

# Seasonal And Trend Analysis of Drug Sales using Time Series Analysis

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**Abstract:** *The SARIMA model is to analyse and forecast seasonal drug sales data, enhancing accuracy and understanding the complex of seasonal and trend patterns in fields like pharmaceutical sales, unlike the ARIMA model that only handles non-seasonal data. The model aims to improve predictions and provide deeper insights into the intricate seasonal and trend patterns in drug sales data. This study analyses drug sales behaviour across different seasons using drug store data from 1992 to 2010, grouping data by seasonal periods. Time series analysis is a method used to analyse data points over time to identify trends, patterns, and seasonal variations, providing valuable insights into drug sales. The study emphasizes the significance of drug sales data in real-time monitoring of best values of p,d,q activity*

**Keywords:** Drugs, Sales, SARIMA, Seasonal