Global Sales Data Analytics

Problem Statement:

Shopping online is currently the need of the hour. Because of this COVID, it is not easy to walk in a store randomly and buy anything you want. As, we have implemented the Product and Sales Analysis of the Global Super Store.

Why Analysis needed?

- To know the customer's satisfied product based on region, discount, quality etc.,
- To know the customer's analysis based on what they purchased the most thing in the market.
- To improve the product's quantity of the SuperStore.
- To improve the rate of production in sales better then previous years.

What we have done in this project?

- Created IBM ID account followed by creating IBM Cognos ID and IBM Cloud ID.
- Downloaded the dataset (Global_Superstore2) from the kaggle website.
- Understanding the data provided in the dataset.
- In IBM Cognos, we uploaded the dataset.
- Started to preparing the data by finding relationships, join operations etc.,
- Created the module for the dataset.
- Started visualizing the dataset based on Customer and Product Analysis.
- Then, we created the dashboard for the SuperStore Analysis followed by Report and Story.
- Then, we implemented the visualized dashboard to the website.

Final Dashboard: