

PROFESSIONAL TRAINING REPORT
At
Sathyabama Institute of Science and Technology
(Deemed to be University)

Submitted in partial fulfilment of the requirements for the
award of Bachelor of Technology Degree in Information
Technology

By
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DEPARTMENT OF INFORMATION TECHNOLOGY

SCHOOL OF COMPUTING



SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY
Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI,
CHENNAI – 600119 TAMILNADU
MARCH 2023



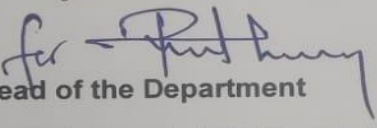
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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafede work of
JANANI N (Reg. No: 40120039) who carried out the project entitled
"PRODUCT SALES PREDICTION" under my supervision from
MARCH 9 2023 to MARCH 14 2023


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Submitted for Viva voce Examination held on

28.04.2023


Internal Examiner


External Examiner

DECLARATION

I, **JANANI N** hereby declare that the project report entitled **PRODUCT SALES PREDICTION** done by me under the guidance of **Dr.P. Jeyanthi M.E., Ph.D.**, is submitted in partial fulfilment of the requirements for the award of Bachelor of Technology Degree in Information Technology.

DATE: 28/4/23

PLACE: CHENNAI



SIGNATURE OF THE CANDIDATE

TRAINING CERTIFICATE

No. : 34343



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N S I C

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CERTIFICATE

This is to certify that Ms. **JANANI N.** D/o.
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B.Tech. (IT), Sathyabama Institute of Science and
Technology has undergone "**SKILL DEVELOPMENT
PROGRAM ON DATA ANALYTICS**" conducted by
us for a period of one week (30 Hours) from
09.03.2023 to 14.03.2023.



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HEAD OF TRAINING

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HEAD OF CENTRE

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ABSTRACT

In our country there are lots of electronic stores. managing sales of the shopping is very exigent work. The customer requirements will be changed every month, the manager or store owners are facing the problem of keeping stock for upcoming months. In this work we proposed a data analytics-based approach for predicting the sales details based on the last 12 months data and it will generate a report, in which month maximum products are sales profit of each and every month. This system performs various task like, finding best months for sales, calculate monthly earned money from different products, which area sold the maximum products, when will be the best time for advertisement to maximum customer to buy the products also generates report, which are items are frequently bought by the customer to keep stock for upcoming months and, increase the profit of the shopping mall business. These issues could be overcome by using various data mining techniques. In this paper, we briefly analysed the concept of sales data and sales forecast. The various techniques and measures for sales predictions are described in the later part of the research work. On the basis of a performance evaluation, a best suited predictive model is suggested for the sales trend forecast. The results are summarized in terms of reliability and accuracy of efficient techniques taken for prediction and forecasting. We will also explore how such data can be used to obtain insights into consumer behaviour, and the impact of such data on organizational forecasting.

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CHAPTER - 1

INTRODUCTION

Sales forecasting is a crucial business exercise. Accurate sales forecasts allow business leaders to make smarter decisions about things like goal-setting, budgeting, hiring, and other things that affect cash flow. A sales forecast is a prediction of future sales revenue. Sales forecasts are usually based on historical data, industry trends, and the status of the current sales pipeline. Businesses use the sales forecast to estimate weekly, monthly, quarterly, and annual sales totals. Sales forecasting is also different from sales goal-setting. While a sales goal describes what you want to happen, a sales forecast estimates what will happen, regardless of your goal. Sales prediction is playing creating and noteworthy employment in various fields, for instance, money related envisioning, electric power deciding, resource conjecture, etc. Arrangements conjecture is a noteworthy basic for enormous business orchestrating and right powerful, allowing associations to all the more promptly structure their business works out. Sales prediction is critical for separated associations, especially vehicle arrangements, land, and other customary undertakings. The desires are generally done by applying verifiable systems, for instance, backslide or the autoregressive–moving-typical (ARMA) taking into account recorded arrangements data. Regardless, these procedures simply work for explicit data. Such enormous quantities of components with complex interrelationships sway bargains and in all likelihood consolidate ones with a sensible degree of defencelessness. Using data mining, we can perceive potential models and headway consistency from most of the data. As needs are, a growing number of researchers revolve around how to use data mining to process recorded data and handle inclines in bargains desire.

1.1 FORECASTING:

Forecasting refers to the practice of predicting what will happen in the future by taking into consideration events in the past and present. Basically, it is a decision-making tool that helps businesses cope with the impact of the future's uncertainty by examining historical data and trends. It is a planning tool that enables businesses to chart their next moves and create budgets that will hopefully cover whatever uncertainties may occur

1.2 SALES FORECASTING:

A sales forecast is a prediction of future sales revenue. Sales forecasts are usually based on historical data, industry trends, and the status of the current sales pipeline. Businesses use the sales forecast to estimate weekly, monthly, quarterly, and annual sales totals. Just like a weather forecast, your team should view your sales forecast as a plan to work from, not a firm prediction. Sales forecasting is also different from sales goal-setting. While a sales goal describes what you want to happen, a sales forecast estimates what will happen, regardless of your goal.

1.2.1 PROS & CONS OF SALES FORECASTING:

Pros:

- Provides insights into upcoming sales and revenue
- Aligns businesses strategies and result
- Reveals patterns in data
- Establishes the sales process

CONS:

- It is hard to predict
- Requires clear data
- Requires time
- Creates biased opinions

1.3 SALES PREDICTION:

Sales prediction also commonly called sales forecasting is the process of estimating future sales by predicting the amount of product or services an individual salesperson, a sales team, or a company is likely to sell in a fixed time period i.e., next week, month, quarter, or year.

There are a lot of different methods for predicting sales, but the important thing is that they're all backed by some kind of data. Sales prediction allows you to replace gut feelings with evidence-based decision-making.

1.3.1 BENEFITS OF SALES PREDICTION:

- Set better goals
- Evaluate sales performance
- Plans effectively
- Makes decisions with confidence

1.4 DATA PROCESSING:

The influencing factors of sales from five aspects: product attributes, merchant attributes, buyer attributes,

1.4.1 PRODUCT ATTRIBUTES:

The characteristics of the product itself are the main factors affecting the sales volume. The product attribute indexes finally determined in this paper are as follows: price quality grade, collection volume

1.4.2 MERCHANT ATTRIBUTES:

The characteristics of businesses through the attributes of business time store level, sales volume and score. The “scoring” index includes the scoring results of “product description consistency score,” “logistics service level score,” and “comprehensive service score.”

1.4.3 BUYER ATTRIBUTES:

The basic information of customers, such as gender, age, education, information of products purchased, and online transaction amount, involves personal privacy issues, there is no channel for obtaining it on major e-commerce platforms. Therefore, this paper selects buyer loyalty to reflect customers' satisfaction with products and their personal consumption preferences.

1.5 SPECIFICATIONS

1.5.1 HARDWARE CONFIGURATION

- Processor - I5
- Speed - 3 GHz
- RAM - 8GB (min)
- Hard Disk - 500 GB
- Key Board - Standard Windows Keyboard
- Mouse - Two or Three Button Mouse
- Monitor - LCD
- Ethernet connection :(LAN)

1.5.2 SOFTWARE CONFIGURATION

- Microsoft Excel sheet
- Power BI application
- web browser

CHAPTER -2

LITERATURE SURVEY

PAPER1: Prediction of Merchandise Sales on E-Commerce Platforms Based on Data Mining and Deep Learning

- Online business has grown exponentially during the last decade, and the industries are focusing on online business more than before.
- Different machine learning and data mining techniques are needed to know the users' preferences and know what would be best for business.
- This paper constructs a sales prediction model suitable for online products and focuses on evaluating the adaptability of the model in different types of online products.

PAPER2: APPROACH OF SALES PREDICTION SYSTEM OF CUSTOMERS USING DATA ANALYTICS TECHNIQUES

- In country there are lots of supermarkets, shopping malls the managing sales of the shopping malls is very exigent works.
- The customer requirements will be changed every month, the manager or store owners are facing the problem for keeping stock for upcoming months.
- In this work we proposed data analytics-based approach for predicting the sales details based on the last 12 months data and it will generate report, in which moth maximum products are sales profit of the each and every month.
- This system performs various task like, finding best months for sales, calculate monthly earned money from different products, which city sold the maximum products, when will be the best time for advertisement to maximum customer to buy the products.

- Also generates report, which are items are frequently bought by the customer to keep stock for upcoming months and, increase the profit of the shopping mall business.

PAPER3: survey on retail sales forecasting and prediction in fashion markets

- Sales forecasting is an essential task in retailing. In particular, consumer-oriented markets such as fashion and electronics face uncertain demands, short life cycles and a lack of historical sales data which strengthen the challenges of producing accurate forecasts.
- This survey paper presents state-of-the-art methods in the sales forecasting research with a focus on fashion and new product forecasting.
- This study also reviews different strategies to the predictive value of user-generated content and search queries.

PAPER4: Forecasting Sales Profiles of Products During Pandemic

- Accurate demand forecasting has always been essential for retailers in order to be able to survive in the highly competitive, volatile modern market
- This paper proposes an original sales forecasting framework capable of considering the effect of the COVID-19 related crisis on sales.
- The main goals of this framework are to predict a sales pattern for each item based on its attributes and to correct it by modelling the impact of the crisis on sales.
- Experimental analysis show that our methodology learns the impact of the crisis on consumer behaviour from online sales, and then, adapts the sales forecasts already obtained.

PAPER 5: Predicting Online Product Sales using Machine Learning

- Product sales prediction is a major aspect of purchasing management.
- Forecasting the sales are crucial in determining inventory stock levels and accurately estimating the future demand for goods has been an ongoing challenge in industries. If goods are not readily available or if goods availability is more than demand overall profit can be compromised.
- Our project aims to use up to date data which includes online reviews, online ratings, online promotional strategies and sentiments and various other parameters for predicting product sales.

PAPER 6: Analysis of book sales prediction at Amazon marketplace in India

- Prediction of customer demand is an important part of Supply Chain Management, as it helps to avoid over or under production and reduces delivery time.
- In the context of e-commerce, accurate prediction of customer demand, typically captured by sales volume, requires careful analysis of multiple factors, namely, type of product, country of purchase, price, discount rate, free delivery option, online review sentiment etc., and their interactions.
- This study investigates the efficacy of various modelling techniques, namely, regression analysis, decision-tree analysis and artificial neural network, for predicting the sales of books at amazon.in, using various relevant factors and their interactions as predictor variables.
- The results of this study can be utilized by online sellers to accurately predict the sales volume by adjusting these significant factors, thereby managing the supply chain effectively.

CHAPTER -3

METHODS &ALGORITHM USED

3.1 PROJECT DEVELOPMENT:

In this section, there is an overview of the process of data mining and data modelling, from collecting the data, through the data preparation and finally the data modeling. Data cleaning and formatting can be considered as the most critical part of the whole project according to several data scientists. Figure 3.1 shows how the process of data mining works to extract knowledge using algorithms.

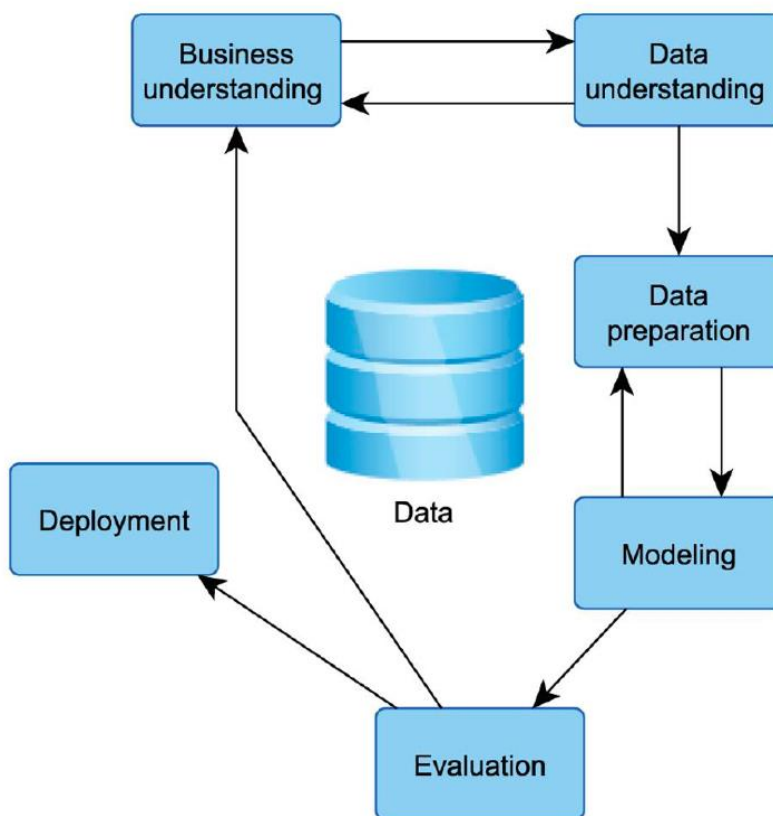


Fig:3.1 project development

3.2 DATA ANALYTICS:

The process of data analysis, or alternately, data analysis steps, involves gathering all the information, processing it, exploring the data, and using it to find patterns and other insights. The process of data analysis consists of: Data Requirement Gathering: Ask yourself why you're doing this analysis, what type of data you want to use, and what data you plan to analyses.

3.2.1 Data Collection:

Guided by your identified requirements, it's time to collect the data from your sources. Sources include case studies, surveys, interviews, questionnaires, direct observation, and focus groups. Make sure to organize the collected data for analysis.

3.2.2 Data Cleaning:

Not all the data you collect will be useful, so it's time to clean it up. This process is where you remove white spaces, duplicate records, and basic errors. Data cleaning is mandatory before sending the information on for analysis.

3.2.3. Data Analysis:

Here is where you use data analysis software and other tools to help you interpret and understand the data and arrive at conclusions. Data analysis tools include Excel, Python, R, Looker, Rapid Miner, Charito, Meta base, Rehash, and Microsoft Power BI.

3.2.4. Data Interpretation:

Now that you have your results, you need to interpret them and come up with the best courses of action based on your findings.

3.2.5. Data Visualization:

Data visualization is a fancy way of saying, “graphically show your information in a way that people can read and understand it.” You can use charts, graphs, maps, bullet points, or a host of other methods.

3.3 Types of Data Analysis:

The four types of data analysis are:

1. Descriptive Analysis
2. Diagnostic Analysis
3. Predictive Analysis
4. Prescriptive Analysis

3.3.1. DESCRIPTIVE ANALYSIS:

Descriptive analytics answer the question, “What happened?”. This type of analytics is by far the most commonly used by customers, providing reporting and analysis centered on past events. It helps companies understand things such as:

- How much did we sell as a company?
- What was our overall productivity?
- How many customers churned in the last quarter?

Descriptive analytics is used to understand the overall performance at an aggregate level and is by far the easiest place for a company to start as data tends to be readily available to build reports and applications. It’s extremely important to build core competencies first in descriptive analytics before attempting to advance upward in the data analytics maturity model. 23 Core competencies include things such as data modeling fundamentals, communicating data with right visualization and basic dashboard skills. It’s likely you’ve adopted some form of descriptive analytics internally, whether that be static P&L statements, PDF reports, or reporting within an analytics tool. For a true descriptive analytics program to be implemented, the concepts of repeatability and automation of tasks must be top of mind. Repeatability in that a data process is standardized and can be regularly applied with minimal effort (think a weekly sales report), and automation in that complex task

(VLOOKUPS, merging of excel spreadsheets, etc.) are automated—requiring little to no manual intervention.

3.3.2. DIAGNOSTIC ANALYSIS:

Diagnostic analytics, just like descriptive analytics, uses historical data to answer a question. But instead of focusing on “what”, diagnostic analytics addresses the critical question of why an occurrence or anomaly occurred within your data. Diagnostic analytics also happens to be the most overlooked and skipped step within the analytics maturity model. Anecdotally, I see most customers attempting to go from “what happened” to “what will happen” without ever taking the time to address the “why did it happen” step. This type of analytics helps companies answer questions such as:

- Why did our company sales decrease in the previous quarter?
- Why are we seeing an increase in customer churn?
- Why is a specific basket of products vastly outperforming their prior year sales figures?

Diagnostic analytics tends to be more accessible and fit a wider range of use cases than machine learning/predictive analytics. You might even find that it solves some business problems you earmarked for predictive analytics use cases. Being at the diagnostic analytics phase likely means you’ve adopted a modern analytics tool. Most modern analytics tools contain a variety of search-based, or lightweight artificial intelligence capabilities. ²⁴ These features allow for detailed insights a layer deeper (for example: the Key Drivers visualization in Power BI, or Qlik’s search-based insight functionality). To be clear, these are an effective lightweight means to address diagnostic analytics use cases but are not a means to a full-scale implementation. Software vendors like Sisuu have built their core business around addressing diagnostic analytics use cases (what they call “augmented analytics”) and are a great bet. Diagnostic analytics is an important step in the maturity model that unfortunately tends to get skipped or obscured. If you cannot infer why your sales decreased 20% in 2020, then

jumping to predictive analytics and trying to answer “what will happen to sales in 2021” is a stretch in advancing upward in the analytics maturity model.

3.3.3. PREDICTIVE ANALYSIS:

Predictive analytics is a form of advanced analytics that determines what is likely to happen based on historical data using machine learning. Historical data that comprises the bulk of descriptive and diagnostic analytics is used as the basis of building predictive analytics models. Predictive analytics helps companies address use cases such as:

- Predicting maintenance issues and part breakdown in machines.
- Determining credit risk and identifying potential fraud.
- Predict and avoid customer churn by identifying signs of customer dissatisfaction.

At the outset of any predictive analytics build, three core elements need to be established:

- Identify a problem to solve,
 - Define what is you want to predict, and
 - State what you will achieve by doing so. To start you should collect existing data, organize data in a useful way to allow for data modeling, cleanse your data and review overall quality, and finally determine your modeling objective.
- 25 While modeling takes up the spotlight in predictive analytics, data prep is a crucial step that needs to happen first. This is why organizations with a rock-solid foundation in descriptive and diagnostic analytics are better equipped to handle predictive analytics. Simply put, the time and effort to prep, transform, and ensure data quality for retrospective reporting has already taken place. The groundwork should be relatively well laid to quickly identify and leverage data for the modeling phase. I always encourage customers with well-defined KPIs and business logic in a specific business

reporting area (think sales reporting for example) to use that as the first predictive analytics use case. The goal is to derive value quickly, and there is no better place to start than an area where you know data is well defined and of high quality.

3.3.4. PRESCRIPTIVE ANALYSIS:

Prescriptive analytics is the fourth and final pillar of modern analytics. Prescriptive analytics pertains to true guided analytics where your analytics is prescribing or guiding you toward a specific action to take. It is effectively the merging of descriptive, diagnostic, and predictive analytics to drive decision making. Existing scenarios or conditions (think your current fleet of freight trains) and the ramifications of a decision or occurrence (parts breakdown on the freight trains) are applied to create a guided decision or action for the user to take (proactively buy more parts for preventative maintenance). Prescriptive analytics requires strong competencies in descriptive, diagnostic, and predictive analytics which is why it tends to be found in highly specialized industries (oil and gas, clinical healthcare, finance, and insurance to name a few) where use cases are well defined. Prescriptive analytics help to address use cases such as:

- Automatic adjustment of product pricing based on anticipated customer demand and external factors.
- Flagging selects employees for additional training based on incident reports in the field. 26 Prescriptive analytics' primary aim is to take the educated guess or assessment out of data analytics and streamline the decision-making process. Prescriptive analytics is commonly considered the merging of descriptive, diagnostic, and predictive analytics. Getting started isn't so much a step-by-step list but rather the time and effort up front to build your competencies within the analytics maturity curve. Simply put, there is no starting point in prescriptive analytics without the requisite first three pillars of modern analytics being established first. If you're ready for prescriptive

analytics, then quantifying your call to action and the underlying criteria will be the first requirement. For example: if the use case is to call corrective action for an employee (i.e. – additional training based on poor performance) then the factors that necessitate this action must be firmly established and the action itself must be clearly defined. Knowing how each kind of analytics helps you better understand your data and how to use it.

3.4 System Requirements:

3.4.1 Windows:

- Microsoft® Windows® 7/8/10 64-bit
- 4 GB RAM minimum, 8 GB RAM recommended
- 2 GB of available disk space minimum,
- 4 GB Recommended 500 MB for IDE + 1.5 GB for Android SDK and emulator system image
- 1280 x 800 minimum screen resolution

3.4.2 Mac:

- Mac® OS X® 10.10 Yosemite or higher, up to 10.14 macOS Mojave
- 4 GB RAM minimum, 8 GB RAM recommended
- 2 GB of available disk space minimum,
- 4 GB Recommended 500 MB for IDE + 1.5 GB for Android SDK and emulator system image

3.4.3 Linux:

- GNOME or KDE desktop - Tested on gLinux based on Debian.
- 64-bit distribution capable of running 32-bit applications
- GNU C Library glibc 2.19 or later 17
- 4 GB RAM minimum, 8 GB RAM recommended

- 2 GB of available disk space minimum,

3.5 POWER BI:

Power BI is an interactive data visualization software product developed by Microsoft with a primary focus on business intelligence. It is part of the Microsoft Power Platform. Power BI is a collection of software services, apps, and connectors that work together to turn unrelated sources of data into coherent, visually immersive, and interactive insights. Data may be input by reading directly from a database, webpage, or structured files such as spreadsheets, CSV, XML, and JSON. Microsoft Power BI is a business intelligence (BI) platform that provides nontechnical business users with tools for aggregating, analyzing, visualizing and sharing data. 27 Power BI's user interface is fairly intuitive for users familiar with Excel, and its deep integration with other Microsoft products makes it a versatile self-service tool that requires little upfront training. Users can download an application for Windows 10, called Power BI Desktop, and native mobile apps for Windows, Android and iOS devices. There is also Power BI Report Server for companies that must maintain their data and reports on premises. That version of Power BI requires a special version of the desktop app -- aptly called Power BI Desktop for Power BI Report Server.

3.5.1. USES OF POWER BI:

Microsoft Power BI is used to find insights within an organization's data. Power BI can help connect disparate data sets, transform and clean the data into a data model and create charts or graphs to provide visuals of the data. All of this can be shared with other Power BI users within the organization. The data models created from Power BI can be used in several ways for organizations, including the following:

- telling stories through charts and data visualizations;
- examining "what if" scenarios within the data;
- creating reports that can answer questions in real time and help with forecasting to make sure departments meet business metrics. Power BI can also provide executive dashboards for administrators or managers, giving management more insight into how departments are doing

3.6 METHODOLOGY:

The project is implemented in Microsoft excel and Microsoft power Bi.

- We need to collect the data set for our product, over a year or 365 days.
- So, we are creating a data set for our product
- That includes:
 - product model
 - product price
 - product colour
 - product litre
 - product brand
 - product defect
 - product stabilizer
 - type of payment
 - location
 - typeofdelivery

Now enter the dataset in Microsoft excel sheet as per the date and month as show in the fig 3.2

PT_2 - Excel

Search

Dhana lakshmi

File Home Insert Page Layout Formulas Data Review View Help

Share

Undo Paste Copy Format Painter

Clipboard

Font

Alignment

Number

Styles

Cells

Editing

GET GENUINE OFFICE. Your license isn't genuine, and you may be a victim of software counterfeiting. Avoid interruption and keep your files safe with genuine Office today. Get genuine Office Learn more

P15

DATE	BRAND	MODEL	COLOR	LITRE	DEFECT	PRICE	STABILIZER	DAYWISE	TYPE OF PAYMENT	Orders	Location
10-01-2022	LG	Double doo Black		570	No	86740	Yes	1	Cash	Online	Chrompet
10-01-2022	LG	Double doo Blue		533	No	98740	Yes	1	Cheque	Door step	Tambaram
10-01-2022	LG	Single door White		464	No	15296	No	1	Cash	Online	Pallavaram
04-01-2022	LG	Double doo White		464	No	49837	No	1	Cash	Online	Velachery
05-01-2022	LG	Single door Grey		436	No	72531	Yes	1	Cash	Door step	Tambaram
06-01-2022	LG	Single door Red		393	No	11804	No	1	Cheque	Door step	Chrompet
07-01-2022	LG	Single door Black		444	No	10625	Yes	1	Cash	Online	Velachery
08-01-2022	LG	Double doo Black		534	No	67059	Yes	1	Cash	Online	Velachery
09-01-2022	LG	Double doo Red		245	No	24539	Yes	1	Cash	Online	Pallavaram
10-01-2022	LG	Single door Green		466	No	39162	Yes	1	Cash	Door step	Velachery
11-01-2022	LG	Single door Black		664	yes	30486	No	1	Cheque	Door step	Tambaram
12-01-2022	LG	Double doo Blue		634	No	53971	No	1	Cash	Online	Velachery
13-01-2022	LG	Single door Grey		363	No	28602	No	1	Cash	Door step	Chrompet
14-01-2022	LG	Double doo Blue		665	No	41357	yes	1	Cash	Online	Chrompet
15-01-2022	LG	Single door Black		393	No	26719	Yes	1	Cash	Online	Velachery
16-01-2022	LG	Double doo Black		557	No	62103	Yes	1	Cheque	Door step	Tambaram
17-01-2022	LG	Double doo Blue		585	No	37094	Yes	1	Cash	Door step	Pallavaram
18-01-2022	LG	Double doo Black		588	No	58472	Yes	1	Cash	Door step	Velachery
19-01-2022	LG	Double doo Black		570	No	76921	Yes	1	Cash	Door step	Chrompet
20-01-2022	LG	Double doo Blue		585	No	85306	No	1	Cash	Door step	Tambaram
21-01-2022	LG	Double doo Grey		588	No	47290	Yes	1	Cash	Online	Pallavaram
22-01-2022	LG	Double doo Black		655	No	60519	Yes	1	Cheque	Online	Chrompet
23-01-2022	LG	Double doo Red		656	No	93876	No	1	Cheque	Door step	Pallavaram
24-01-2022	LG	Double doo Black		544	No	39102	No	1	Cheque	Online	Tambaram
25-01-2022	LG	Single door Black		644	No	34013	Yes	1	Cash	Online	Velachery
26-01-2022	LG	Double doo Red		466	No	113960	No	1	Cheque	Online	Chrompet
27-01-2022	LG	Double doo Black		466	No	76550	Yes	1	Cash	Door step	Tambaram
28-01-2022	LG	Double doo Blue		570	No	29715	No	1	Cheque	Door step	Pallavaram
29-01-2022	LG	Single door Black		646	No	15840	Yes	1	Cash	Door step	Pallavaram
30-01-2022	LG	Double doo Blue		464	No	67925	Yes	1	Cheque	Door step	Pallavaram
31-01-2022	LG	Single door White		644	yes	93857	No	1	Cash	Door step	Chrompet
01-02-2022	LG	Double doo Black		533	No	82501	Yes	1	Cash	Online	Chrompet
02-02-2022	LG	Double doo White		546	No	29478	Yes	1	Cheque	Online	Tambaram
03-02-2022	LG	Double doo Blue		456	No	53106	No	1	Cash	Online	Velachery
04-02-2022	LG	Single door Green		433	No	69724	Yes	1	Cheque	Door step	Velachery
05-02-2022	LG	Double doo Black		533	No	41873	No	1	Cash	Door step	Tambaram
06-02-2022	LG	Double doo Grey		575	No	81396	No	1	Cheque	Door step	Chrompet
07-02-2022	LG	Single door Black		474	No	28741	No	1	Cash	Door step	Pallavaram

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Fig: 3.2 Excel sheet

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25-02-2022	LG	Double doo Black	522	No		62650	Yes	1	Cheque	Door step	Chrompet																			
26-02-2022	LG	Single door White	522	No		61597	Yes	1	Cash	Door step	Velachery																			
27-02-2022	LG	Double doo Black	644	No		72083	Yes	1	Cash	Online	Velachery																			
28-02-2022	LG	Double doo White	570	yes		12985	Yes	1	Cash	Online	Pallavaram																			
01-03-2022	LG	Double doo Black	570	No		49570	Yes	1	Cash	Door step	Pallavaram																			
02-03-2022	LG	Single door White	338	No		32643	Yes	1	Cheque	Door step	Tambaram																			
03-03-2022	LG	Double doo White	570	No		36432	No	1	Cash	Online	Chrompet																			
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06-03-2022	LG	Double doo Black	570	No		73809	No	1	Cheque	Online	Chrompet																			
07-03-2022	LG	Double doo White	455	No		25753	Yes	1	Cash	Door step	Velachery																			
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10-03-2022	LG	Double doo Black	570	No		67692	Yes	1	Cheque	Door step	Pallavaram																			
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13-03-2022	LG	Double doo Blue	476	No		54702	No	1	Cash	Online	Velachery																			
14-03-2022	LG	Double doo Black	545	No		63059	Yes	1	Cash	Door step	Chrompet																			
15-03-2022	LG	Single door White	356	No		29780	Yes	1	Cash	Online	Chrompet																			
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17-03-2022	LG	Double doo White	545	No		47623	Yes	1	Cash	Online	Chrompet																			
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21-03-2022	LG	Double doo Black	570	No		26590	No	1	Cash	Door step	Tambaram																			
22-03-2022	LG	Double doo White	570	No		49683	Yes	1	Cash	Door step	Tambaram																			
23-03-2022	LG	Double doo Black	570	yes		20586	Yes	1	Cash	Door step	Pallavaram																			
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02-04-2022	LG	Double doo Black	570	No		98520	Yes	1	Cash	Door step	Pallavaram																			
03-04-2022	LG	Single door Black	324	No		18837	Yes	1	Cash	Online	Tambaram																			
04-04-2022	LG	Double doo Black	570	No		84096	No	1	Cheque	Door step	Tambaram																			

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Fig: 3.3 Excel data

- Here our product is FIRDGE
- So, we are entering all the data of our product like, colour, model, defect, type of delivery. Etc
- Import the excel data in the power bi
- Create the required KPI'S
- Here in our project, we created pie chart, bar chart, forecasting etc
- We also created Q&A kpi also
- Now we can easily predict the no of defects and sales by using the kpi's
- We can also identify our product sales using price ranges also
- if we click on the bar chart it shows the percentage sales of our product
- Power bi makes our work easier so we can recognize the defect and needs of our customer and we can see more profits.

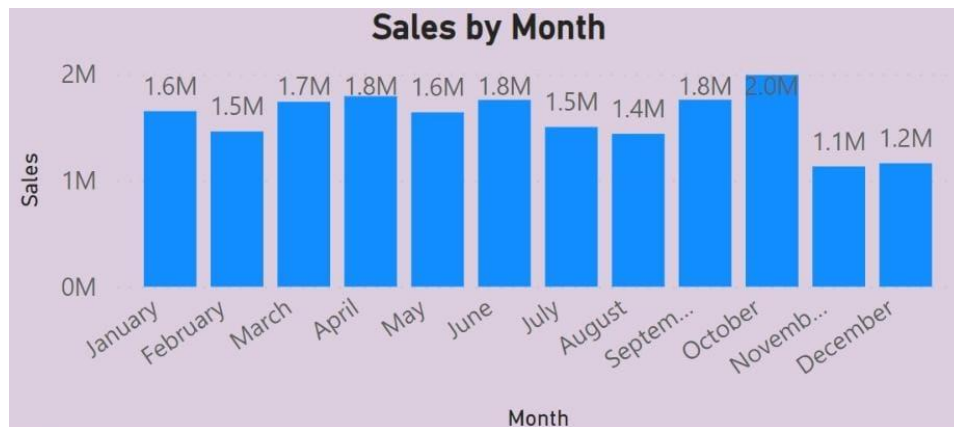


Fig: 3.4 Sales by month

- This bar graph shows month wise sales of our product.
- Here we can see that in the month of October the sales are higher since it's a festive session we will have more offers which will attract customers to buy the product.
- Same way we can see November month is the least number of sales

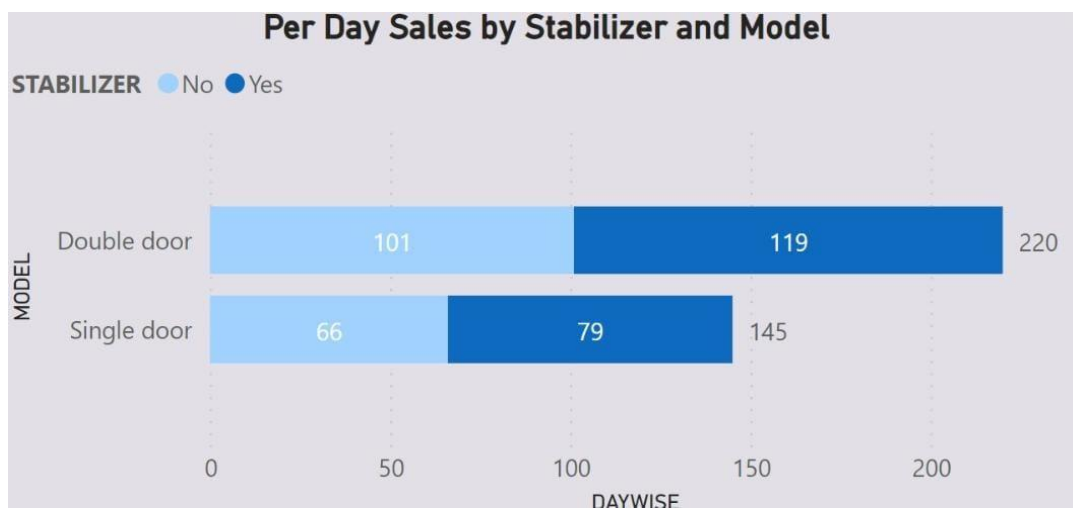


Fig:3.5 Sales by stabilizer and model

- This chart is based on model and stabilizer-based sales.
- Double door fridge with stabilizer is purchased more than a double door without stabilizer
- Same way single door with stabilizer is getting more sales than single door without stabilizer

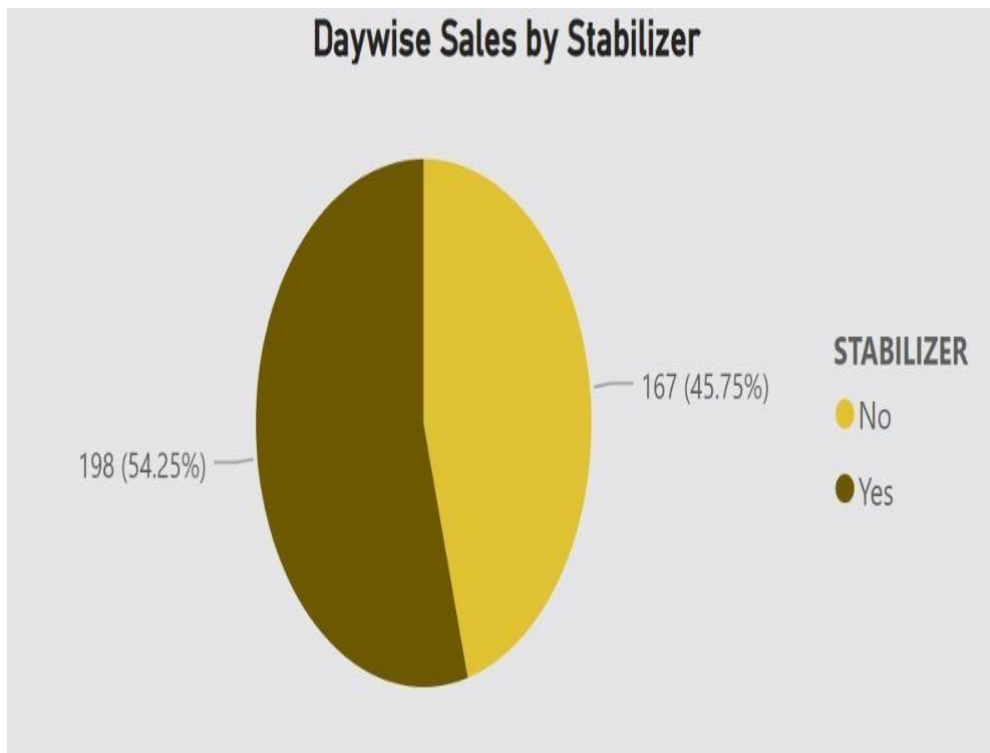


Fig:3.6 Day wise sales by stabilizer

- This pie chart represents the sales based on stabilizer
- Because each and every customer prefers a stabilizer-based product since it consumes less electricity comparatively a model without stabilizer
- Here we can see with stabilizer its 198(54.25%) of sales .167 (45.57%) without stabilizer



Fig :3.7 Model wise variety of litre

- Here it's a simple bar graph
- where x axis represents MODEL and y axis represent LITRE.
- Here double door with above 40L is getting more sales since a fridge can occupy more stuff since its double door
- Single door is getting less sales compared to double door.

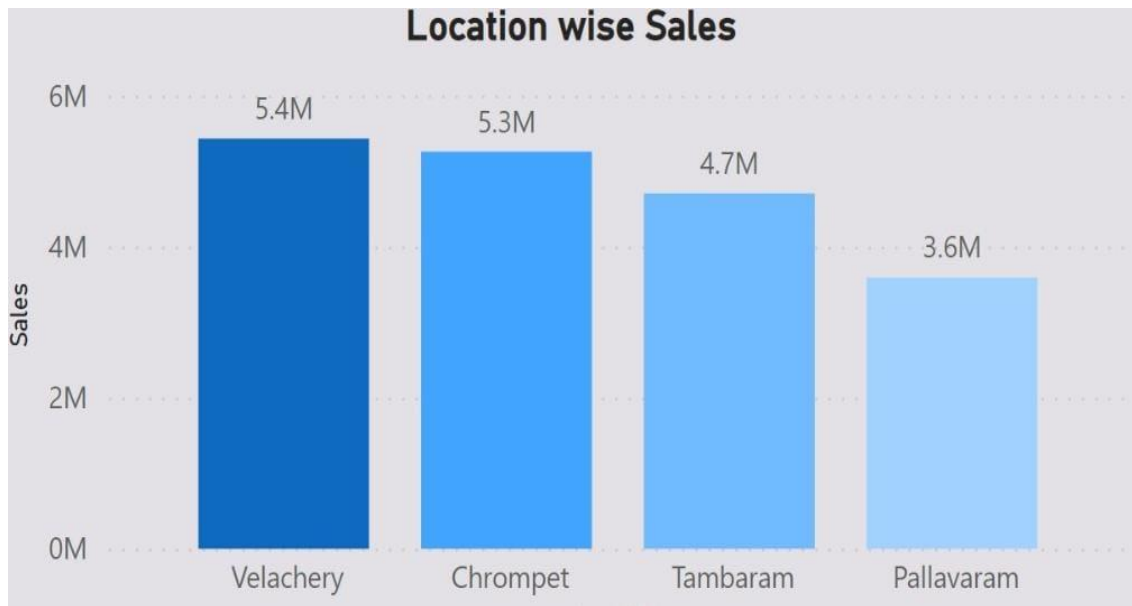


Fig:3.8 Location wise sales

- This graph shows the sales based on location wise.
- Here x axis is location and y axis are sales
- Here we can see that Velachery locality is highest no. of sales 5.4M
- Pallavaram is the least number of sales
- Chrompet is second highest 5.3M

CHAPTER – 4

RESULT & DISCUSSION

The performance of the Prediction is mostly focused on Prediction accuracy, Accuracy in each table and confusion matrix which shows the number of predictions of each table which can be compared to the instances of each table. From the data visualization it was observed that the October month has the highest sales since it's a festive session we will have more offers which will attract customers to buy the product and also Velachery has highest sales among all other areas.

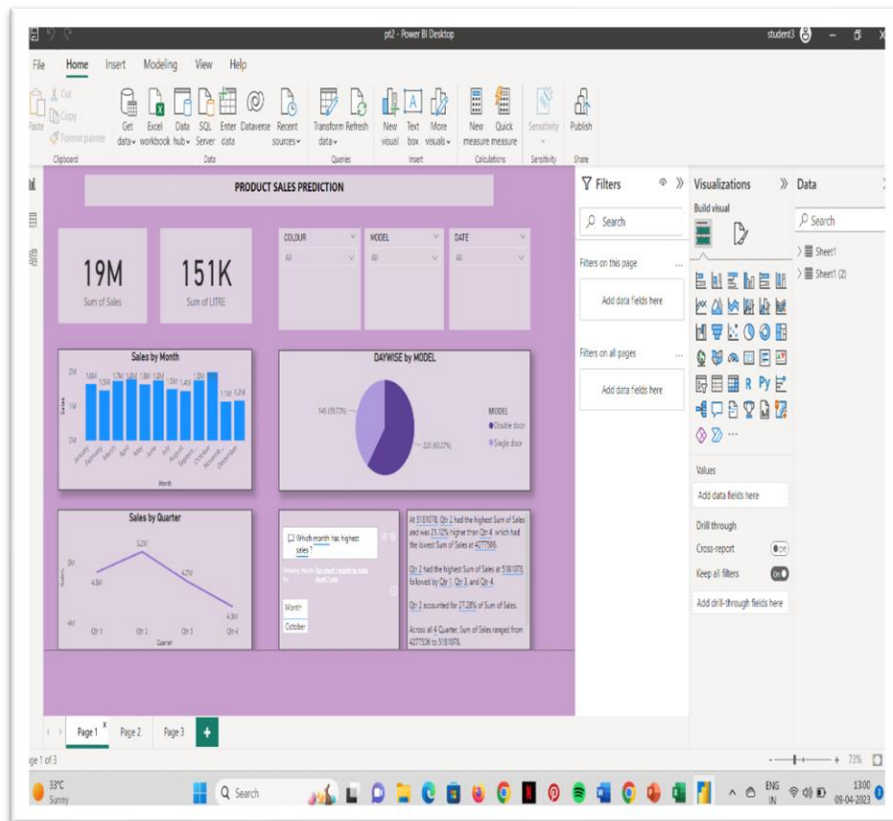


Fig:4.1 Product sales prediction

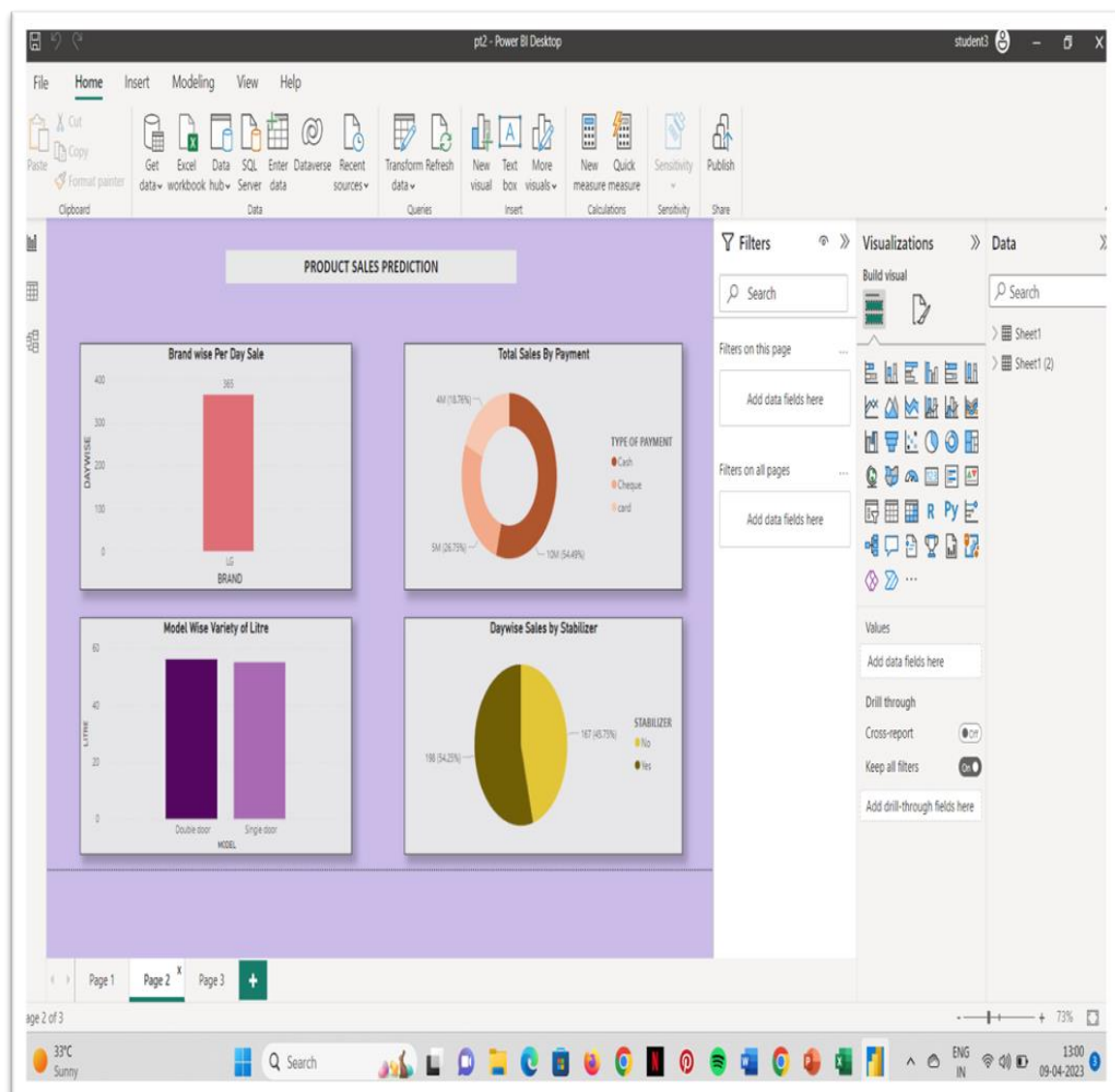


Fig 4.2 Product sales prediction

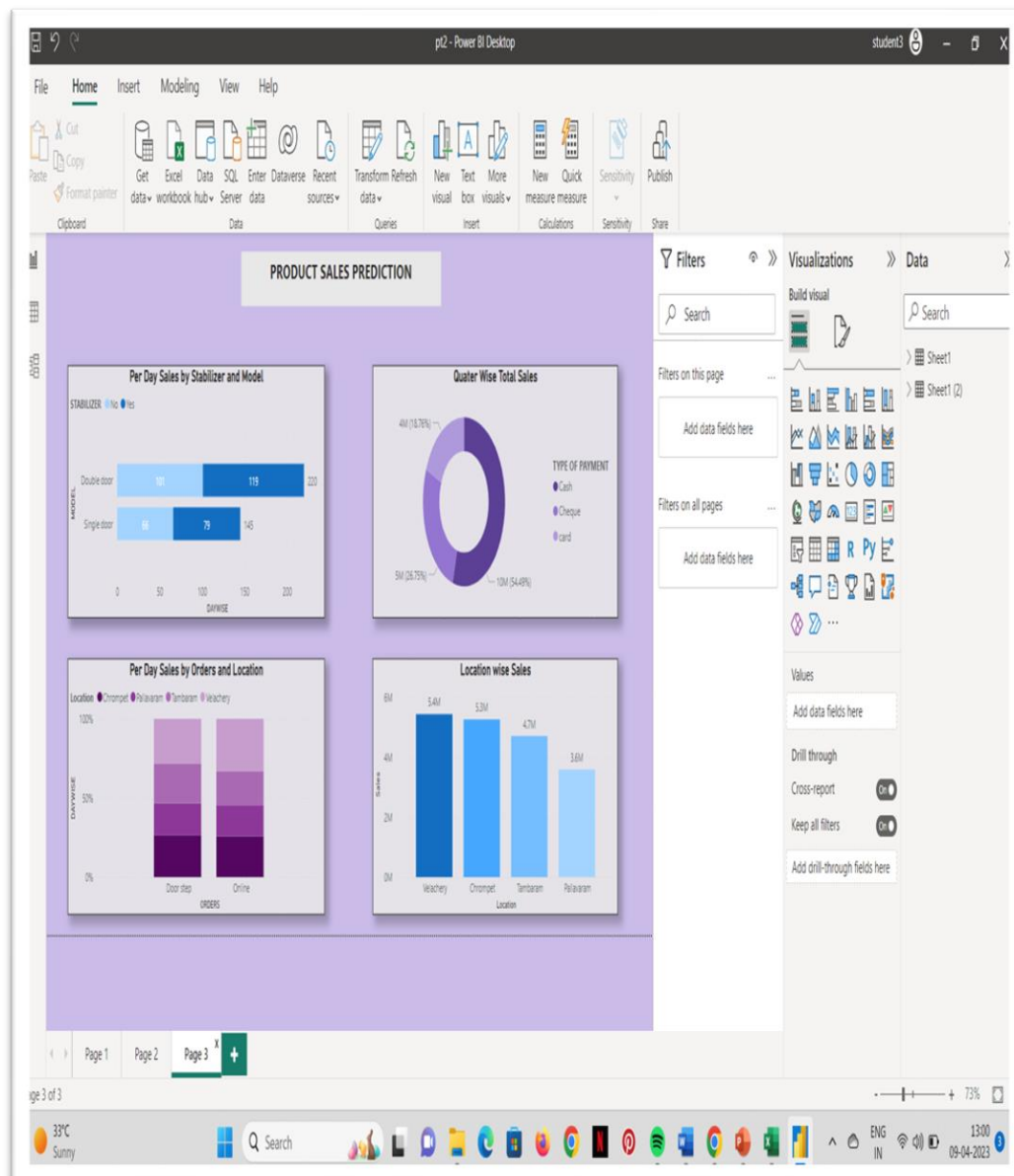


Fig: 3.11 Sales prediction

CHAPTER -5

CONCULSION & FURTHER WORK

5.1 CONCULSION

Most Stores plan to attract the customers to the store and make profit to the maximum extent by them. Once the customers enter the stores, they are attracted then definitely they shop more by the special offers and obtain the desired items which are available in the favorable cost and satisfy them. The advantage of forecasting is to know the number of employees should be appointed to meet the production level. Sales drop is bad thing forecasting sales helps to analyze it and it can overcome through the sales drop to remain in the competition forecast plays a vital role.

5.2 FUTURE ENHANCEMENT

For future scope and improvement of this model All the predicted statistical analysis will be help for proper planning and keep storing of all stocks in upcoming years, easily to identify the customer expectation and increase the sales of the products.

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APPENDIX

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	DATE	BRAND	MODEL	COLOUR	LITRE	DEFECT	PRICE	STABILIZER	DAYWISE	TYPE OF PAYMENT	Orders	Location							
2	01-01-2022	LG	Double door	Black	570	No	86743	Yes	1	Cash	Online	Chrompet							
3	02-01-2022	LG	Double door	Blue	533	No	98743	Yes	1	Cheque	Door step	Tambaram							
4	03-01-2022	LG	Single door	White	464	No	15296	No	1	Cash	Online	Pallavaram							
5	04-01-2022	LG	Double door	White	464	No	49857	No	1	Cash	Online	Velachery							
6	05-01-2022	LG	Single door	Grey	436	No	72531	Yes	1	Cash	Door step	Tambaram							
7	06-01-2022	LG	Single door	Red	333	No	11804	No	1	Cheque	Door step	Chrompet							
8	07-01-2022	LG	Single door	Black	444	No	10625	Yes	1	Cash	Online	Velachery							
9	08-01-2022	LG	Double door	Black	324	No	67059	Yes	1	Cash	Online	Velachery							
10	09-01-2022	LG	Double door	Red	245	No	24539	Yes	1	Cash	Online	Pallavaram							
11	10-01-2022	LG	Single door	Green	466	No	39162	Yes	1	Cash	Door step	Velachery							
12	11-01-2022	LG	Single door	Black	664	yes	30486	No	1	Cheque	Door step	Tambaram							
13	12-01-2022	LG	Double door	Blue	634	No	53971	No	1	Cash	Online	Velachery							
14	13-01-2022	LG	Single door	Grey	363	No	28602	No	1	Cash	Door step	Chrompet							
15	14-01-2022	LG	Double door	Blue	665	No	41357	yes	1	Cash	Online	Chrompet							
16	15-01-2022	LG	Single door	Black	333	No	26719	Yes	1	Cash	Online	Velachery							
17	16-01-2022	LG	Double door	Black	557	No	62103	Yes	1	Cheque	Door step	Tambaram							
18	17-01-2022	LG	Double door	Blue	585	No	37094	Yes	1	Cash	Door step	Pallavaram							
19	18-01-2022	LG	Double door	Black	588	No	58472	Yes	1	Cash	Door step	Velachery							
20	19-01-2022	LG	Double door	Black	570	No	76921	Yes	1	Cash	Door step	Chrompet							
21	20-01-2022	LG	Double door	Blue	585	No	85306	No	1	Cash	Door step	Tambaram							
22	21-01-2022	LG	Double door	Grey	588	No	47290	Yes	1	Cash	Online	Pallavaram							
23	22-01-2022	LG	Double door	Black	655	No	60519	Yes	1	Cheque	Online	Chrompet							
24	23-01-2022	LG	Double door	Red	656	No	92876	No	1	Cheque	Door step	Pallavaram							
25	24-01-2022	LG	Double door	Black	544	No	39102	No	1	Cheque	Online	Tambaram							
26	25-01-2022	LG	Single door	Black	644	No	34013	Yes	1	Cash	Online	Velachery							

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28	27-01-2022	LG	Double door	Black	466	No	76350	Yes	1	Cash	Door step	Tambaram							
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30	29-01-2022	LG	Single door	Black	646	No	15840	Yes	1	Cash	Door step	Pallavaram							
31	30-01-2022	LG	Double door	Blue	464	No	67925	Yes	1	Cheque	Door step	Pallavaram							
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33	01-02-2022	LG	Double door	Black	533	No	82501	Yes	1	Cash	Online	Chrompet							
34	02-02-2022	LG	Double door	White	546	No	29478	Yes	1	Cheque	Online	Tambaram							
35	03-02-2022	LG	Double door	Blue	456	No	53106	No	1	Cash	Online	Velachery							
36	04-02-2022	LG	Single door	Green	433	No	69724	Yes	1	Cheque	Door step	Velachery							
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38	06-02-2022	LG	Double door	Grey	575	No	81396	No	1	Cheque	Door step	Chrompet							
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40	08-02-2022	LG	Double door	White	687	No	65897	Yes	1	Cheque	Door step	Tambaram							
41	09-02-2022	LG	Single door	Black	344	No	10923	No	1	Cheque	Door step	Chrompet							
42	10-02-2022	LG	Double door	Blue	664	yes	24580	No	1	Cash	Door step	Velachery							
43	11-02-2022	LG	Double door	White	644	No	70283	Yes	1	Cash	Online	Tambaram							
44	12-02-2022	LG	Single door	Black	345	No	17642	Yes	1	Cheque	Door step	Chrompet							
45	13-02-2022	LG	Double door	White	570	No	46829	No	1	Cash	Online	Chrompet							
46	14-02-2022	LG	Double door	Blue	645	No	94275	Yes	1	Cash	Online	Chrompet							
47	15-02-2022	LG	Single door	White	422	No	53601	No	1	Cheque	Door step	Pallavaram							
48	16-02-2022	LG	Double door	Blue	422	No	38914	Yes	1	Cash	Door step	Tambaram							
49	17-02-2022	LG	Double door	Blue	464	No	61740	No	1	Cheque	Online	Tambaram							
50	18-02-2022	LG	Double door	White	252	No	89236	Yes	1	Cash	Online	Velachery							
51	19-02-2022	LG	Single door	Black	570	No	15028	Yes	1	Cash	Door step	Chrompet							
52	20-02-2022	LG	Double door	Black	644	No	78163	Yes	1	Cheque	Door step	Velachery							

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95	04-04-2022	LG	Double door	Black	570	No	84096	No	1	Cheque	Door step	Tambaram							
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109	18-04-2022	LG	Single door	Black	353	No	15829	Yes	1	Cash	Online	Pallavaram							
110	19-04-2022	LG	Double door	Black	433	No	24570	Yes	1	Cash	Online	Tambaram							
111	20-04-2022	LG	Double door	White	570	No	70163	Yes	1	Cash	Door step	Tambaram							
112	21-04-2022	LG	Single door	Black	353	No	63459	No	1	Cash	Door step	Velachery							
113	22-04-2022	LG	Double door	Black	570	No	89524	Yes	1	Cash	Door step	Velachery							
114	23-04-2022	LG	Double door	Blue	570	No	18427	Yes	1	Cash	Door step	Chrompet							
115	24-04-2022	LG	Single door	Green	367	No	75396	No	1	Cash	Online	Tambaram							
116	25-04-2022	LG	Double door	Grey	570	No	47908	Yes	1	Cash	Online	Pallavaram							
117	26-04-2022	LG	Double door	Black	570	No	38260	Yes	1	Cheque	Online	Velachery							
118	27-04-2022	LG	Double door	Black	570	No	59013	Yes	1	Cheque	Online	Velachery							
119	28-04-2022	LG	Single door	White	421	No	92647	No	1	Cash	Online	Velachery							
120	29-04-2022	LG	Double door	White	570	No	63528	No	1	Cheque	Online	Chrompet							
121	30-04-2022	LG	Double door	Black	570	No	94087	Yes	1	Cheque	Door step	Chrompet							
122	01-05-2022	LG	Single door	Black	234	No	82906	Yes	1	Cash	Door step	Pallavaram							
123	02-05-2022	LG	Single door	White	234	No	40629	Yes	1	Cash	Door step	Tambaram							
124	03-05-2022	LG	Double door	Black	570	No	76210	Yes	1	Cash	Door step	Chrompet							
125	04-05-2022	LG	Double door	Black	570	No	15792	No	1	Cash	Door step	Velachery							
126	05-05-2022	LG	Single door	White	221	No	38704	No	1	Cash	Door step	Tambaram							
127	06-05-2022	LG	Double door	Black	570	No	54068	No	1	Cash	Door step	Pallavaram							
128	07-05-2022	LG	Double door	Black	570	No	20143	Yes	1	Cash	Door step	Velachery							
129	08-05-2022	LG	Double door	White	570	No	65891	Yes	1	Cash	Online	Chrompet							
130	09-05-2022	LG	Double door	Black	570	No	43058	No	1	Cash	Online	Tambaram							
131	10-05-2022	LG	Double door	Black	570	No	80271	Yes	1	Cash	Online	Pallavaram							
132	11-05-2022	LG	Single door	Black	323	No	67135	Yes	1	Cash	Online	Tambaram							
133	12-05-2022	LG	Double door	White	570	No	38452	No	1	Cash	Online	Chrompet							

Sheet1

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