

## **IDEATION**

Analytics is the interpretation of data pattern that assist decision-making and performance improvement. Data analytics in Global Sales helps in analysing some important visualization, creating a dashboard and by going through these we will get most of the insights of Sales in World. IBM Cognos Analytics integrates reporting, modelling, analysis, exploration, dashboards, stories and event management. Using these we can understand our organization's data, and make effective decisions. A dashboard helps to monitor events and activities at a glance by providing key insights and analysis about our data on one or more pages or screens. In this project Estimate the Sales using data analytics, we visualize and analyse and gain most of the insights by creating a dashboard and System design defines the architecture, data flow, use case, class, sequence and activity diagrams of the project development.

### IBM Cognos Analytics:

IBM Cognos Analytics is a set of business intelligence tools available on cloud or on- premise. The primary focus is in the area of Descriptive Analytics, to help users to see the information in the data through dashboards, professional reporting and self-service data exploration. In this work, we used the IBM cognos data analytics for analzing the Sales.

Important features of IBM Cognos:

- Get Connected
- Prepare your data
- Build visualizations
- Identify Patterns
- Generate Personalized Reports
- Gain Insights
- Stay Connected