# GLOBAL SALES DATA ANALYTICS

**A Project**

**Report**

**Submitted by**

**Team ID :PNT2022TMID13158**

**TEAM MEMBERS**

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# 1. INTRODUCTION

## 1.1 Project Overview

As we know that Analytics has become an integral part of life, from finding the shortest route to work to forecasting the stock market trends and Analyzing previous trends ensures that businesses always make the right decision. And as the scale of the decision and its impact magnifies, more robust analytics need to take over. The gut feeling cannot cut it anymore. According to McKinsey, businesses that rely on data to make decisions are 19 times more likely to be profitable. It's no surprise that sales, a number-driven aspect of business, benefits from the right analytics. If your goal is fast and sustainable growth, your sales team must make quick and accurate decisions to improve its performance. Sales analytics isn't a new term. Businesses have been using it for years to optimize various steps of the sales cycle. But most of them are just at the tip of the iceberg when it comes to intelligent sales analytics.

Global Sales Data analytics refers to the use of technology to collect and use sales data to derive actionable insights. It is used to identify, optimize, and forecast sales. It uses different metrics and KPIs to plan an efficient sales model that generates higher revenue for the business  also gives your team the ability to tailor their efforts and prioritize high-value prospects. Plus, it may even help spotlight new opportunities for your business to pursue.

## 1.2 Purpose

The main purpose our Global sales Data analytics Project is to provide solution that can help you identify gaps and improve your sales processes and helps you boost sales productivity, Identify new sales opportunities, Plan effective sales targets, Improve customer acquisition, Increase customer retention and make data driven decisions.Global Sales Data analytics is your sales team's hidden superpower. It can enable your agents to spot key trends, dive deep, predict outcomes, and increase productivity. Accurate analysis also gives your team the ability to tailor their efforts and prioritize high-value prospects. Plus, it may even help spotlight new opportunities for your business to pursue.Global Sales Data analytics allows you to better gauge team performance and uncover areas for improvement, too. Understanding those strengths and weaknesses leads to better training, more attainable goals, and a cohesive team.The use of sales analytics solutions is quickly increasing in the commercial world.

## 2. LITERATURE SURVEY

## 2.1 Existing problem

| S.No | Project Name | Description | Year |
|------|--------------|-------------|------|
| 1 | Data analysis and visualization of sales data | This paper focuses on a system which will visualize sales data which will help users in applying intelligence in business, revenue generation, and decision making, managing business operation and track progress of tasks. | Mar-2016 |

| 2 | Walmart's Sales Data Analysis - A Big Data Analytics Perspective | This paper focuses on analysing the data sets of the world's largest retailers, Walmart Store to determine the business drivers and predict which departments are affected by the different scenarios. | Dec-2017 |
|---|---|---|---|
| 3 | Implementation of Business Intelligence for Sales Data Management Using Interactive Dashboard Visualization in XYZ Stores | It is hopes that this research can produce reports in the form of Interactive Dashboard Visualization that can be used by store managers to make better decisions. | Oct-2020 |
| 4 | Research on Refined Sales Management, Data Analysis and Forecasting under Big Data | The purpose of this article is to help people give full play to the advantages of data analytics technology applications and promote the healthy development of the enterprise economy. | Oct-2020 |
| 5 | Application of Tableau in Visual Analysis Data of a US Supermarket Sales | In this paper, a powerful visualization tool, Tableau is used to make visual analysis of online sales data of an American supermarket, the results can better understand the information of sales situation. | Nov-2021 |

## 2.2 References

[1].Kiran Singh, Rakhi Wajgi (Mar-2016) "Data analysis and visualization of sales data"

[2].Manpreet singh, Bhawick Ghutla, Reuben lilo Jnr, Aesaan F S Mohammed, Mahmaad A Rashid (Dec-2017) "Walmart's Sales Data Analysis - A Big Data Analytics Perspective"

[3].Ricky Akbar, Mera silvana, Mahammad Hafiz Hersyah, Miftahul Jannah (Oct-2020) "Implementation of Business Intelligence for Sales Data Management Using Interactive Dashboard Visualization in XYZ Stores"

[4].Wenhui Shan (Oct-2020) "Research on Refined Sales Management, Data Analysis and Forecasting under Big Data"

[5].Yuto li (Nov-2021) "Application of Tableau in Visual Analysis Data of a US Supermarket Sales"

## 2.3 Problem Statement Definition

Sales involves many stages with their own set of metrics. There's always an abundance of data to track, but it's hard to make sense of it every time and while you may want to use data to find gaps in your sales processes, it's next to impossible without the right tools. However, things are changing nowadays. Reps use sales data analysis to make critical decisions. Adopting a data-driven sales approach takes subjectivity out of the equation and makes the whole process of selling more predictable and efficient. As D2C organizations and other Global sellers organizations is highly involved in their sales decision-making process and to make data

driven sales decision but they aren't aware of how to leverage sales data properly.The biggest deterrents to using advanced sales analytics tools arethe cost and the need for a well-defined sales process. However, sales analytics doesn't always need a tool. For businesses with small teams or a short and simple sales process, people-level analytics and sales effectiveness metrics should suffice. The business can effortlessly recordand analyze this data on Excel sheets. As the size of your sales team increases, Excel sheets begin to break. The amount of data increases exponentially and only a good sales analytics software can meet the requirements.

## 3. IDEATION & PROPOSED SOLUTION

## 3.1 Empathy Map Canvas
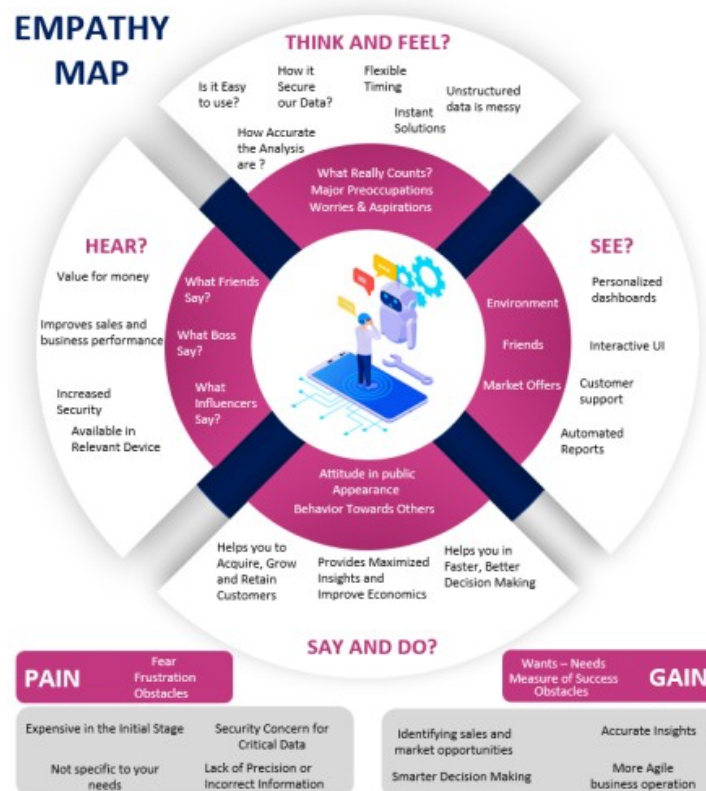
# 3.2 Ideation & Brainstorming

**1**

**Define your problem statement**

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

⏱ 5 minutes

### PROBLEM

How can we covert raw sales data into insights to help both sales and growth of a E-commerce Business and also help in better decision making

**Key rules of brainstorming**
To run an smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

**2**

**Brainstorm**

Write down any ideas that come to mind that address your problem statement.

⏱ 10 minutes

TIP
You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

**MD ADNAN K**

- Use PowerBI as BI tool
- Use Cloud as Data Source
- Embed Dashboard in a website
- Single page dashboard
- Multiple filters in dashboard

**POOJA S**

- Location wise filter
- Customer age, gender filter
- category chart
- Sub category chart
- Total customer by time chart

**SOWMIYA V**

- Customer Analysis
- Different Sales chart
- Discovering the newest trends
- Effective filters for marketing trend
- Identifying popular and unpopular Products

**MOHAMMED SAAD D**

- Top 3 product chart
- Total Revenue by time graph
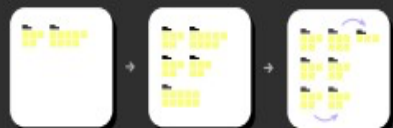- Product rating graph
- Total Customer Card
- Year Filter

## Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

⏱ 20 minutes

Identifying popular and unpopular Products

**TIP**
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Customer Analysis

Use PowerBI as BI tool

Top 3 product chart

Use Cloud as Data Source

Total Revenue by time graph

Embed Dashboard in a website

Total customer by time chart

## Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

⏱ 20 minutes

♡ **Importance**

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Identifying popular and unpopular Products

Use Cloud as Data Source

Use PowerBI as BI tool

Total customer by time chart

Embed Dashboard in a website

Customer Analysis

Location wise filter

Top 3 product chart

Total Revenue by time graph

**TIP**
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.

Customer age, gender filter

Product rating graph

⚑ **Feasibility**

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

## 3.3 Proposed Solution

| S.No. | Parameter | Description |
|-------|-----------|-------------|
| 1 | Problem Statement (Problem to be solved) | Every Global Seller and E-commerce company's end goal is to maximize finances acquired by selling their products. If this is done in an arbitrary, haphazard manner, it is very difficult to reach the maximum possible revenue and profit. Making use of available sales data to visualize, analyze and observe underlying trends and make data driven decision is the main challenge |
| 2 | Idea / Solution description | An Easy-to-use, Simple and powerful sales analytics tool that helps you automate and visualize sales trends to optimize desired outcomes. |
| 3 | Novelty / Uniqueness | • Dynamic and real time analytics<br> • Dashboard embeded to website<br> • Interactive Dashboard and simple UI<br> • Automated reports |
| 4 | Social Impact / Customer Satisfaction | Make analysis of data patterns and trends very simple and helps in making data driven decisions and Visible profits driven by informed decisions and Optimize sales and marketing. |
| 5 | Business Model (Revenue Model) | Two tier pricing- Standard, Premium<br> • Standard: Limited Dashboard features.<br> • Premium: Customized Dashboard features     with automated reports |

| 6 | Scalability of the Solution | Usable by all E-commerce companies of all scale and all product based D2C companies |
|---|---|---|

## 3.4 Problem Solution fit

| Project Title: Global Sales Data Analytics | Project Design Phase-I Problem Solution Fit | Team ID: PNT2022TMID40119 |
|---|---|---|

**1. CUSTOMER SEGMENT(S)** — CS
*Define CS, fit into CC*
E-Commerce businesses looking for increasing sales.

Sales Managers looking for data driven decision making assistance

**6. CUSTOMER CONSTRAINTS** — CC
- Insufficient technical knowledge
- Budget constraints
- Security issues
- Third party access

**5. AVAILABLE SOLUTIONS** — AS
- Involves Human resources – time consuming
- Outsourcing to Analytics firm

*Explore AS, differentiate*

**2. JOBS-TO-BE-DONE / PROBLEMS** — J&P
*Focus on J&P, tap into BE, understand RC*
- Lack of assistance in data visualization
- No guidance in data driven decision making
- Lack of unified platforms for gaining insights

**9. PROBLEM ROOT CAUSE** — RC
Sales data are huge and understanding unstructured data is complex. This makes it difficult for the customers to be able to use in manual means.

**7. BEHAVIOUR** — BE
Customer tries to find ways to find insights using Excel, Google

Sheets or reach out Analytics firm to getting insights

*Focus on J&P, tap into BE, understand RC*

**3. TRIGGERS** — TR
*Identify strong TR & EM*
Seeing competitors benefit from sales data analytics tools.

Reading about simple and easy to use solution

**4. EMOTIONS: BEFORE / AFTER** — EM
- Distressed / Pleased
- Troubled / Satisfied
- Insecure / Confident

**10. YOUR SOLUTION** — SL
A highly responsive dashboard to gain accurate and useful insights that helps in data driven decision making which is very simple and easy to use

**8. CHANNELS of BEHAVIOUR** — CH
**ONLINE:** Use different online channels to extract data and outsourcing analytics firm

**OFFLINE:** Offline channels of behavior is not applicable to our problem statement

*Extract online & offline CH of BE*

Problem-Solution fit canvas is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 license
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★ AMALTAMA

# 4. REQUIREMENT ANALYSIS

## 4.1 Functional requirement

| FR No | Functional Requirement (Epic) | Sub Requirement (Story / Sub-Task) |
|-------|-------------------------------|------------------------------------|
| FR-1 | User Registration | Registration through Email or Form |
| FR-2 | User Confirmation | Confirmation via Email |
| FR-3 | User Input | Data must be uploaded in the suggested format |
| FR-4 | Data Verification and Validation | Data must be cleaned and verified for outliers, null values, and duplicates |
| FR-5 | Data Visualization | Meaningful Charts and graphs must be chosen which are most insightfull |

## 4.2 Non-Functional requirements

| NFR No. | Non-Functional Requirement | Description |
|---------|----------------------------|-------------|
| NFR-1 | Usability | The system must be easy to use, until the dashboard contains proper sales dataset, the user can use it |
| NFR-2 | Security | The dashboards are only accessible with appropriate login credentials |
| NFR-3 | Reliability | User dashboards must be available anytime without crashing |

| NFR-4 | Performance | The performance and efficiency of the dashboard should be very high |
| NFR-5 | Availability | Our model must be made available to access with any compactable web browsers & devices |
| NFR-6 | Scalability | Dashboard must be quite flexible and should be easily adopted easily by any E-commerce business |

## 5. PROJECT DESIGN

## 5.1 Data Flow Diagrams



**DEVELOPER**

**USER**

Data Collection

Uploading Data to Cloud

Accessing Data from Cloud

Data Preprocessing → Data Cleaning

( If redundant )

Data uploading to Power BI

Data Visualization using Power BI → Embedding Dashboard in website

Sign-up in the website

Login in the website

Accessing Dashboard from website
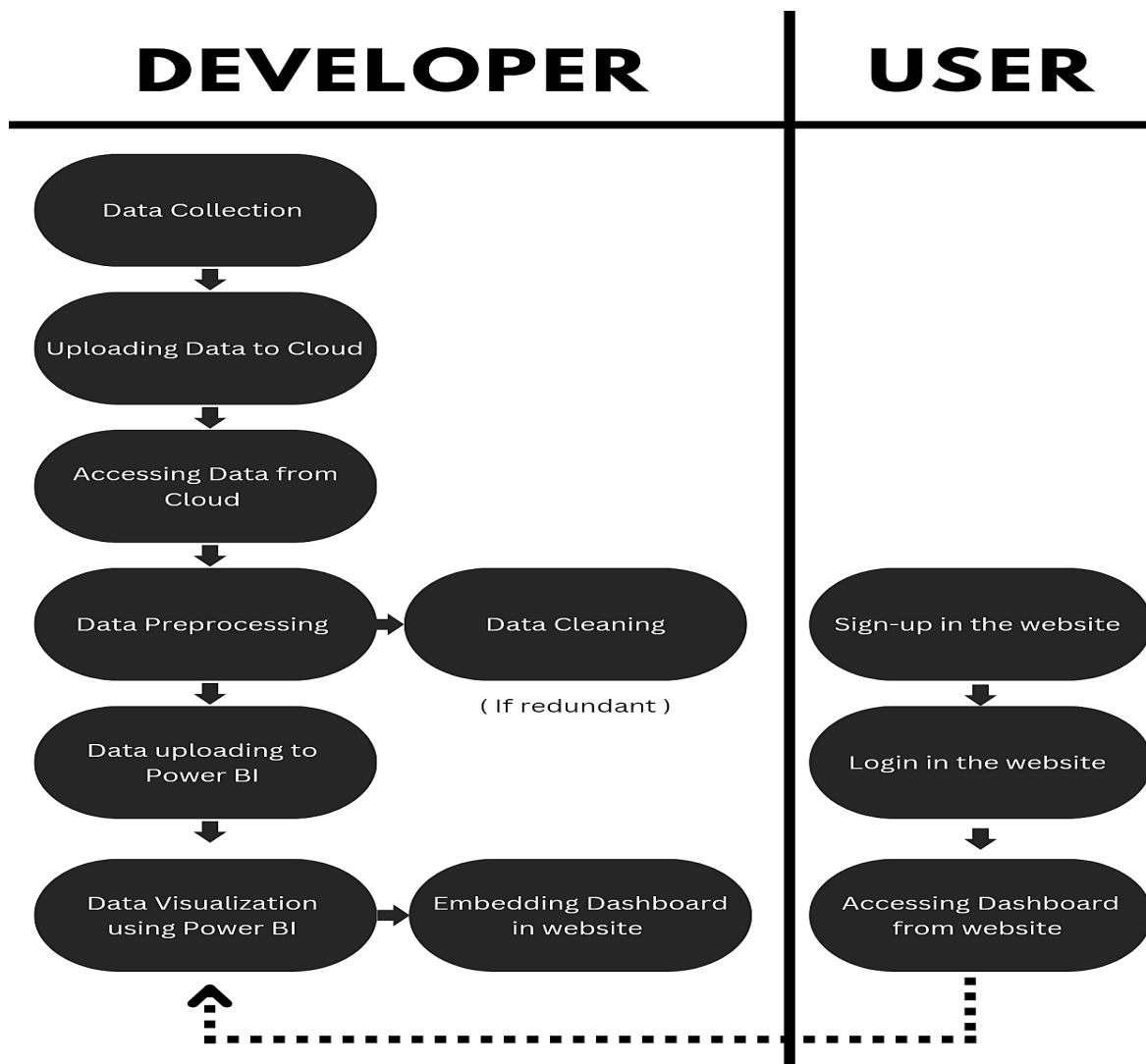
# 5.2 Solution & Technical Architecture

| USER | WEBSITE DEVELOPMENT | DATA MODELING AND VISUALIZATION | DATA PREPROCESSING AND CLEANING |
|------|---------------------|--------------------------------|----------------------------------|



**USER**

**DASHBOARD**

**WEB APPLICATION**

(User Login and Access)

(Embedding Dashboard in website)

**Power BI**

(Accessing Data)

**DATA**

(Uploading Data)

**CLOUD DATA SOURCE**

( Data Cleaning)

**python**
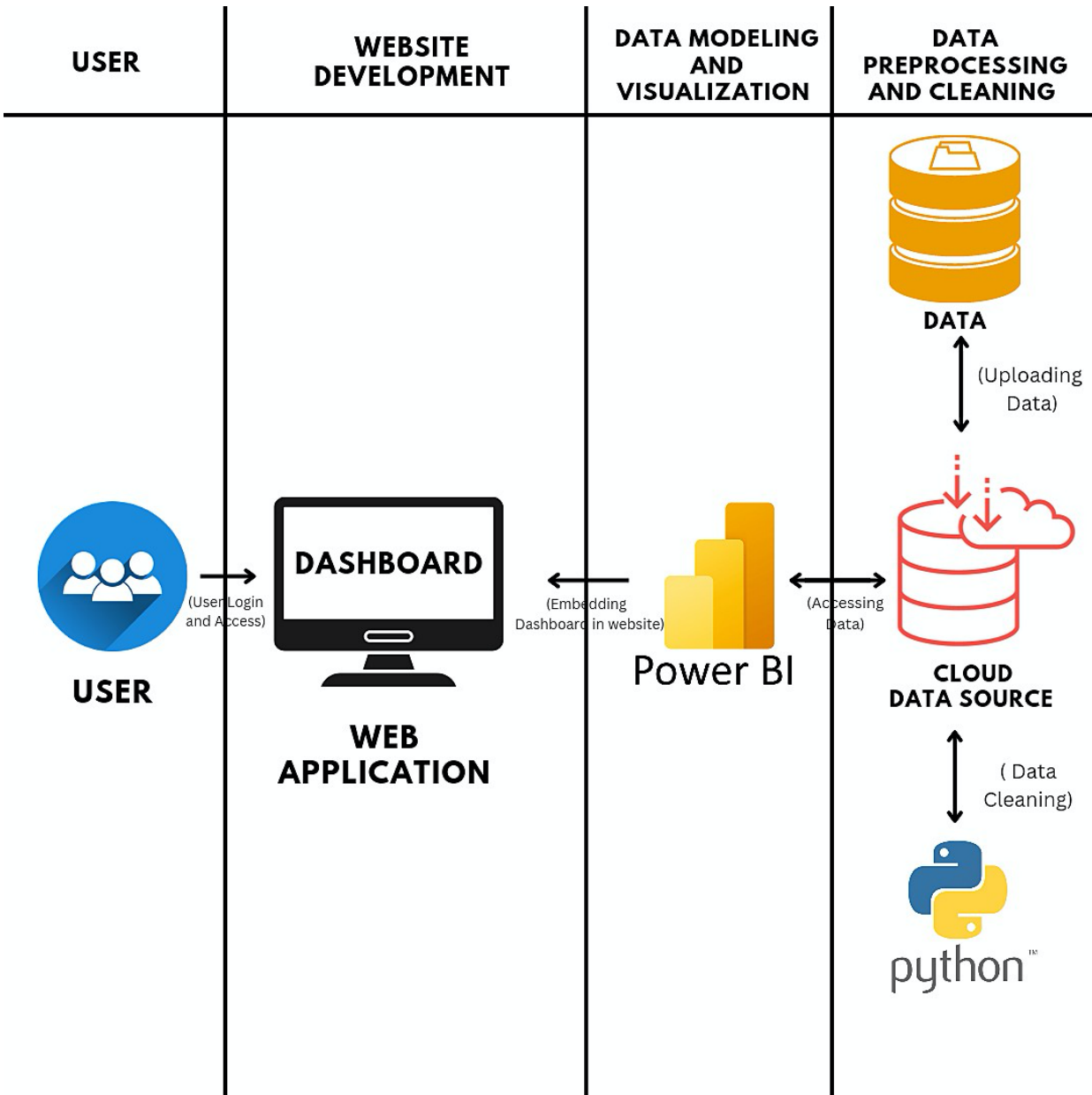
## 5.3 User Stories

| User Type | Functional Requirement (Epic) | User Story Number | User Story / Task | Acceptance criteria | Priority | Release |
|---|---|---|---|---|---|---|
| Customer (Mobile user or Web user) | Registration /Signup | USN-1 | As a user, I can register for the website by entering my email, password, and confirming my password. | I can access my account / dashboard | High | Sprint-1 |
| | Confirmation mail | USN-2 | As a user, I will receive confirmation email once I have registered for the website | I can receive confirmation email & click confirm | High | Sprint-1 |
| | Login | USN-3 | As a user, I can login for the website using my credentials | I can access my profile if credentials are correctly entered | High | Sprint-1 |
| | Dashboard | USN-4 | As a user, I can navigate through the dashboard and view the data visualizations | Access to dashboard is granted if my login is successful | High | Sprint-4 |
| Customer Care Executive | Message box | USN-5 | As a user, I can use Message box for any support or assistance help | Access is always granted | High | Sprint-3 |
| | Calling | USN-6 | As a user, I can use calling option for any support or assistance help | Access is always granted only in working hours | High | Sprint-3 |

# 6. PROJECT PLANNING & SCHEDULING

## 6.1 Sprint Planning & Estimation

| Sprint | Functional Requirement (Epic) | User Story Number | User Story /Task | Story Points | Priority | Team Member |
|---|---|---|---|---|---|---|
| Sprint-1 | Registration (Customer Mobile User) | UNS-1 | As a user, I can register for the website by entering my email, password, and confirming me password. | 1 | High | Hari Haran J, Rohinth R,Kishore Shiyam,Vish va S |
| Sprint-1 | Login | UNS-2 | As a user, I will receive confirmation email once I have registered for the application | 1 | High | Hari Haran J, Rohinth R,Kishore Shiyam,Vish va S |
| Sprint-1 | Collecting Sample Dataset | UNS-3 | As a user, I should share the data source for the dashboard | 1 | High | Hari Haran J, Rohinth R,Kishore Shiyam,Vishv a S |
| Sprint-1 | Preprocessi ng and cleaning the dataset | UNS-4 | As a data Analyst I should preprocess and clean the dataset if required | 1 | High | Hari Haran J, Rohinth R,Kishore Shiyam,Vish va S |
| Sprint-2 | Create Dashboard | UNS-5 | As a data Analyst I need to perform data visualization and create a dashboard using BI tool | 1 | High | Hari Haran J, Rohinth R,Kishore Shiyam,Vish va S |

| Sprint-2 | Access Dashboard | UNS-6 | As a user, I can access my Sales Data Analytics Dashboard | 1 | High | Hari Haran J, Rohinth R,Kishore Shiyam,Vish va S |
|---|---|---|---|---|---|---|
| Sprint-3 | Web Development | UNS-7 | As a programmer I should create website for the user | 1 | High | Hari Haran J, Rohinth R,Kishore Shiyam,Vishv a S |
| Sprint-3 | Access the Website | UNS-8 | As a user, I can register, login to Access my Sales Data Analytics Dashboard | 1 | High | Hari Haran J, Rohinth R,Kishore Shiyam,Vishv a S |
| Sprint-4 | Embed Dashboard into Website | UNS-9 | As a programmer, I want to embed the dashboard to the website so the user can access the dashboard easily through website | 1 | High | Hari Haran J, Rohinth R,Kishore Shiyam,Vish va S |
| Sprint-4 | Publish Website | UNS-10 | As a programmer, I should publish the dashboard so that the user can access the website from any device through internet | 1 | High | Hari Haran J, Rohinth R,Kishore Shiyam,Vish va S |

## 6.2 Sprint Delivery Schedule

| Sprint | Total Story Points | Duration | Sprint End Date (Planned) | Story Points Completed (as on Planned End Date) | Sprint Release Date (Actual) |
|---|---|---|---|---|---|
| Sprint-1 | 4 | 24 Oct 2022 | 29 Oct 2022 | 4 | 29 Oct 2022 |
| Sprint-2 | 2 | 30 Oct 2022 | 06 Nov 2022 | 2 | 06 Nov 2022 |
| Sprint-3 | 2 | 07 Nov2022 | 12 Nov 2022 | 2 | 12 Nov 2022 |
| Sprint-4 | 2 | 13 Nov2022 | 19 Nov 2022 | 2 | 19 Nov 2022 |

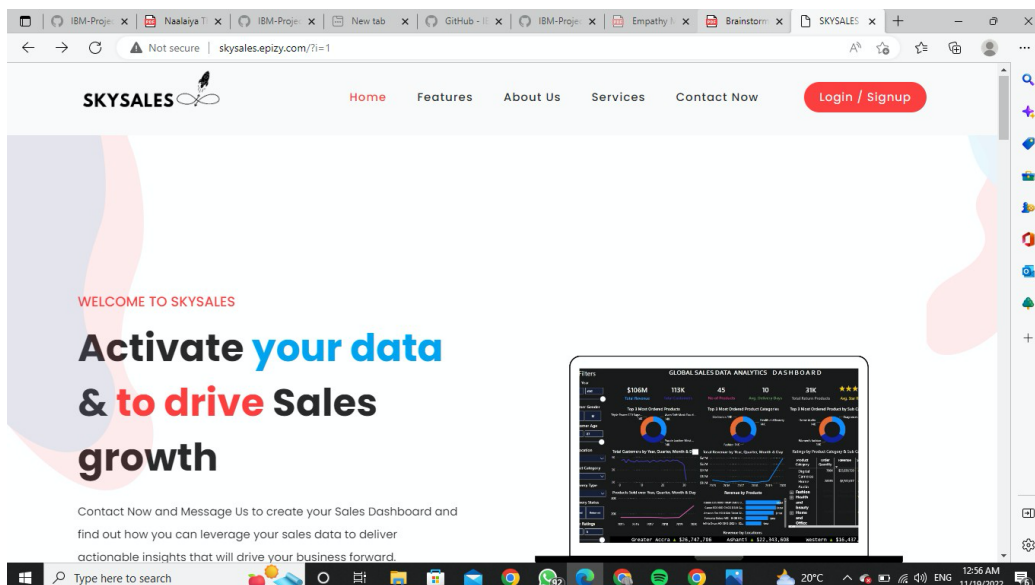## 6.3 Reports from JIRA
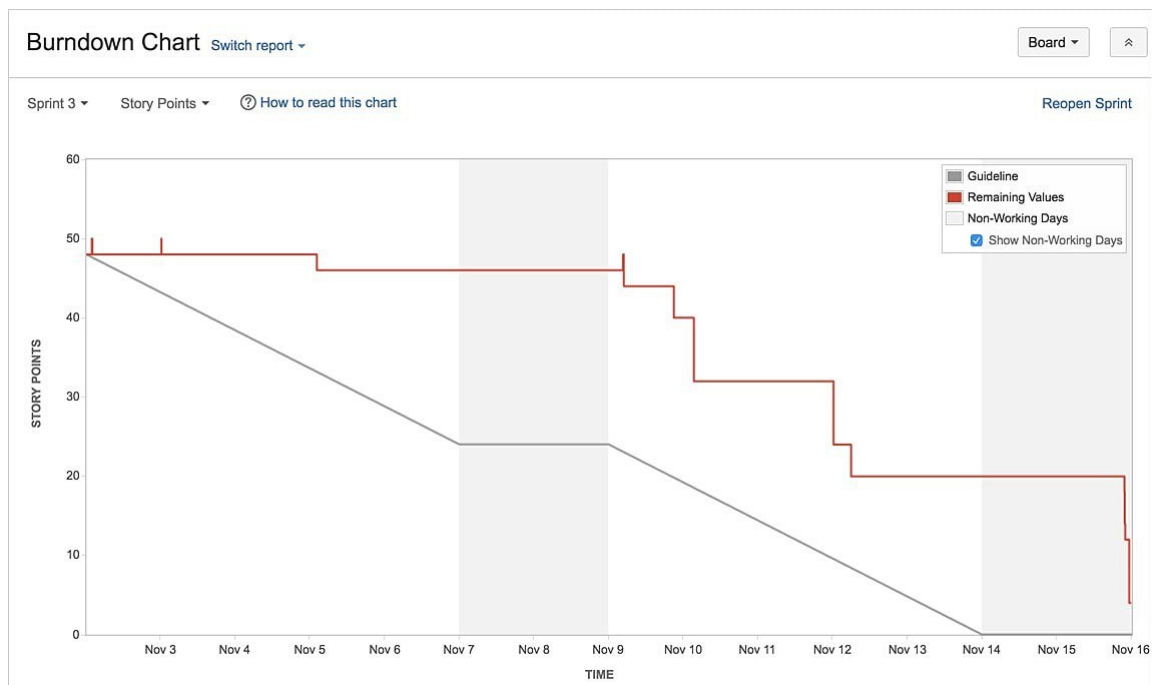
# 7. CODING & SOLUTIONING

## 7.1 Feature 1
### ( Global Sales Data Analytics Dashboard)
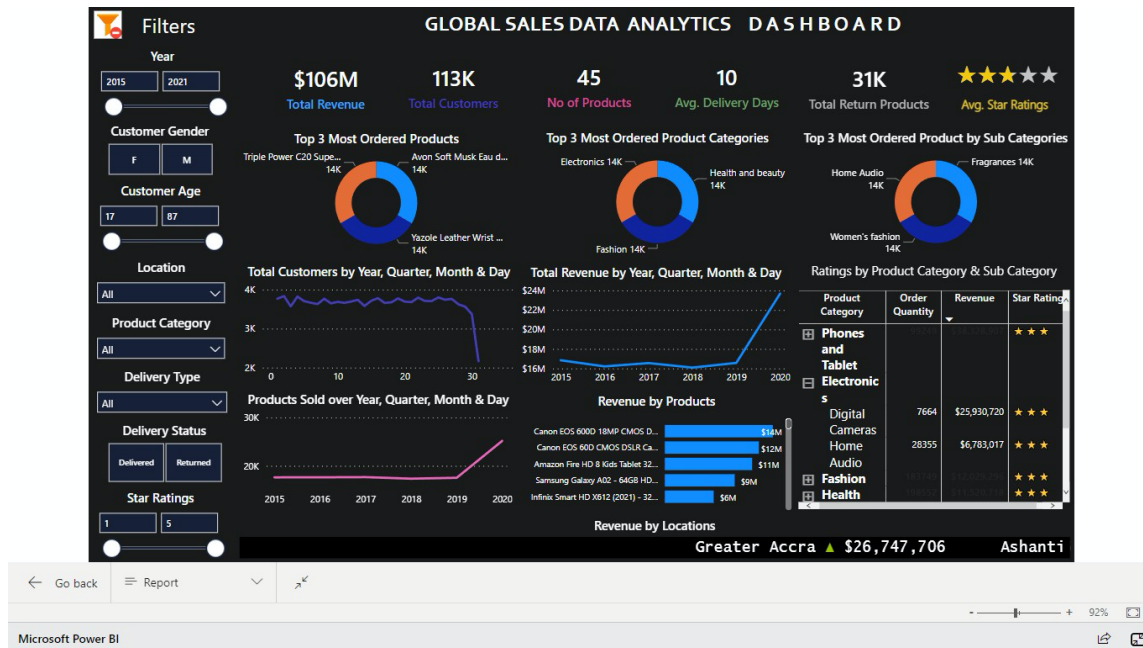


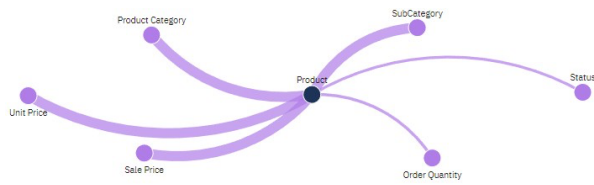## 7.2  Featur e 2
### ( Website for Global Sales Data Analytics Solution)

# 7.3 Database Schema

Reset to original

Q  Product                                                                    ×        Edit diagram  ⌄

Product Category          SubCategory

                                                    Status

                         Product

Unit Price

                                              Order Quantity

    Sale Price

Select single or multiple nodes to see visualizations.

Relationship diagram  ⓘ

10% ●━━━━━━━━● 100%

Prepared Dataset.xlsx                                              Reset to original

Q  Order Quantity                                                            ×        Edit diagram  ⌄

                                                         Product

                    Order Quantity

SubCategory

                              Product Category

Select single or multiple nodes to see visualizations.

Relationship diagram  ⓘ

10% ━●●━━━━━━  100%
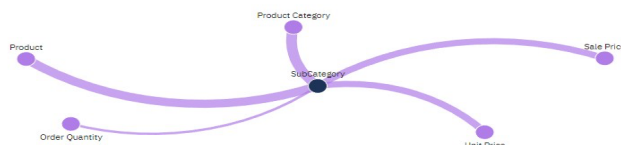
Prepared Dataset.xlsx                                              Reset to original

Q  SubCategory                                                               ×        Edit diagram  ⌄

                    Product Category                    Sale Price

Product
                         SubCategory

        Order Quantity                        Unit Price

Select single or multiple nodes to see visualizations.

Relationship diagram  ⓘ

10% ●━━━━━━━● 100%

Prepared Dataset.xlsx                                              Reset to original

Q  Sale Price                                                                ×        Edit diagram  ⌄

                                        Sale Price

    SubCategory
                                                         Product Category

    Unit Price

                              Product

# 8. TESTING

## 8.1 Test Cases

| S.No | Test Cases | Passed/ Failed |
|------|-----------|----------------|
| 1 | Using Year Filter and verifying all visualization charts and cards response | Passed |
| 2 | Using Customer Gender Filter and verifying all visualization charts and cards response | Passed |
| 3 | Using Customer Age Filter and verifying all visualization charts and cards response | Passed |
| 4 | Using Location Filter and verifying all visualization charts and cards response | Passed |
| 5 | Using Product Category Filter and verifying all visualization charts and cards response | Passed |
| 6 | Using Delivery Type filter and verifying all visualization charts and cards response | Passed |
| 7 | Using Delivery Status Filter and verifying all visualization charts and cards response | Passed |
| 8 | Using Star Rating Filter and verifying all visualization charts and cards response | Passed |
| 9 | Using Clear All Filter and verifying all visualization charts and cards response | Passed |

## 8.2 User Acceptance Testing

| S.No | Test Cases | Passed/ Failed |
|------|-----------|----------------|
| 1 | Verify user is able to login to the website using different browsers | Passed |
| 2 | Verify user is able to access sign-up and login page perfectly | Passed |
| 3 | Verify working of all navigation bars on the website | Passed |
| 4 | Verify user is able to access the PowerBI Sales Dashboard after successful login | Passed |
| 5 | Veriify user is able to use all the features of the Dashboard seamlessly | Passed |
| 6 | Verify Managing multiple users | Passed |

# 9. RESULTS

## 9.1 Performance Metrics

| S.No | Performance Metrices | Performance |
|------|---------------------|-------------|
| 1 | Total Revenue KPI card | Validation Accuracy −100% |
| 2 | Total Customers KPI card | Validation Accuracy −100% |
| 3 | No. of Products KPI card | Validation Accuracy −100% |
| 4 | Avg. Delivery Days KPI card | Validation Accuracy −100% |
| 5 | Total Return Products KPI card | Validation Accuracy −100% |
| 6 | Avg. Star Ratings KPI card | Validation Accuracy −100% |
| 7 | Top 3 Most Ordered Products Chart | Validation Accuracy −100% |
| 8 | Top 3 Most Ordered Product Categories Chart | Validation Accuracy −100% |

| 9 | Top 3 Most Ordered Products by Sub Categories Chart | Validation Accuracy —100% |
|---|---|---|
| 10 | Total Customers by Year, Quarter, Month and Day Chart | Validation Accuracy —100% |
| 11 | Total Revenue by Year, Quarter, Month and Day Chart | Validation Accuracy —100% |
| 12 | Ratings by Product Category and Sub Category Table | Validation Accuracy —100% |
| 13 | Products sold over Year, Quarter, Month and Day Chart | Validation Accuracy —100% |
| 14 | Revenue by products  Chart | Validation Accuracy —100% |
| 15 | Revenue by Locations Scroller | Validation Accuracy —100% |

## 10. ADVANTAGES & DISADVANTAGES

### ADVANTAGES:

- Boosts sales productivity
- Identify new sales opportunities
- Plan effective sales targets
- Improve customer acquisition
- Increase customer retention
- make data driven decision making
- spot key trends
- dive deep and predict outcomes
- prioritize high-value prospects
- increase sales team Productivity and Performamce
- Evaluate the trends or patterns in data and forecast accurately
- Use customer data to personalize individual experiences
- Track your product categories and individual products over time
- Measure the effectiveness of your marketing/sales campaigns

**DISADVANTAGES:**

- Improper Interpretation of Data can lead you misinterpret facts and make decisions based on that misinterpretation.
- Involvement of Time
- Large amount data is required for high accuracy analysis
- Data Secuity is always concern though data is stored on cloud
- Data Pre-processing and Data Cleaning has to done by only Data Analyst Professionals

## 11. CONCLUSION

The Global Sales Data Analytics Solution is almost ready to be used and help your Business and Sales team use sales data in best way to drive insights and identify gaps and improve your sales processes, boost sales productivity, Identify new sales opportunities,increase sales team Productivity and Performamce, Evaluate the trends or patterns in data and forecast accurately, Plan effective sales targets, Improve customer acquisition, Increase customer retention and Data driven decision making.

## 12. FUTURE SCOPE

The future scope of project is to upgrade our Sales Analytics Dashboard to be the best solution in the market. We would have to make improvements in the Dashboard to make it as Insightful as possible. The following areas could have a serious impact on our scope:

- Implementing and adding Machine Learning model for Sales Forecasting

- Implementing and adding Prescriptive Analytics Model
- Implenting and adding  Diagnostic Analytics Model
- increased number of useful KPI cards and charts in Dashboard
- Choosing more user friendly type of charts for data visualizations

## 13. APPENDIX

## Source Code

### (index.html)

```
1   <!DOCTYPE html>
2   <html lang="en">
3
4     <head>
5
6       <meta charset="UTF-8">
7       <meta name="viewport" content="width=device-width, initial-scale=1, shrink-
    to-fit=no">
8       <meta name="description" content="">
9       <meta name="author" content="">
10      <link rel="preconnect" href="https://fonts.gstatic.com">
11      <link
    href="https://fonts.googleapis.com/css2?family=Poppins:wght@100;200;300;400;500
    ;600;700;800;900&display=swap" rel="stylesheet">
12
13      <title>SKYSALES - Global Sales Data Analytics Solution</title>
14
15      <!-- Bootstrap core CSS -->
16      <link href="vendor/bootstrap/css/bootstrap.min.css" rel="stylesheet">
17
18      <!-- Additional CSS Files -->
19      <link rel="stylesheet" href="./assets/css/fontawesome.css">
20      <link rel="stylesheet" href="./assets/css/templatemo-space-dynamic.css">
21      <link rel="stylesheet" href="./assets/css/animated.css">
22      <link rel="stylesheet" href="./assets/css/owl.css">
23  <!--
24
25  -->
26    </head>
27
28  <body>
29
30    <!-- ***** Preloader Start ***** -->
31    <!-- <div id="js-preloader" class="js-preloader">
32      <div class="preloader-inner">
```

```
33        <span class="dot"></span>
34        <div class="dots">
35          <span></span>
36          <span></span>
37          <span></span>
38        </div>
39    </div> 40
      </div> -->
41    <!-- ***** Preloader End ***** -->
42
43    <!-- ***** Header Area Start ***** -->
44    <header class="header-area header-sticky wow slideInDown" data-wow-
   duration="0.75s" data-wow-delay="0s">
45      <div class="container">
46        <div class="row">
47          <div class="col-12">
48            <nav class="main-nav">
49              <!-- ***** Logo Start ***** -->
50              <a href="index.html" class="logo" style="width: 30%;">
51                <img src="./assets/images/Logo.png" alt="logo" style="width:
   60%;"  >
52                <!-- <h4>Spac<span>Dyna</span></h4> -->
53              </a>
54              <!-- ***** Logo End ***** -->
55              <!-- ***** Menu Start ***** -->
56              <ul class="nav">
57
58                <li class="scroll-to-section"><a href="#top"
   class="active">Home</a></li>
59                <li class="scroll-to-section"><a
   href="#features">Features</a></li>
60                <li class="scroll-to-section"><a href="#about">About us</a></li>
61                <li class="scroll-to-section"><a
   href="#services">Services</a></li>
62                <li class="scroll-to-section"><a href="#contact">Contact
   Now</a></li>
63                <li class="scroll-to-section"><div class="main-red-button"><a
   href="./login & Signup Page/login.html">Login / Signup</a></div></li>
64              </ul>
65              <a class='menu-trigger'>
66              <span>Menu</span>67
              </a>
68              <!-- ***** Menu End ***** -->
69            </nav>
70          </div>
71        </div>
72      </div>
73    </header>
74    <!-- ***** Header Area End ***** -->
```

```
75
76   <div class="main-banner wow fadeIn" id="top" data-wow-duration="1s" data-wow-
     delay="0.5s">
77     <div class="container">
78       <div class="row">
79         <div class="col-lg-12">
80           <div class="row">
81             <div class="col-lg-6 align-self-center">
82               <div class="left-content header-text wow fadeInLeft" data-wow-
     duration="1s" data-wow-delay="1s">
83                 <h6>Welcome to SKYSALES</h6>
84                 <h2>Activate<em> your data</em> &amp; <span>to drive</span>
     Sales growth</h2>
85                 <p>Contact Now and message us to create your sales dashboard
     and find out how you can leverage your sales data to deliver actionable
     insights that will drive your business forward.</p>
86               </div>
87             </div>
88             <div class="col-lg-6">
89               <div class="right-image wow fadeInRight" data-wow-duration="1s"
     data-wow-delay="0.5s">
90                 <img src="assets/images/banner-right-image.png" alt="team
     meeting">
91               </div>
92             </div>
93           </div>
94         </div>
95       </div>
96     </div>
97   </div>
98
99   <div id="features" class="about-us section">
100    <div class="container">
101      <div class="row">
102        <div class="col-lg-4">
103<div class="left-image wow fadeIn" data-wow-duration="1s" data-wow-
     delay="0.2s">
104          <img src="assets/images/about-left-image.png" alt="person graphic">
105        </div>
106      </div>
107      <div class="col-lg-8 align-self-center">
108        <div class="services">
109          <div class="row">
110            <div class="col-lg-6">
111<div class="item wow fadeIn" data-wow-duration="1s" data-wow-delay="0.5s">
112              <div class="icon">
113<img src="assets/images/service-icon-01.png"alt="reporting">
```

```
114                        </div>
115                        <div class="right-text">
116                            <h4>Forecast sales performance</h4>
117 <p>Make informed decisions from your sales data and in turn manage your cash-
    flow, workforce and resources. Predict sales revenue, and plan for future
    growth.</p>
118                        </div>
119                    </div>
120                </div>
121                <div class="col-lg-6">
122 <div class="item wow fadeIn" data-wow-duration="1s" data-wow-delay="0.7s">
123                        <div class="icon">
124                            <img src="assets/images/service-icon-02.png" alt="">
125                        </div>
126                        <div class="right-text">
127                            <h4>Visualize sales data</h4>
128 <p>Helps you understand your business data better, which will enable you to
    plan or modify your business operations. Track the businessgrowth trend,
    identify areas that need more focus.</p>
129                        </div>
130                    </div>
131                </div>
132                <div class="col-lg-6">
133 <div class="item wow fadeIn" data-wow-duration="1s" data-wow-delay="0.9s">
134                        <div class="icon">
135                            <img src="assets/images/service-icon-03.png" alt="">
136                        </div>
137                        <div class="right-text">
138                            <h4>Data Preparation & Management</h4>
139 <p>Use our data preparation and management service and Getyour raw data
    cleansed, transformed, and enriched, for easier and better analysis.</p>
140                        </div>
141                    </div>
142                </div>
143                <div class="col-lg-6">
144 <div class="item wow fadeIn" data-wow-duration="1s" data-wow-delay="1.1s">
145                        <div class="icon">
146                            <img src="assets/images/service-icon-04.png" alt="">
147                        </div>
148                        <div class="right-text">
149                            <h4>Mobility</h4>
150 <p>Access and interact with the reports and dashboards fromphone, laptop, PC
    and tablet</p>
151                        </div>
152                    </div>
```

```
153                    </div>
154                  </div>
155                </div>
156              </div>
157            </div>
158          </div>
159        </div>
160
161      <div id="about" class="our-services section">
162        <div class="container">
163          <div class="row">
164  <div class="col-lg-6 align-self-center  wow fadeInLeft" data-wow-
     duration="1s" data-wow-delay="0.2s">
165              <div class="left-image">
166                <img src="assets/images/services-left-image.png" alt="">
167              </div>
168            </div>
169  <div class="col-lg-6 wow fadeInRight" data-wow-duration="1s" data-wow-
     delay="0.2s">
170              <div class="section-heading">
171  <h2>Connect,<em></em>  prepare,&amp; <span> analyze yourdata,</span>
     and get deep actionable insights.</h2>
172  <p>If your business was a rock band, sales would be the lead singer. All
     eyes are on sales and revenue performance, and a strong (or weak)performance
     can become a potent rallying force for your entire team.
173
174  Monitoring sales analytics in the form of sales metrics helps increase your
     performance, optimize sales activities, and improve accountability. Your sales
     team has a wide range of activities to focus on andoperate in a fast-paced
     environment. A well-defined sales analytics strategy provides your team with
     focus and clarity so they can concentrate on doing whatthey do best.
175                </p>
176              </div>
177              <div class="row">
178                <div class="col-lg-12">
179                  <div class="first-bar progress-skill-bar">
180                    <h4>Sales Performance without SKYSALES</h4>
181                    <span>65%</span>
182                    <div class="filled-bar"></div>
183                    <div class="full-bar"></div>
184                  </div>
185                </div>
186                <div class="col-lg-12">
187                  <div class="second-bar progress-skill-bar">
188                    <h4>Sales Performance with SKYSALES</h4>
189                    <span>95%</span>
190                    <div class="filled-bar"></div>
191                    <div class="full-bar"></div>
```

```
192              </div>
193            </div>
194          </div>
195        </div>
196      </div>
197    </div>
198  </div>
199
200  <div id="services" class="our-portfolio section">
201    <div class="container">
202      <div class="row">
203        <div class="col-lg-6 offset-lg-3">
204<div class="section-heading  wow bounceIn" data-wow-duration="1s"data-wow-
   delay="0.2s">
205          <h2>See What SKYSALES <em>Offers</em> &amp; What We
   <span>Provide</span></h2>
206        </div>
207      </div>
208    </div>
209    <div class="row">
210      <div class="col-lg-3 col-sm-6">
211        <a href="#">
212<div class="item wow bounceInUp" data-wow-duration="1s" data-wow-
   delay="0.3s">
213          <div class="hidden-content">
214            <h4>Data Preparation</h4>
215<p>Use our data preparation service and Get your raw datacleansed,
   transformed.</p>
216          </div>
217          <div class="showed-content">
218            <img src="assets/images/portfolio-image.png" alt="">
219          </div>
220        </div>
221      </a>
222    </div>
223    <div class="col-lg-3 col-sm-6">
224      <a href="#">
225<div class="item wow bounceInUp" data-wow-duration="1s" data-wow-
   delay="0.4s">
226          <div class="hidden-content">
227            <h4>Data Management</h4>
228<p>Use our data management service and Get your data managedsecurely with
   cloud. </p>
229          </div>
230          <div class="showed-content">
231            <img src="assets/images/portfolio-image.png" alt="">
232          </div>
233        </div>
234      </a>
```

```html
235        </div>
236        <div class="col-lg-3 col-sm-6">
237          <a href="#">
238<div class="item wow bounceInUp" data-wow-duration="1s" data-wow-
   delay="0.5s">
239            <div class="hidden-content">
240              <h4>Visualize sales data</h4>
241<p>Helps you understand your sales data better and track thesales
   growth.</p>
242            </div>
243            <div class="showed-content">
244              <img src="assets/images/portfolio-image.png" alt="">
245            </div>
246          </div>
247        </a>
248      </div>
249      <div class="col-lg-3 col-sm-6">
250        <a href="#">
251<div class="item wow bounceInUp" data-wow-duration="1s" data-wow-
   delay="0.6s">
252            <div class="hidden-content">
253              <h4>Personalize your Dashboard</h4>
254<p>Customize your dashboard as per your needs with differentKPIs.</p>
255            </div>
256            <div class="showed-content">
257              <img src="assets/images/portfolio-image.png" alt="">
258            </div>
259          </div>
260        </a>
261      </div>
262    </div>
263  </div>
264 </div>
265
266  <div id="about" class="our-services section">
267    <div class="container">
268      <div class="row">
269<div class="col-lg-6 align-self-center  wow fadeInLeft" data-wow-
   duration="1s" data-wow-delay="0.2s">
270          <div class="left-image">
271            <img src="assets/images/services-left-image.png" alt="">
272          </div>
273        </div>
274<div class="col-lg-6 wow fadeInRight" data-wow-duration="1s" data-wow-
   delay="0.2s">
275          <div class="section-heading">
276            <h2>Why <span> SKYSALES</span> ?</h2>
277            <br>
```

```
278            </div>
279         <div class="row">
280           <div class="col-lg-12">
281             <div class="first-bar progress-skill-bar">
282 <h4>Evaluate the trends or patterns in data and forecastaccurately</h4>
283                 <span></span>
284             <div class="filled-bar"></div>
285             <div class="full-bar"></div>
286           </div>
287         </div>
288         <div class="col-lg-12">
289           <div class="first-bar progress-skill-bar">
290 <h4>Use customer data to personalize individualexperiences</h4>
291                 <span></span>
292             <div class="filled-bar"></div>
293             <div class="full-bar"></div>
294           </div>
295         </div>
296         <div class="col-lg-12">
297           <div class="first-bar progress-skill-bar">
298 <h4>Measure the effectiveness of your marketing/salescampaigns</h4>
299                 <span></span>
300             <div class="filled-bar"></div>
301             <div class="full-bar"></div>
302           </div>
303         </div>
304         <div class="col-lg-12">
305           <div class="first-bar progress-skill-bar">
306             <h4>Join the dots between your customers and the numbers</h4>
307             <span></span>
308             <div class="filled-bar"></div>
309             <div class="full-bar"></div>
310           </div>
311         </div>
312         <div class="col-lg-12">
313           <div class="first-bar progress-skill-bar">
314             <h4>Inform your strategy team with data-driven insights</h4>
315             <span></span>
316             <div class="filled-bar"></div>
317             <div class="full-bar"></div>
318           </div>
319         </div>
320         <div class="col-lg-12">
321           <div class="first-bar progress-skill-bar">
322 <h4>Track your product categories and individual products overtime</h4>
```

```html
323                  <span></span>
324                  <div class="filled-bar"></div>
325                  <div class="full-bar"></div>
326                </div>
327              </div>
328            <div class="col-lg-12">
329              <div class="first-bar progress-skill-bar">
330                <h4>Optimize pricing, up-sell and inventory performance</h4>
331                <span></span>
332                <div class="filled-bar"></div>
333                <div class="full-bar"></div>
334              </div>
335            </div>
336          </div>
337        </div>
338      </div>
339    </div>
340  </div>
341
342  <div id="contact" class="contact-us section">
343    <div class="container">
344      <div class="row">
345<div class="col-lg-6 align-self-center wow fadeInLeft" data-wow-
   duration="0.5s" data-wow-delay="0.25s">
346          <div class="section-heading">
347            <h2>Ready to start? Feel Free To Send Us a Message.</h2>
348<p>Talk to one of our representative to see how SKYSALES can helpyour
   business leverage sales data analytics.</p>
349          <div class="phone-info">
350            <h4>For any enquiry, Call Us: <span><i class="fa fa-phone"></i>
   <a href="#">7010639736</a></span></h4>
351          </div>
352        </div>
353      </div>
354<div class="col-lg-6 wow fadeInRight" data-wow-duration="0.5s" data-wow-
   delay="0.25s">
355          <form id="contact" action="" method="post">
356            <div class="row">
357              <div class="col-lg-6">
358                <fieldset>
359<input type="name" name="name" id="name" placeholder="Name"autocomplete="on"
   required>
360                </fieldset>
361              </div>
362              <div class="col-lg-6">
363                <fieldset>
364<input type="Company name" name="Company name" id="Companyname"
   placeholder="Company name" autocomplete="on" required>
365                </fieldset>
```

```html
366                </div>
367                <div class="col-lg-12">
368                  <fieldset>
369 <input type="text" name="email" id="email" pattern="[^ @]*@[^@]*"
    placeholder="Your Email" required="">
370                  </fieldset>
371                </div>
372                <div class="col-lg-12">
373                  <fieldset>
374 <textarea name="message" type="text" class="form-control"id="message"
    placeholder="Message" required=""></textarea>
375                  </fieldset>
376                </div>
377                <div class="col-lg-12">
378                  <fieldset>
379 <button type="submit" id="form-submit" class="main-button">Send
    Message</button>
380                  </fieldset>
381                </div>
382              </div>
383              <div class="contact-dec">
384                <img src="assets/images/contact-decoration.png" alt="">
385              </div>
386            </form>
387          </div>
388        </div>
389      </div>
390    </div>
391
392    <footer>
393      <div class="container">
394        <div class="row">
395 <div class="col-lg-12 wow fadeIn" data-wow-duration="1s" data-wow-
    delay="0.25s">
396            <p>© Copyright 2022 SKYSALES. All Rights Reserved.</P>
397        </div>
398      </div>
399    </div>
400  </footer>
401  <!-- Scripts -->
402  <script src="vendor/jquery/jquery.min.js"></script>
403  <script src="vendor/bootstrap/js/bootstrap.bundle.min.js"></script>
404  <script src="assets/js/owl-carousel.js"></script>
405  <script src="assets/js/animation.js"></script>
406  <script src="assets/js/imagesloaded.js"></script>
407  <script src="assets/js/templatemo-custom.js"></script>
408
409 </body>
410 </html>
```

**(login.html)**

```html
1  <!DOCTYPE html>
2  <html lang="en">
3  <head>
4      <meta charset="UTF-8">
5      <meta http-equiv="X-UA-Compatible" content="IE=edge">
6      <meta name="viewport" content="width=device-width, initial-scale=1.0">
7      <title>Document</title>
8      <link rel="stylesheet" href="./login-style.css">
9
10 </head>
11 <body>
12 <div class="container" id="container">
13   <div class="form-container sign-up-container">
14         <form action="#">
15                 <h1>Create Account</h1>
16
17                 <input type="text" placeholder="Name" required/>
18                 <input type="email" placeholder="Email" required/>
19                 <input type="password" placeholder="Password" required/>
20                 <button id="signIn">Sign Up</button>
21         </form>
22   </div>
23   <div class="form-container sign-in-container">
24         <form action="https://tinyurl.com/skysales-powerbi">
25                 <h1>Log in</h1>
26                 <input type="email" placeholder="Email" required/>
27                 <input type="password" placeholder="Password" required/>
28                 <button>Log In</button>
29         </form>
30   </div>
31   <div class="overlay-container">
32         <div class="overlay">
33                 <div class="overlay-panel overlay-left">
34                         <h1>Welcome Back!</h1>
35                         <p>To keep connected with us please login with your
   personal info</p>
36                         <button class="ghost" id="signIn">Sign In</button>
37                 </div>
38                 <div class="overlay-panel overlay-right">
39                         <h1>Hello, User!</h1>
40                         <p>Enter your details and Let's get connected with Us</p>
41                  <button class="ghost" id="signUp">Sign Up</button>
42                 </div>
43         </div>
44   </div>
45 </div>
```

```
46
47 <script>
48     const signUpButton = document.getElementById('signUp');
49     const signInButton = document.getElementById('signIn');
50     const container = document.getElementById('container');
51
52         signUpButton.addEventListener('click', () => {
53         container.classList.add("right-panel-active");
54     });
55
56     signInButton.addEventListener('click', () => {
57         container.classList.remove("right-panel-active");
58     });
59 </script>
60 </body>
61 </html>
```

**GitHub Link:** https://github.com/IBM-EPBL/IBM-Project-10140-1659104263