PROJECT DEVELOPMENT PHASE

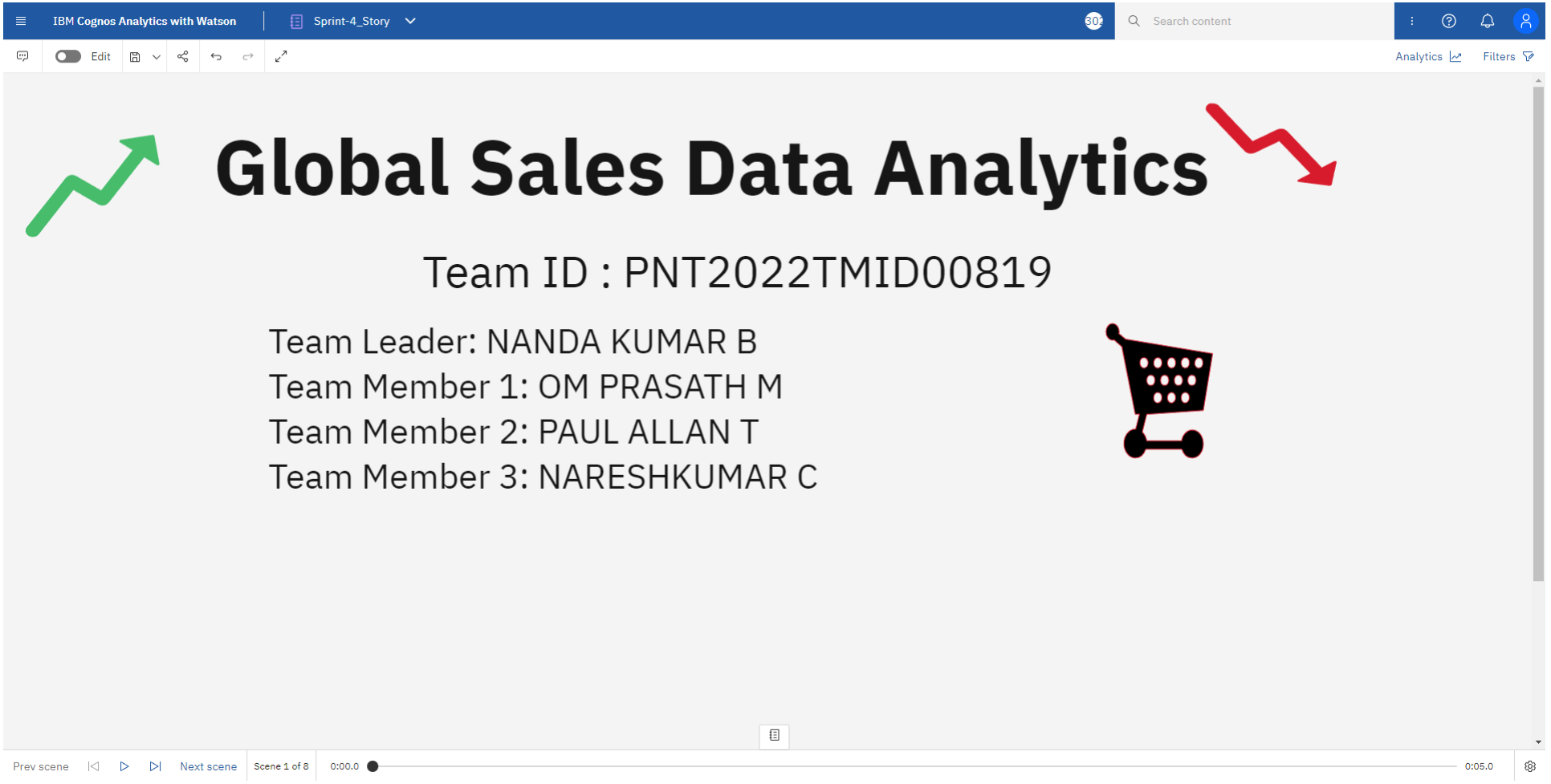
DELIVERY OF SPRINT-4

Date	19 NOVEMBER 2022
Team ID	PNT2022TMID00819
Project Name	Global Sales Data Analytics

SPRINT 4 FUNCTIONAL REQUIREMENT

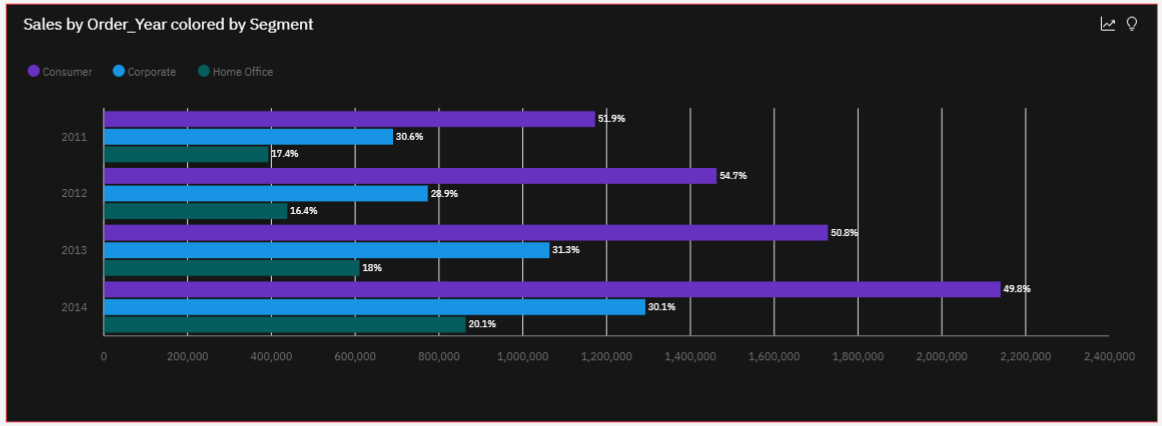
- Story
- Report

Story:


IBM Cognos Analytics with Watson
Sprint-4_Story
Search content
Edit
Analytics
Filters
Global Sales Data Analytics
Team ID : PNT2022TMID00819
Team Leader: NANDA KUMAR B
Team Member 1: OM PRASATH M
Team Member 2: PAUL ALLAN T
Team Member 3: NARESHKUMAR C
Prev scene
Next scene
Scene 1 of 8
0:00.0
0:05.0

Sales By Year

- We have visualized the orders placed over the years 2011, 2012, 2013 and 2014.
- Since we can also observe the orders made for individual segments, we can observe improvement of sales for each segments.
- From the Sales by Year chart, we can note that there has been a consistent increase in sales overall, over the years.
- At the end of the period, the Consumer segment occupies nearly half of the sales.



IBM Cognos Analytics with Watson | Sprint-4_Story

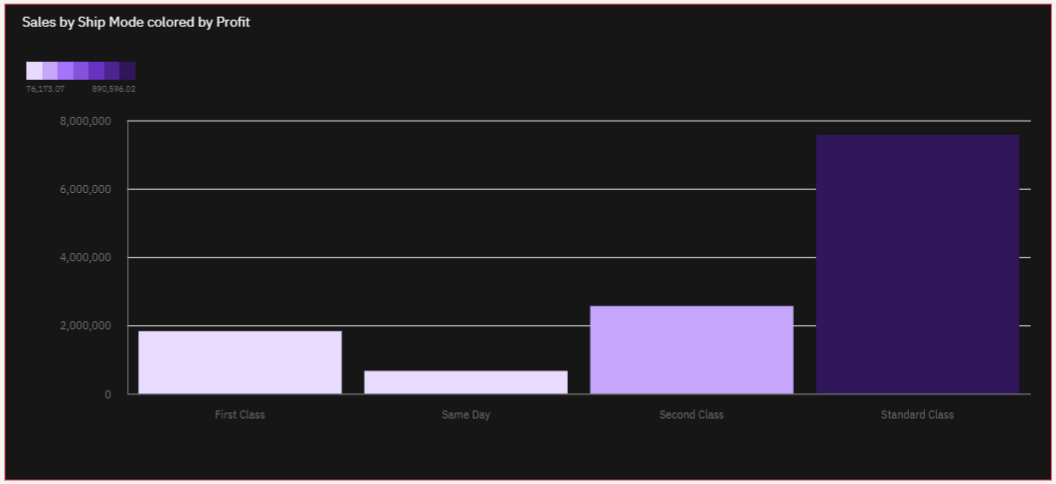
Search content

Edit

Analytics Filters

Sales by Ship Mode

- We have visualized the Sales by Ship Mode, coloured by profit.
- Since we can also observe the orders made for individual Ship mode, we can observe sales for each mode.
- From this chart, we can note that Standard Class is the most profitable and used option for the customers.
- The magnitude of sales through the Standard Class shows business's preference of shipping.



Prev scene | Next scene | Scene 3 of 8 | 0:00.5 | 0:05.0

IBM Cognos Analytics with Watson | Sprint-4_Story

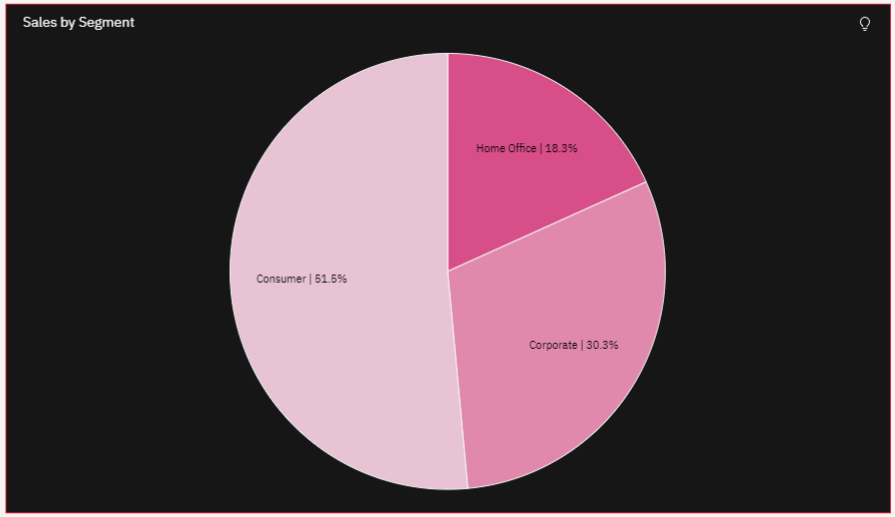
Search content

Edit

Analytics Filters

Sales by Segment

- We have visualized the sales by segments, over the years.
- Since we can also observe the sales made for individual segments, we can observe the performance, segment wise.
- From the chart, we can note that more than half of the sales is done by the average Consumer rather than Home Offices or Corporate.
- This shows that the primary market for the business are the average consumers.



Prev scene | Next scene | Scene 4 of 8 | 0:00.4 | 0:05.0

IBM Cognos Analytics with Watson | Sprint-4_Story

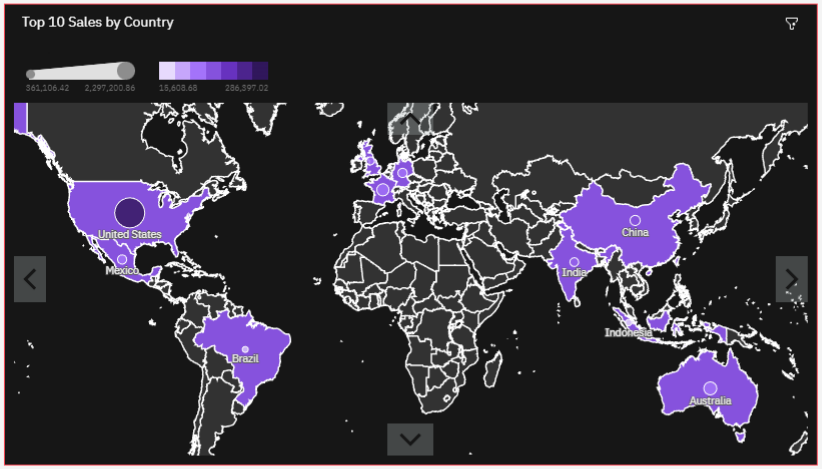
Search content

Edit

Analytics Filters

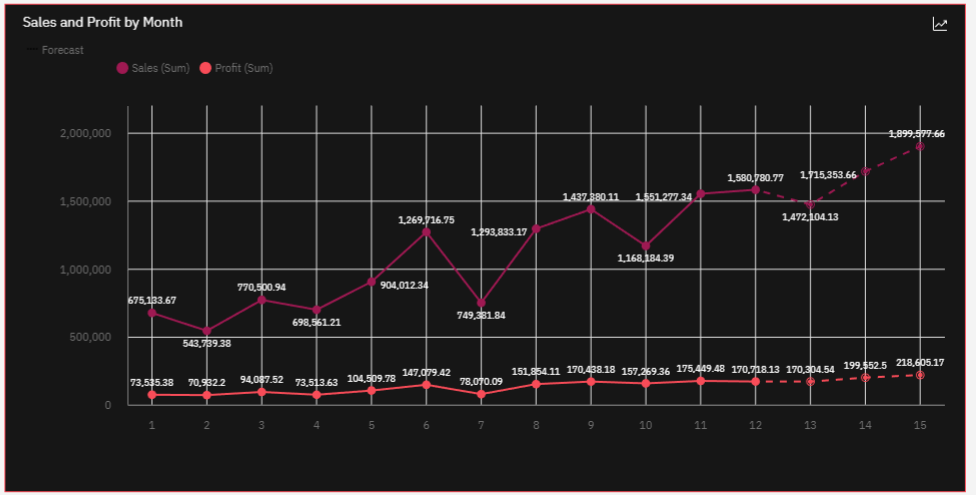
Sales by Country

- We have visualized the Sales over a map.
- From the Sales by Country chart, we can note the top 10 sales made, country wise overall, over the years.
- We have noted that US stands to be the most profitable since it has the most sales for the business.



Sales Forecast

- We have visualized the sales and profit made, over the last 12 months
- We can also observe the relation between profit and sales by analysing this chart.
- From the chart, we can see the forecasted sales and profit for the next 3 months.
- It is forecasted with a confidence level of 95%.



IBM Cognos Analytics with Watson | Sprint-4_Story

Search content

Edit

Analytics Filters

Sales by Word Cloud

- Utilizing a Word Cloud, we have made the chart illustrating the size of sales made represented through the size of the actual country's names.
- It can be noted that the United Sates are prominent which shows their dominance in the sales.
- Followed by countries such as United Kingdom, Australia, Germany, France, Mexico and India.

Prev scene | Next scene | Scene 7 of 8 | 0:00.4 | 0:05.0

IBM Cognos Analytics with Watson | Sprint-4_Story

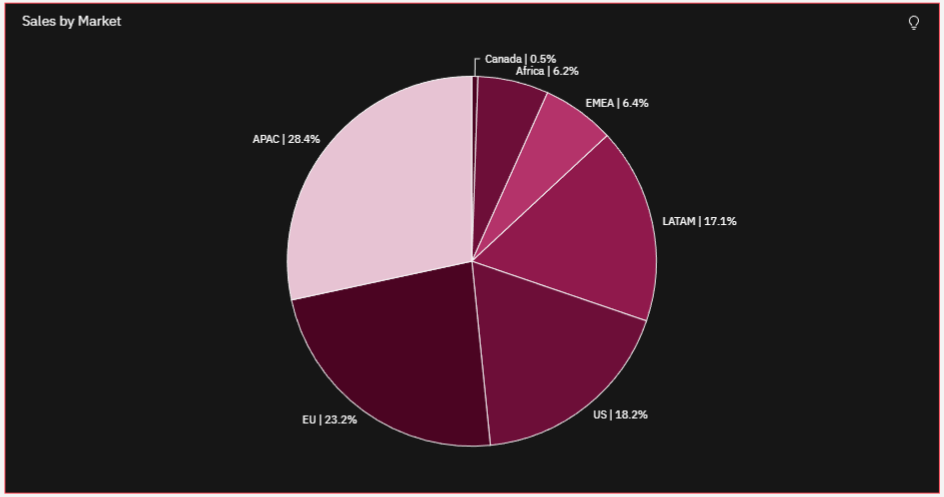
Search content

Edit

Analytics Filters

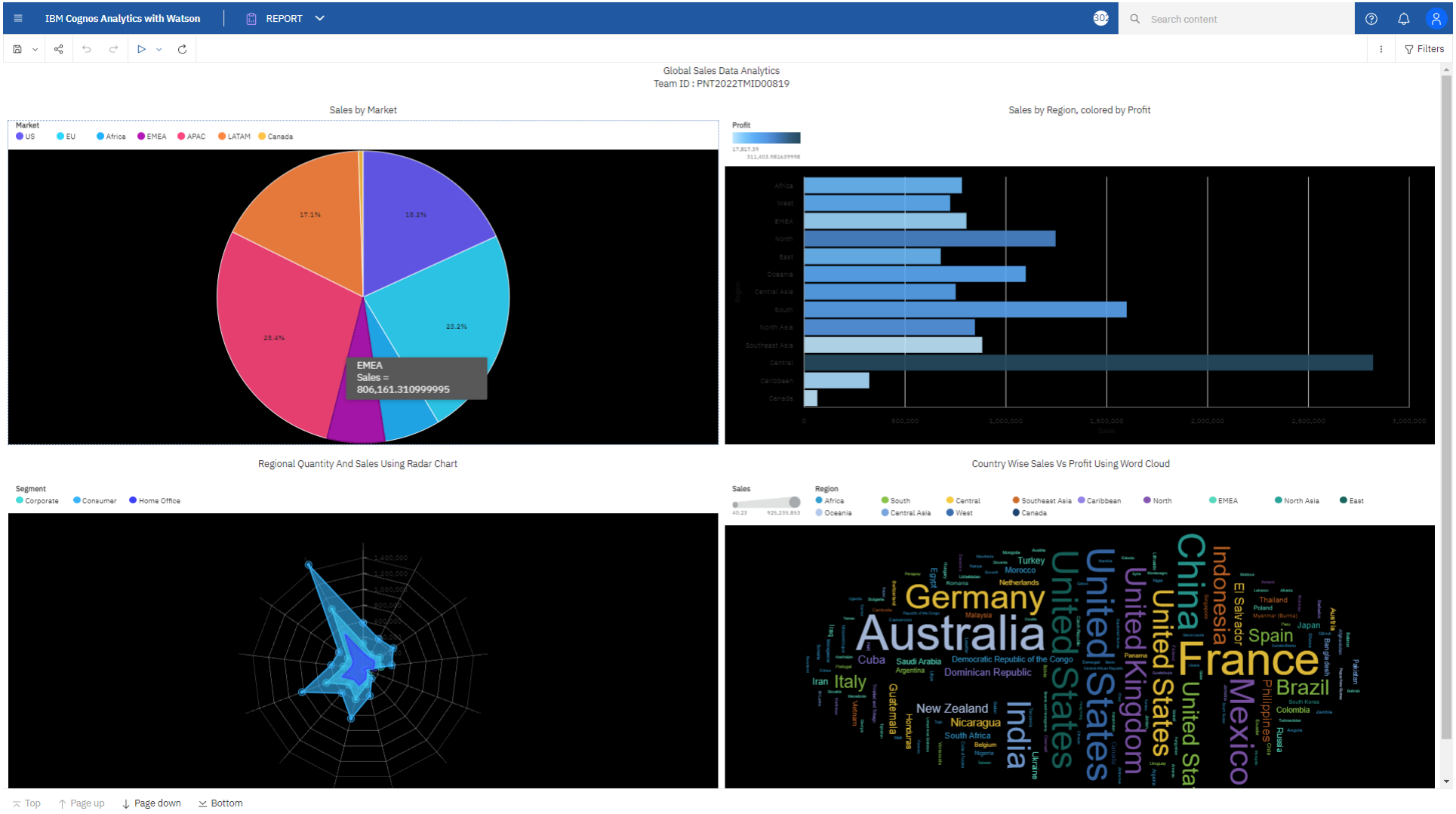
Sales by Market

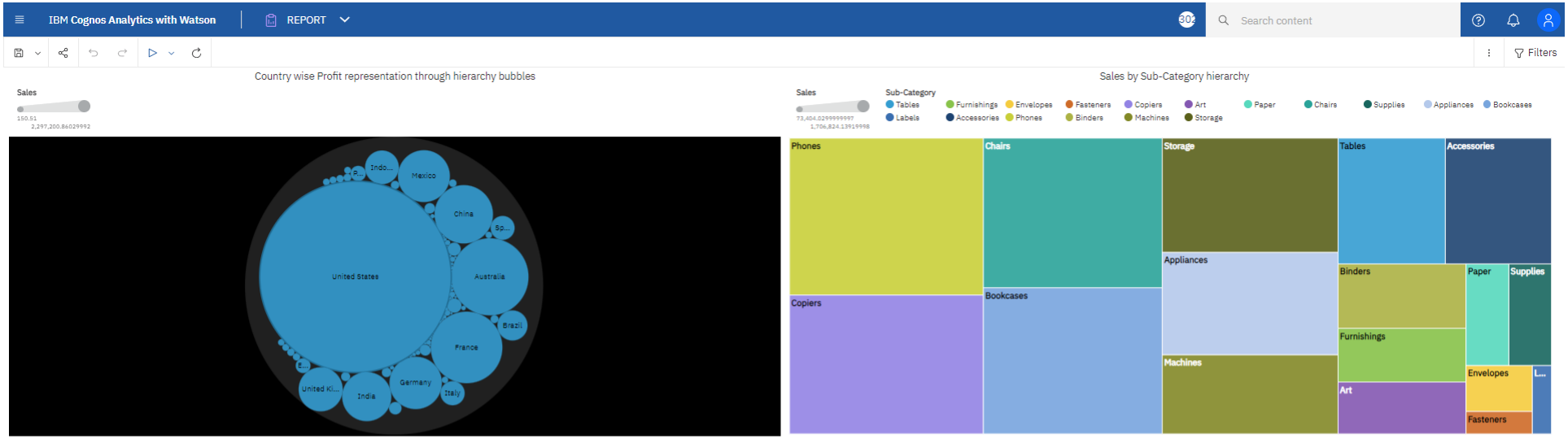
- We have visualized the Sales segregated by the market of the business.
- Since we can also observe the sales made for individual markets, we can observe dominance of each market.
- From the Sales by Market chart, we can note that Canada has been the country with the least sales with a staggering 0.5% sales, showcasing a problem that can be addressed.
- APAC seems to be the most performing markets although EU and US are close.



Prev scene | Next scene | Scene 8 of 8 | 0:00.5 | 0:05.0

Report:


IBM Cognos Analytics with Watson
REPORT
Search content
Filters
Global Sales Data Analytics
Team ID : PNT2022TMID00819
Sales by Market
Market
US
EU
Africa
EMEA
APAC
LATAM
Canada
17.1%
18.2%
23.2%
28.4%
EMEA
Sales =
806,161.310999995
Sales by Region, colored by Profit
Profit
Regional Quantity And Sales Using Radar Chart
Segment
Corporate
Consumer
Home Office
Country Wise Sales Vs Profit Using Word Cloud
Sales
Region
Africa
South
Central
Southeast Asia
Caribbean
North
EMEA
North Asia
East
Oceania
Central Asia
West
Canada
Germany
Australia
United States
United Kingdom
China
Indonesia
France
Spain
Brazil
Mexico
Italy
India
New Zealand
Nicaragua
Cuba
Saudi Arabia
Argentina
Democratic Republic of the Congo
Dominican Republic
Turkey
Morocco
Netherlands
Thailand
Poland
Japan
Colombia
Philippines
Russia
Guatemala
Honduras
Iran
Ukraine
Top
Page up
Page down
Bottom



INSIGHTS

1. The highest sales were in the Asia-Pacific regions while Canada, was the lowest comparatively.
2. Sales by region is highest in the Central region
3. The most profit was earned from the sub-category, electronics.
4. US is the main demanded market for the business
5. The average Customers were the most who bought products rather than people buying for home offices or Corporate people.

SUGGESTIONS

1. More ways to sell such as outlets can be established in the APAC region for enculcating more sales and profit.

2. Regions such as Canada having the least markets should be analyzed to find out the reason behind such poor performance, comparatively.
3. Marketing campains could be revolved around such low sales regions for a higher chance of increasing customers, driving sales and profit.

Link for Story:

https://us3.ca.analytics.ibm.com/bi/?perspective=story&pathRef=.my_folders%2FSprint-4_Story&action=view&sceneId=model000001848afe8fae_00000003&sceneTime

Link for Report:

https://us3.ca.analytics.ibm.com/bi/?pathRef=.my_folders%2FREPORT&action=run&format=HTML&prompt=false