PROJECT DEVELOPMENT PHASE

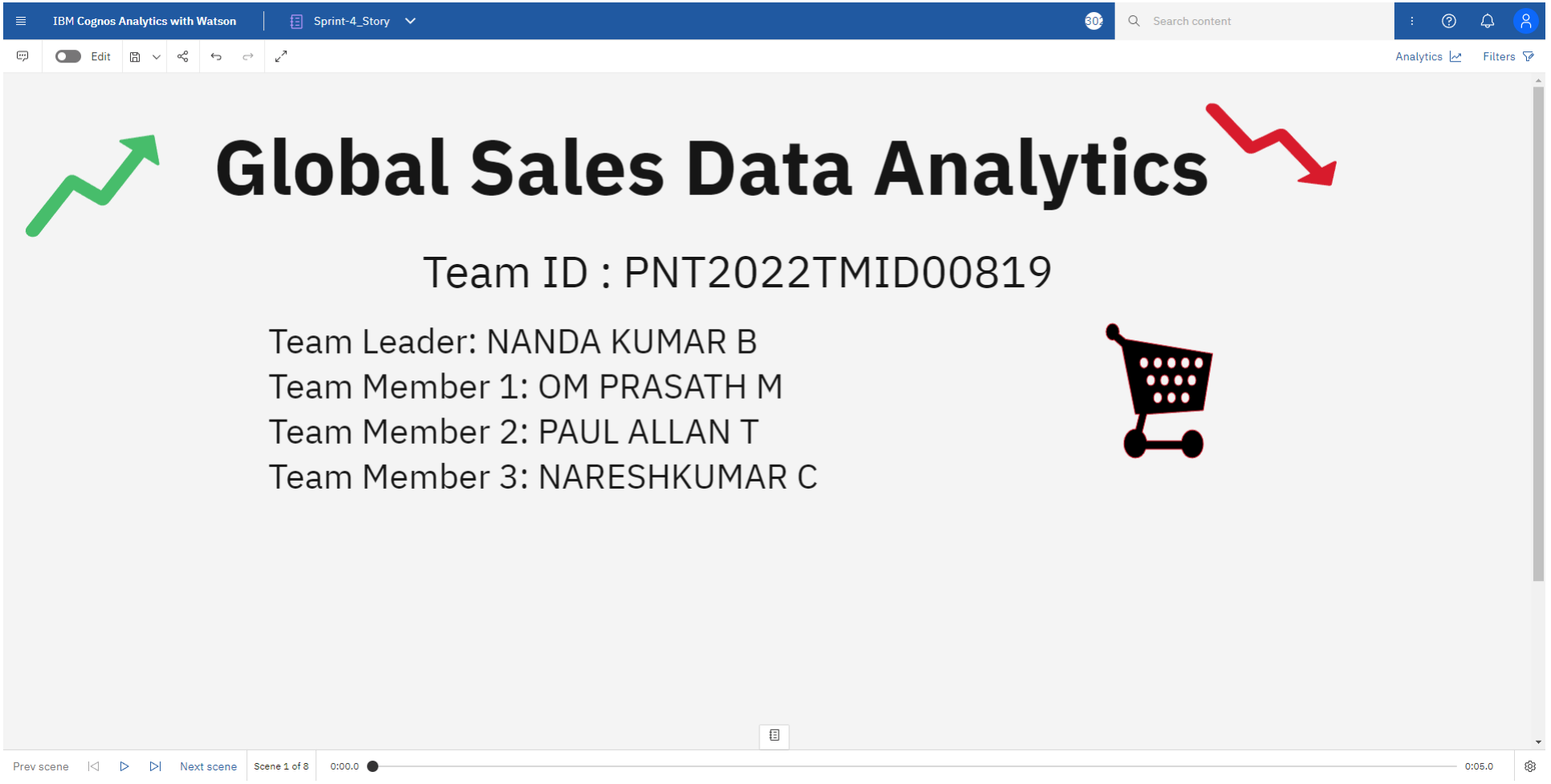
DELIVERY OF SPRINT-4

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

SPRINT 4 FUNCTIONAL REQUIREMENT

- Story
- Report

Story: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Sprint-4_Story
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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
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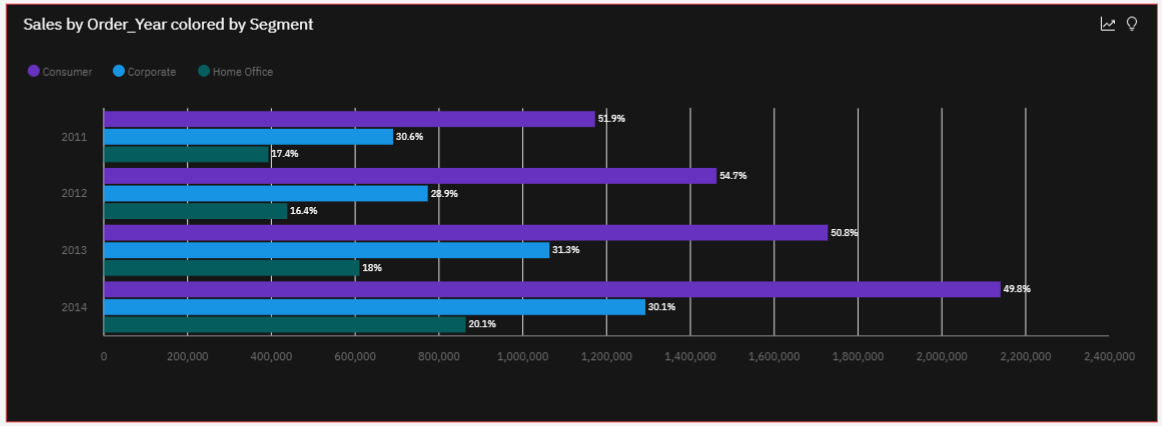
0:00.0
0:05.0

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.



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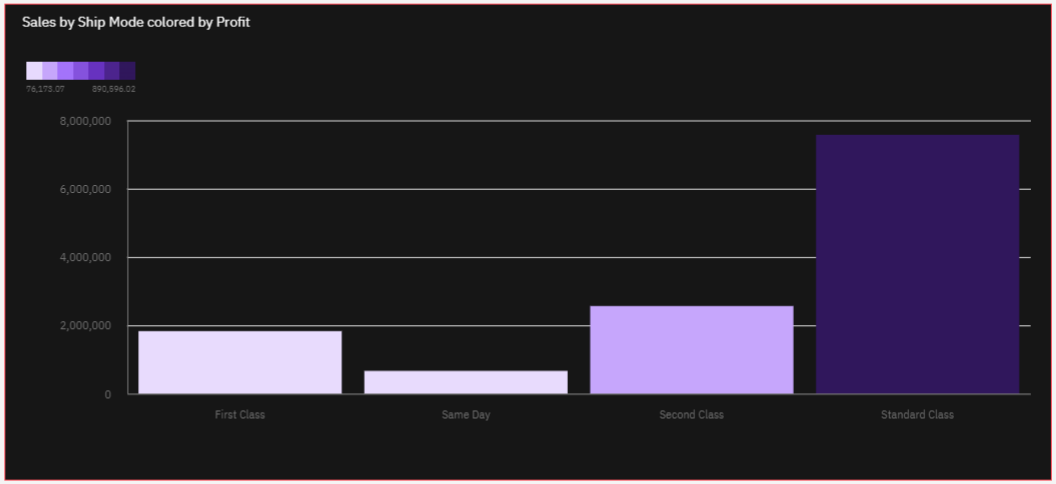
Sales by Ship Mode

- 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.



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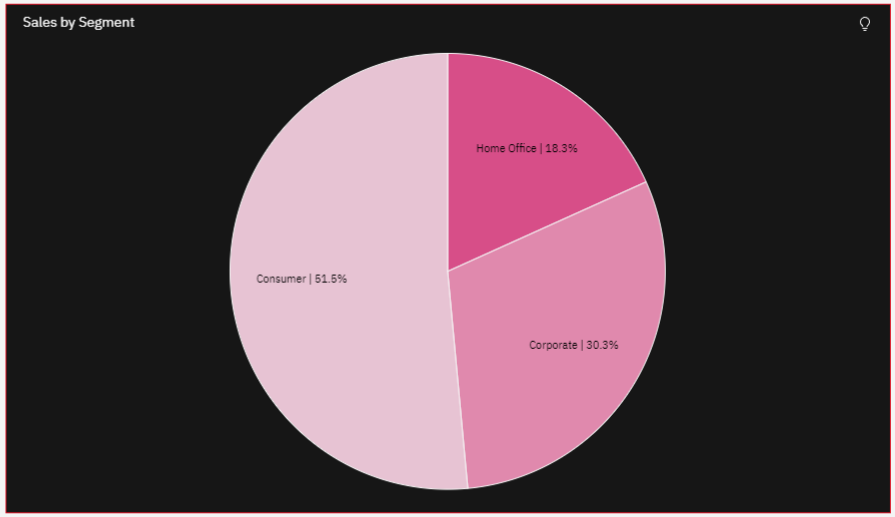
Sales by Segment

- 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.



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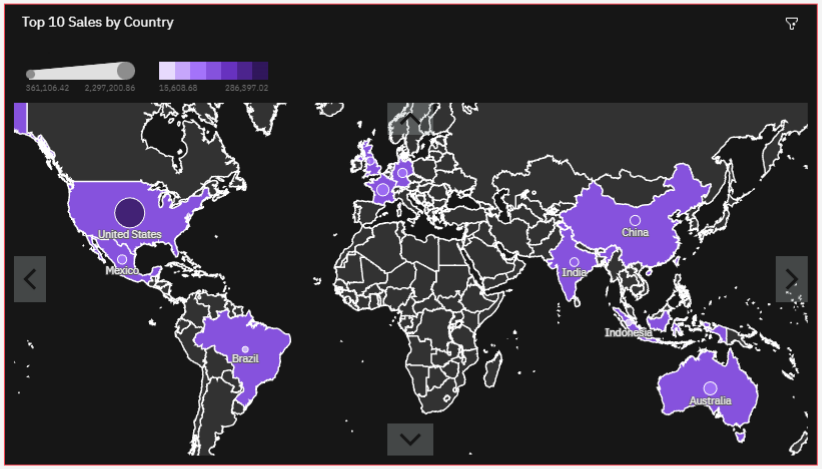
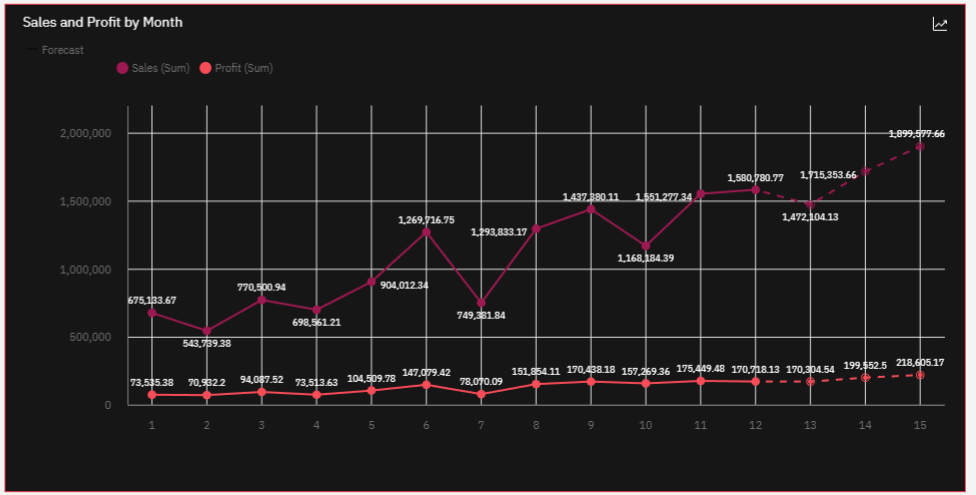
Sales by Country

- 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%.



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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.

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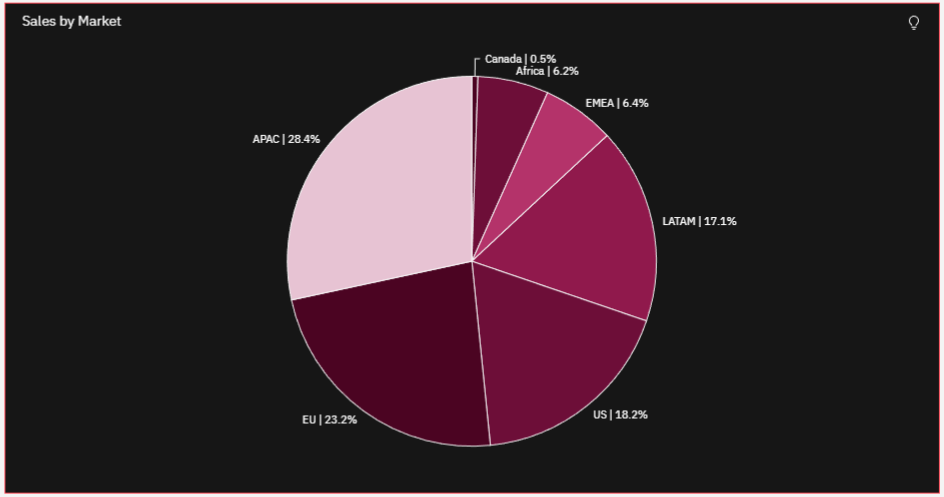
Sales by Market

- 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.



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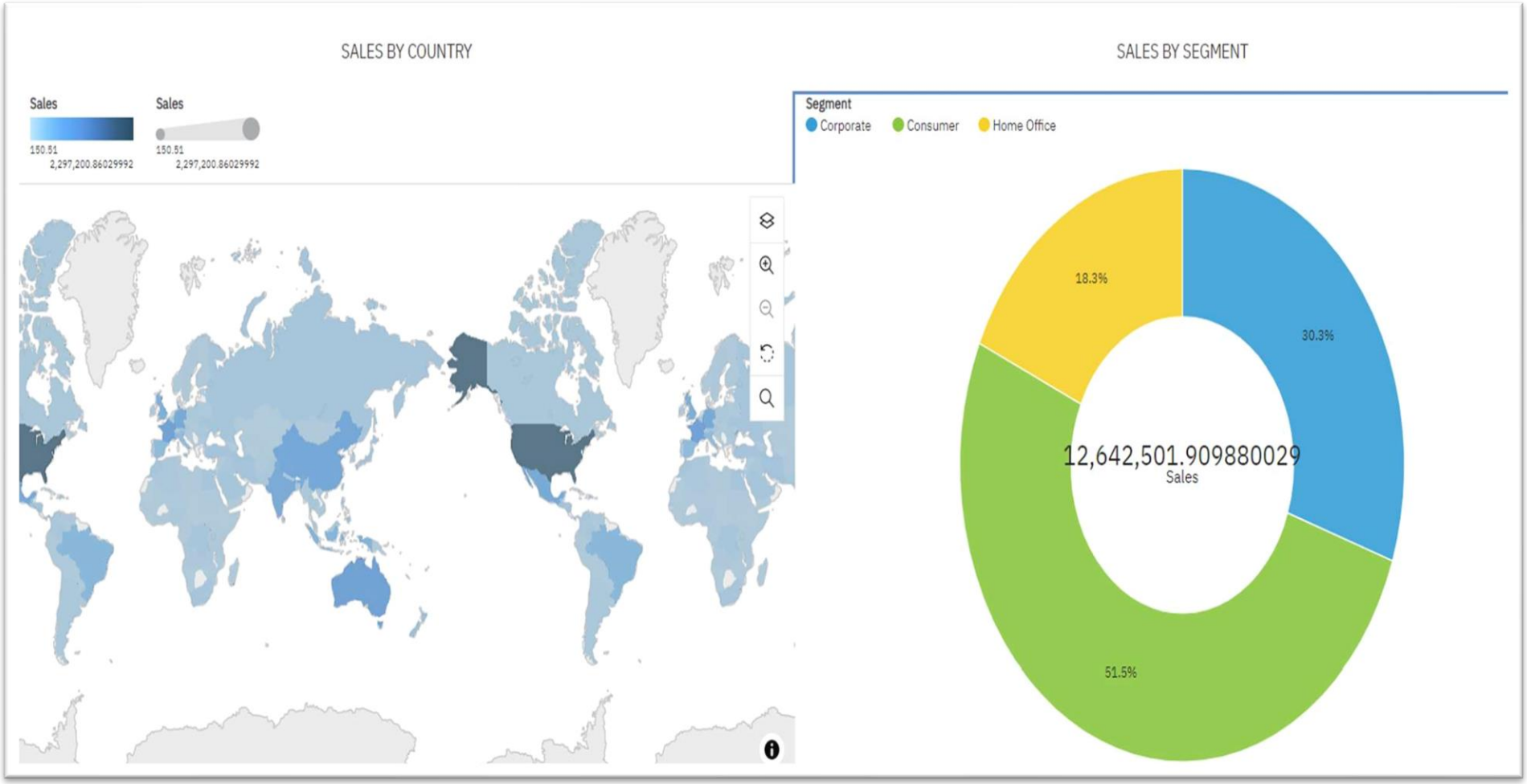
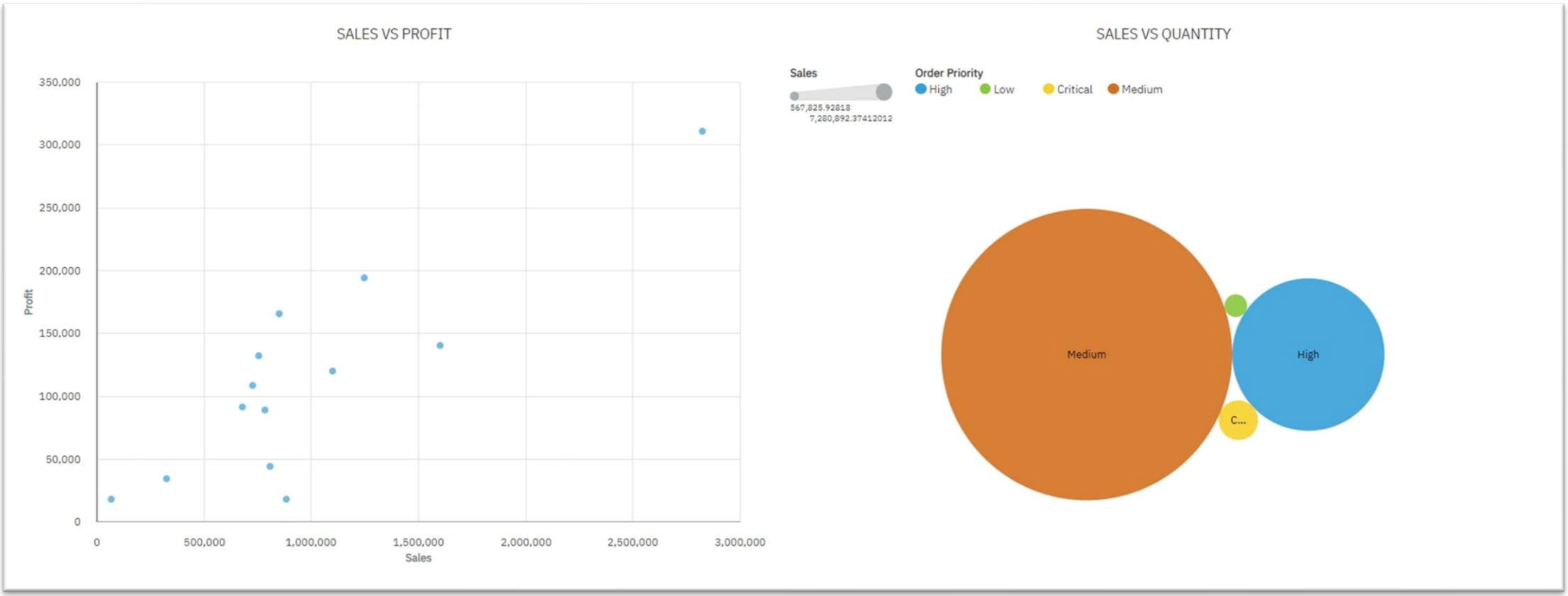
Report:

SALES BY MARKET
Sub-Category
Tables
Phones
Appliances
Chairs
Copiers
Bookcases
Accessories
Storage
Supplies
Machines
Furnishings
Art
Envelopes
Labels
Binders
Fasteners
Paper
US
EMEA
APAC
EU
LATAM
Canada
Africa
Market
0
500,000
1,000,000
1,500,000
2,000,000
2,500,000
3,000,000
3,500,000
4,000,000
Sales
SALES BY REGION
Sales
66,928.17
2,822,302.51994
Profit
17,817.39
311,403.981639998
Central
North
North Asia
EMEA
Africa
Oceania
Central Asia
East
South
Southeast Asia
West
Caribbean


SALES BY COUNTRY
Sales
150.51
2,297,200.86029992
Sales
150.51
2,297,200.86029992
SALES BY SEGMENT
Segment
Corporate
Consumer
Home Office
18.3%
30.3%
51.5%
12,642,501.909880029
Sales


SALES VS PROFIT
Profit
350,000
300,000
250,000
200,000
150,000
100,000
50,000
0
0
500,000
1,000,000
1,500,000
2,000,000
2,500,000
3,000,000
Sales
SALES VS QUANTITY
Sales
567,825.92818
7,280,892.37412012
Order Priority
High
Low
Critical
Medium
Medium
High
C...

Link:

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