Sales Analysis using Data Mining

Shrikant Pawar, Aiman Sheikh, A. R. Sonule
Department of Computer Engineering
A. C. Patil College of Engineering, Kharghar, Navi Mumbai, Maharashtra, India

Abstract: *In today's highly competitive environment and ever-changing consumer landscape, accurate and timely forecasting of future revenue, is also known as sales forecasting can offer valuable insight to companies engaged in the manufacture, distribution, or retail of goods. Earlier companies used to produce goods without considering the number of sales and demand. For any manufacturer to determine whether to increase or decrease the production of several units, data regarding the demand for products on the market is required.*

Keywords: Data mining

REFERENCES

[1]. Singh Manpreet, Bhawick Ghutla, Reuben Lilo Jnr, Aesaan FS Mohammed, and Mahmood A. Rashid. "Walmart's Sales Data Analysis-A Big Data Analytics Perspective." In 2017 4th Asia-Pacific World Congress on Computer Science and Engineering (APWC on CSE), IEEE, 2017.

[2]. Sekban, Judi. "Applying machine learning algorithms in sales prediction." (2019).

[3]. Panjwani, Mansi, Rahul Ramrakhiani, Hitesh Jumnani, Krishna Zanwar, and Rupali Hande. Sales Prediction System Using Machine Learning. No. 3243. EasyChair, 2020.

[4]. Cheriyan, Sunitha, Shaniba Ibrahim, Saju Mohanan, and Susan Treesa. "Intelligent Sales Prediction Using Machine Learning Techniques." In 2018 International Conference on Computing, Electronics & Communications Engineering (iCCECE), IEEE, 2018.