

# **Forecast of Monthly Sales by Marketers Using Artificial Intelligence / Neural Networks (Case Study: Vista Company in Guilan Province)**

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**Today, quantitative methods have become one of the most important predictive tools for taking decisions and investing in markets. Precision of prediction is one of the most important factors in the choice of predictive methods; artificial neural networks are flexible computer programs that are widely used for prediction with a high degree of accuracy. The purpose of this research is to forecast the monthly sales of marketers using artificial intelligence / neural networks techniques. The method of this research is descriptive and its nature is applicable. The statistical society of this company is Visata of Guilan province. The data used during the years 1393 to 1395 were collected the company. The results showed that neural networks could predict Vista sales of Guilan province better than the traditional one.**

**Keywords : Neural Networks, Vista Company, Sales Forecast, Marketing.**

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