

PRODUCT SALES ANALYSIS

PROJECT OVERVIEW

1. Define Analysis Objectives: Understanding which pages are the most popular, where the traffic is coming from (e.g., organic search, social media, referrals), and how user behaviour varies over time.
2. Collect Website Traffic Data: Set up data collection mechanisms on the website. This may involve using web analytics tools like google analytics or server logs.
3. Data Preparation and Cleaning: Clean and preprocess the collected data to ensure it's in a suitable format for analysis.
4. Data Analysis with IBM Cognos: Use IBM Cognos for data visualization and reporting. Create dashboards and reports that present key insights and metrics.
5. Advanced Analysis with Python: Integrate Python code for more advanced analysis if needed. Python offers powerful libraries and tools for data manipulation, statistical analysis, and machine learning.
6. Visualization and Reporting: Create visually appealing and informative reports and dashboards using IBM Cognos.

DESIGN THINKING

1. Analysis Objectives: We have defined the key insights from the website traffic data, such as identifying popular pages, traffic trends, and user engagement metrics.
2. Data Collection: We have determined the data sources and methods for collecting website traffic data, including page views, unique visitors, referral sources, and more.
3. Visualization: We are planning to visualize the insights using IBM Cognos to create meaningful dashboards and reports.
4. Python Integration: We will incorporate machine learning models to predict future traffic trends or user behaviour patterns.