## PROBLEM-SOLUTION FIT:

Direct-to-customer business and E-commerce organization owners willing to improve their sales globally.	The datasets need to be collected in an organised form.  Decisions has to be made by themselves with all the coclusion produced.	The dashboard is prepared to display the results of the charts and other analysis. The mannual is also created to help them use the dashboard.
Analysing the data and identifying the trends for improving their sales.	The urge to improve sales globally and earn profit in the maximum level.	Data sets of the sales is collected and the analysis made using IBM cognos. Then the trends and patterns are identified.