

STORY PDF

Team ID	PNT2022TMID00819
Project Name	Global Sales Data Analytics

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Search content

Edit

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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

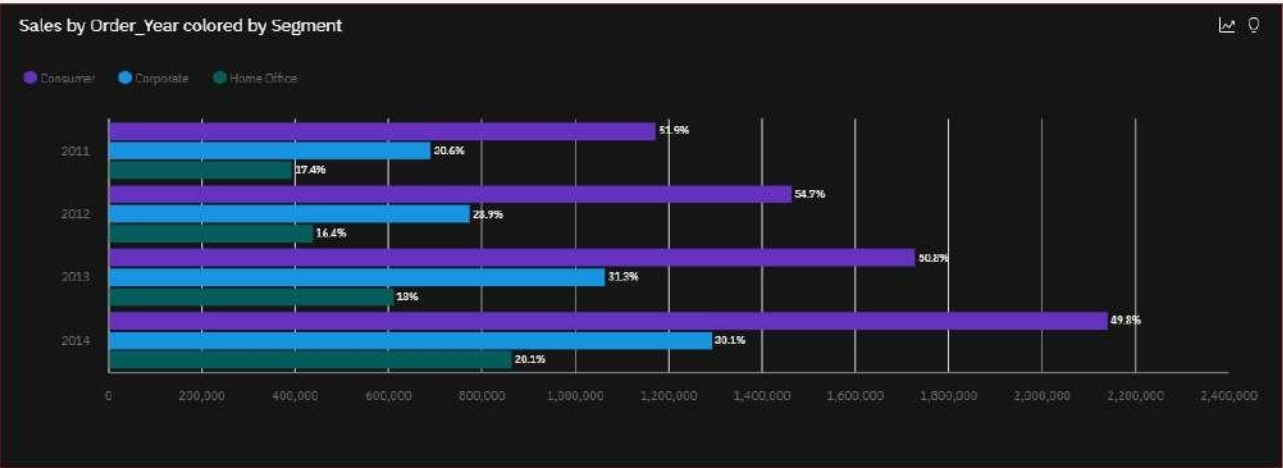
Scene 1 of 8

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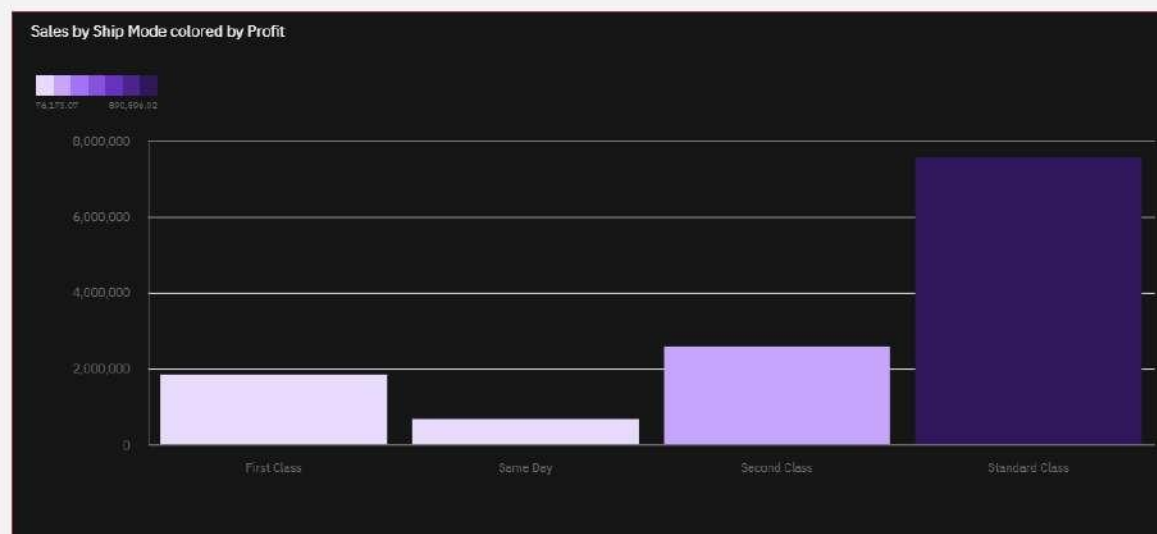
Sales By Year

- 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.



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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30

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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.

Sales by Segment

Segment	Percentage
Consumer	51.5%
Corporate	30.3%
Home Office	18.2%

Prev scene

Next scene

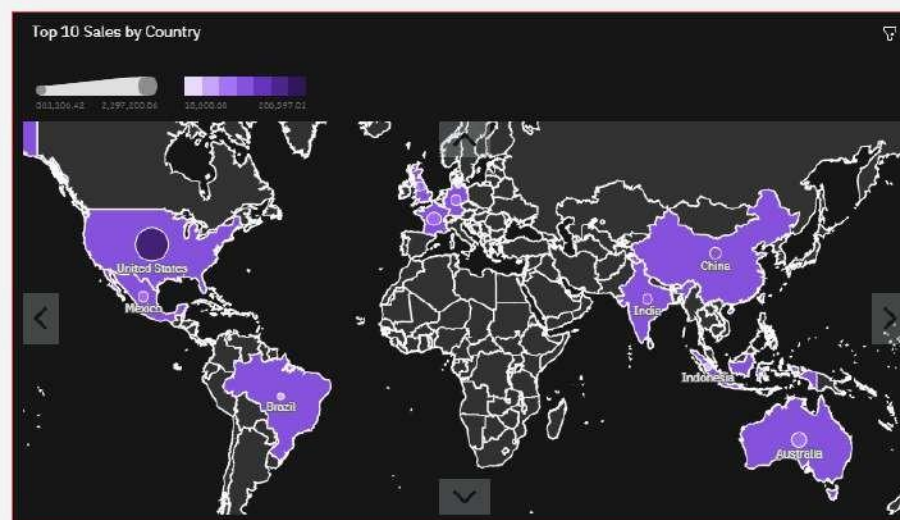
Scene 4 of 8

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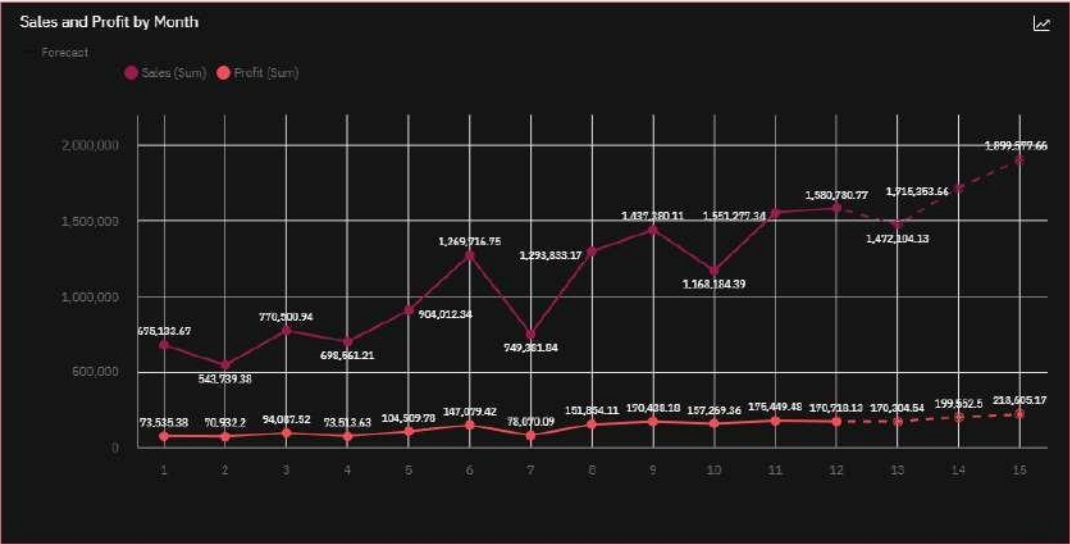
Sales by Country

- 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%.



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 States 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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300

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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.

Sales by Market

Market	Sales Percentage
APAC	26.4%
EU	23.2%
US	18.2%
LATAM	17.1%
EMEA	6.4%
Africa	6.2%
Canada	0.5%

Prev scene

Next scene

Scene 8 of 8

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0:05.0