

DAC_Phase5

Date	01 November 2023
Team ID	Proj_216193_Team_5
Project Name	Product Sales Analysis

1. Objective:

The objective of product sales analysis documentation is to provide a comprehensive and structured report that enables business to gain valuable insights into their sales performance.

2. Design Thinking Process:

- Performance evaluation allows business assess the market products.
- Identifying sales trends overtime and impact of marketing.
- Pricing strategy is determining the effectiveness of products.
- Customer insights provides customer performance and behavior.
- Budget and forecasting is crucial for future sales.
- Decision supports related to the product.



Link : https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.linkedin.com%2Fpulse%2Fdesign-thinking-b2b-sales-mahendra-nimkar&psig=AOvVaw27WvzdBS5CGeb_eNgYmIX6&ust=1699162571380000&source=images&cd=vfe&opi=89978449&ved=0CBIQjRxqFwoTCLD9lfTPqYIDFQAAAAAdAAAAABAE

Phase 1 - Data Collection:

- Collect the data

- | | A | B | C | D | E | F | G | H | I | J | K | L | M | N |
|----|----------------|--------------------------|-----------|---------------|------------|---------------------|------------|---------------|-------------|----------------|-------------|---------------|---------------|---|
| | Segment | Country | Product | Discount Band | Units Sold | Manufacturing Price | Sale Price | Gross Sales | Discounts | Sales | | COGS | Profit | |
| 1 | Small Business | Mexico | Paseo | None | 788 | \$10.00 | \$300.00 | \$3,360.00 | \$0.00 | \$2,364,000.00 | | \$1,97,000.00 | \$39,400.00 | |
| 2 | Enterprise | United States of America | Carretera | Low | 330 | \$3.00 | \$125.00 | \$41,250.00 | \$412.50 | \$40,837.50 | \$40,425.00 | \$39,600.00 | \$1,237.50 | |
| 3 | Small Business | United States of America | Montana | Low | 2498 | \$5.00 | \$300.00 | \$749,400.00 | \$7,494.00 | \$741,906.00 | | \$6,24,500.00 | \$1,17,406.00 | |
| 4 | Small Business | Germany | Paseo | Medium | 1123 | \$300.00 | \$125.00 | \$3,360.00 | \$323.88 | \$3,036.12 | | \$2,80,750.00 | \$32,540.00 | |
| 5 | Enterprise | Germany | Amarilla | Medium | 994 | \$260.00 | \$300.00 | \$1,24,250.00 | \$8,697.50 | \$1,15,552.50 | | \$1,19,280.00 | \$3,727.50 | |
| 6 | Small Business | Canada | Montana | Medium | 1283 | \$5.00 | \$300.00 | \$3,84,900.00 | \$30,792.00 | \$3,54,108.00 | | \$3,20,750.00 | \$33,358.00 | |
| 7 | Small Business | France | Montana | Medium | 322 | \$5.00 | \$300.00 | \$96,600.00 | \$8,694.00 | \$87,906.00 | | \$80,500.00 | \$7,406.00 | |
| 8 | Enterprise | Mexico | Amarilla | High | 947 | \$260.00 | \$125.00 | \$1,18,375.00 | \$13,021.25 | \$1,05,353.75 | | \$1,13,640.00 | \$8,286.25 | |
| 9 | Enterprise | Canada | Carretera | High | 2416 | \$3.00 | \$125.00 | \$3,02,000.00 | \$36,240.00 | \$2,65,760.00 | | \$2,89,920.00 | \$24,160.00 | |
| 10 | Enterprise | France | Carretera | High | 1023 | \$3.00 | \$125.00 | \$1,27,875.00 | \$17,903.50 | \$1,09,971.50 | | \$1,22,760.00 | \$13,787.50 | |
| 11 | Enterprise | Canada | Montana | None | 345 | \$5.00 | \$125.00 | \$43,125.00 | \$0.00 | \$43,125.00 | | \$41,400.00 | \$1,725.00 | |
| 12 | Enterprise | Canada | Velo | None | 345 | \$120.00 | \$125.00 | \$43,125.00 | \$0.00 | \$43,125.00 | | \$41,400.00 | \$1,725.00 | |
| 13 | Small Business | Mexico | Carretera | Low | 494 | \$3.00 | \$125.00 | \$1,48,200.00 | \$1,482.00 | \$1,46,718.00 | | \$1,23,500.00 | \$23,218.00 | |
| 14 | Enterprise | United States of America | Montana | Low | 663 | \$5.00 | \$300.00 | \$82,875.00 | \$828.75 | \$82,046.25 | | \$79,560.00 | \$2,486.25 | |
| 15 | Enterprise | United States of America | Velo | Low | 663 | \$120.00 | \$125.00 | \$82,875.00 | \$828.75 | \$82,046.25 | | \$79,560.00 | \$2,486.25 | |
| 16 | Small Business | Mexico | VTT | Low | 494 | \$250.00 | \$300.00 | \$1,48,200.00 | \$1,482.00 | \$1,46,718.00 | | \$1,23,500.00 | \$23,218.00 | |
| 17 | Small Business | Canada | Carretera | Low | 809 | \$300.00 | \$125.00 | \$64,200.00 | \$642.00 | \$63,558.00 | | \$61,500.00 | \$2,058.00 | |
| 18 | Enterprise | Germany | Paseo | Low | 809 | \$10.00 | \$125.00 | \$1,01,125.00 | \$2,022.50 | \$99,102.50 | | \$97,080.00 | \$2,022.50 | |
| 19 | Enterprise | Mexico | Paseo | Low | 2145 | \$10.00 | \$125.00 | \$2,68,125.00 | \$5,362.50 | \$2,62,762.50 | | \$2,57,400.00 | \$5,362.50 | |
| 20 | Enterprise | Germany | Velo | Low | 809 | \$120.00 | \$125.00 | \$1,01,125.00 | \$2,022.50 | \$99,102.50 | | \$97,080.00 | \$2,022.50 | |
| 21 | Enterprise | Mexico | Velo | Low | 2145 | \$120.00 | \$125.00 | \$2,68,125.00 | \$5,362.50 | \$2,62,762.50 | | \$2,57,400.00 | \$5,362.50 | |

- Depending on v

- FILE** HOME INSERT PAGE LAYOUT FORMULAS DATA REVIEW VIEW

Microsoft account - [Profile Icon]

Be careful—files from the Internet can contain viruses. Unless you need to edit, it's safer to stay in Protected View.

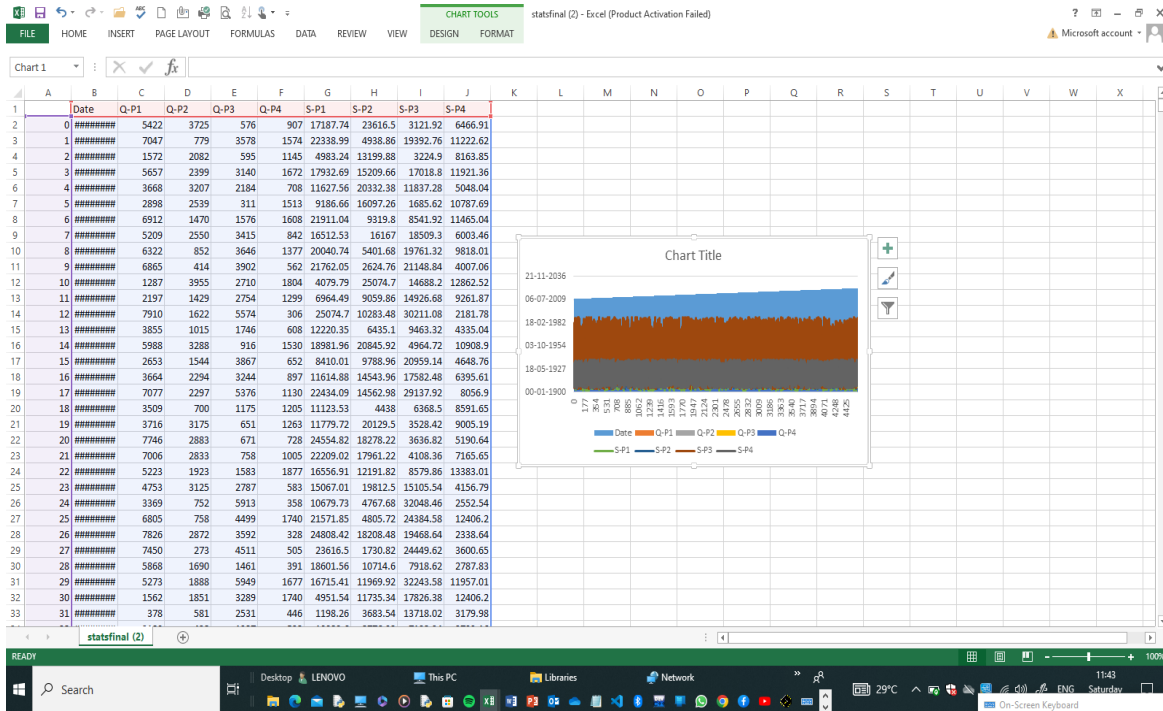
Enable Editing

P16

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
	Date	Q-P1	Q-P2	Q-P3	Q-P4	S-P1	S-P2	S-P3	S-P4															
1	0 13-06-201	5422	3725	576	907	17187.74	23616.5	3121.92	6466.91															
2	1 14-06-201	7047	779	3578	1574	22338.99	4938.86	19392.76	11222.62															
3	2 15-06-201	1572	2082	595	1145	4983.24	13199.88	3224.9	8163.85															
4	3 16-06-201	5657	2399	3140	1672	17932.69	15209.66	17018.8	11921.36															
5	4 17-06-201	3668	3207	2184	708	11627.56	20332.38	11837.28	5048.04															
6	5 18-06-201	2898	2539	311	1513	9186.66	16097.26	1685.62	10787.69															
7	6 19-06-201	6912	1470	1576	1608	21911.04	9319.8	8541.92	11465.04															
8	7 20-06-201	5209	2550	3415	842	16512.53	16167	18509.3	6003.46															
9	8 21-06-201	6322	852	3646	1377	20400.74	5401.68	19761.32	9818.01															
10	9 22-06-201	6865	414	3902	562	21762.05	2624.76	21148.84	4007.06															
11	10 23-06-201	1287	3955	2710	1804	4079.79	25074.7	14688.2	12862.52															
12	11 24-06-201	2917	1429	2754	1299	6964.49	9059.86	14526.68	9261.87															
13	12 25-06-201	7190	1622	5574	306	25974.7	10283.48	30211.08	2181.78															
14	13 26-06-201	3855	1015	1746	608	12220.35	6435.1	9461.32	4335.04															
15	14 27-06-201	5988	3288	916	1530	18881.96	20845.92	4964.72	10908.9															
16	15 28-06-201	2653	1544	3867	652	8410.01	9788.96	20959.14	4648.76															
17	16 29-06-201	3664	2294	3244	897	11614.88	14543.96	17582.48	6395.61															
18	17 30-06-201	7077	2297	5376	1130	24344.09	14562.98	29137.92	8056.9															
19	18 #####	3509	700	1175	1205	11123.53	4438	6368.5	8591.65															
20	19 #####	3716	3175	651	1263	11779.72	20129.5	3528.42	9005.19															
21	20 #####	7746	2883	671	728	24554.82	18278.22	3636.82	5190.64															
22	21 #####	7006	2833	758	1005	22209.02	17961.22	4108.36	7165.65															

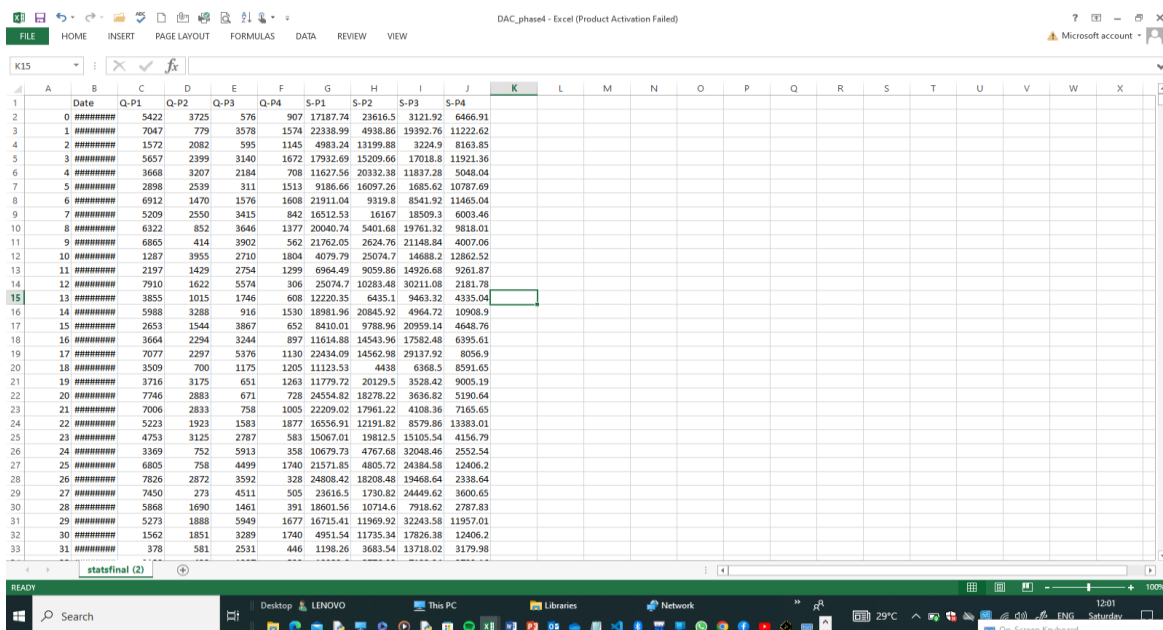
Phase 3 - Data Visualization using IBM Cognos:

- Utilize IBM Cognos for creating visualizations.
- Present the data using charts, graphs, and maps.



Phase 4 - Insights and Interpretation:

- Analyse the visualizations and draw insights from the data.
- Compare various aspects of **product sales analysis** and their impacts.



Phase 5 - Conclusion and Communication:

- Summarize your key findings and insights based on the data analysis.
- Communicate results to stakeholders and the public.

4. Analysis Objectives:

The choice of the analysis objective depends on the specific problem you're trying to solve and the type of data you have available. It's essential to clearly define your objectives at the outset of a data analysis project to guide the entire process and ensure that you're answering relevant questions and generating actionable insights.

5. Data Collection Process:

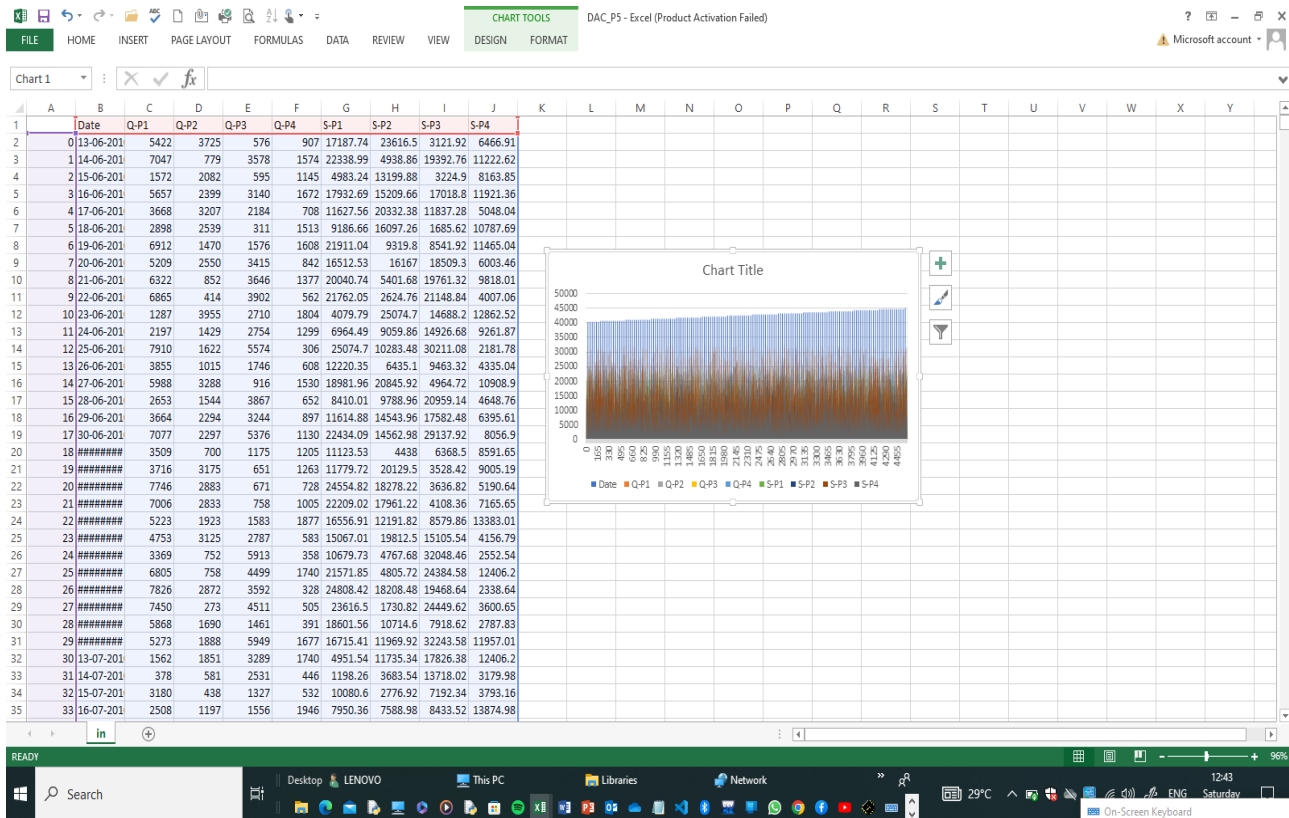
The data collection process should be well-planned and executed with care to ensure that the data gathered is accurate, reliable, and suitable for its intended use, whether it's for analysis, decision-making, or research.

The screenshot shows an Excel spreadsheet with the following data:

	Date	Q-P1	Q-P2	Q-P3	Q-P4	S-P1	S-P2	S-P3	S-P4
1	0 13-06-201	5422	3725	576	907	17187.74	23616.5	3121.92	6466.91
2	1 14-06-201	7047	779	3578	1574	22338.99	4938.86	19392.76	11222.62
3	2 15-06-201	1572	2082	595	1145	4983.24	13199.88	3224.9	8163.85
4	3 16-06-201	5657	2399	3140	1672	17932.69	15209.66	17018.8	11921.36
5	4 17-06-201	3668	3207	2184	708	11627.56	20332.38	11837.28	5048.04
6	5 18-06-201	2898	2539	311	1513	9186.66	16097.26	1685.62	10787.69
7	6 19-06-201	6912	1470	1576	1608	21911.04	9319.8	8541.92	11465.04
8	7 20-06-201	5209	2550	3415	842	16512.53	16167	18509.3	6003.46
9	8 21-06-201	6322	852	3646	1377	20040.74	5401.68	19761.32	9818.01
10	9 22-06-201	6865	414	3902	562	21762.05	2624.76	21148.84	4007.06
11	10 23-06-201	1287	3955	2710	1804	4079.79	25074.7	14688.2	12862.52
12	11 24-06-201	2197	1429	2754	1299	6964.49	9059.86	14926.68	9261.87
13	12 25-06-201	7910	1622	5574	306	25074.7	10283.48	30211.08	2181.78
14	13 26-06-201	3855	1015	1746	608	12220.35	6435.1	9463.32	4335.04
15	14 27-06-201	5988	3288	916	1530	18981.96	20845.92	4964.72	10908.9
16	15 28-06-201	2653	1544	3867	652	8410.01	9788.96	20959.14	4648.76
17	16 29-06-201	3664	2294	3244	897	11614.88	14543.96	17582.48	6395.61
18	17 30-06-201	7077	2297	5376	1130	22434.09	14562.98	29137.92	8056.9
19	18 #####	3509	700	1175	1205	11123.53	4438	6368.5	8591.65
20	19 #####	3716	3175	651	1263	11779.72	20129.5	3528.42	9005.19
21	20 #####	7746	2883	671	728	24554.82	18278.22	3636.82	5190.64
22	21 #####	7006	2833	758	1005	22209.02	17961.22	4108.36	7165.65
23	22 #####	5223	1923	1583	1877	16556.91	12191.82	8579.86	13383.01
24	23 #####	4753	3125	2787	583	15067.01	19812.5	15105.54	4156.79
25	24 #####	3369	752	5913	358	10679.73	4767.68	32048.46	2552.54
26	25 #####	6805	758	4499	1740	21571.85	4805.72	24384.58	12406.2
27	26 #####	7826	2872	3592	328	24808.42	18208.48	19468.64	2338.64
28	27 #####	7450	273	4511	505	23616.5	1730.82	24449.62	3600.65
29	28 #####	5868	1690	1461	391	18601.56	10714.6	7918.62	2787.83
30	29 #####	5273	1888	5949	1677	16715.41	11969.92	32243.58	11957.01
31	30 13-07-201	1562	1851	3289	1740	4951.54	11735.34	17826.38	12406.2
32	31 14-07-201	378	581	2531	446	1198.26	3683.54	13718.02	3179.98
33	32 15-07-201	3180	438	1327	532	10080.6	2776.92	7192.34	3793.16
34	33 16-07-201	2508	1197	1556	1946	7950.36	7588.98	8433.52	13874.98

6. Data Visualization using IBM Cognos:

- Utilize IBM Congo's for creating interactive dashboards and reports.
- Generate various visualizations like line charts, bar graphs, heat maps, and maps.
- Highlight key metrics and trends in the data.



9. Conclusion:

This outline should serve as a guide to structure your project and communicate the objectives, process, and insights effectively. You can expand on each section with more details as needed.