Research Paper

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SALES ANALYSIS AND PREDICTION SYSTEM FOR THE CHENNAI MOBILES IN MADURAI

K.VEERARAGAVAN	III-B.COM(CA), PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS), MADURAI – 625 004, TAMILNADU, INDIA.
E.VIKRAM	III-B.COM(CA), PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS), MADURAI – 625 004, TAMILNADU, INDIA.
DR. N. PRABHA	ASSISTANT PROFESSOR OF COMMERCE, PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS), MADURAI – 625004, TAMINADU, INDIA.

ABSTRACT:

The Sales Analysis and Prediction System for Chennai Mobiles in Madurai aims to enhance business decision-making by analyzing past sales data and forecasting future trends. Using data analytics and machine learning techniques, the system identifies customer preferences, peak sales periods, and market demands. This helps in inventory management, pricing strategies, and improving overall sales performance. By providing accurate sales predictions, the system enables Chennai Mobiles to optimize resources, increase profitability, and stay competitive in the dynamic mobile retail market.

KEYWORDS:

MOBILES, SALES ANALYSIS, OPTIMIZE RESOURCES, CUSTOMER, RETAIL MARKETING.

INTRODUCTION:

The Sales Analysis and Prediction System for Chennai Mobiles in Madurai aims to enhance business performance by analyzing past sales data and forecasting future trends. This system utilizes data analytics and machine learning techniques to provide insights into customer preferences, seasonal trends, and demand patterns. By leveraging predictive analytics, it helps optimize inventory management, pricing strategies, and marketing efforts, ultimately improving sales and profitability.

STATEMENT OF THE PROBLEM:

The Chennai Mobiles in Madurai faces challenges in analyzing sales trends and predicting future demand accurately. The lack of a data-driven approach leads to inefficiencies in inventory management, pricing strategies, and customer targeting. A Sales Analysis and Prediction System is essential to identify key sales patterns, forecast demand, and optimize decision-making. By leveraging historical sales data and predictive analytics, the system aims to enhance profitability, reduce stock issues, and improve customer satisfaction.

OBJECTIVES:

- The Sales Analysis and Prediction System for Chennai Mobiles in Madurai aims to enhance sales performance by leveraging data-driven insights.
- It focuses on analyzing past sales trends, identifying customer preferences, and forecasting future demand using predictive analytics.
- The system helps optimize inventory management, improve decision-making, and boost revenue by providing actionable insights.
- By integrating real-time data processing and visualization, it ensures efficient tracking of sales patterns, market trends, and consumer behavior, ultimately enhancing overall business growth and customer satisfaction.

METHODOLOGY:

The **Sales Analysis and Prediction System** for **Chennai Mobiles in Madurai** utilizes data-driven methodologies to enhance sales performance and forecasting accuracy. It involves **data collection**, where past sales records, customer preferences, and market trends are gathered. **Data preprocessing** ensures clean, structured data for analysis. **Exploratory Data Analysis (EDA)** identifies patterns, seasonal trends, and demand fluctuations. **Predictive modeling** employs machine learning algorithms to forecast future sales based on historical data. **Visualization tools** present insights through graphs and dashboards for better decision-making. Finally, the system integrates **real-time monitoring** to optimize inventory, pricing, and marketing strategies, ensuring improved business efficiency.

TABLE 1

AGE

Particulars	No.of Respondents	Percentage
18-25	43	86%
26-35	5	10%
36-50	2	4%
Above 50	0	0%
Total	50	100%

Source: Primary Data

From the above table 1 shows that out of 50 respondents, 86% of the respondents are 18-25, 10% of the respondents are, 26-35 ,4%of the respondents are 36-50, 0% of the respondents are Above 50

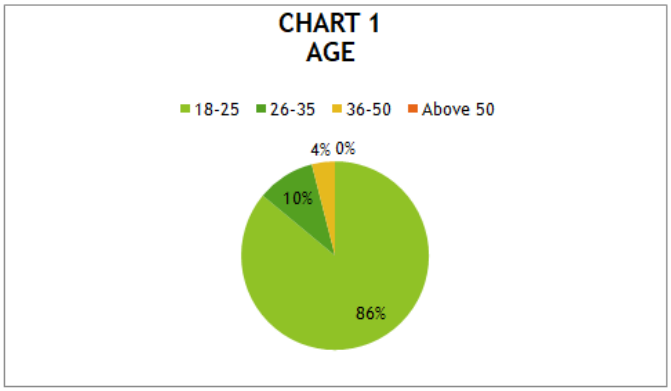


TABLE 2

MONTHLY INCOME

Particulars	No.of Respondents	Percentage
Below ₹20000	30	60%
₹20000-₹40000	16	32%
₹40000-60000	3	6%
Above ₹60000	1	2%
Total	50	100%

Source: Primary Data

From the above table 1 shows that out of 50 respondents, 60% of the respondents are Below ₹20000, 32% of the respondents are, ₹20000-₹40000 ,6%of the respondents are ₹40000-₹60000, 2% of the respondents are Above ₹60000

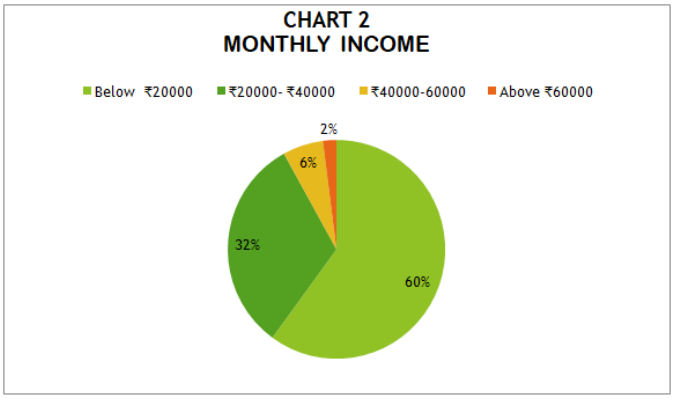


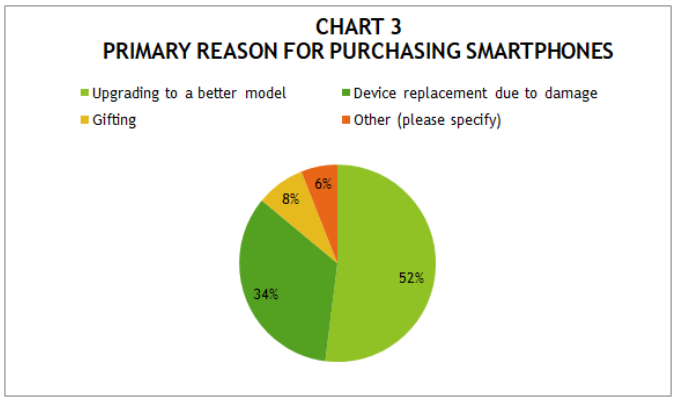
TABLE 3

PRIMARY REASON FOR PURCHASING SMARTPHONES

Particulars	No.of Respondents	Percentage
Upgrading to a better model	26	52%
Device replacement due to damage	17	34%
Gifting	4	8%
Other (please specify)	3	6%
Total	50	100%

Source: Primary Data

From the above table 1 shows that out of 50 respondents, 52% of the respondents are Upgrading to a better model , 34% of the respondents are Device replacement due to damage, 8%of the respondents are Gifting , 6% of the respondents are Other (please specify)



FINDING

1. Out of 50 respondents, most of the 86 % of respondents are using 18-25 in Chennai Mobiles.

2. Out of 50 respondents, majority 60% of the respondents are using Below ₹20000 in Chennai Mobiles.

3. Out of 50 respondents, majority 52% of the respondents are using Upgrading to a better model in Chennai Mobiles.

CONCLUSION

The "Sales Analysis and Prediction System for 'The Chennai Mobiles' in Madurai" is a significant step toward empowering the business to make data-driven decisions and remain competitive in a dynamic retail environment. Through an indepth examination of historical sales data and the application of predictive analytics, this project highlights key trends, customer behaviors, and operational challenges faced by the retailer.

80 The insights derived from this study provide actionable recommendations for optimizing inventory levels, enhancing marketing strategies, and improving customer satisfaction. By addressing seasonal fluctuations and

leveraging technology for forecasting, "The Chennai Mobiles" can better prepare for market demands and maximize revenue potential. Moreover, the use of data visualization tools simplifies complex analyses, making insights accessible and actionable for decision-makers at all levels.

Despite the limitations, such as the geographical scope being restricted to Madurai and the dependence on historical data accuracy, the findings of this project lay the groundwork for long-term strategic planning. The proposed suggestions are designed to enhance operational efficiency, boost profitability, and foster customer loyalty.

In conclusion, this project underscores the importance of integrating sales analysis and prediction systems in the retail sector. For "The Chennai Mobiles," adopting these advanced analytics tools not only addresses immediate business needs but also positions the company for sustained growth in an increasingly competitive market. Future research and system enhancements can build upon this foundation, further aligning the business with emerging market trends and technological advancements

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