

GLOBAL SALES DATA ANALYTICS

A Project Report

Submitted by

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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"

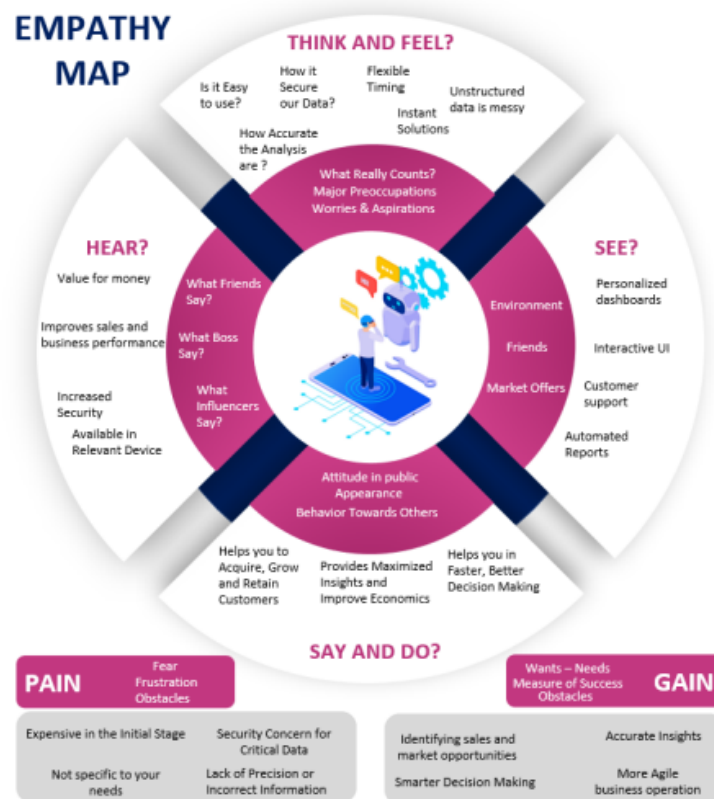
2.3 Problem Statement Definition

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 are the 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 record and 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 convert raw sales data into insights to help both sales and growth of a E-commerce Business and also help in better decision making

20

Key rules of brainstorming
To run an smooth and productive session

⌚ Stay in topic.

💡 Encourage wild ideas.

⌚ Defer judgement.

👂 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

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

1

2

→

3

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

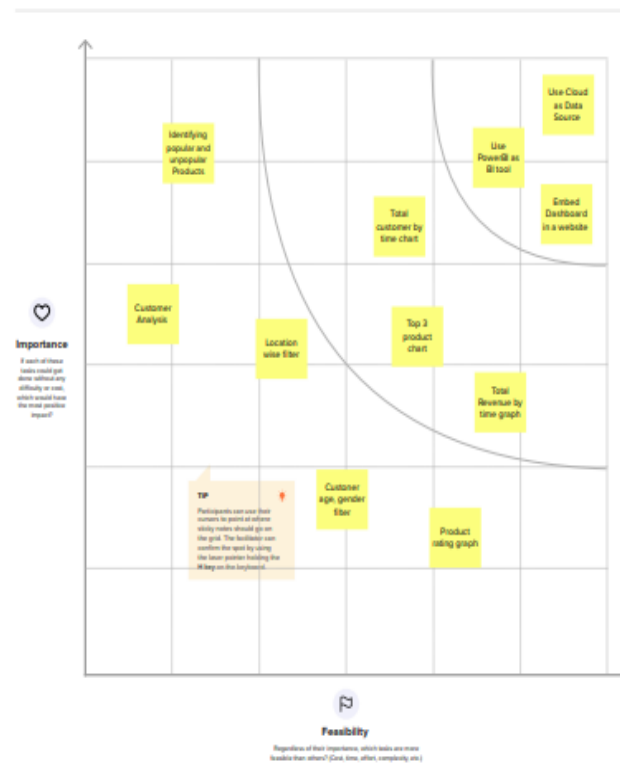


4

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




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 | <ul style="list-style-type: none">• Dynamic and real time analytics• Dashboard embeded to website• Interactive Dashboard and simple UI• 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 <ul style="list-style-type: none">• Standard: Limited Dashboard features.• 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 | |
|--|---|---|---|-----------------------------------|--|
| Define CS, fit into CC | 1. CUSTOMER SEGMENT(S) CS E-Commerce businesses looking for increasing sales. Sales Managers looking for data driven decision making assistance | 6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> Insufficient technical knowledge Budget constraints Security issues Third party access | 5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> Involves Human resources – time consuming Outsourcing to Analytics firm | Explore AS, differentiate | |
| | 2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> 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 |
| Identify strong TR & EM | 3. TRIGGERS TR Seeing competitors benefit from sales data analytics tools. Reading about simple and easy to use solution | 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 | |
| | 4. EMOTIONS: BEFORE / AFTER EM <ul style="list-style-type: none"> Distressed / Pleased Troubled / Satisfied Insecure / Confident | | | | |


 Problem-Solution fit canvas is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 license.
 Created by Daria Nepriukhina / Amaltama.com


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 |

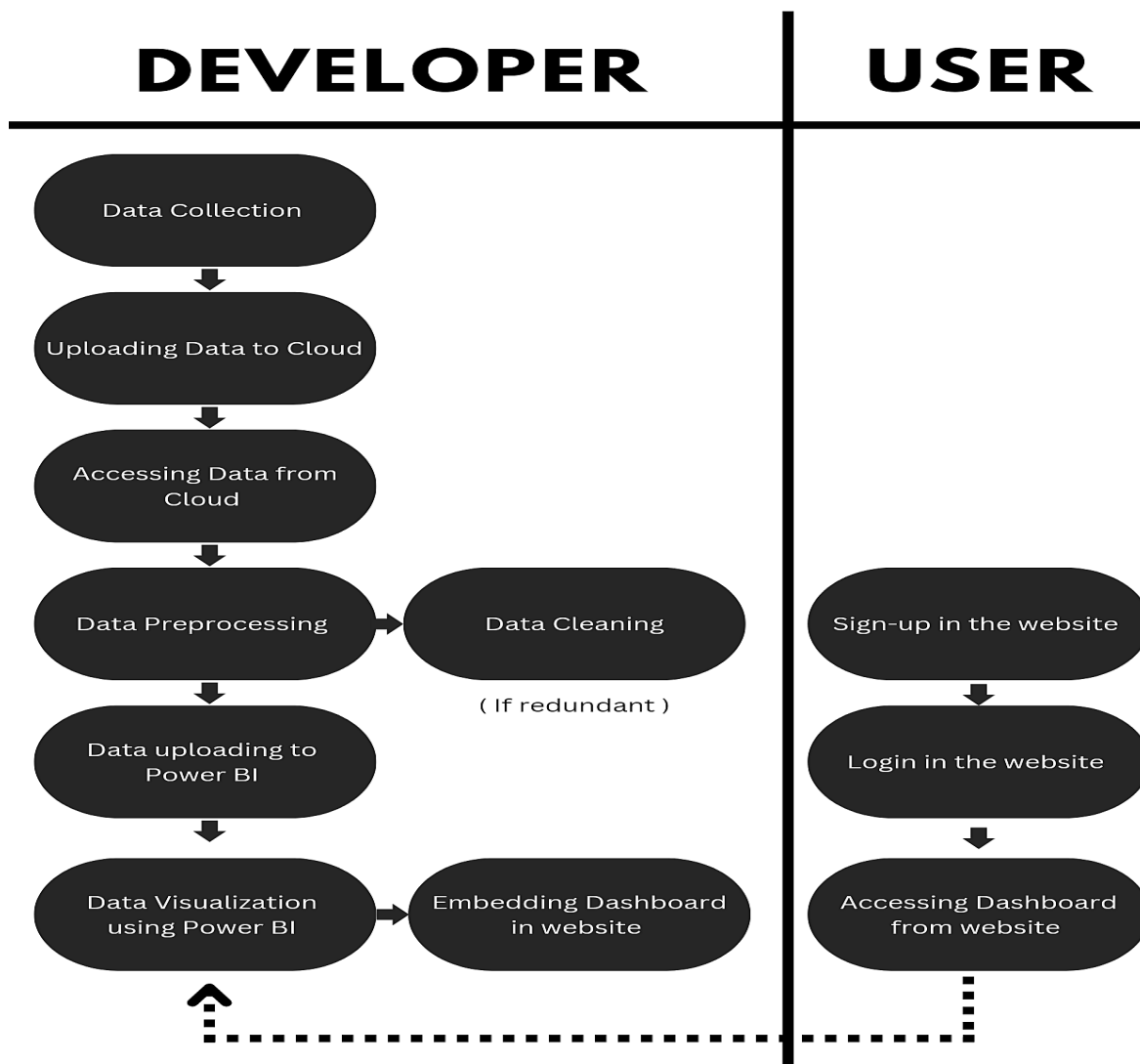
4.2 Non-Functional requirements

| 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 |

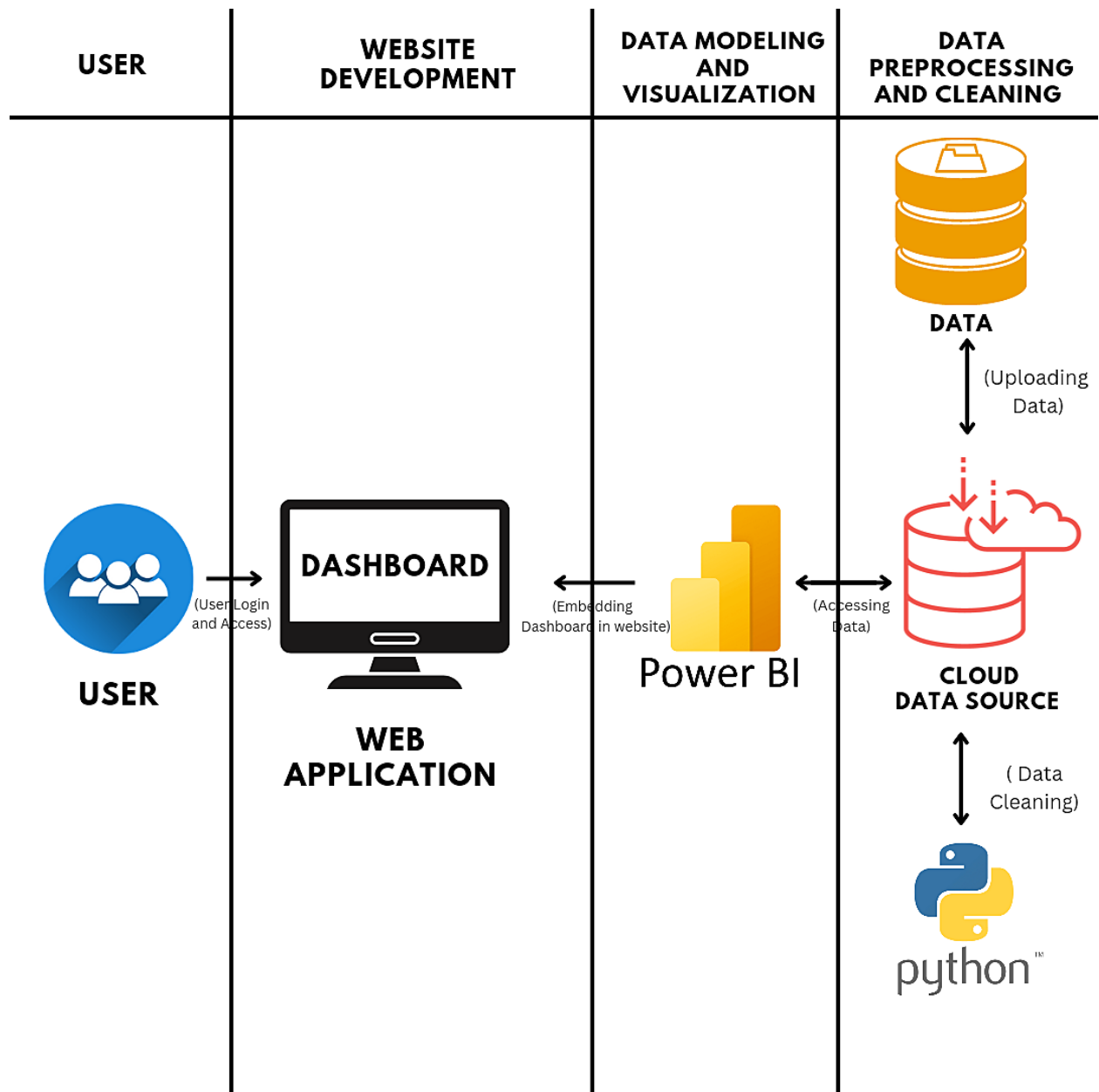
| | | |
|-------|--------------|---|
| NFR-4 | Performance | The performance and efficiency of the dashboard should be very high |
| NFR-5 | Availability | Our model must be made available to access with any compactable web browsers & devices |
| NFR-6 | Scalability | Dashboard must be quite flexible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

5. PROJECT DESIGN

5.1 Data Flow Diagrams



5.2 Solution & Technical Architecture



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

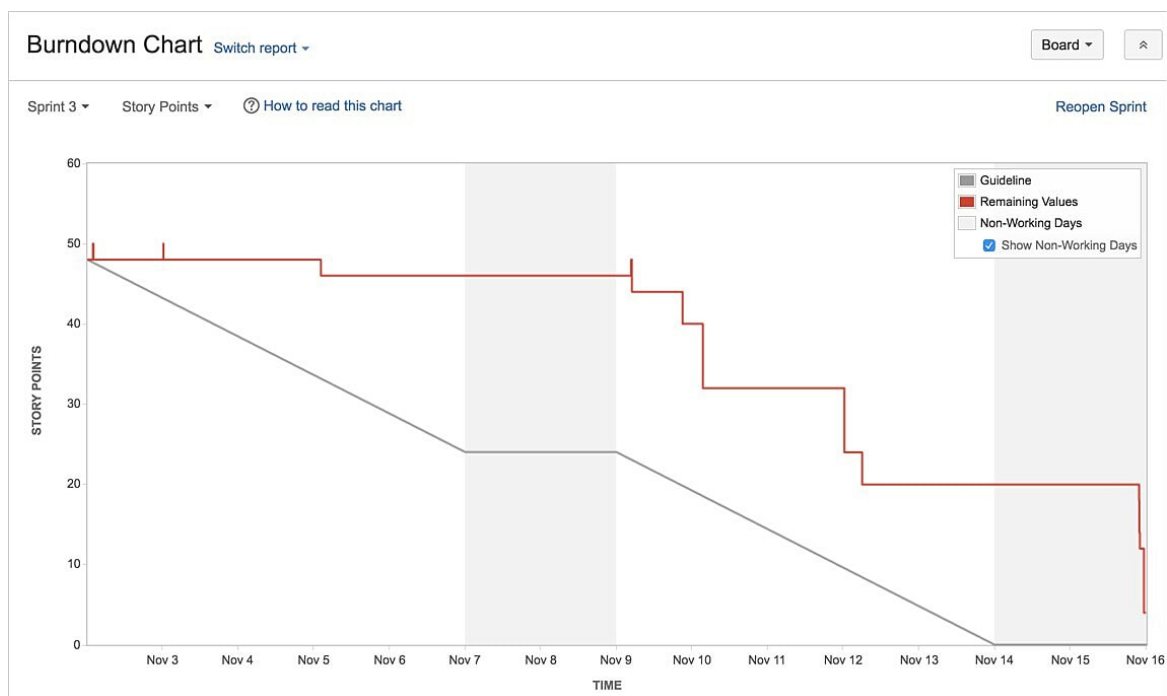
| Sprint | Functional Requirement (Epic) | User Story Number | User Story /Task | Story Points | Priority | Team Member |
|----------|--|-------------------|---|--------------|----------|---|
| Sprint-1 | Registration (Customer Mobile User) | UNS-1 | As a user, I can register for the website by entering my email, password, and confirming me password. | 1 | High | Md Adnan K, Pooja S, Mohammed Saad D, Sowmiya V |
| Sprint-1 | Login | UNS-2 | As a user, I will receive confirmation email once I have registered for the application | 1 | High | Md Adnan K, Pooja S, Mohammed Saad D, Sowmiya V |
| Sprint-1 | Collecting Sample Dataset | UNS-3 | As a user, I should share the data source for the dashboard | 1 | High | Md Adnan K, Pooja S, Mohammed Saad D, Sowmiya V |
| Sprint-1 | Preprocessing and cleaning the dataset | UNS-4 | As a data Analyst I should preprocess and clean the dataset if required | 1 | High | Md Adnan K, Pooja S, Mohammed Saad D, Sowmiya V |
| 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 | Md Adnan K, Pooja S, Mohammed Saad D, Sowmiya V |

| | | | | | | |
|----------|------------------------------|--------|---|---|------|---|
| Sprint-2 | Access Dashboard | UNS-6 | As a user, I can access my Sales Data Analytics Dashboard | 1 | High | Md Adnan K, Pooja S, Mohammed Saad D, Sowmiya V |
| Sprint-3 | Web Development | UNS-7 | As a programmer I should create website for the user | 1 | High | Md Adnan K, Pooja S, Mohammed Saad D, Sowmiya V |
| Sprint-3 | Access the Website | UNS-8 | As a user, I can register, login to Access my Sales Data Analytics Dashboard | 1 | High | Md Adnan K, Pooja S, Mohammed Saad D, Sowmiya V |
| 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 | Md Adnan K, Pooja S, Mohammed Saad D, Sowmiya V |
| 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 | Md Adnan K, Pooja S, Mohammed Saad D, Sowmiya V |

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 |

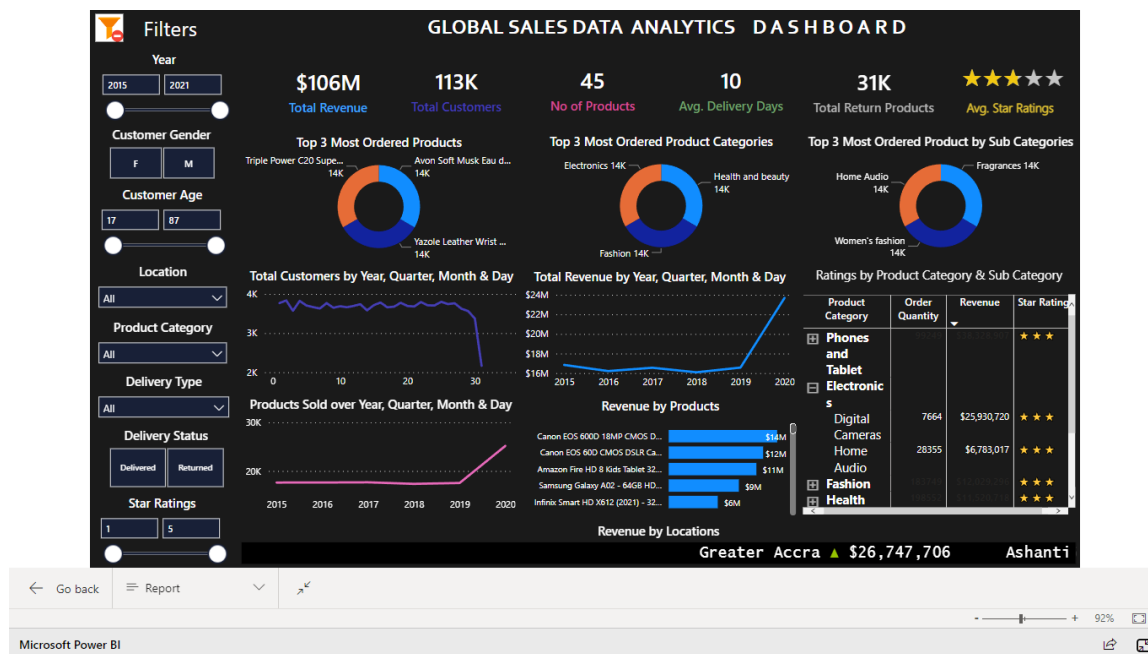
6.3 Reports from JIRA



7. CODING & SOLUTIONING

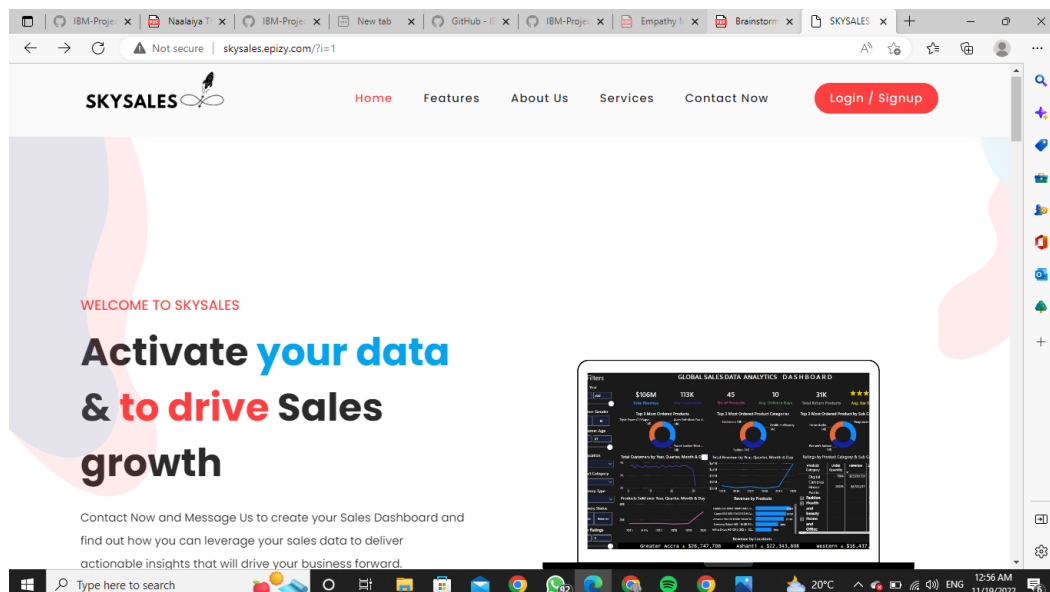
7.1 Feature 1

(Global Sales Data Analytics Dashboard)



7.2 Feature 2

(Website for Global Sales Data Analytics Solution)



7.3 Database Schema

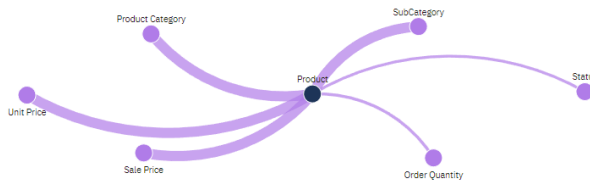
Prepared Dataset.xlsx

[Reset to original](#)

Q Product

x

Edit diagram



Select single or multiple nodes to see visualizations.

Relationship diagram ①

10% 100%

Prepared Dataset.xlsx

[Reset to original](#)

Q Order Quantity

x

Edit diagram



Select single or multiple nodes to see visualizations.

Relationship diagram ①

10% 100%

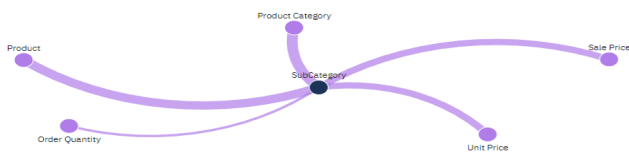
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Q SubCategory

x

Edit diagram



Select single or multiple nodes to see visualizations.

Relationship diagram ①

10% 100%

Prepared Dataset.xlsx

[Reset to original](#)

Q Sale Price

x

Edit diagram



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 | Verify 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 Metrics | 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 Security 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 Performance, 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
- Implementing 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                         
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> & <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                             
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                     
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                                     

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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             
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 business
growth 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             
136         </div>
137         <div class="right-text">
138             <h4>Data Preparation & Management</h4>
139             <p>Use our data preparation and management service and Get
your 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             
147         </div>
148         <div class="right-text">
149             <h4>Mobility</h4>
150             <p>Access and interact with the reports and dashboards from
phone, laptop, PC and tablet</p>
151         </div>
152     </div>

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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                     
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 your
data,</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 and
operate in a fast-paced environment. A well-defined sales analytics strategy
provides your team with focus and clarity so they can concentrate on doing what
they 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>

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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"
205 data-wow-delay="0.2s">
206                     <h2>See What SKYSALES <em>Offers</em> & What We
207                     <span>Provide</span></h2>
208                 </div>
209             </div>
210             <div class="col-lg-3 col-sm-6">
211                 <a href="#">
212                     <div class="item wow bounceInUp" data-wow-duration="1s" data-wow-
213 delay="0.3s">
214                         <div class="hidden-content">
215                             <h4>Data Preparation</h4>
216                             <p>Use our data preparation service and Get your raw data
217 cleansed, transformed.</p>
218                         </div>
219                         <div class="showed-content">
220                             
221                         </div>
222                     </a>
223                 </div>
224                 <div class="col-lg-3 col-sm-6">
225                     <a href="#">
226                         <div class="item wow bounceInUp" data-wow-duration="1s" data-wow-
227 delay="0.4s">
228                             <div class="hidden-content">
229                                 <h4>Data Management</h4>
230                                 <p>Use our data management service and Get your data managed
231 securely with cloud. </p>
232                             </div>
233                             <div class="showed-content">
234                                 
235                             </div>
236                         </a>
237                     </div>
238                 </div>
239             </div>
240         </div>
241     </div>
242 </div>

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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 the
sales growth.</p>
242                     </div>
243                     <div class="showed-content">
244                         
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 different
KPIs.</p>
255                     </div>
256                     <div class="showed-content">
257                         
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                     
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>

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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 forecast
accurately</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 individual
experiences</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/sales
campaigns</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 over
time</h4>

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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 help
your 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="Company
name" placeholder="Company name" autocomplete="on" required>
365                             </fieldset>

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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         
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)

```
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>
```

(Note: You can find rest of the all the CSS and JS Source Code files attached using the Github link :- <https://tinyurl.com/source-code-link>)

GitHub Link:<https://github.com/IBM-EPBL/IBM-Project-12422-1659451114>

Project Demo Link:<https://youtu.be/p4WymOeMS7s>

Website Link:<http://skysales.epizy.com/>

Dashboard Link:<https://tinyurl.com/skysales-powerbi>