

Sales Prediction in Business Using AI and Machine Learning Techniques

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Abstract: *Most of the business management system heavily turn on a information base and request prediction of sales buzz. The outcome in sales forecast gives a big impact in business. Data mining system or algorithm are very effective element in extracting unknown knowledge from an training dataset to provide accuracy and efficiency of sale forecasting. The complete study and analysis of intelligible predictive models to enhance future sales predictions are comes out in this review paper. Newest forecast techniques are quite easy to deal with the large amount data and accuracy of sales forecasting. These problem can be overcome by using various machine learning techniques. Linear regression model which gives maximum accuracy in forecasting and upcoming sales prediction. Sales forecast is a sensible sales target proposed by certain analysis techniques on the basis of fully considering different influencing factors in the future, with external factors like changes in economic conditions and demand trends, also internal factors such as marketing techniques and actual product.*

Keywords: Machine Learning, Sales Prediction, ARIMA, PYTHON, SPYDER, Linear Regression

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