

Project Development Phase Delivery Of Sprint 2

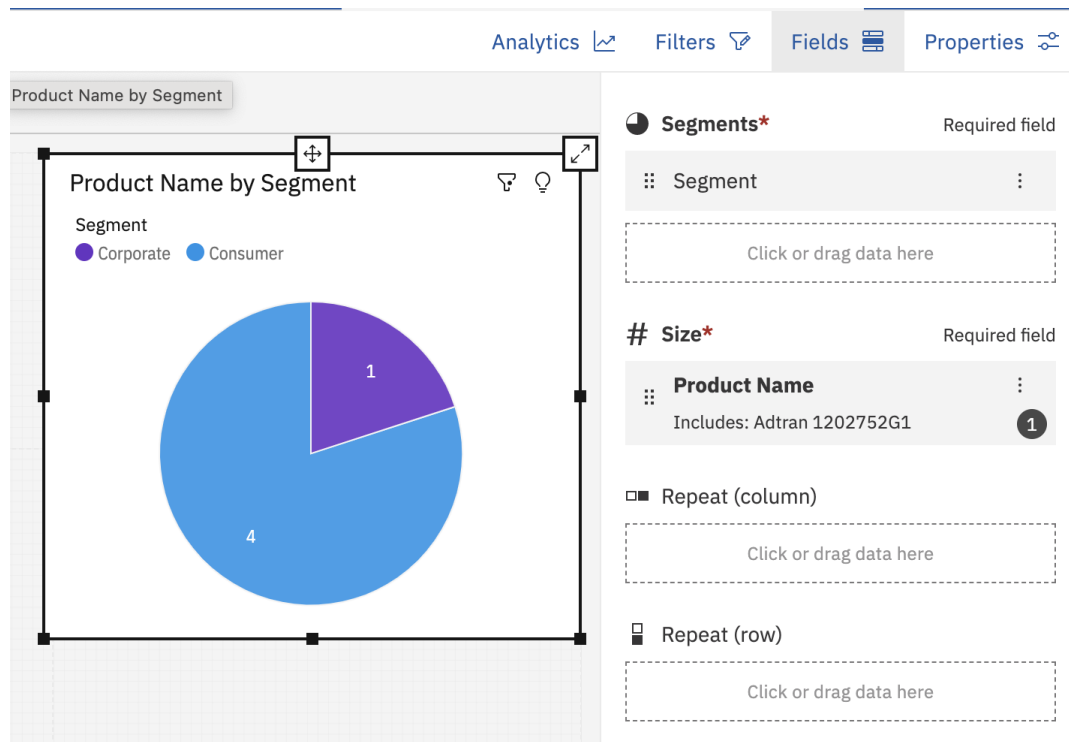
Date	29th October 2022
Team ID	PNT2022TMID53156
Project Name	Project - Global Sales Data Analytics
Team Leader	Aman Jain

PROJECT DEVELOPMENT PHASE:

Data Visualisation:

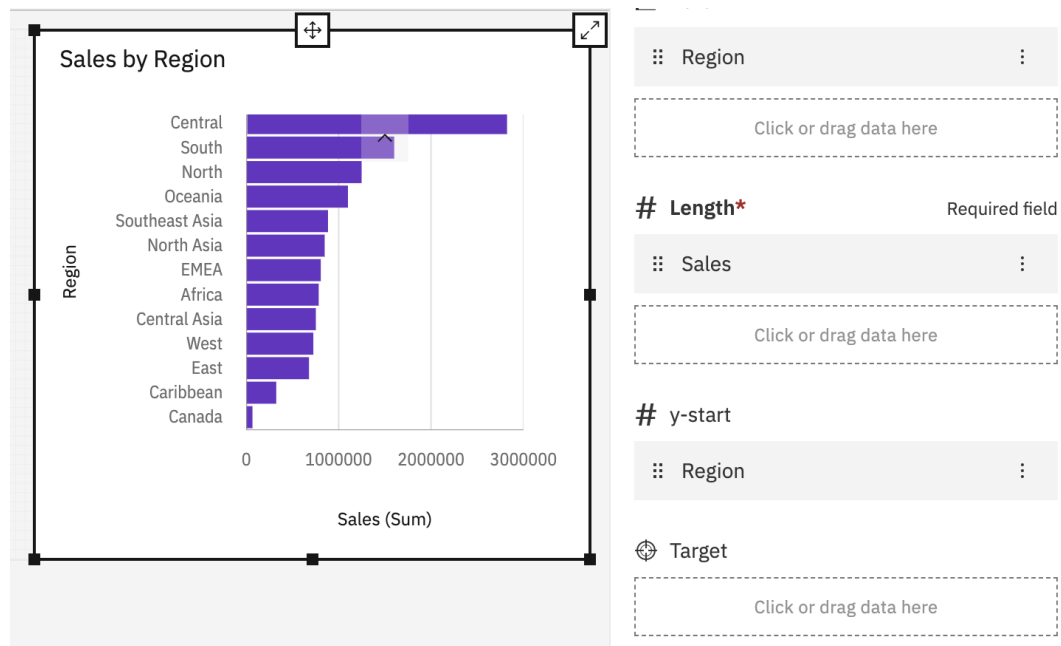
Making meaningful data visualizations using Cognos

Product Name by Segment Graph:



Using this visualization, upon filtering on a particular product name, the segments of the customers can be known. For instance, in the above example, it can be seen that 4 Adtran 1202752G1 products were ordered by consumers and 1 by a corporate entity. This can help us gain insight into plausible target markets for each product.

Sales by Region graph:



This graph helps us infer the sales in each region. This helps us visualize the biggest markets.

Sales by Subcategory colored by Segment graph:



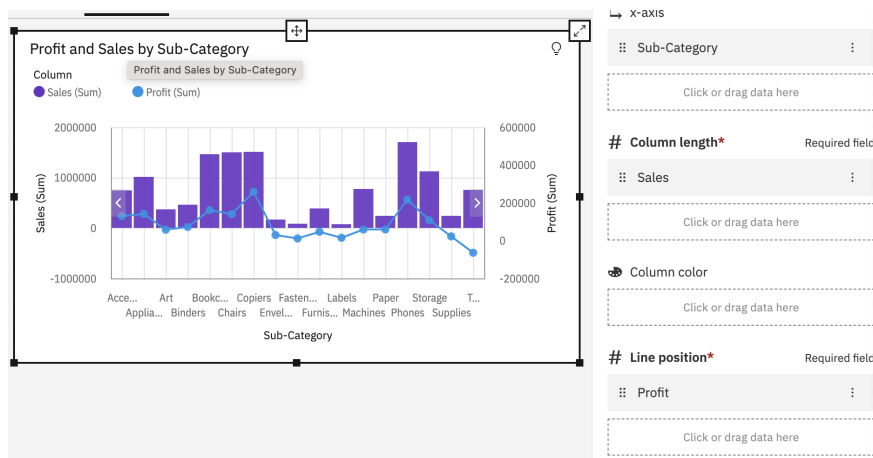
This graph helps us understand the different segments that are responsible for the sale of each sub-category of products. For example, the consumer category is responsible for the highest sale of phones.

Profit and Sales by region graph:



This graph categorizes the sales and profits by region. A possible inference from this graph is that despite not having a very low sales rate, the South region does not necessarily make great profits. This shows that the success of the sales may not be as high.

Profit and Sales by Sub-category graph:



This graph shows us the categorisation of the profits incurred upon sales of each subcategory. A possible inference is that sales of copiers are most advantageous to the companies, despite not having maximum sales.
