

# A Study on Predicting the Sales of Suzuki Access 125 Bike at Sri Venkateswara Suzuki in Dharmavaram, Anantapur Dist

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## ABSTRACT

Sales forecast plays a prominent role in business strategy for generating revenue. sales forecast depends on some of the factors as the market demand, promotion strategy used, living standard of the people, inflation rate, consumables price, public image of the company, market share, quality of the service and so on. In this paper sales forecast of Suzuki Ltd, an automobile industry in india is considered. The inflation rate, petrol price, previous month sale are found to be more prominent parameters influencing the sales forecast of bikes in this company.

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## INTRODUCTION

Sales forecasting is the process of estimating a company's sales revenue for a specific time period – commonly a month, quarter, or year. A sales forecast is prediction of how much a company will sell in the future.

A sales forecast is a projection of future sales revenue and a prediction of which deals will move through the sales cycle. Sales forecasts drive short-term spending decisions and impact decisions on key deals. Forecasts are about the future. It's hard to overstate how important it is for a company to produce an accurate sales forecast. Privately held companies gain confidence in their business when leaders can trust forecasts. For publicly traded companies, accurate forecasts confer credibility in the market.

Sales forecasting adds value across an organization. Finance relies on forecasts to develop budgets for capacity plans and hiring, and production uses sales forecasts to plan their cycles. Forecasts help sales operations with territory and quota planning, supply

chain with material purchases and production capacity, and sales strategy with channel and partner strategies.

## NEED OF THE STUDY:

The study is used to allows companies to efficiently allocate resources for future growth and manage their cash flow.

## SCOPE OF THE STUDY:

The study is confined to forecast the future sales of suzuki access 125 bike in Dharmavaram.

## OBJECTIVES:

- To predict the sales for one year of suzuki access 125 bike,Dharmavaram
- To evaluate the trend analysis by sales data of suzuki access125 bike ,Dharmavaram
- To Analysing the seasonality analysis for one year of Suzuki access 125 bike,Dharmavaram

## SOURCES OF DATA

- The study is based on the secondary data

**TOOLS AND TECHNIQUES:**

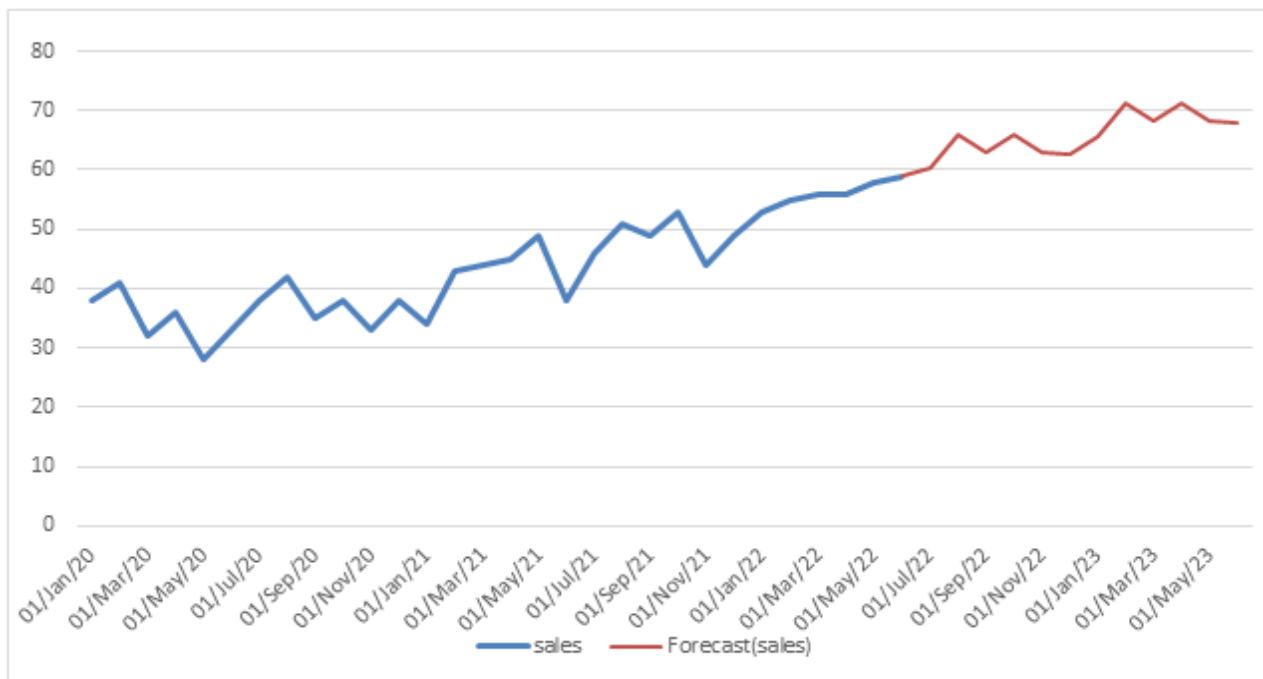
- REGRESSION ANALYSIS
- TREND ANALYSIS
- SEASONALITY ANALYSIS

**LIMITATIONS OF THE STUDY:**

- The study is confined on sales of Suzuki access 125bike,Dharmavaram
- The study is confined to 45 days only

**DATA ANALYSIS AND INTERPRETATION:****REGRESSION ANALYSIS:**

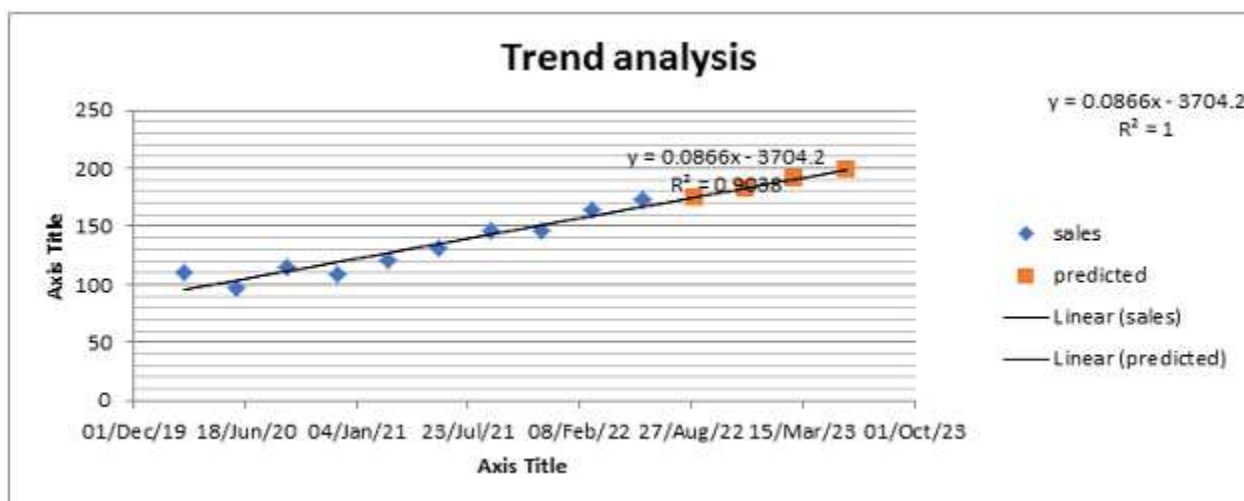
months	sales	Forecast(sales)
01-Jan-20	38	
01-Feb-20	41	
01-Mar-20	32	
01-Apr-20	36	
01-May-20	28	
01-Jun-20	33	
01-Jul-20	38	
01-Aug-20	42	
01-Sep-20	35	
01-Oct-20	38	
01-Nov-20	33	
01-Dec-20	38	
01-Jan-21	34	
01-Feb-21	43	
01-Mar-21	44	
01-Apr-21	45	
01-May-21	49	
01-Jun-21	38	
01-Jul-21	46	
01-Aug-21	51	
01-Sep-21	49	
01-Oct-21	53	
01-Nov-21	44	
01-Dec-21	49	
01-Jan-22	53	
01-Feb-22	55	
01-Mar-22	56	
01-Apr-22	56	
01-May-22	58	
01-Jun-22	59	59
01-Jul-22		60.1
01-Aug-22		65.9
01-Sep-22		62.9
01-Oct-22		65.8
01-Nov-22		63.0
01-Dec-22		62.5
01-Jan-23		65.4
01-Feb-23		71.2
01-Mar-23		68.2
01-Apr-23		71.1
01-May-23		68.4
01-Jun-23		67.91



➤ **Interpretation:** From the above graph it is observed that the sales of the Suzuki Access 125 bike is increasing continuously. Here the highest sales are occurred in the month of March (2023)

**TREND ANALYSIS**

month	sales	predicted
01-Mar-20	111	
01-Jun-20	97	
01-Sep-20	115	
01-Dec-20	109	
01-Mar-21	121	
01-Jun-21	132	
01-Sep-21	146	
01-Dec-21	146	
01-Mar-22	164	
01-Jun-22	173	
01-Sep-22		174.914304
01-Dec-22		182.792939
01-Mar-23		190.584995
01-Jun-23		198.550208

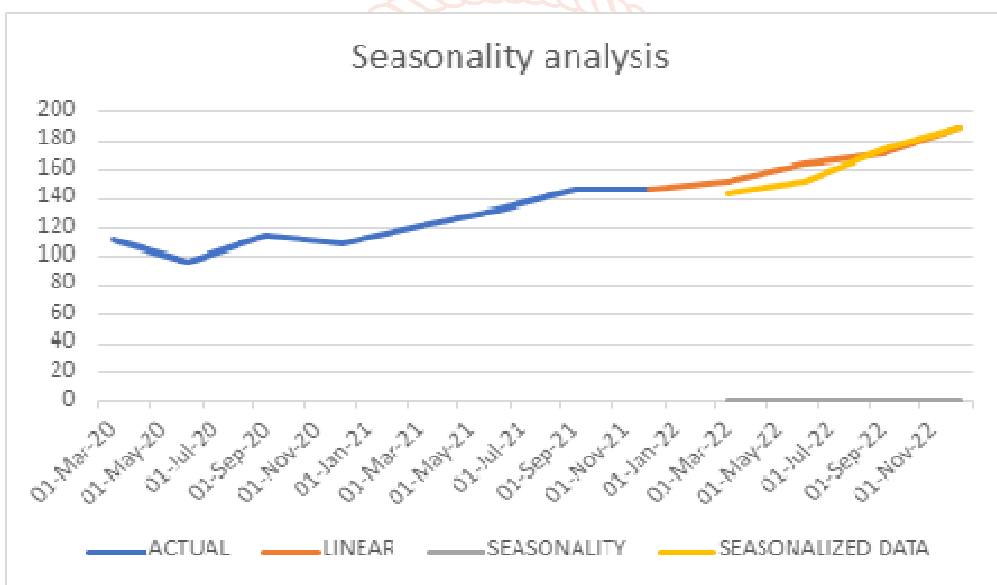


➤ **Interpretation:** This analysis shows that the sales of Suzuki Access 125 bike is growing very fast. The trend of the sales is in upward trend. At Jan 2020 the sales is very low, it is in downtrend, but in 2023 the sales is very high, it is in uptrend.

**SEASONALITY ANALYSIS:**

Column1	Q1	Q2	Q3	Q4
2020	111	97	115	109
2021	121	132	146	146
Q AVG	116	114.5	130.5	127.5
Seasonality index	94%	98%	101%	100%

DATES	ACTUAL	LINEAR	SEASONALITY	SEASONALIZED DATA
01-Mar-20	111			
01-Jun-20	97			
01-Sep-20	115			
01-Dec-20	109			
01-Mar-21	121			
01-Jun-21	132			
01-Sep-21	146			
01-Dec-21	146	146		
01-Mar-22		151.6490995	0.949846	144.0432905
01-Jun-22		165.1187292	0.922148	152.2639059
01-Sep-22		171.7559616	1.0116279	173.7531227
01-Dec-22		190.138093	1	190.138093



➤ **Interpretation:** From the above graph the seasonality index percentage is high at 3<sup>rd</sup> quarter .so there is more sales in the months of (july, aug, sep).large quantity of sales is occurred in 3rdquarter compared to (q1,q2,q4).At Dec 2022 the sales will more compare to previous months

**FINDINGS:**

- The sales of bike is very low in 2020 .but in 2022 the sales is increasing contionously upto 2023
- The growth of the sales is in uptrend in 2023
- There will be more sales in the months of july, aug, sep 2022
- By using Regression analysis observed that there is a fluctuations is occurred in sales

**SUGGESTIONS:**

- The sales of the suzuki access 125 bike will continue in the future days also so maintaining inventory is better in upcoming months.
- suggest that providing the free service for one year of post purchase

- it is better to provide discounts and offers to increase sales for future
- They need to make best marketing strategies and need to provide best facilities to attract and to fulfill their needs.

**CONCLUSION:**

Sales forecasting plays a vital role in the business sector in every field.an accurate sales forecast allows companies to efficiently allocate resources for future growth and manage the cash flow. In this study the sales are in increasing manner the growth of the sales is in upward trend.