GLOBAL SALES DATA ANALYTICS

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1.INTRODUCTION:

In sales, many tasks are now managed through centralized cloud software, including CRMs, email marketing platforms and integration tools, making sales data readily available.

Many global, industry-leading brands are now using their sales data in ingenious ways to make better business decisions, but any company can take advantage of insights and reporting tools to achieve data-driven sales success.

However, the prospect of sifting through the many sales metrics available to make sense of the data can be overwhelming, while knowing what to do with that information once you've got it is another challenge.

Sales data is a term that includes a large array of metrics but, broadly speaking, if you can measure something in relation to the sales process, it's viable sales data. Modern software like Cloud CRM solutions can help you collect this data, but it's important to learn how to read this data to understand what it means for your business and where you can improve.

Thus, this project will make easy for companies to analysis the sales data.

1.1 Sales prediction using Data Analytics:

A spreadsheet can help you collate your data, sales-related or otherwise.

With the sheer amount of information on leads, deals and communications to keep track of, you'll need a streamlined piece of software with clear access to your data.

Make sure your team is also familiar with the tool and how you use it, and are inputting the data you need after every interaction they have.

Without a fundamental idea of what needs to be in a sales pipeline, you'll struggle to find useful data and you'll be putting yourself at a significant disadvantage versus your competition. Here are some sales pipeline templates to get you started.

A sales forecast is an incredibly useful tool for both your team and your wider company, as every teams' budget depends on the revenue your team brings in.

Your sales forecast can be as simple as just using the data from your likelihood of sales—however, this generally only works if you know that the conditions affecting your team in the future will be the same as those affecting them now.

When creating a sales forecast, we recommend you combine your data from your potential sales with historical data and carefully estimate future revenue to account for differences in market conditions, as well as your business's growth rate.

Depending on your industry, you might find that sales speed up over the winter months in the run up to the festive season—with historical data from previous years and months, you'll be able to tell if this is normal for the season, or if an improvement you've made to your sales process is working. By knowing what's happened before, you'll be able to predict and account for variation, leading to more accurate forecasts and realistic goals for your team.

If your team has gone through a period of growth, then the old numbers might not apply. You'll probably be dealing with more leads and you might be experimenting with a new sales structure or new tools.

When changing the scope of your sales process, you'll want to use data you've gathered already, but you'll need to account for everything else that can affect the numbers. Until you've gotten a few weeks' or months' data using the new method, there'll be a certain level of estimation involved in the forecast, but accuracy can be improved by

making sure you have a robust sales process that remains a powerful selling guide no matter the changes to your team.

1.2 Conclusion:

With the right data, sales success is far more achievable and, importantly, measurable. You just need to know how to analyse this data.

How to analyse sales data

- Identify the key sales metrics you need, such as win rate and average deal size.
- Use a tool (Spreadsheet) to track this data as leads travel through your pipeline.
- Record this data in visual dashboards
- Review the data regularly against historical averages to monitor growth and problem areas

Sales data is enormously powerful and it's something you come by just by tracking your activities effectively. Knowing how to fully utilize it will revolutionize your sales process, leading to better lead generation, client engagement and retention and, ultimately, more sales.

When coupled with the sales activities we've explored, you'll have a cycle that provides you with refined data, revealing how you can save time

2.2.REFERENCES:

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https://scholar.google.com/scholar?as_q=Data+Mining+Concepts+and+Techniques

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- P. Hoek, "Parallel Arc Diagrams: Visualizing Temporal Interactions", Journal of Social Structure, vol. 12, 2011.

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2.3 PROBLEM STATEMENT DEFINITION:

Problem statements are important to businesses, individuals and other entities to develop projects that states the challenges faced by your client.

You need to analyse the right kind of sales data for generating meaningful insights that positively affect your bottom line.

Sales analysis is vital for finding **weak spots and bottlenecks** in sales processes to collect and use sales data to achieve more sales goals.

3.IDEATION & PROPOSED SOLUTION:

3.1 EMPATHY MAP CANVAS:

3.2 IDEATION & BRAINSTORMING:

Name/Ideas				
Priyadarshan V J	Increasing Innovation & Productivity	Reduce Wastage	Prioritize and develop a strategic roadmap that includes short-term and long-term goals	Develop Blueprint
Kannan K	Develop an analytics vision and set target naturally levels for core processes	Enrich Data	Analyse data	Improving Supply Chain
Lakshmanan S	Collect data	Understanding and challenge	Clean Data	Enrich data
Lavanya O	Understand how the data analytics platform will suppose the overall business strategy of the organization	improve Profit	Collect reliable data	Standardize data
Mothishwaran K	Get sample data	Analyse the and understanding the data	Clean data	Create a model

TOP THREE IDEAS:

- Understand how the data analytics platform will support the overall business strategy of the organization.
- Develop an analytics vision and set target maturity levels for core processes.
- Increasing Innovation, Productivity & Reduce wastage.

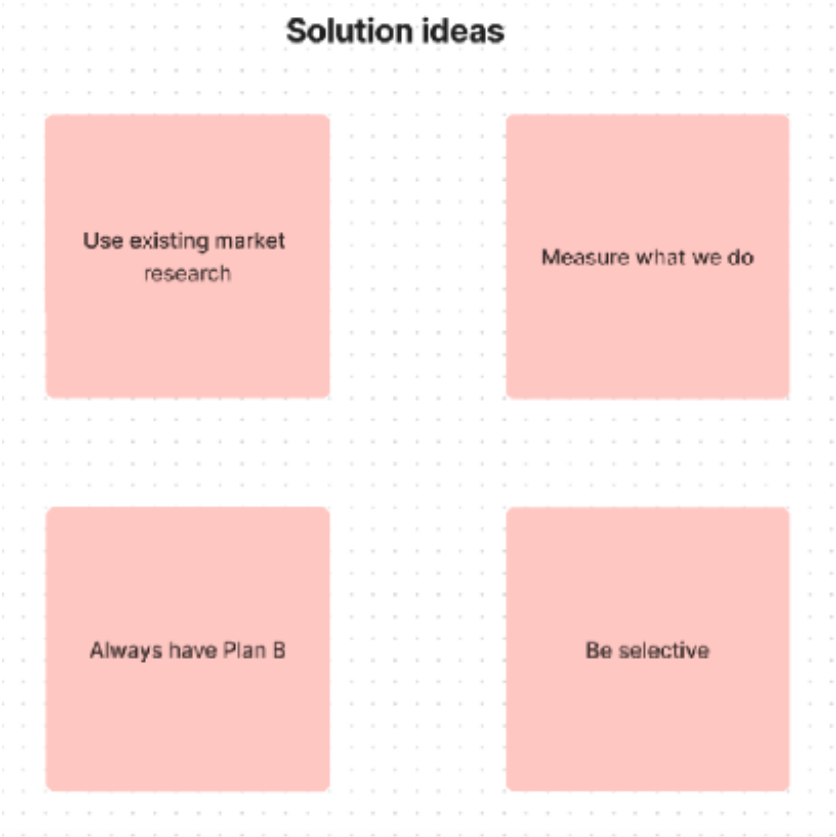
3.3 PROPOSED SOLUTION:

S.No	Parameter	Description
1.	Problem Statement (Problem to be solved)	● Decision makers of E-commerce companies (User) need a way to comprehend raw data, analyse and make more informed business decisions. ● E- commerce companies (User) need a way to understand the shift in preferences of customers and the current trend, so that they can satisfy the customers.
2.	Idea / Solution description	A powerful and easy-to-use sales analytics tool that automates and visualizes sales trends to optimize business outcomes
3.	Novelty / Uniqueness	● Interactive Dashboard and simple UI ● Dynamic and real time analytics ● AI based predictions and forecasting
4.	Social Impact / Customer Satisfaction	● Visible profits driven by informed decisions ● Optimize sales and marketing ● Ability to react to competitor’s strategies

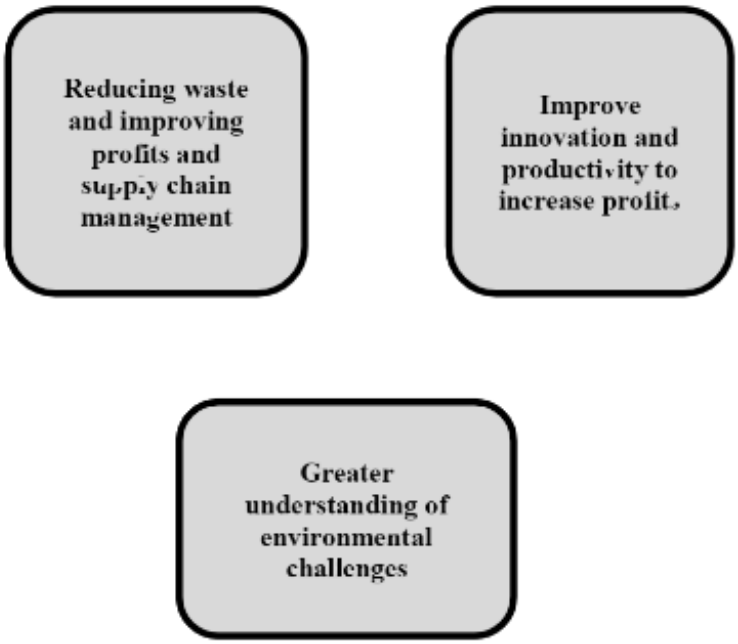
5.	Business Model(Revenue Model)	Three tier pricing- Basic, Standard, Enterprise ● Basic: Limited features targeting startups and individuals. ● Standard: Limited premium features. Target customers- Medium Scale businesses. ● Enterprise with all premium features targeted at Large corporations
6.	Scalability of the Solution	● More B2B customer services can be provided alongside ● Usable by all customer facing companies and startups of all scale

3.4 PROBLEM SOLUTION FIT:

Solution ideas



User Benefits



4.REQUIREMENT ANALYSIS:

4.1 FUNCTIONAL REQUIREMENTS:

FR No	Functional Requirement (Epic)	Sub Requirement (Story/ Sub-Task)
FR-1	User Registration	Register through Google account Register through user details
FR-2	User Confirmation	Confirmation by OTP, Gmail.
FR-3	User Login	Login by Google account, Two step verification for new login.
FR-4	User uploading data(administrative)	To store the dataset through the IBM Cognos workspace
FR-5	End user benefits	Getting higher state of efficiency and also to know entire data analysis

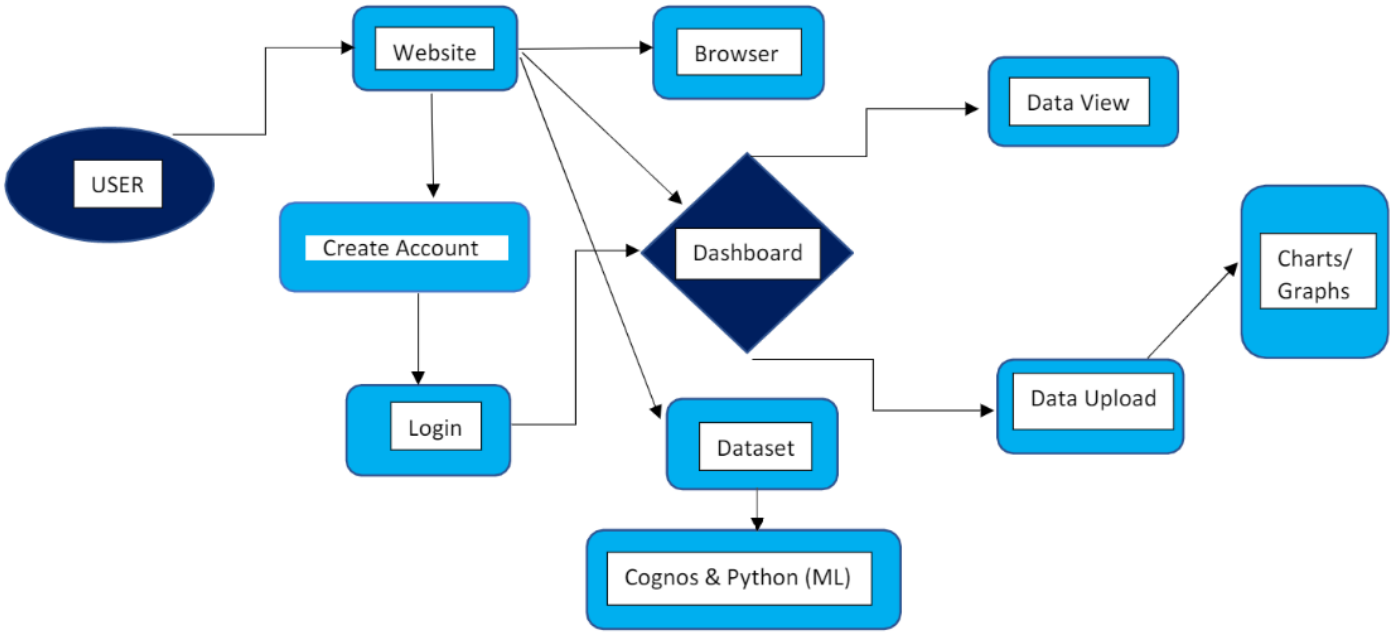
4.2 NON-FUNCTIONAL REQUIREMENTS:

FR No	Non-Functional Requirement	Description
NFR-1	Usability	Easy to access
NFR-2	Security	Since it has peer to peer authentication secured.
NFR-3	Reliability	It is highly reliable
NFR-4	Performance	The performance rate and efficiency rate are high.
NFR-5	Availability	It is available in all platforms 24/7.
NFR-6	Scalability	The ability of a hardware and software parallel system to exploit increasing computing resources efficiency in the analysis of the large datasets

5.PROJECT DESIGN:

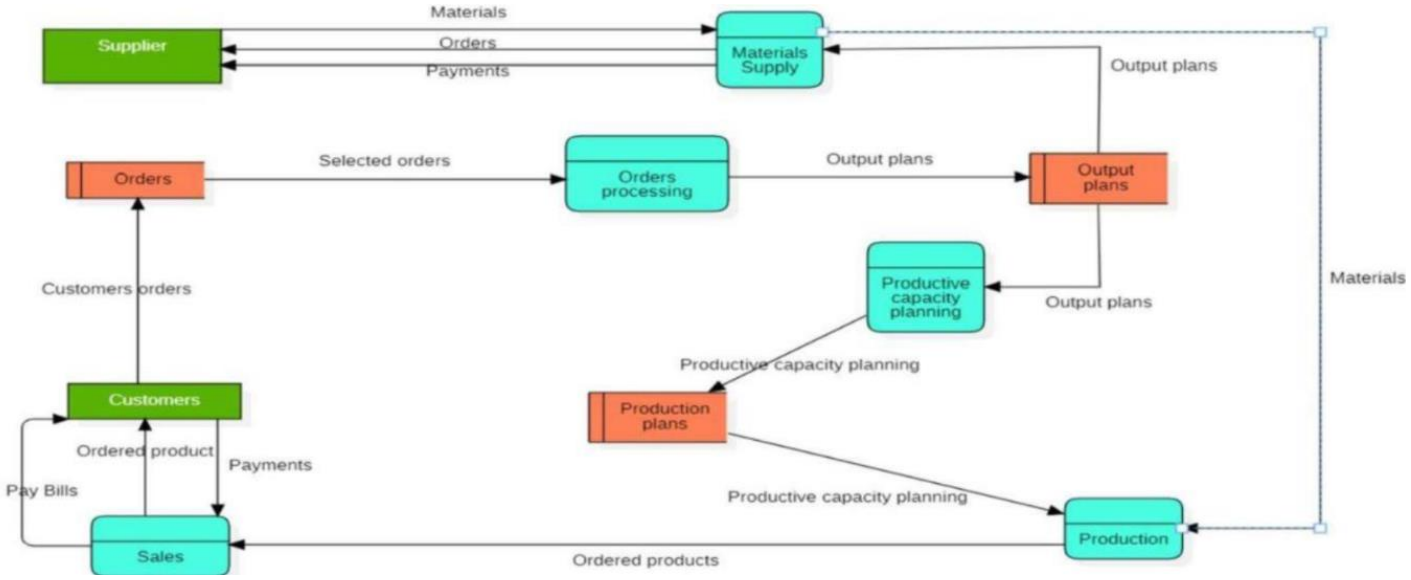
5.1 DATA FLOW DIAGRAMS:

(I) Simplified Diagram:



- User can create account for analysis.
- User can access application by any browser.
- Selected data can be extracted.
- Once user had registered I can login to it by the credentials.
- User can access the dashboard. There user can view and upload the data
- The notification for the user by browser on login on application. 7. Extracted data is passed to data analytics for enrichment
- Enriched data is visualized using the cognos and ML.

(II) DFD Level 0 (Industry Standard):



5.2 SOLUTION AND TECHNICAL ARCHITECTURE:

TECHNICAL ARCHITECTURE:

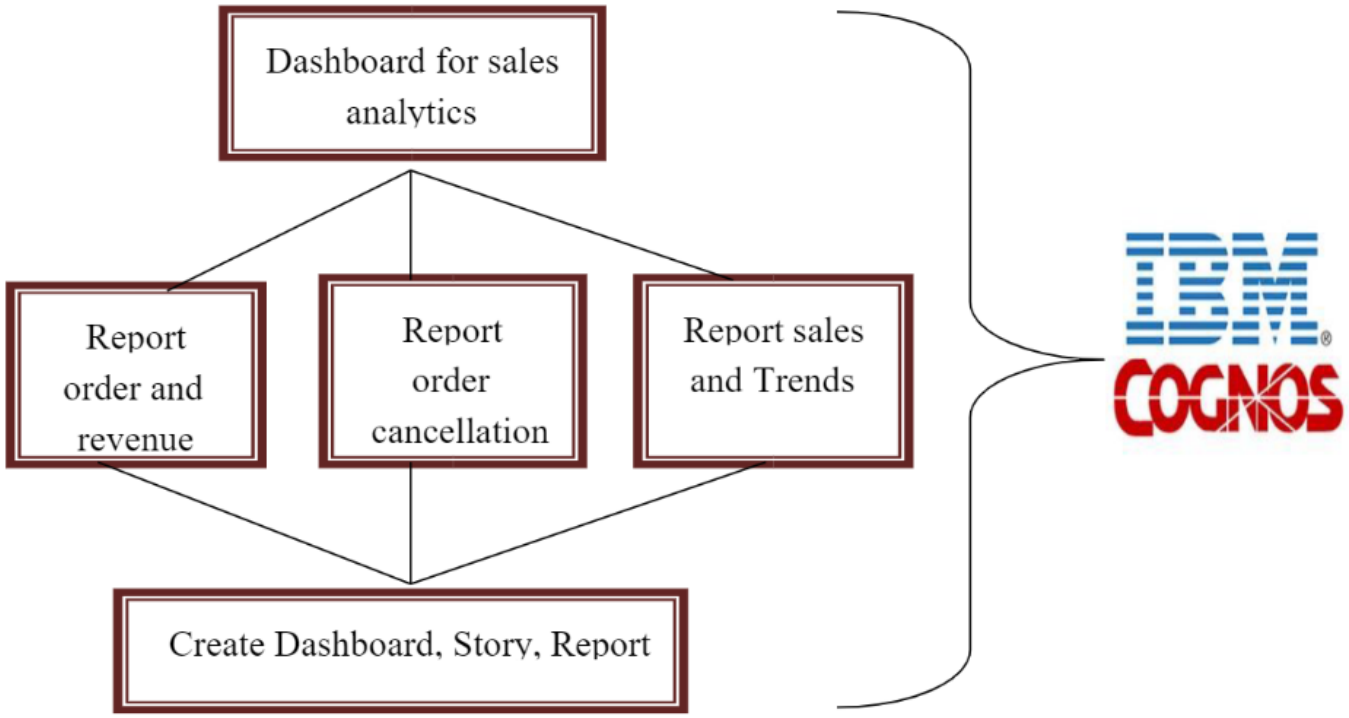


TABLE-1:

COMPONENTS & TECHNOLOGIES:

S.No	Component	Description	Technology
1.	User Interface	How user interacts with application e.g. Web UI, Mobile App, Chatbot etc.	HTML, CSS, JavaScript, IBM Cognos
2.	Remote sensing data	The data prepared to estimate the crop yield	Python
3.	Weather data	Data prepared to predict the weather during crop yield	IBM Watson STT service
4.	Crop yield data	Data set used to estimate the sample crop production	IBM Watson Assistant
5.	IBM Cognos	Data analytics platform and to create a database	IBM Assistant, Python
6.	Cloud Database	Database Service on Cloud	IBM DB2, IBM Cloudant etc.
7.	IBM Cloud	Storage of data	IBM Block Storage, Local File system, IBM DB2
8.	External API-1 Crop data detected and clustered	Purpose of External API used in the application	Object Recognition Model, Weather API
9.	External API-2	The External Data API enables you to upload external data files to CRM Analytics.	Tableau CRM external data API
10.	Support vector machine	To choose the right crop to the area and climatic condition	IBM Assistant, Python
11.	Infrastructure (Server / Cloud)	Application Deployment on Local System / Cloud Local Server Configuration: Cloud Server Configuration :	Local, Cloud Foundry, Kubernetes, etc.

TABLE 2:

APPLICATION CHARACTERISTICS:

S.No	Characteristics	Description	Technology
1.	Open-Source Frameworks	It empowers the farmers and to increase the productivity there is need to provide the best dissemination tool for their farming activities	Cognos Analytics
2.	Security Implementations	List all the security / access controls implemented, use of firewalls etc.	SHA-256, Encryptions
3.	Scalable Architecture	The estimate of crop yield is based on soil, meteorological, environmental, and crop parameters	Python - Machine learning
4.	Availability	Both website and mobile application interface and developed in local language and the content is available in localized language	Python- Anaconda
5.	Performance	Multiple technologies and services that will improve the usability in agricultural activities	Python and other languages

5.3 USER STORIES:

Sprint	Functional Requirement (Epic)	User Story Number	User Story / Task	Story	Priority	Team Members
Sprint-1	Registration	USN-1	User can register for the application by entering my email and password	2	High	Priyadarshan V J, Kannan K
		USN-2	User will receive email if the registration is successful that the registration has confirmed.	2	Medium	Lavanya O, Mothishwaran K
	Login	USN-3	As a user, I can register by any browser.	4	High	Lakshmanan S
	Working with the Dataset	USN-4	To work on the given dataset, Understand the Dataset.	2	High	Priyadarshan V J, Kannan K

		USN-5	Load the dataset to Cloud platform then Build the required Visualizations.	10	High	Lavanya O, Mothishwaran K
Sprint-2	Data Visualization Chart	USN-6	Using the Global superstore dataset, create various graphs and charts to highlight the insights and visualizations. *Build a Visualization to showcase sales, profit, by different models	4	High	Lakshmanan S
		USN-7	*Showcase the data visualization in different wise in sales in country using line and bar chart, subcategory wise, sales vs profit and by countries	4	Medium	Priyadarshan V J, Kannan K

6.1 SPRINT PLANNING AND ESTIMATION:

(I) PROJECT TRACKER:

Sprint	Total Story Points	Duration	Sprint Start Date	Sprint End Date (planned)	Story Points Completed (as on Planned End Date)	Sprint Release Date (Actual)
Sprint-1	20	6 Days	24 Oct 2022	29 Oct 2022	20	29 Oct 2022
Sprint-2	20	6 Days	31 Oct 2022	05 Nov 2022	20	05 Nov 2022
Sprint-3	20	6 Days	07 Nov 2022	12 Nov 2022	20	12 Nov 2022
Sprint-4	20	6 Days	14 Nov 2022	19 Nov 2022	20	19 Nov 2022

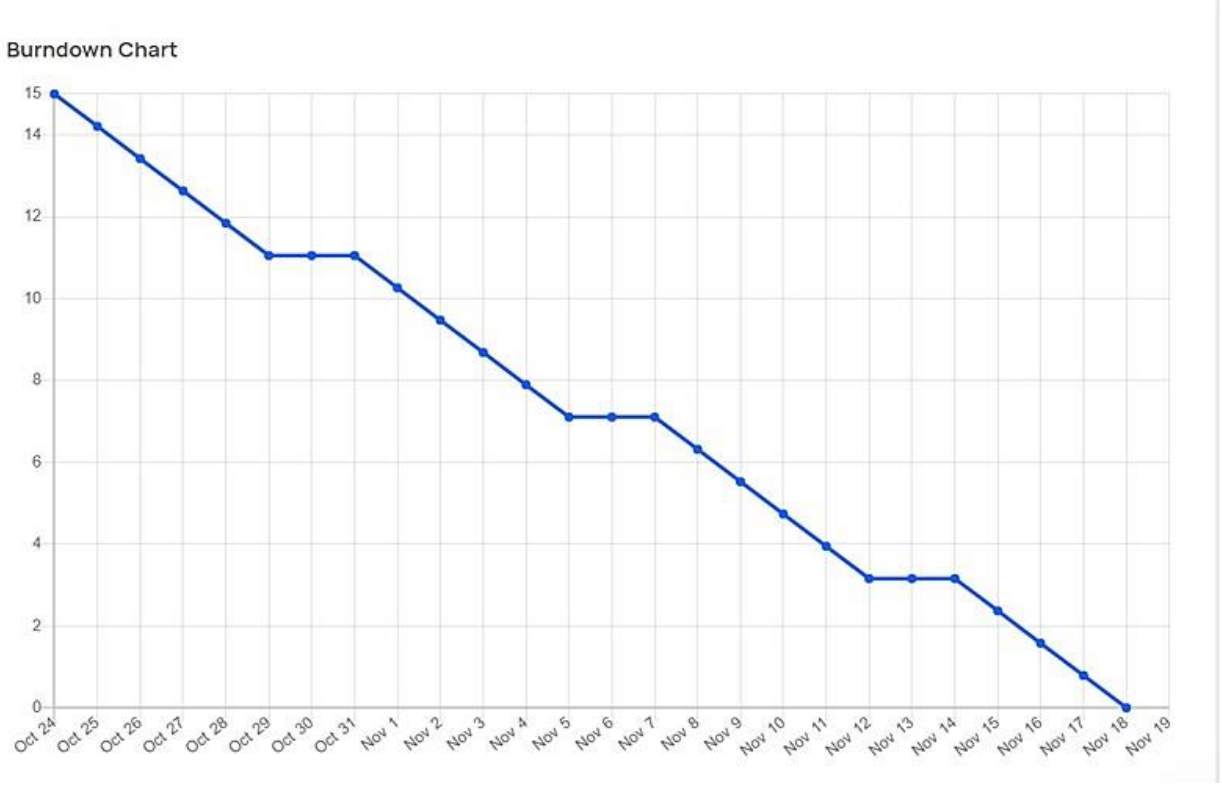
(II) VELOCITY:

Imagine we have a 10-day sprint duration, and the velocity of the team is 20 (points per sprint). Let's calculate the team's average velocity (AV) per iteration unit (story points per day).

$$AV = \frac{sprint\ duration}{velocity} = \frac{20}{10} = 2$$

(III) BURDOWN CHART:

A burn down chart is a graphical representation of work left to do versus time. It is often used in agile software development methodologies such as Scrum. However, burn down charts can be applied to any project containing measurable progress over time.



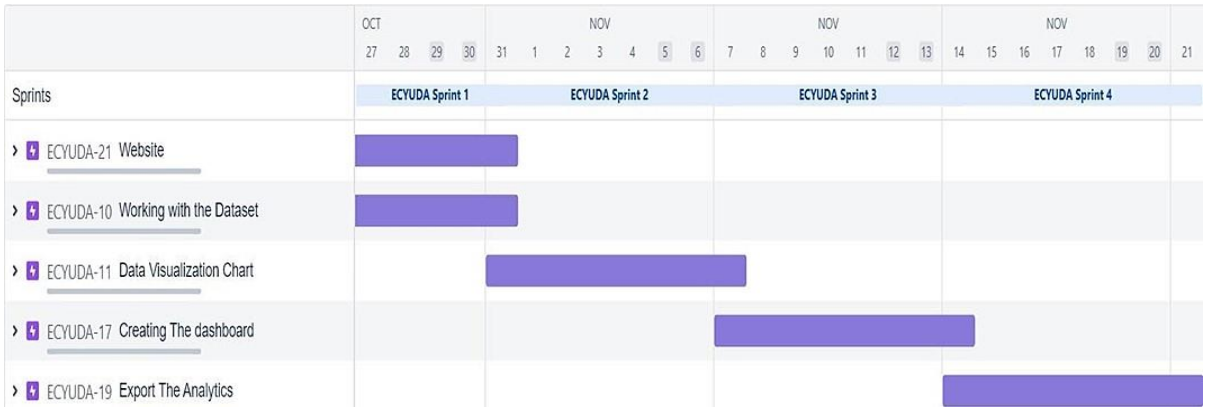
6.2 SPRINT DELIVERY SCHEDULE:

Sprint	Functional Requirement (Epic)	User Story Number	User Story / Task	Story Points	Priority	Team Members
Sprint-1	Registration	USN-1	As a user, I can register for the application by entering my email, password, and confirming my password.	3	High	Priyadarshan V J, Kannan K
Sprint-1	Registration	USN-2	As a user, I will receive confirmation email once I have registered for the application	1	High	Lavanya O, Mothishwaran K
Sprint-2	Registration	USN-3	As a user, I can register for the application through Facebook	2	Low	Lakshmanan S
Sprint-1	Data Extraction	USN-4	As a user, I can register for the application through Gmail	2	Medium	Priyadarshan V J, Kannan K
Sprint-1	Login	USN-5	As a user, I can log into the application by entering email & password	1	High	Lavanya O, Mothishwaran K
Sprint-2	Dashboard	USN-6	I can access dashboard of mine.	2	Medium	Lavanya O, Mothishwaran K
Sprint-1	Activity	USN-7	I can register for the application through any web browser.	1	Low	Lakshmanan S

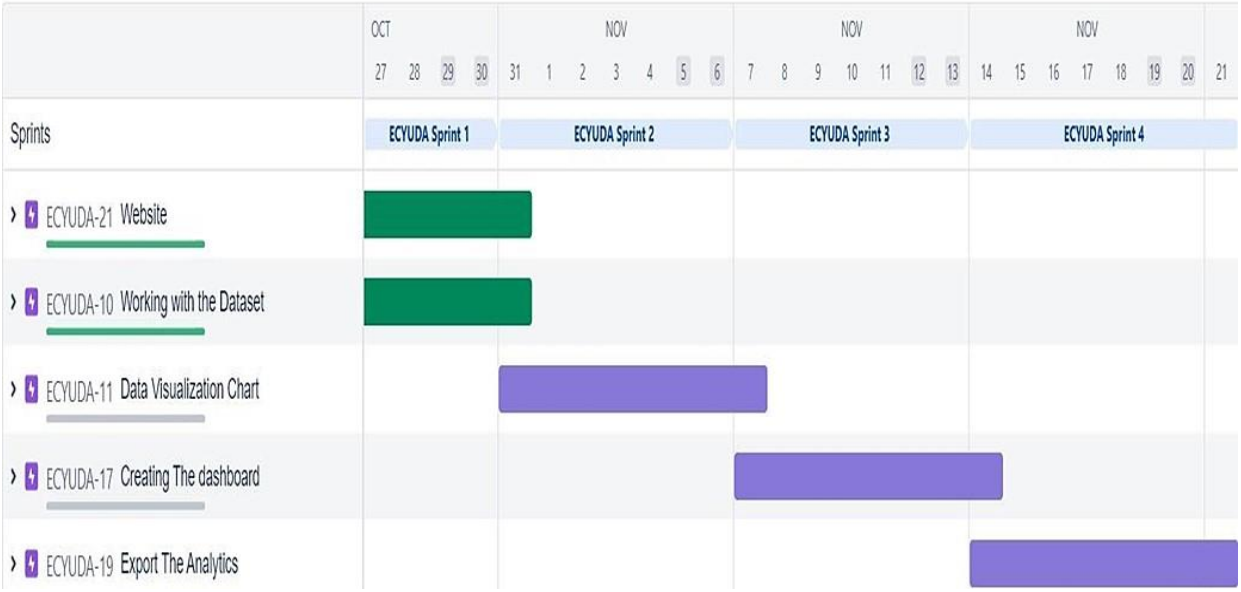
Sprint-3	Access resources	USN-8	I can use my credentials For accessing my resources.	1	High	Priyadarshan V J, Kannan K
Sprint-4	Export the Analytics	USN-5	Export the Dashboard	3	High	Priyadarshan V J, Kannan K

6.3 REPORTS FROM JIRA:

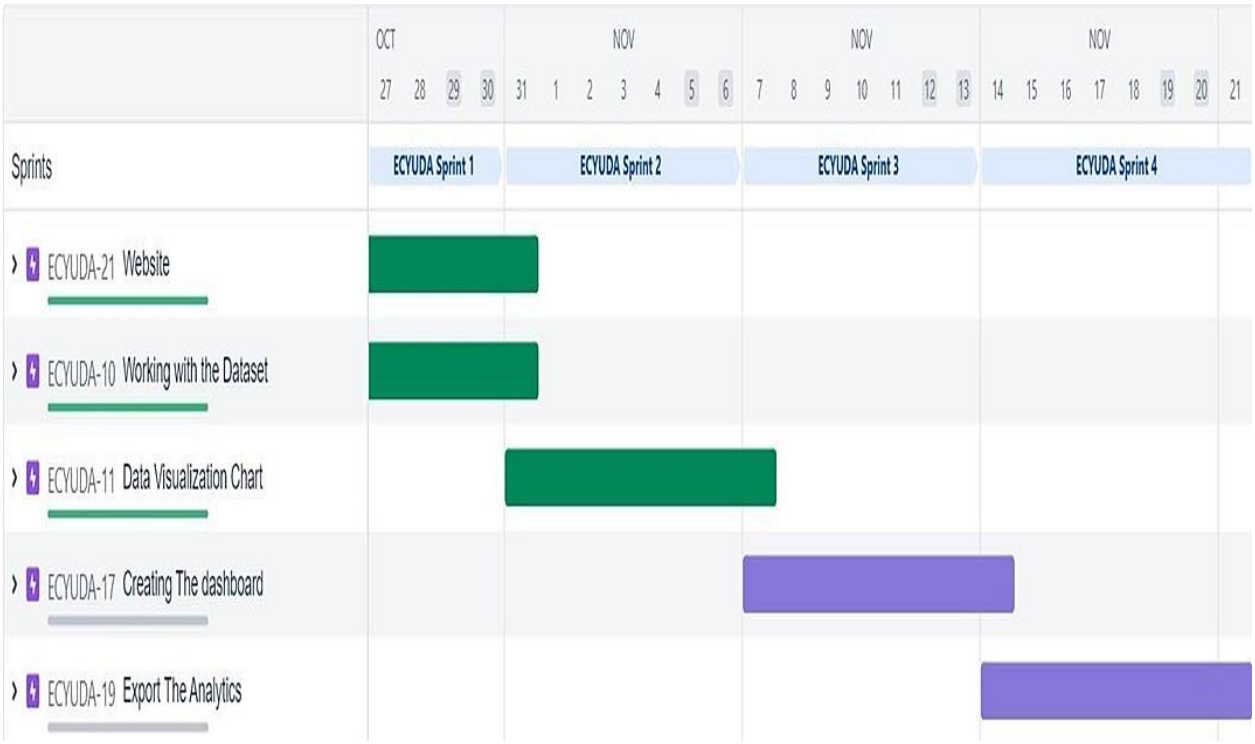
(I) BEFORE START OF THE SPRINT:



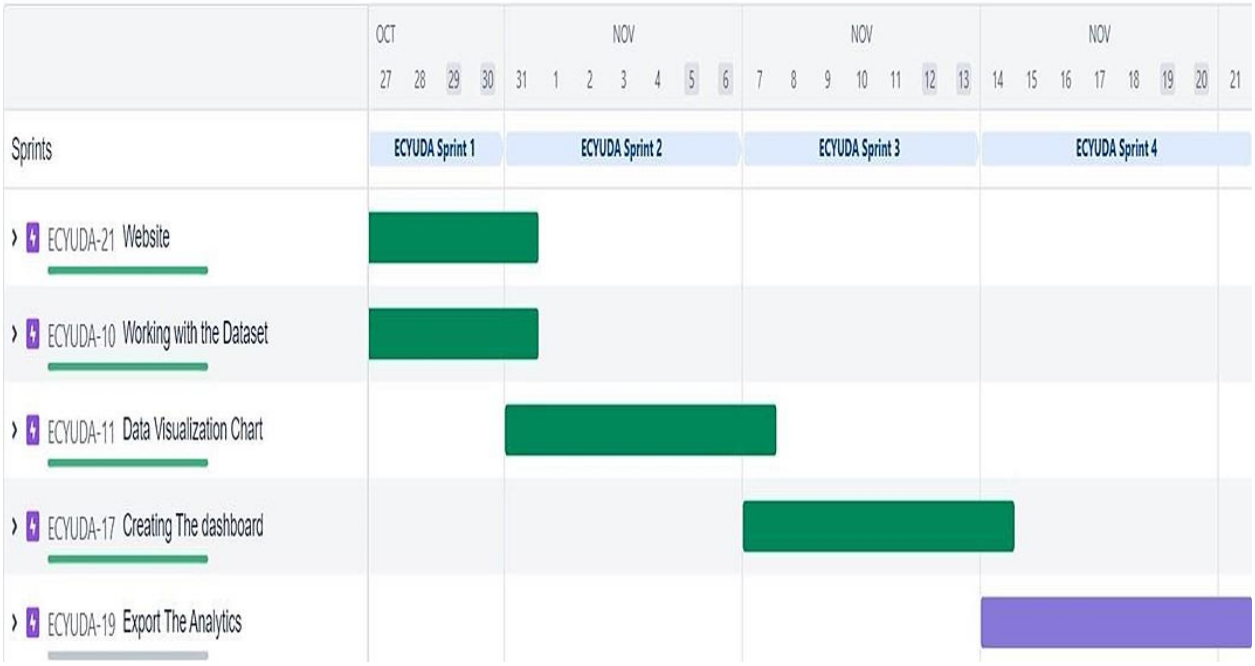
(II) SPRINT 1:



(III) SPRINT 2:



(IV) SPRINT 3:



(V) SPRINT 4:

7.CODING & SOLUTIONING:

7.1 FEATURE 1:

DASHBOARD DESIGN:

The dashboard is created using IBM cognos tool which efficiently visualises a given data. The design is incorporated along with login page and provides excellent insights on various data regarding crops.

```
<!DOCTYPE html>
<html>
<head>
<meta name="viewport" content="width=device-width, initial-scale=1">
<title> Login Page </title>
<style>
Body {
  font-family: Calibri, Helvetica, sans-serif;
  background-color:white;
  background-image: url('https://images.pexels.com/photos/531880/pexels-photo-531880.jpeg?cs=srgb&dl=pexels-pixabay-
```

```
531880.jpg&fm=jpg&_gl=1*yxo8op*_ga*NzQ2NDMyMTQ5LjE2Njg1ODUzMjM.*_ga_8JE65Q40S6*MTY2ODU4NTMz
MS4xLjAuMTY2ODU4NTMzMS4wLjAuMA..');"
}

button {
      background-color:#c3e3dc;
      width: 100px;
       color: purple;
       padding: 15px;
       margin: 10px 0px;
       border: none;
       cursor: pointer;
       border-radius: 20px;
        }
input[type=text], input[type=password] {
       width: 40%;
       margin: 8px 0;
       padding: 12px 20px;
       display: inline-block;
       border: 2px rgb(97, 97, 97);
       box-sizing: border-box;
       border: 1px solid rgb(180, 111, 190);
       border-radius: 15px;
   }
button:hover {
       opacity: 0.7;
   }
.cancelbtn {
   width: auto;
   padding: 10px 18px;
   margin: 10px 5px;
}

.userName{
   padding-left: 30px;
}
```

```
.password{
    padding-left: 70px;
    padding-right: 10px;
}

.helpOptions{
    justify-content: center;
    width: 40%;
    margin: 8px 0;
    padding: 8px 20px;
}
h1{
    text-align: center;
}
h4{
    justify-content: center;
    text-align: center;
}

.container{
    width: 40%;
    background-color: #ffffff;
    border-radius: 20px;
    justify-items: center;
    align-items: center;
    padding: auto auto;
    margin : 60px 30%;

}
label{
    justify-content: center;
    padding-left: 40%;
}
```

```
.password{
   justify-content: center;
   padding-left: 20%;
}
</style>
</head>
<body>
  <h1>Login Form </h1>
  <div class="container">
    <form class="form">
       <label class="userName">Username : </label>
       <input type="text" placeholder="Enter Username" name="username" required><br>
       <label class="password">Password  : </label>
       <input type="password" placeholder="Enter Password" name="password" required><br>
       <input class="helpOptions" type="checkbox" checked="checked"> Remember me  </input><br>
       <h4><a  id = "forget_password" href="#"> Forgot password? </a></h4><br>
       <button type="submit">Login</button>  <br>
       <button type="button" class="cancelbtn"> Cancel</button>
    </form>
  </div>
</div>
</body>
</html>
```

7.2 FEATURE 2:

DATA FILTERS:

The filters used for classifying different paramteres of the dataset can be efficiently done using the cognos tool . The particular state with the specific crop can be visualised in the map.

```
<!DOCTYPE html>
<html>
<head>
<meta name="viewport" content="width=device-width, initial-scale=1">
<title> Login Page </title>
```

```
<style>
Body {
  font-family: Calibri, Helvetica, sans-serif;
  background-color:rgb(2, 2, 2);
  background-image:
url('https://kstatic.googleusercontent.com/files/d1589c891407c3ed9fdc09d33e7ee821e38e58a2123e
052711c2ab3d138973c42631a7c5f1e14bb841d38f31e37e36f333a87173721a9c2e30292907ef2b954d'
);"
}
button {
      background-color:#0a0a0a;
      width: 100%;
       color: purple;
       padding: 15px;
       margin: 10px 0px;
       border: none;
       cursor: pointer;
        }
form {
       border: 3px solid #f156189;
   }
input[type=text], input[type=password] {
       width: 100%;
       margin: 8px 0;
       padding: 12px 20px;
       display: inline-block;
       border: 2px rgb(16, 16, 16);
       box-sizing: border-box;
```

```
    }
button:hover {
        opacity: 0.7;
    }
  .cancelbtn {
        width: auto;
        padding: 10px 18px;
        margin: 20px;
        background-color: skyblue;
        border-radius: 5px;
        font-weight: bold;
        color: black;
    }

.content {
    margin: 0px 20%;
    color: rgb(18, 18, 18);
}
.container {
        padding: 25px;
    }
.loginbtn {
        background-color: skyblue;
        text-decoration: none;
        color: black;
        margin-left: 30%;
        padding: 10px 20px;
        font-weight: bold;
```

```
        border-radius: 5px;
        margin-right: 20px;
    }
.forgotbtn {
        background-color: skyblue;
        text-decoration: none;
        color: black;
        padding: 10px 20px;
        font-weight: bold;
        border-radius: 5px;
    }
.aboutbtn {
        background-color: skyblue;
        text-decoration: none;
        color: black;
        padding: 10px 20px;
        font-weight: bold;
        border-radius: 5px;
        margin-right: 20px;
    }
.dashboardbtn {
        background-color: skyblue;
        text-decoration: none;
        color: black;
        padding: 10px 20px;
        font-weight: bold;
        border-radius: 5px;
    }
```

```
.Datasetbtn{
 background-color:skyblue;
 color:black;
 padding:10px 20px;
 font-weight:bold;
 border-radius:5px;
 }
</style>
</head>
<body>
   <center> <h1 style="background-color:rgb(240, 239, 239)">Login Form</h1> </center>
   <form>
      <div class="container content">
         <label style="color: rgb(12, 12, 12); font-weight: bold;">Username : </label>
         <input type="text" placeholder="Enter Username" name="username">
         <label style="color: rgb(6, 6, 6); font-weight: bold; ">Password : </label>
         <input type="password" placeholder="Enter Password" name="password"><br><br>
         <a
href="https://us1.ca.analytics.ibm.com/bi/?perspective=dashboard&pathRef=.my_folders%2FGlobal%
2BData%2BAnalytics&action=view&mode=dashboard&subView=model000001848610029a_00000002
" class="loginbtn">Login</a>
         <a href="About.html" class="aboutbtn">About</a>
         <a
href="zhttps://us1.ca.analytics.ibm.com/bi/?perspective=dashboard&pathRef=.my_folders%2FGlobal
%2BData%2BAnalytics&action=view&mode=dashboard&subView=model000001848610029a_000000
02"                    class="dashboardbtn">Dashboard</a>                    <a
href="https://www.kaggle.com/datasets/apoorvaappz/global-super-store-dataset"
class="Datasetbtn">Dataset</a><br><br><br>
```

```
        <input type="checkbox" checked="checked" style="margin-left: 25%;">Remember me
        <a href="#" class="cancelbtn">Cancel</a>
        <a href="#" class="forgotbtn">Forgot password?</a>

      </div>
   </form>
</body>
        </html>
```

8.TESTING:

8.1 TEST CASES:

Test case ID	**Feature Type**	**Component**	**Test Scenario**	**Steps To Execute**	**Result**	**Status**
HomePage_ TC_OO1	Functional	Home Page	Verify user is able to see the Login/Signup popup when user clicked on Login Button in the Homepage	1.Enter URL and click go 2.Click on Login Button 3.Verify login/Singup popup displayed or not	Login page should pop up as soon as the Login button is clicked clicked	Pass

LoginPage_ TC_OO2	UI	Login Page	Verify the UI elements in Login/Signup popup	1.Enter URL and click go 2.Click on Login Bu on 3.Verify login/Singup popup with below UI elements: a.email text box b.password text box c.Login bu on d.New customer? Create account link e.Last password? Recovery password link	Applica on should show below UI elements: a.login with twi er & facebook b.password text box c.Login bu on with orange colour d.Last password? Recovery password link	Fail
LoginPage_ TC_OO3	Func o nal	Login Page	Verify user is able to log into applica on with Valid creden als	1.Enter URL(login.html) and click go 2.ClicK on My Account dropdown bu on 3.Enter Valid username/email in Email text box 4.Enter valid password in password text box 5.Click on login bu on	User should navigate to user account homepage	Pass
Dashboard_ TC_OO4	Func o nal	Dashboard rd page	Verify user is able to view the dashboard and see the charts	1.Enter URL(dashboard.html) 2.Click on the different charts that the user wants.	Applica on should show the expected charts from cognos	Pass

				3.The embedded link will be able to display the charts from cognos		

8.2 USER ACCEPTANCE TESTING:

(I) PURPOSE OF DOCUMENT:

The purpose of this document is to briefly explain the test coverage and open issues of the [Global Sales data Analytics] project at the time of the release to User Acceptance Testing (UAT).

Section	Total Cases	Not Tested	Fail	Pass
Print Engine	7	0	0	7
Client Application	51	0	0	51
Security	3	0	0	3

This report shows the number of resolved or closed bugs at each severity level, and how they were resolved

Resolution	Severity 1	Severity 2	Severity 3	Severity 4	Subtotal
By Design	10	4	2	3	19
Duplicate	1	0	3	0	4
External	2	3	0	1	6
Fixed	11	2	4	18	35
Not Reproduced	1	0	0	0	1
Skipped	0	0	1	1	2
Won't Fix	0	0	2	1	3
Totals	25	9	12	24	70

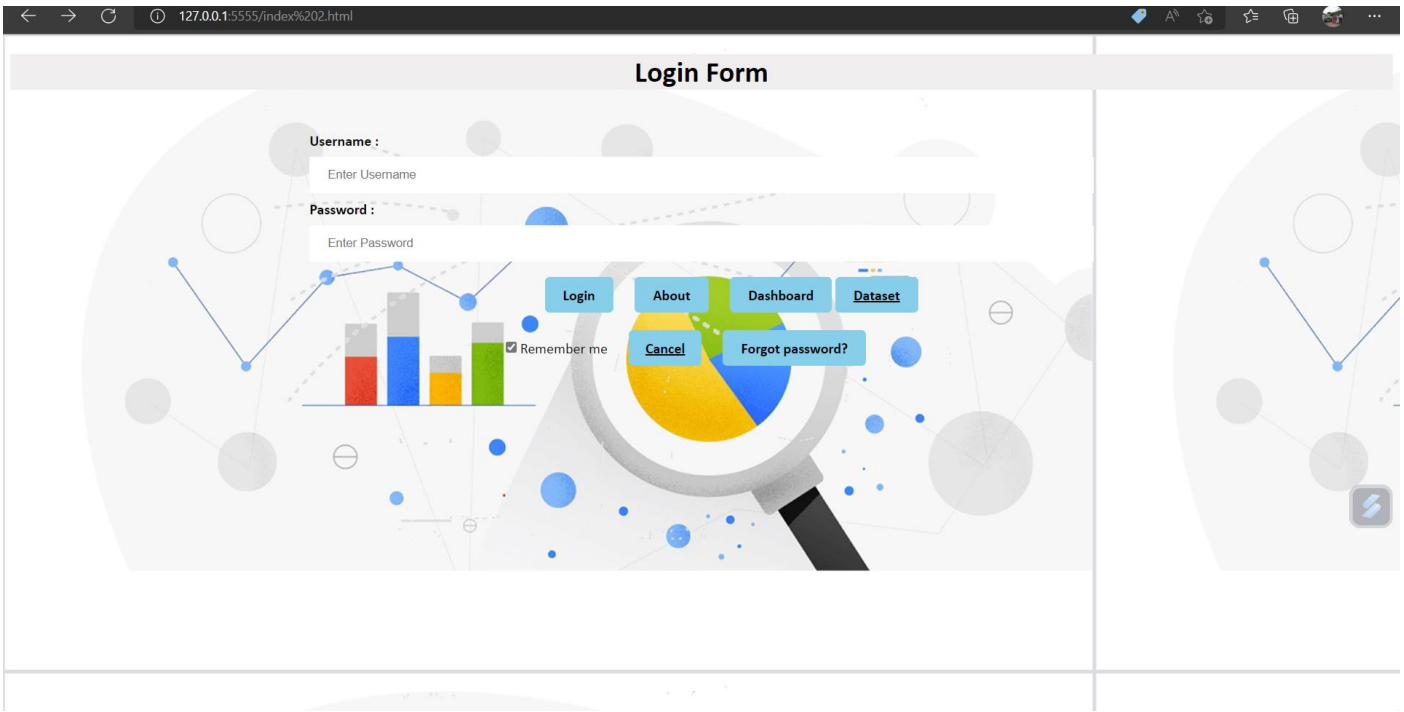
(II) TEST CASE ANALYSIS:

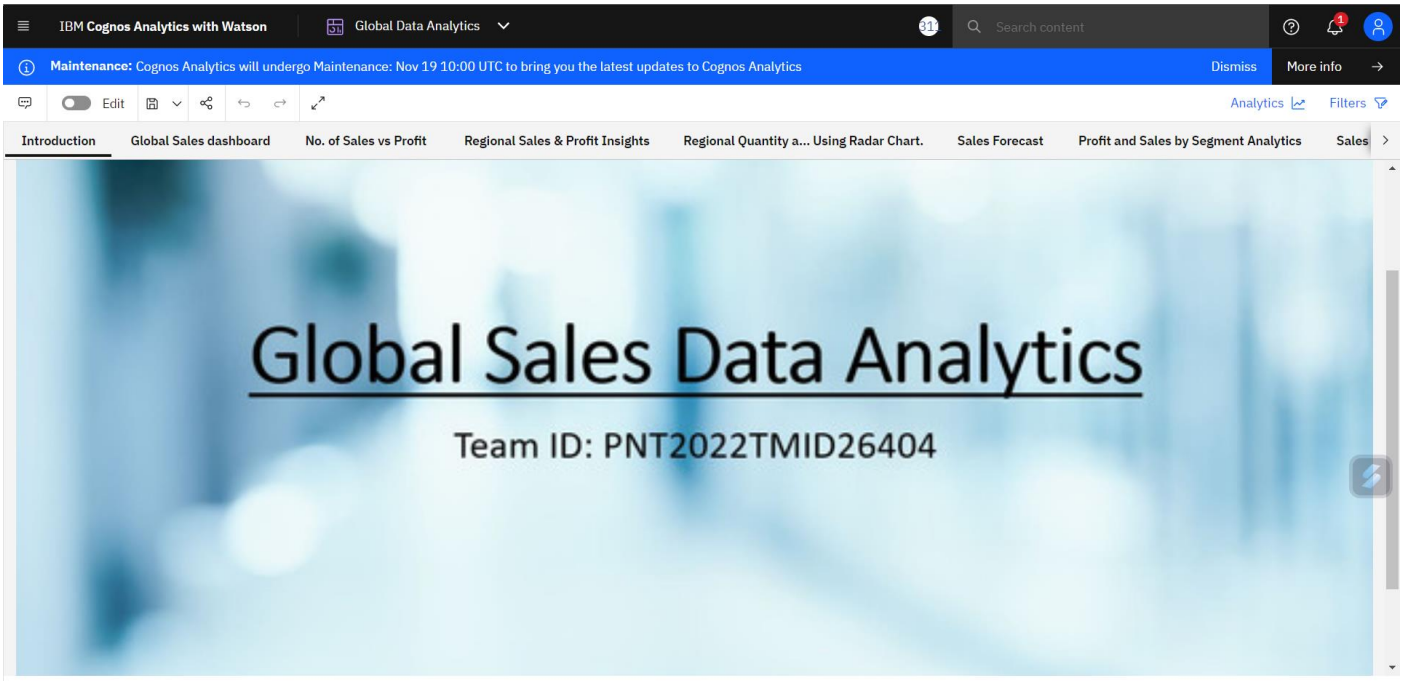
This report shows the number of test cases that have passed, failed, and untested

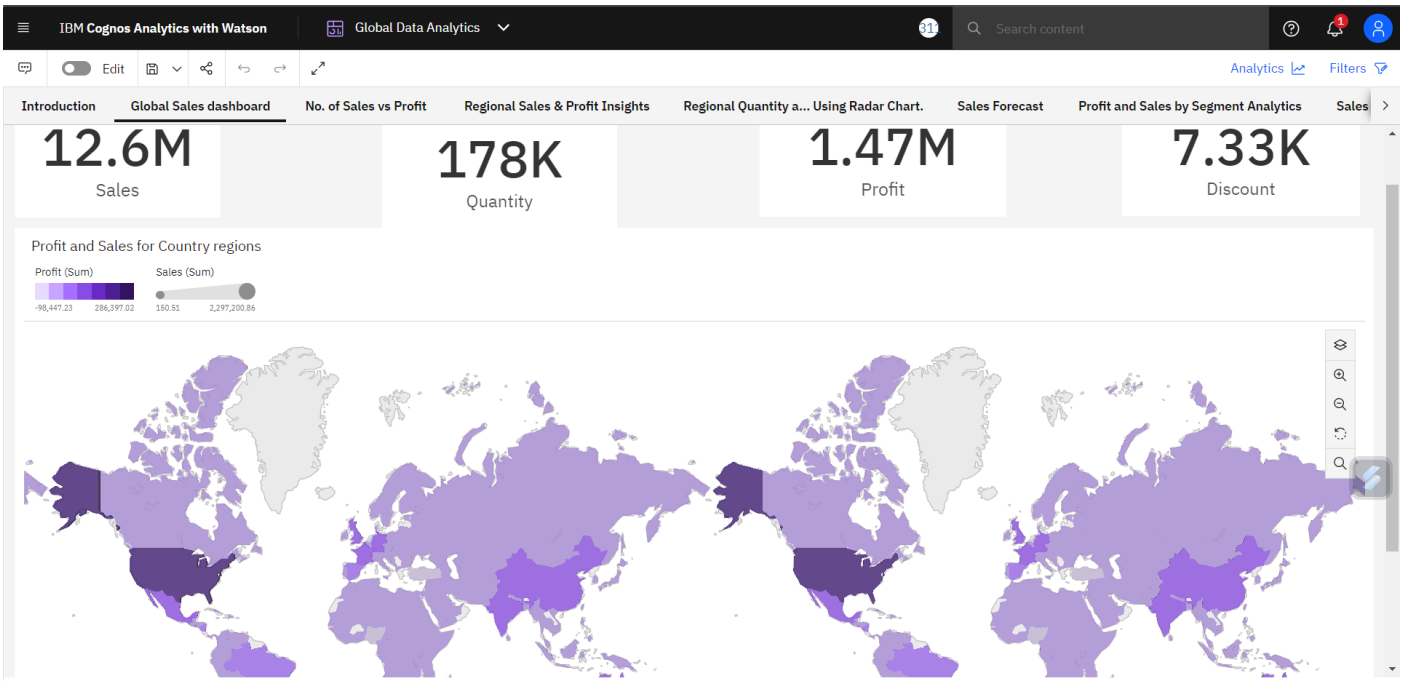
Outsource Shipping	3	0	0	3
Exception Reporting	9	0	0	9
Final Report Output	5	0	0	4
Version Control	2	0	0	2

9.RESULTS:

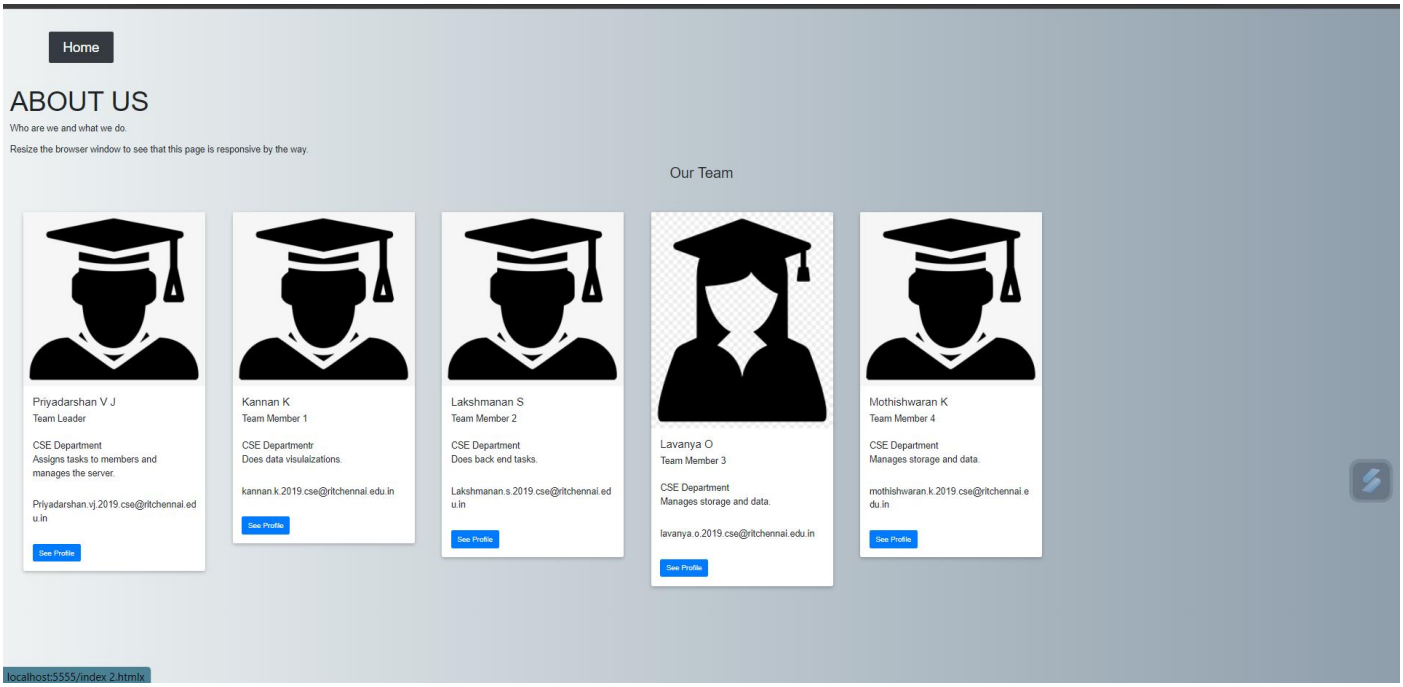
9.1 PERFORMANCE MATRICS:




IBM Cognos Analytics with Watson
Global Data Analytics
Search content
Maintenance: Cognos Analytics will undergo Maintenance: Nov 19 10:00 UTC to bring you the latest updates to Cognos Analytics
Dismiss
More info
Edit
Analytics
Filters
Introduction
Global Sales dashboard
No. of Sales vs Profit
Regional Sales & Profit Insights
Regional Quantity a... Using Radar Chart.
Sales Forecast
Profit and Sales by Segment Analytics
Sales
Global Sales Data Analytics
Team ID: PNT2022TMID26404


IBM Cognos Analytics with Watson
Global Data Analytics
Search content
Edit
Analytics
Filters
Introduction
Global Sales dashboard
No. of Sales vs Profit
Regional Sales & Profit Insights
Regional Quantity a... Using Radar Chart.
Sales Forecast
Profit and Sales by Segment Analytics
Sales
12.6M
Sales
178K
Quantity
1.47M
Profit
7.33K
Discount
Profit and Sales for Country regions
Profit (Sum)
-98,447.23
286,397.02
Sales (Sum)
150.61
2,297,200.86


IBM Cognos Analytics with Watson
Global Data Analytics
Search content
Edit
Analytics
Filters
Regional Sales & Profit Insights
Regional Quantity a... Using Radar Chart.
Sales Forecast
Profit and Sales by Segment Analytics
Sales by Order Priority
Region
Africa
Canada
Caribbean
Central
Central Asia
EMEA
East
North
North Asia
Oceania
South
Southeast Asia
West
Sales (Sum)
Profit (Sum)
No visualization selected
Select a visualization with analytics support to manage the analytics settings


Home
ABOUT US
Who are we and what we do.
Resize the browser window to see that this page is responsive by the way.
Our Team
Priyadarshan V J
Team Leader
CSE Department
Assigns tasks to members and manages the server.
Priyadarshan.vj.2019.cse@ritchennai.edu.in
See Profile
Kannan K
Team Member 1
CSE Departmentr
Does data visulaizations.
kannan.k.2019.cse@ritchennai.edu.in
See Profile
Lakshmanan S
Team Member 2
CSE Department
Does back end tasks.
Lakshmanan.s.2019.cse@ritchennai.edu.in
See Profile
Lavanya O
Team Member 3
CSE Department
Manages storage and data.
lavanya.o.2019.cse@ritchennai.edu.in
See Profile
Mothishwaran K
Team Member 4
CSE Department
Manages storage and data.
mothishwaran.k.2019.cse@ritchennai.edu.in
See Profile
localhost:5555/index 2.html

10.CONCLUSION:

With the right data, sales success is far more achievable and, importantly, measurable. You just need to know how to analyse this data.

How to analyse sales data

- Identify the key sales metrics you need, such as win rate and average deal size
- Use a tool (Spreadsheet) to track this data as leads travel through your pipeline
- Record this data in visual dashboards
- Review the data regularly against historical averages to monitor growth and problem areas

Sales data is enormously powerful and it's something you come by just by tracking your activities effectively. Knowing how to fully utilize it will revolutionize your sales process, leading to better lead generation, client engagement and retention and, ultimately, more sales.

When coupled with the sales activities we've explored, you'll have a cycle that provides you with refined data, revealing how you can save time.

11.FUTURE SCOPE:

The dashboard creation, visualization have taken lots of procedures and steps. The aim of the future work is to analyse the target attribute by reducing the number of procedures and steps. To improve the accuracy of the analysis algorithm selection procedure need to be optimized. As a future work, the results of the analysis can be improved, using the large number of Sales dataset.

12.APPENDIX:

GITHUB: Global Sales Data Analytics (github.com)

PROJECT DEMO: https://clipchamp.com/watch/qc3lVihzIeo