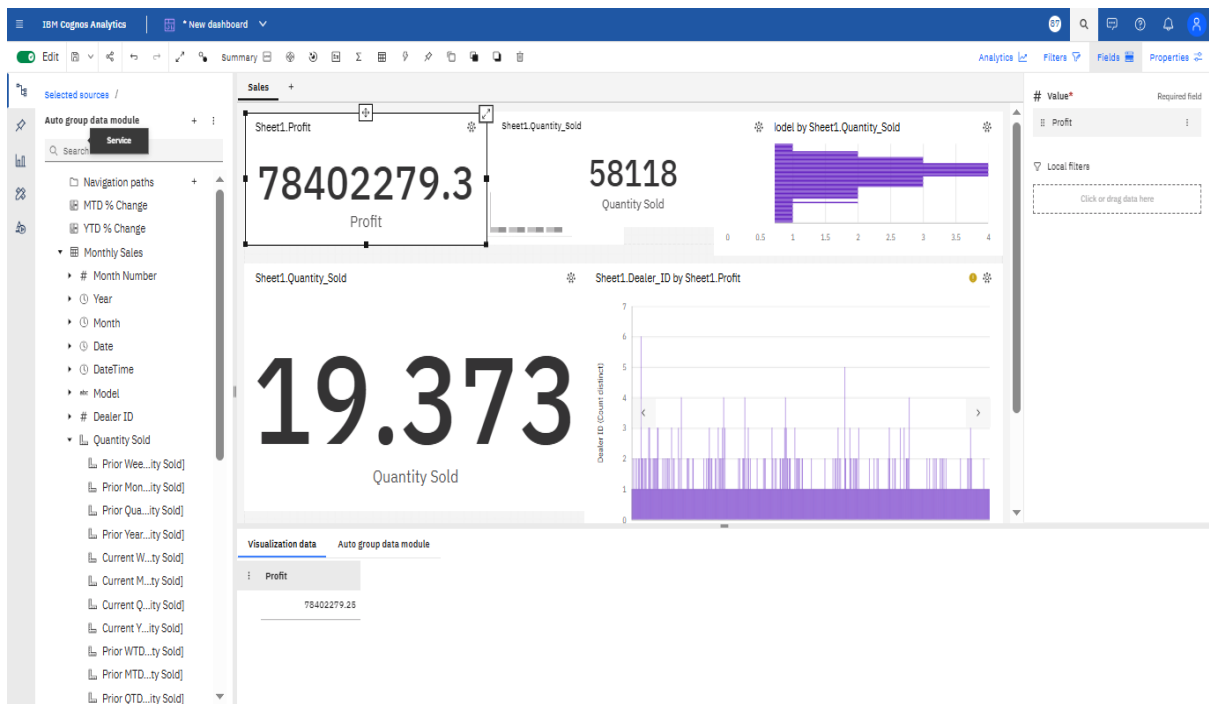# Sales & Service Data Analytics Dashboard

Tool Used: IBM Cognos Analytics

Skills Applied: Data visualization, KPI analysis, dashboard design, business insights.

Project Overview:

As part of my data analytics assignment, I designed interactive dashboards using IBM Cognos Analytics to analyze both Sales and Service data. The goal was to transform raw data into meaningful visual insights that support data-driven decision-making.
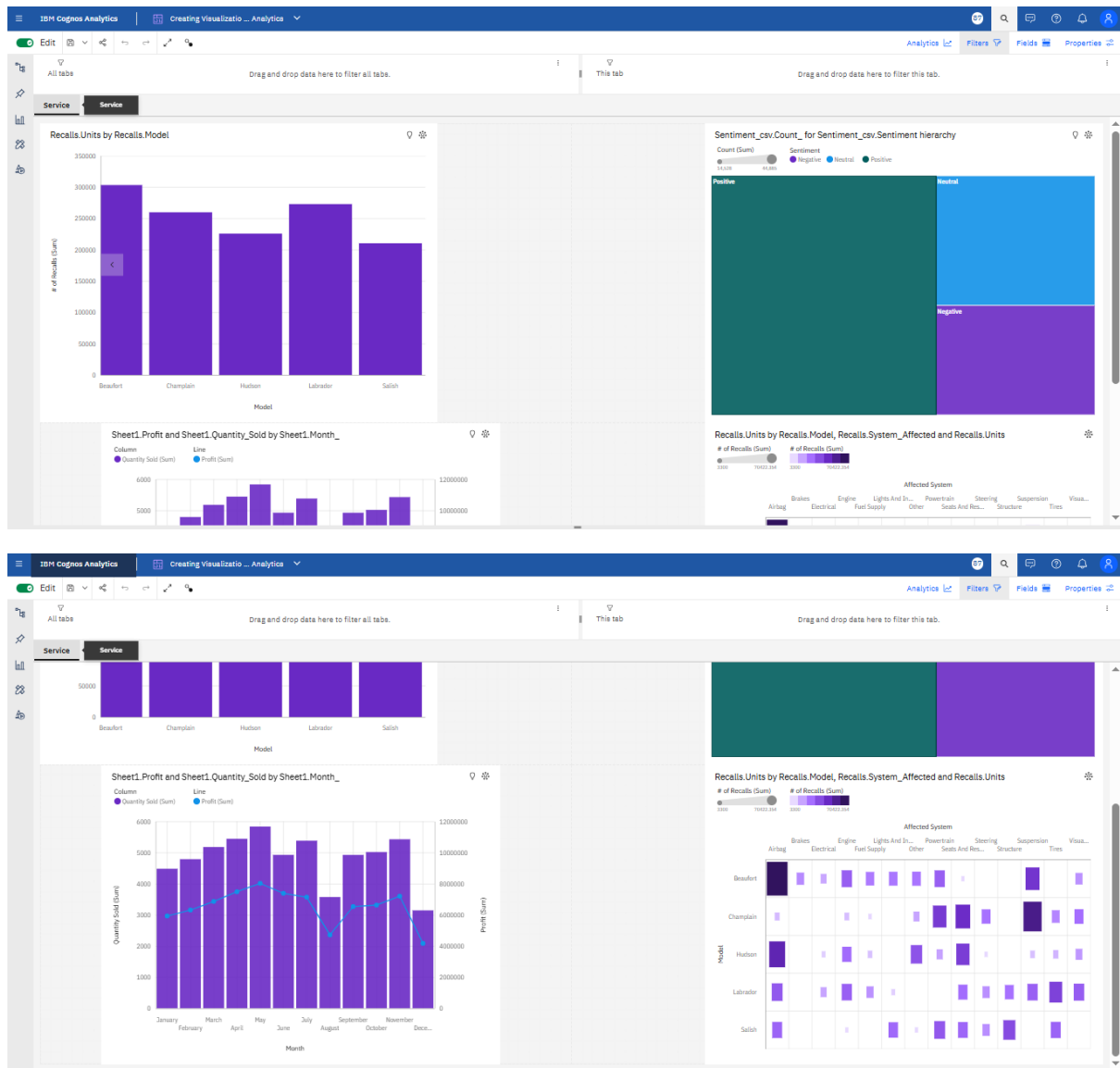
Sales

Key Features:

- Sales Dashboard:

- Displayed total profit and quantity sold using dynamic KPIs.

- Included bar charts and trend lines to analyze quantity sold by dealer and profit by time periods.

- Enabled deeper drill-down into monthly and dealer-leve

Service

performance.

- • Service Dashboard:

- • Visualized units by model to understand product/service distribution.

- • Incorporated a sentiment analysis treemap for customer feedback insights.

- Showed performance trends using bar and scatter plots across various service dimensions.

Outcome:

This project helped strengthen my skills in data storytelling, visualization, and analytical thinking. It gave me hands-on experience with business intelligence tools and taught me how to effectively communicate key insights through dashboards.