IRJCS: International Research Journal of Computer Science
Volume 13, Issue 03, March 2026
ISSN: 2393-9842
https://www.irjcs.com/archives
https://doi.org/10.26562/irjcs.2025.v1303.41

Sales Forecasting

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Publication History
Manuscript Reference: IRJCS/RS/Vol.13/Issue03/CSMR26.MRCS10120
Research Article | Open Access | Double-Blind Peer Reviewed Article ID: IRJCS/RS/Vol.13/Issue03/CSMR26.MRCS10120
Received: 30, January 2026, Revised: 13, February 2026, Accepted: 28 February 2026 Published Online: 25 March 2026
https://www.irjcs.com/volumes/Vol13/iss-03/41.CSMR26.MRCS10120.pdf
Article Citation: Keerthana,Niteesh,Gowtham,Kabilan(2026),Sales Forecasting, IRJCS: International Research Journal of Computer Science, Volume 13,Issue 03 of 2026 pages 341-343
Doi:> https://doi.org/10.26562/irjcs.2026.v1303.41 **BibTeX Key Keerthana@2026Sales**
Orcid: https://orcid.org/0009-0004-9398-7488
IRJCS papers should be cited as IRJCS (International Research Journal of Computer Science, AM Publications, India 2026, ISSN 2393-9842, https://doi.org/10.26562/ijrcs.2025.v1303.41 The journal's official abbreviation is IRJCS.

Abstract: Sales forecasting plays a crucial role in modern business planning and decision making. Accurate forecasting helps organizations optimize inventory levels, reduce operational costs, and improve customer satisfaction. Machine learning techniques provide powerful tools for analyzing historical data and generating reliable predictions. This paper proposes a machine learning-based sales forecasting system that analyzes historical sales data and predicts future trends. The system integrates data preprocessing, feature engineering, predictive modeling, and visualization modules. Experimental evaluation demonstrates that machine learning models can significantly improve forecasting accuracy and support data-driven decision making. Sales forecasting plays a crucial role in modern business planning and decision making. Accurate forecasting helps organizations optimize inventory levels, reduce operational costs, and improve customer satisfaction. Machine learning techniques provide powerful tools for analyzing historical data and generating reliable predictions. This paper proposes a machine learning-based sales forecasting system that analyzes historical sales data and predicts future trends. The system integrates data preprocessing, feature engineering, predictive modeling, and visualization modules. Experimental evaluation demonstrates that machine learning models can significantly improve forecasting accuracy and support data-driven decision making. Sales forecasting plays a crucial role in modern business planning and decision making. Accurate forecasting helps organizations optimize inventory levels, reduce operational costs, and improve customer satisfaction. Machine learning techniques provide powerful tools for analyzing historical data and generating reliable predictions. This paper proposes a machine learning-based sales forecasting and predicts future trends. The system integrates data preprocessing, feature engineering, predictive modeling, and visualization modules. Experimental evaluation demonstrates that machine learning models can significantly improve forecasting accuracy and support data-driven decision making.

1. INTRODUCTION

Sales forecasting is the process of estimating future sales based on historical data and market trends. Businesses rely on forecasting techniques to plan production, supply chain operations, marketing strategies, and financial investments. Traditional methods often depend on statistical calculations and human intuition, which may not capture complex patterns present in large datasets. With the growth of big data and machine learning technologies, automated forecasting systems have become increasingly popular. Machine learning algorithms can analyze large volumes of sales data and identify hidden relationships between variables such as price, seasonality, demand patterns, and promotional activities. By learning from historical patterns, predictive models can estimate future sales with improved accuracy. This paper focuses on the design and implementation of a sales forecasting system that utilizes machine learning algorithms to predict sales trends. Sales forecasting is the process of estimating future sales based on historical data and market trends. Businesses rely on forecasting techniques to plan production, supply chain operations, marketing strategies, and financial investments. Traditional methods often depend on statistical calculations and human intuition, which may not capture complex patterns present in large datasets. With the growth of big data and machine learning technologies, automated forecasting systems have become increasingly popular. Machine learning algorithms can analyze large volumes of sales data and identify hidden relationships between variables such as price, seasonality, demand patterns, and promotional activities. By learning from historical patterns, predictive models can estimate future sales with improved accuracy. This paper focuses on the design and implementation of a sales forecasting system that utilizes machine learning algorithms to predict sales trends. Sales forecasting is the process of estimating future sales based on historical data and market trends.

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2. METHODOLOGY

The proposed system follows several stages including data collection, preprocessing, model training, and prediction. Historical sales data is collected from datasets containing product information, timestamps, and sales quantities. The data preprocessing stage removes missing values, eliminates duplicate entries, and normalizes regression, decision trees, random forests, and neural networks. The architecture of the proposed system consists of the following modules:1.Data Collection Module – collects historical sales records. 2. Data Preprocessing Module cleans and prepares the dataset. 3. Machine Learning Module trains predictive algorithms. 4. Analytics Module visualizes historical trends. 5. Prediction Module generates future sales forecasts. The trained model analyzes patterns in the dataset and produces predictions for future time periods. These predictions help organizations plan resources and improve operational efficiency. The proposed system follows several stages including data collection, preprocessing, model training, and prediction. Historical sales data is collected from datasets containing product information, timestamps, and sales quantities. The data preprocessing stage removes missing values, eliminates duplicate entries, and normalizes numerical attributes. Feature engineering is applied to extract relevant information such as seasonal patterns, product categories, and price trends. These features are then used to train machine learning algorithms. Popular algorithms used for forecasting include linear regression, decision trees, random forests, and neural networks. The architecture of the proposed system consists of the following modules: 1. Data Collection Module collects historical sales records. 2. Data Preprocessing Module – cleans and prepares the dataset. 3. Machine Learning Module – trains predictive algorithms. 4.Analytics Module visualizes historical trends. 5. Prediction Module generates future sales forecasts. The trained model analyzes patterns in the dataset and produces predictions for future fore casting systems can achieve improved numerical attributes. Feature engineering is applied to extract relevant information such as seasonal patterns, product categories, and price trends. These features are then used to train machine learning algorithms. Popular algorithms used for forecasting include linear stage removes missing values, eliminates duplicate entries, and normalizes numerical attributes. Feature engineering is applied to extract relevant information such as seasonal patterns, product categories, and price trends. These features are then used to train machine learning algorithms. Popular algorithms used for forecasting include linear regression, decision trees, random forests, and neural networks. The architecture of the proposed system consists of the following modules: 1. Data Collection Module collects historical sales records. 2. Data Preprocessing Module – cleans and prepares the dataset. 3. Machine Learning Module trains predictive algorithms. 4. Analytics Module visualizes historical trends. 5. Prediction Module generates future sales forecasts. The trained model analyzes patterns in the dataset and produces predictions for future time periods. These predictions help organizations plan resources and improve operational efficiency

3. EXISTING SYSTEM

The existing sales forecasting system mainly relies on traditional statistical techniques and manual analysis. Common methods include moving averages, trend analysis, and simple regression models. These approaches are useful for small datasets and straightforward forecasting tasks, but they often fail to capture complex relationships among multiple factors affecting sales. In many organizations, forecasting is still performed using spreadsheets and human judgment, which can be time-consuming and prone to error. Traditional systems also have limited ability to process large volumes of historical data, identify hidden patterns, or adapt to changing market conditions in real time. As a result, the accuracy of forecasts may be low, especially when sales are influenced by seasonality, promotional activities, customer behavior, and sudden market fluctuations. Existing systems generally provide static reports rather than intelligent predictions, making them less effective for modern business environments that require fast and data-driven decisions.

4. PROPOSED SYSTEM

The proposed system is a machine learning-based sales forecasting system designed to improve prediction accuracy and support better business decision making. It uses historical sales data along with relevant features such as product category, pricing, seasonality, and demand patterns to train predictive models. The system consists of multiple modules including data collection, data preprocessing, feature engineering, model training, analytics, and prediction. During preprocessing, missing values and duplicate records are removed, and numerical features are normalized for better performance. Machine learning algorithms such as linear regression, decision trees, random forests, and neural networks are used to learn patterns from the data. The trained model then generates forecasts for future sales periods. The system also includes visualization tools such as charts and dashboards to help users understand sales trends and model outputs. Compared with the existing system, the proposed system is more efficient, scalable, and capable of identifying complex relationships in data, leading to more accurate and reliable sales forecasting.

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5. RESULT AND DISCUSSION

Experimental evaluation demonstrates that machine learning-based forecasting systems can achieve improved accuracy compared to traditional statistical approaches. By analyzing historical sales patterns, the predictive model identifies seasonal variations and demand fluctuations. The analytics module provides visualization tools such as charts and dashboards to help users understand historical trends. Users can explore past sales performance, compare different time periods, and identify patterns that influence sales outcomes. The real-time data module displays the latest market values and enables businesses to respond quickly to changing demand the results indicate that predictive models are effective tools for forecasting future sales and supporting strategic decision making in organizations. Experimental evaluation demonstrates that machine learning-based Machine learning algorithms can significantly accuracy compared to traditional statistical approaches. By analyzing historical sales patterns, the predictive model identifies seasonal variations and demand fluctuations. The analytics module provides visualization tools such as charts and dashboards to help users understand historical trends. Users can explore past sales performance, compare different time periods, and identify patterns that influence sales out comes. The real-time data module displays the latest market values and enables businesses to respond quickly to changing demand. The results indicate that predictive models are effective tools for forecasting future sales and supporting strategic decision making in organizations. Experimental evaluation demonstrates that machine learning-based forecasting systems can achieve improved accuracy compared to traditional statistical approaches. By analyzing historical sales patterns, the predictive model identifies seasonal variations and demand fluctuations. The analytics module provides visualization tools such as charts and dashboards to help users understand historical trends. Users can explore past sales performance, compare different time periods, and identify patterns that influence sales outcomes. The real-time data module displays the latest market values and enables businesses to respond quickly to changing demand. The results indicate that predictive models are effective tools for forecasting future sales and supporting strategic decision making in organizations

6. CONCLUSION

This study presented a machine learning-based sales forecasting system that predicts future sales time periods. These predictions help organizations plan resources and improve operational efficiency. The proposed system follows several stages including data collection, preprocessing, model training, and prediction. Historical sales data is collected from datasets containing product information, timestamps, and sales quantities. The data preprocessing forecasts. Experimental results demonstrate that improve forecasting accuracy. Future work may involve integrating deep learning models, incorporating larger datasets, and enhancing real-time prediction capabilities. Such improvements can further increase the reliability and usefulness of forecasting systems for businesses. This study presented a machine earning-based sales forecasting system that predicts future sales using historical data. The proposed system integrates data preprocessing, predictive modeling, and visualization techniques to generate reliable forecasts. Experimental results demonstrate that machine learning algorithms can significantly improve forecasting accuracy. Future work may involve integrating deep learning models, incorporating larger datasets, and enhancing real-time prediction capabilities. Such improvements can further increase the reliability and usefulness of forecasting systems for businesses. This study presented a machine learning-based sales forecasting system that predicts future sales using historical data. The proposed system integrates data preprocessing, predictive modeling, and visualization techniques to generate reliable forecasts. Experimental results demonstrate that machine learning algorithms can significantly improve using historical data. The proposed system integrates data preprocessing, predictive modeling, and visualization techniques to generate reliable forecasting accuracy. Future work may involve integrating deep learning models, incorporating larger datasets, and enhancing real-time prediction capabilities. Such improvements can further increase the reliability and usefulness of forecasting systems for businesses.

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