

# PRODUCT SALES ANALYSIS

## Phase 4:

### SALES LEAD:

A sales lead is a person or business that could purchase your company's goods or services. A lead becomes a prospect once you've identified their level of interest and fit as a customer for your business. You can use different methods to identify sales leads, including advertising and marketing, cold calling, social media, referrals, outreach and networking, consultations, and product/service trials.

### CUSTOMER PREFERENCES:

Expectation likes, dislikes, motivations and inclinations that drives customer to purchase specific products. In this phase we have attached some examples such as home theatre, photography, kitchen appliances, video games and consoles and smart electronics.

### TOP SELLING:

A top- selling brand/product/model that are extremely popular and sell in large quantities than other

And also here we have used IBM cognos for making the dashboard and reported the insights for top selling, sales trends and customer preference that have been attached below.

INSIGHTS:

