Promo Effect



Store With Promo 571
Total Stores 1115
Avg Sales ₹ 5.42K
Avg Sales With Promo ₹ 7.99K
Avg Sales W/O Promo ₹ 4.41K

