

Phase 2: Data Analysis and Design

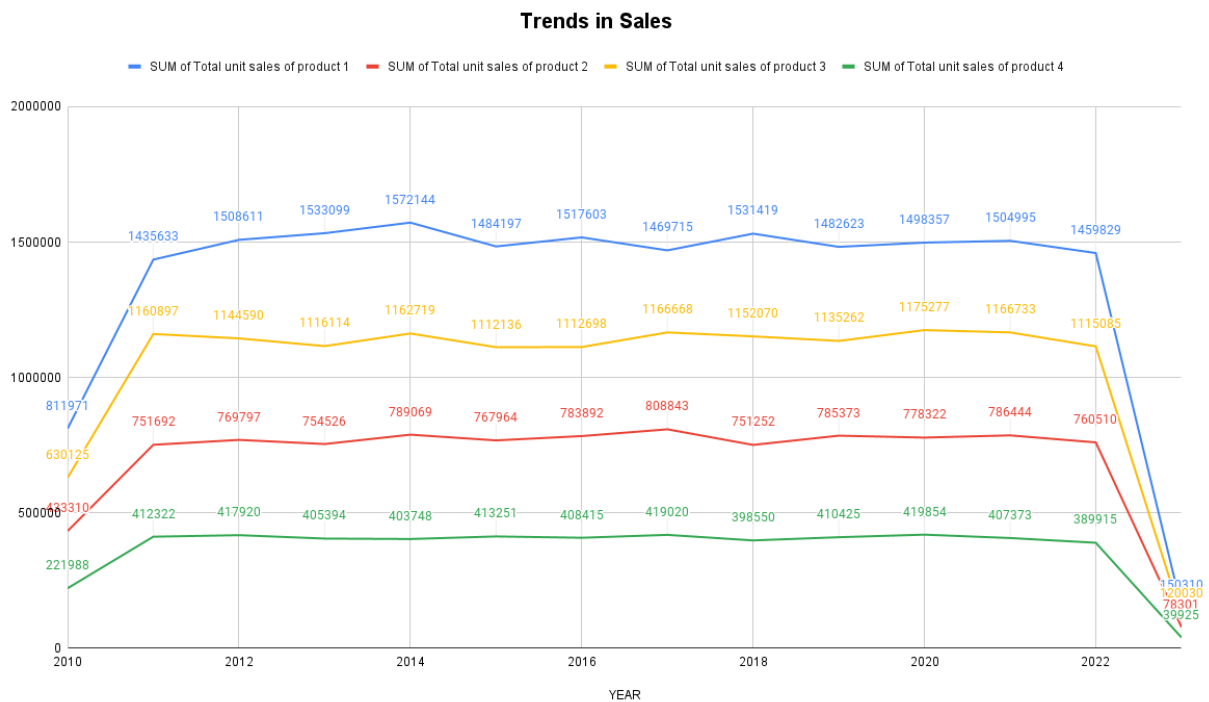
Problem Statement:

REC corp LTD. aims to gain insights and make data-driven decisions regarding their four products (P1, P2, P3, and P4) based on historical sales and revenue data.

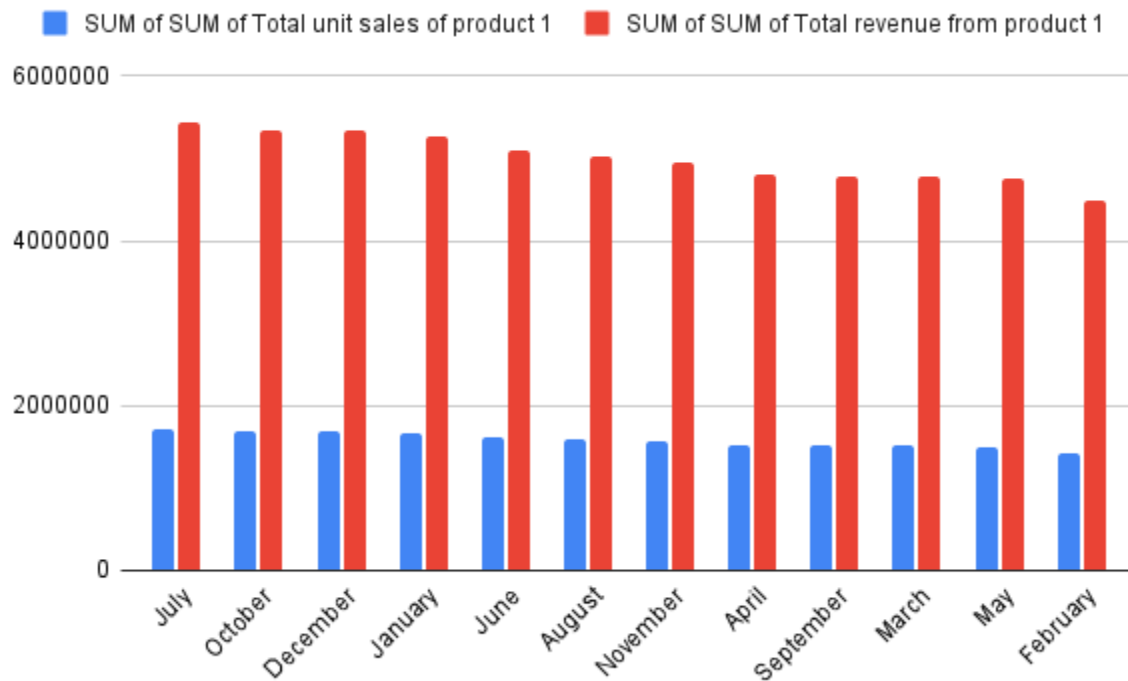
Analysis:

1. Trends in Sales:

This below graph illustrates the sales quantity of the each product during the each year. It seems that the product 1 is the highest selling product. So that the company can focus on improving the production and quality to ensure the selling quantity is raising exponentially every year. This will result in increase in overall market value of the product and its brand.



Below graph shows the sales unit for each month of the year. It semas, that only july month of every year, there is more sales in the product 1.



Resources:

- Google Sheets
- Excel
- Using this itself I can analyze any larger data set.
- If we want to implement complicated machine learning algorithm for analyzing the trend, we can go with tools like Microsoft Excel.
 - Python.
 - R.
 - Jupyter Notebook.
 - Apache Spark.
 - SAS.
 - Microsoft Power BI.
 - Tableau.
 - IBM Cognos

Dashboard can also be created using IBM cognos.

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