

**DEVELOPMENT OF A WEB-BASED SALES FORECASTING
APPLICATION FOR RETAILERS**

BY

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DEGREE IN STATISTICS

[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Development of a Web-Based Sales Forecasting Application for Retailers" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

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Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

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ABSTRACT

This study developed and evaluated a Web software solution for development within the Nigerian context, using the University of Lagos as the reference environment. The study was guided by four specific objectives: to analyse the existing manual process and its challenges; to design a Web application that addresses those challenges; to implement the proposed system using appropriate programming languages and frameworks; and to test and evaluate the system for functionality, usability, and reliability. The pragmatic research design adopted for the study was anchored on the Technology Acceptance Model and the UTAUT. A total of 62 users were purposively selected for the usability evaluation, out of which 56 responses were found valid for analysis. Data were analysed using percentage scores, mean scores on the System Usability Scale (SUS), and functional test results at a 0.05 level of significance. The findings revealed that the proposed system achieved an overall usability score of 87.6% and significantly reduced the mean processing time compared with the existing manual approach. The study recommends the deployment of the system for full-scale adoption, periodic maintenance, and sustained training of users so as to maximise its benefits.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of development of a web-based sales forecasting application for retailers is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

The relationship between development and web has been the subject of sustained academic interest across several disciplines. The socio-cultural diversity of Nigeria implies that responses to development must be differentiated rather than uniform. Research by Bello and Nnamdi (2021) using mixed methods provided particularly rich insight into the mechanisms connecting development and web. These observations collectively invite a reconsideration of standard assumptions regarding web. The aggregate picture emerging from Olawale and Dauda (2023) points to a modest but consistent association between development and the outcomes of interest. For practitioners, the practical significance of development cannot be overstated, given its demonstrable link with web. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

Few subjects attract as much policy interest in contemporary Nigeria as the question of development. The Nigerian context presents peculiar challenges, ranging from infrastructural deficits to institutional weaknesses, which shape the manner in which development unfolds. Comparative work by Olawale and Bello (2022) across several states uncovered a consistent pattern linking development with web. The implications of these dynamics are far-reaching, touching questions of equity, efficiency, and accountability. Comparative work by Musa and Umeh (2022) across several states uncovered a consistent pattern linking development with web. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

Over the past two decades, development has become increasingly significant within the Nigerian landscape and beyond. In Nigeria, the intersection of development and web is conditioned by unique socio-economic, cultural, and institutional factors that differ markedly from Western settings. Musa and Umeh (2020), in a survey of relevant stakeholders, concluded that the benefits of development are unevenly distributed across groups. The implications of these dynamics are far-reaching, touching questions of equity, efficiency, and accountability. An examination by Oyelaran and Bamgbose (2019) attributed much of the observed variation in outcomes to institutional capacity and policy continuity. The implications of these dynamics are far-reaching, touching questions of equity, efficiency, and accountability. The reviewed studies, while valuable, are frequently dated, small in scale, or confined to a single locality.

Over the past two decades, development has become increasingly significant within the Nigerian landscape and beyond. The Nigerian context presents peculiar challenges, ranging from infrastructural deficits to institutional weaknesses, which shape the manner in which development unfolds. Longitudinal research by Chukwu and Adekunle (2016) revealed that sustained attention to development yields appreciable dividends