

IMPLEMENTATION OF SALES FORECASTING SYSTEM BY USING LINEAR REGRESSION METHOD

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ABSTRACT

This paper proposes to support all experts in sales business and to allocate company resources in a manner to achieve anticipated sales. Sales forecasting is a common approach and activity in most companies affecting operations, marketing and planning. Forecasting activity should help decision makers to make better decisions in the process of planning the business strategy. This system uses historical sales data to forecast future sales. By using linear correlation method, it calculates the value of correlation for each item. In this way, the system can produce which items should promoted or which items should not promoted in future depending on the value of correlation value of each item. This system implements sale forecasting system by applying linear regression method. Rely on implementation result, this system can analyze the strong positive, negative and weak correlation between item codes by categories. It can also show how much impact on each item codes by categories.