GLOBAL SALES DATA ANALYTICS

REPORT

Submitted By

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In partial fulfillment for the completion of of the requirements for the degree of

BACHELOR OF TECHNOLOGY

IN

INFORMATION TECHNOLOGY

SRI KRISHNA COLLEGE OF ENGINEERING AND TECHNOLOGY-COIMBATORE-18

(AGovt. Aided, AutonomousInstitution,AffiliatedtoAnnaUniversity)

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ACKNOWLEDGEMENT

We would like to express our special thanks of gratitude to our **Faculty Mentor** and **Industry Mentor** for their support and guidance in completing our project on the Smart Fashion Recommender Application

We would like to extend our gratitude to the **IBM** for **Nalaiya Thiran** project for providing us with all the facility that was required.

It was a great learning experience.We would like to take this opportunity to express our gratitude.

DATE:

19/11/2022

TEAM MEMBERS:

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1 INTRODUCTION

1.1 Project Overview

Shopping online is currently the need of the hour. Because of this COVID, it's not easy to walk in a store randomly and buy anything you want. So, this project is done to try to understand a few things like, Customer Analysis and Product Analysis of this Global Super Store.

If you want to achieve your sales goals month after month, then guesswork and intuition aren't your best friends. You need to perform a strategic sales analysis and get cold, hard data.

1.2 Purpose

By the end of this Project, you will:
• Know fundamental concepts and can work on IBM Cognos

Analytics.
- Gain a broad understanding of plotting different visualizations to provide a suitable solution.
- Able to create meaningful Visualizations and Dashboard(s).

Regular sales data analysis provides an understanding of the products that your customers are buying and helps you dissect why they are behaving in a certain way. You can also find patterns in your lead conversions and drop offs. All of these aspects enable you to optimize you.

2 LITERATURE SURVEY

EXISTING PROBLEM

Crafting a good sales pitch from sales data analysis can be difficult. Getting the right data, hitting the right client pain points, crystallizing why your services are better than the competitors, all takes hard work. Honing your sales pitch to an art takes time, and even with a perfect picture, new clients take time to acquire. One of the best ways we've found to build a good sales pitch is to use data you already have. In the digital world, there is no shortage of data, which translates into no shortage of potential competitive insights and advantages. With databases, data warehouses, corporate intranets, best practice sharing, web analytics, voice of the customer information, and QA or Six Sigma data, you are well-poised for discovering good information.

References

1. Data analysis and visualization of sales data 2016

2. Walmart's Sales Data Analysis - A Big Data Analytics Perspective - Dec2017

3. Research on Refined Sales Management, Data Analysis and Forecasting under Big

Problem Definition Statement

The overall purchase power of the consumer and also sales capacity of company. Unavailability of products equally between the consumers. There is no proper distribution of products among the customer The customers are not getting the products they prefer. By hearing out to the consumers and collecting their user preference data. Data analytics and data visualization is used for this.

3 IDEATION & PROPOSED SOLUTION

Empathy Map
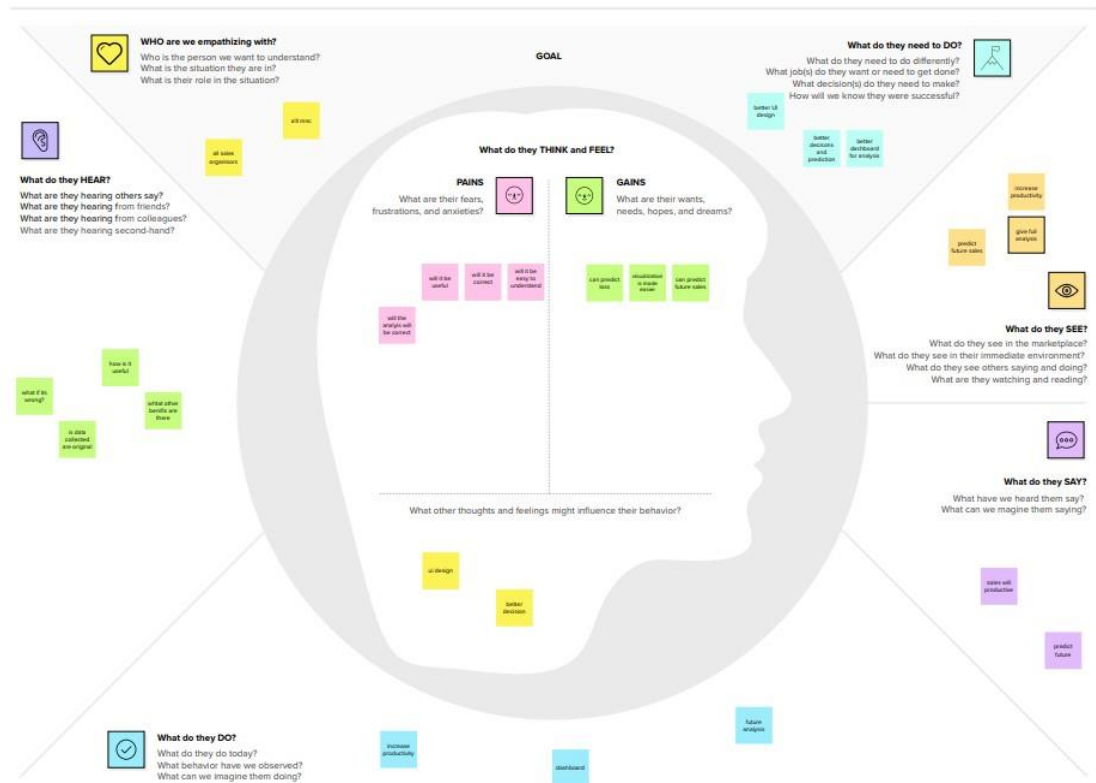
Ideation & Brainstorming

Proposed Solution

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	The user needs a way to track and maintain overall sales data so that he can make more profit. The user needs a strategy to market the products so that it reaches all people through media. The user finds the key performance indicators so that he can boost the annual sales and reduces customer churn.
2.	Idea / Solution description	A good sales dashboard is the solution. We can monitor the sales by its geographic location and track order purchases. We can monitor the monthly sales and stocks retained on each product. Create and approve sales orders, track order purchases, improve sales tracking and optimization of goods delivery.
3.	Novelty / Uniqueness	Provides Real-Time Data, Can Help the Team Set Goals, Gives a Clear Overview of Sales Activity, Allows for the Identification sales of growth opportunities and Identifies opportunities for improvement.
4.	Social Impact / Customer Satisfaction	Ensures sustainability in global market. Creates meaningful change in business approach. Trying to attract customers of all range.
5.	Business Model (Revenue Model)	A Sales dashboard enables direct insight into your revenue driving force, allowing yo u to plan, implement and improve with data-based decisions.
6.	Scalability of the Solution	The great thing about Sales Analytics is that it gives you answers, and you need to ask the right questions. With accurate insight into current customers, a higher retention rate, as well as increasing revenue, can be achieved. Having real-time insight into increasing and decreasing customers will allow your Sales Team to focus on the right clients at the right time and efforts are driven towards suitable clients. A Sales Dashboard helps you visualize your Sales data, which is helpful for efficient decision-making and analysis performance.

Problem Solution fit

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

Direct-to-customer business and E-commerce organization owners willing to improve their sales globally.

6. CUSTOMER CONSTRAINTS `CC`

The datasets need to be collected in an organised form.

Decisions has to be made by themselves with all the coclusion produced.

5. AVAILABLE SOLUTIONS `AS`

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.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

Analysing the data and identifying the trends for improving their sales.

9. PROBLEM ROOT CAUSE `RC`

The urge to improve sales globally and earn profit in the maximum level.

7. BEHAVIOUR `BE`

Data sets of the sales is collected and the analysis made using IBM cognos. Then the trends and patterns are identified.

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS `TR`

The urge to make appropriate decisions and the fear of not knowing the future of the business.

4. EMOTIONS: BEFORE / AFTER `EM`

Before: Anxiety, Fatigue and depression
After: Clear Mind and Peacefullness

10. YOUR SOLUTION `SL`

Creating an interactive, simple and powerful dashboard to interact with the customer in the form of various subscription model.

8. CHANNELS of BEHAVIOUR `CH`

Online: The subscription based services are made to analyse and develop insights

Identify strong TR & EM

4 REQUIREMENT ANALYSIS

Functional requirement

Following are the functional requirements of the proposed solution

| FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	User Registration	Registration through Form Registration through Gmail Registration through LinkedIn
FR-2	User Confirmation	Confirmation via Email Confirmation via OTP
FR-3	Collects Data	Providing CSV file Authentic Datasets
FR-4	Cleans the given Data	Prepares data for EDA purpose
FR-5	Visualisation of Data	Identifying trends in given data Accurate visualisation of provided numbers
FR-6	Create Dashboard	Analysation of the dataset's Key performance indicator
FR-7	Reporting	The reporting function helps users have complete control over their business. The real-time reporting collects current information and displays the data on an intuitive user interface.

Non-Functional requirements

Following are the Non functional requirements of the proposed solution

| NFR No.	Non-Functional Requirement	Description
NFR-1	Usability	It should be easier to understand the insights for the customers.
NFR-2	Security	The data is protected from unauthorized access.
NFR-3	Reliability	App could be run offline while server maintenance takes place. Server traffic would not be an issue.
NFR-4	Performance	Requires minimum system requirements, hence could be accessible in many devices with faster loading time.
NFR-5	Availability	Server is online 24/7 hence users could use the app at any time. App will work offline as well/
NFR-6	Scalability	Dashboards/Templates are very much Scalable, the user can modify the metrics whenever they want.

5 PROJECT DESIGN

Data Flow Diagrams

SIMPLE Data flow diagram:
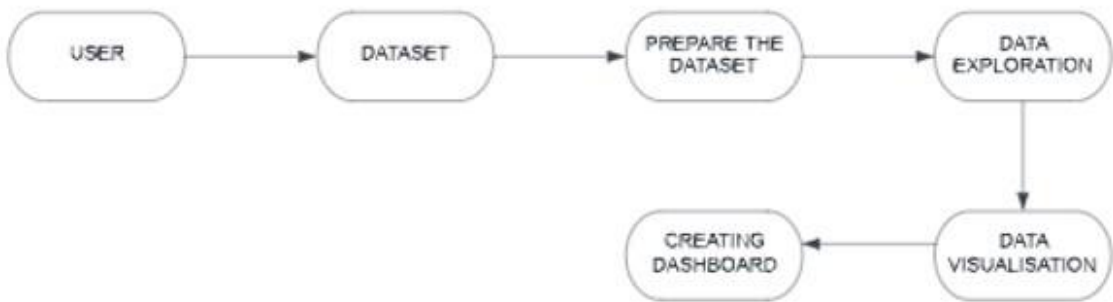
Solution & Technical Architecture
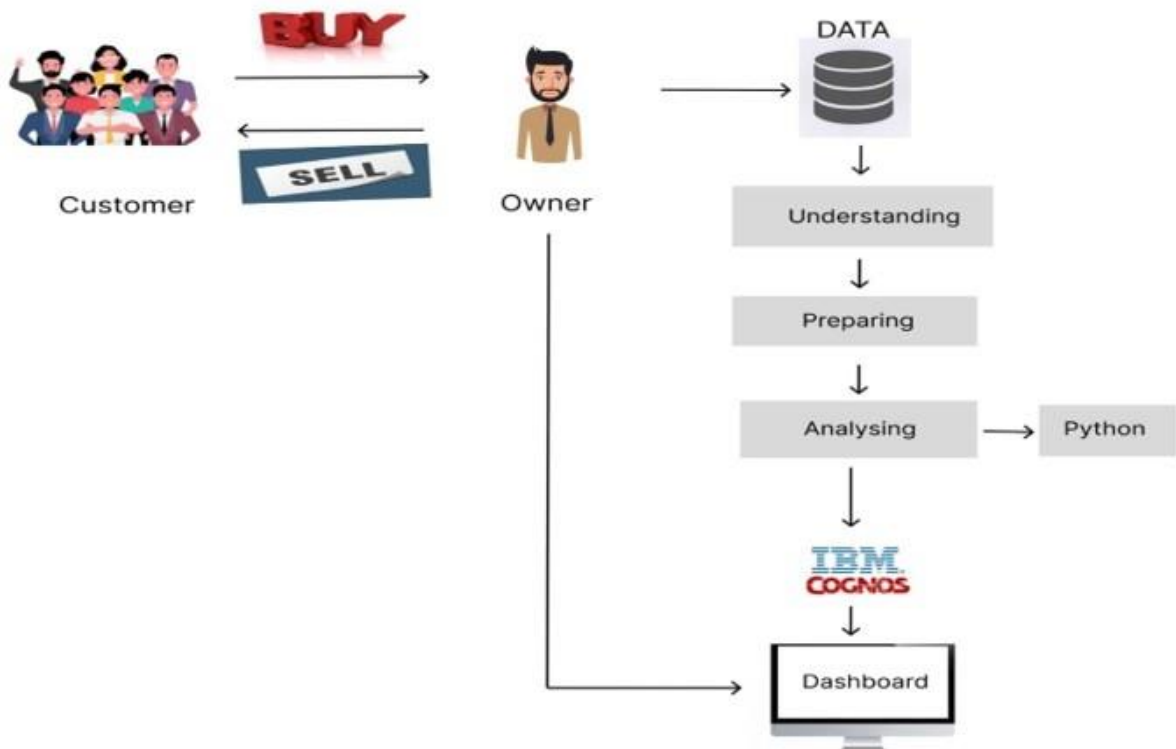
User Stories

Customer (Web user)	Registration	USN-1	As a user, I can register for the application by entering my email, password, and confirming my password.	I can access my account / dashboard	High	Sprint-1
		USN-2	As a user, I will receive confirmation email once I have registered for the application	I can receive confirmation email & click confirm	High	Sprint-1
	Login	USN-3	As a user, I can log into the application by entering email & password		High	Sprint-1
	Dashboard	USN-4	As a user, I can enter data to conduct to conduct business analysis to make business decisions		High	Sprint-1
Customer Care Executive			As a Customer Care Executive, I can answer users' queries		High	Sprint-1
Administrator			As admin, can make changes to the interface according to the needs		High	Sprint-1

6 Project Planning & Scheduling

Sprint Planning & Estimation

Sprint							
Sprint-1	Collecting Sample Dataset	UNS-3	As a user, I should share the data source for the dashboard	3		High	Sowmiya A
Sprint-1	Preprocessing and cleaning the dataset	USN – 4	As a data Analyst I should preprocess and clean the dataset if required	3		High	RamyaShree R
Sprint -2	Create Dashboard	USN – 5	As a data Analyst I need to perform data visualization and create a dashboard using BI tool	3		High	SonaPreetha V R
Sprint -2	Access Dashboard	USN -6	As a user, I can access my Sales Data Analytics Dashboard	3		High	SonaPreetha V R
Sprint -3	Web Development	USN – 7	As a programmer I should create website for the user	3		High	Sowmiya A
Sprint –3	Access the Website	USN – 8	As a user, I can register, login to Access my Sales Data Analytics Dashboard	3		High	RamyaShree R
Sprint –4	Embed Dashboard into Website	USN - 9	As a programmer, I want to embed the dashboard to the website so the user can access the dashboard easily through website	1		High	Sneha O
Sprint - 4	Publish Website	USN - 10	As a programmer, I should publish the dashboard so that the user can access the website from any device through internet	3		High	Sowmiya A

Sprint Delivery Schedule

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	4	6 Days	24 Oct 2022	29 Oct 2022	20	29 Oct 2022
Sprint-2	2	6 Days	30 Oct 2022	06 Nov 2022	20	06 Nov2022
Sprint-3	2	6 Days	07 Nov 2022	12 Nov 2022	20	12 Nov2022

| Sprint-4 | 2 | 6 Days | 13 Nov 2022 | 19 Nov 2022 | 20 | 19 Nov2022 |

Project Tracker, Velocity & Burndown Chart: (4 Marks)

7 CODING & SOLUTION

visualisation

Build the following visualizations

1. Global Superstore Data

Upload.

2. Global Superstore Data Prep.

3. Date Calculations and Navigation path.

4. Segment wise Sales, Profit and Qty.

5. Use Pie to showcase Sales by Order Priority and Sales by Market.

6. Use a Tree Map to present Sales by Sub-Category

7. Using a Bar chart present Sales by Region by the Sales Order.

8. Present Regional Sales using Map Country points -- Showcase Top 10

countries.

9. Present Sales (Bar), Profit (line) by Sub-Category using Line and Column

Chart.

10. Sales vs Profit Scatter Plot with Sub-Category points and Region in Colour.

11. Sales and Profit Forecast by Month Country as Region and Region as Filter.

12. Sales vs Profit forecast by Month by Order Priority.

13. Show the Min, Max, and Avg Sales by Sub-Category using the Box plot.

14. By setting a 10% extra Target for Sales Present Segment-wise Sales use

Bullet   Chart.

15. Present Sales using Hierarchy Bubbles by Market / Region.

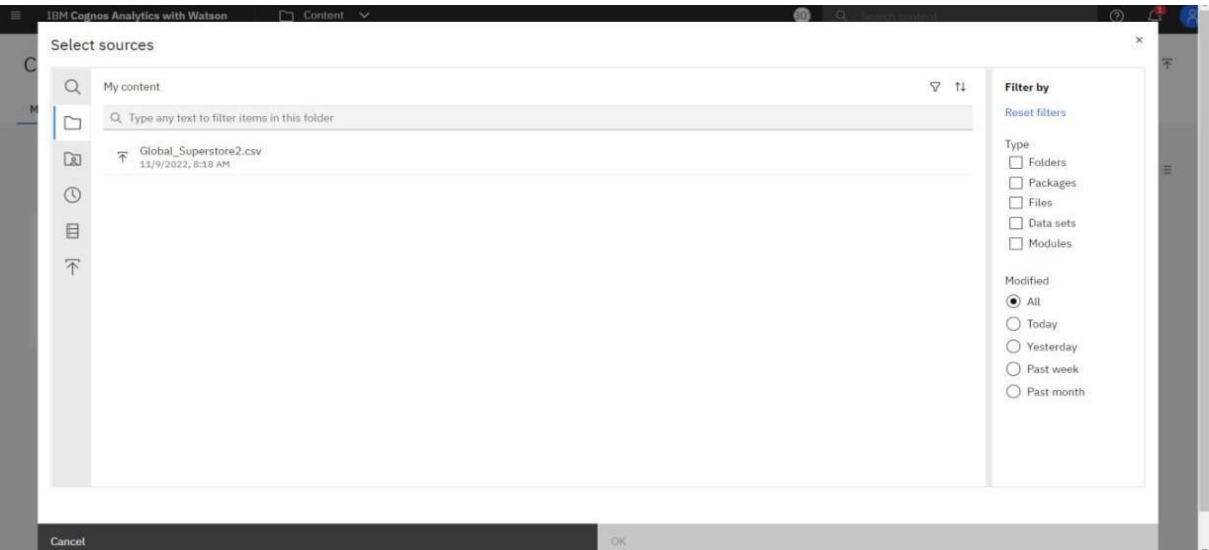16. Using a Legacy Map Present Sales vs Profit by Country / Region.

17. Showcase Quantity Sold by Radar Chart across various Regions.

18. Present Monthly Sales by Sub-Category using Waterfall chart.
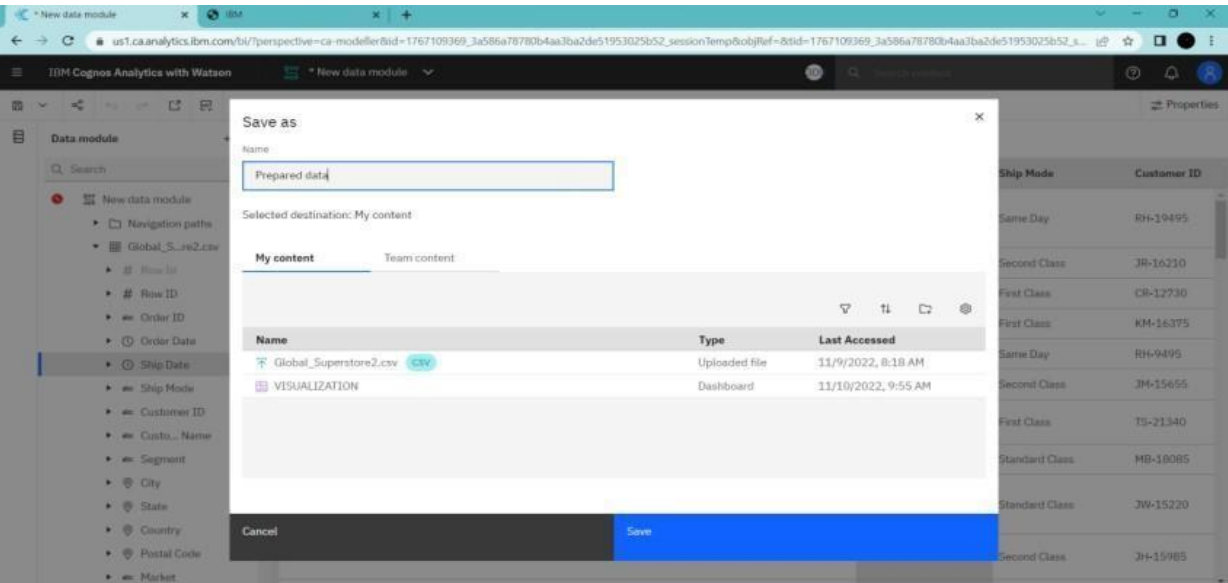
19. Present Sales Vs Profit of Countries by Word Cloud.

20. Sales dashboard with Summary Cards.
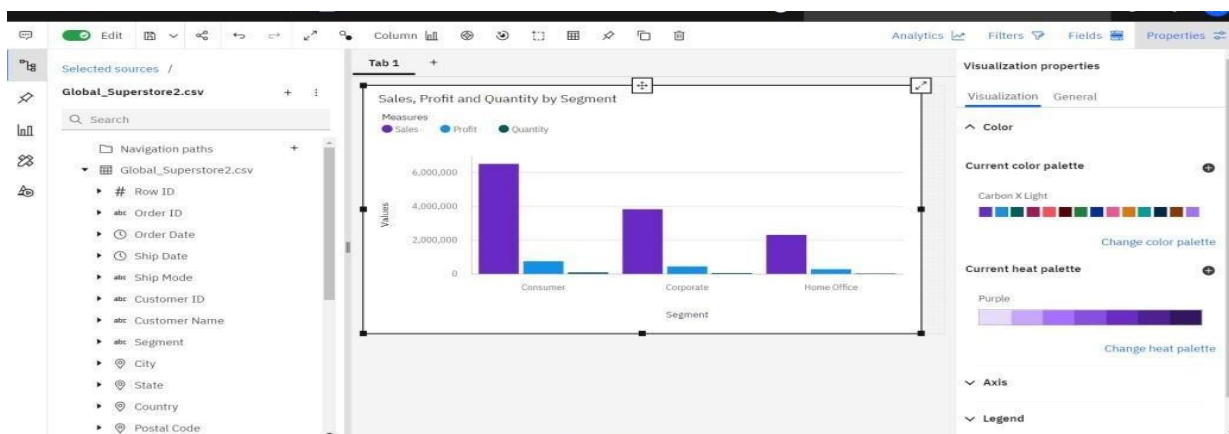
Global Superstore Data Upload

Global Superstore Data Prep

Date Calculations and Navigation path

Segment wise Sales, Profit and Qty

Use Pie to showcase Sales by Order Priority and Sales by Market

Using a Bar chart present Sales by Region by the Sales Order
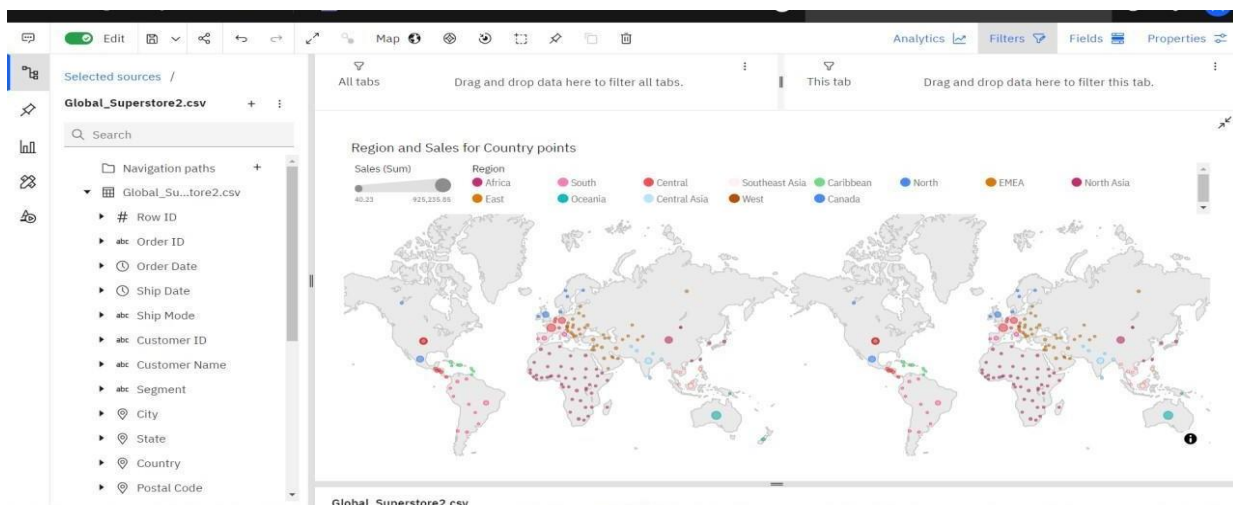
Regional Sales using Map Country points
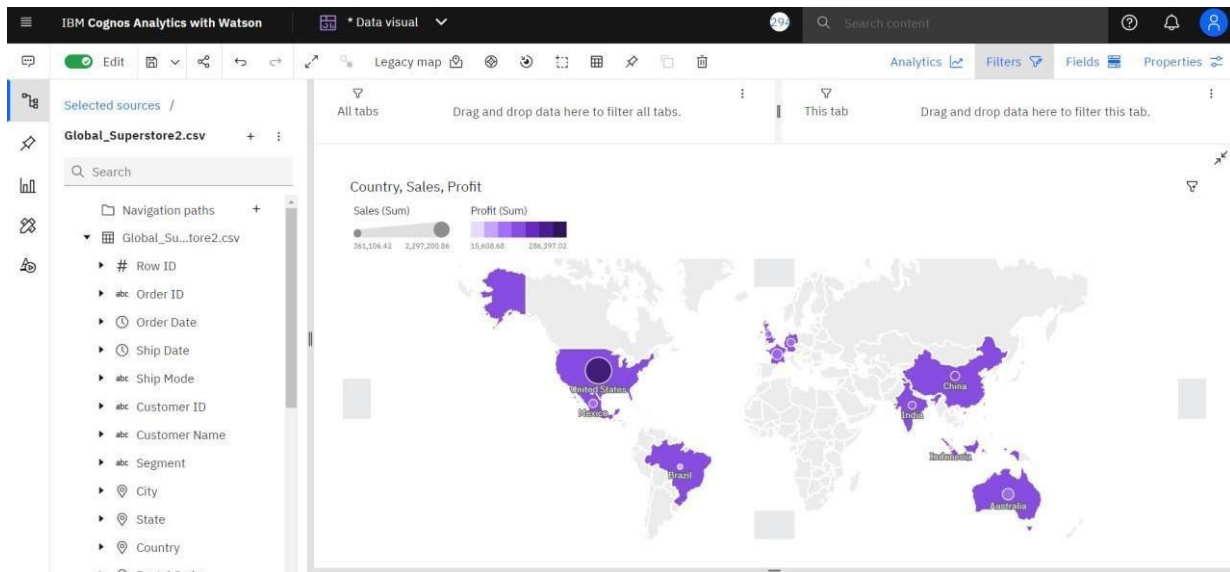
Sales (Bar), Profit (line) by Sub-Category
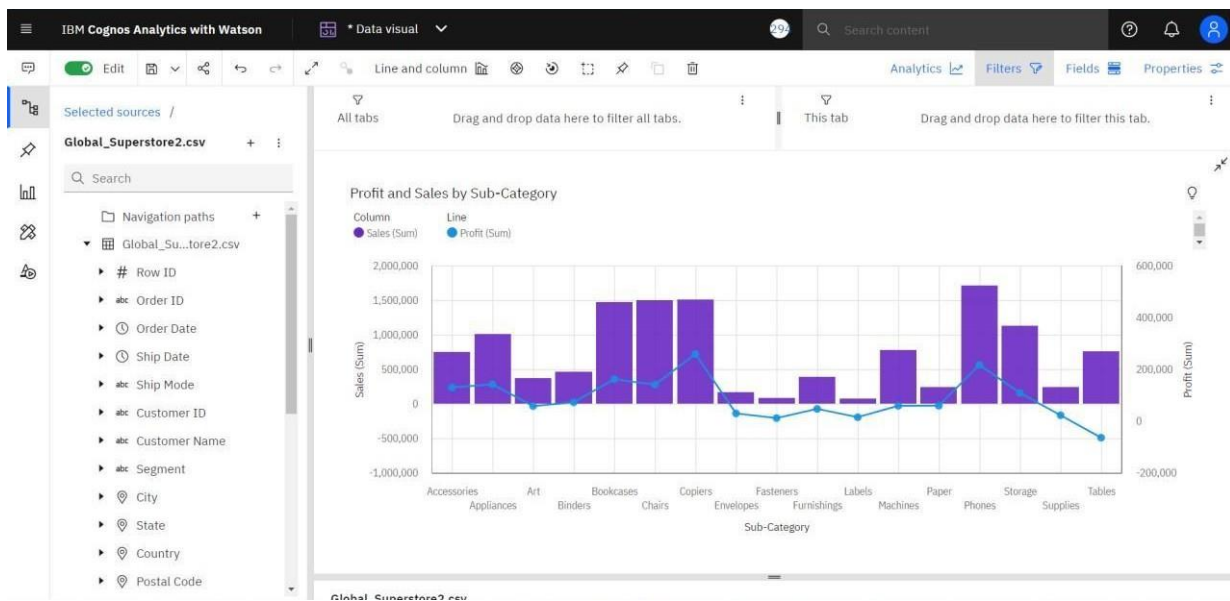
Sales vs Profit Scatter Plot with Sub-Category points
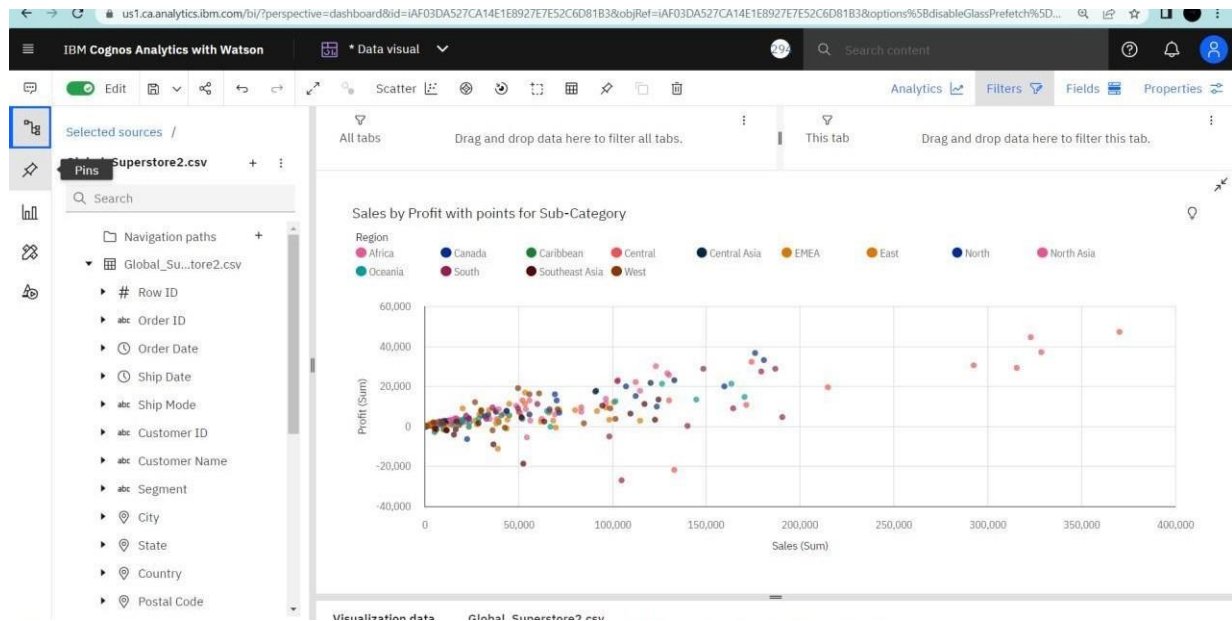
Sales vs Profit forecast by Month by Order Date

Target For Sales Present Segement Wise Sales Using Bullet Chart

Radar Chart across various Regions.

Show the Min, Max, and Avg Sales by Sub-Category using the Box plot
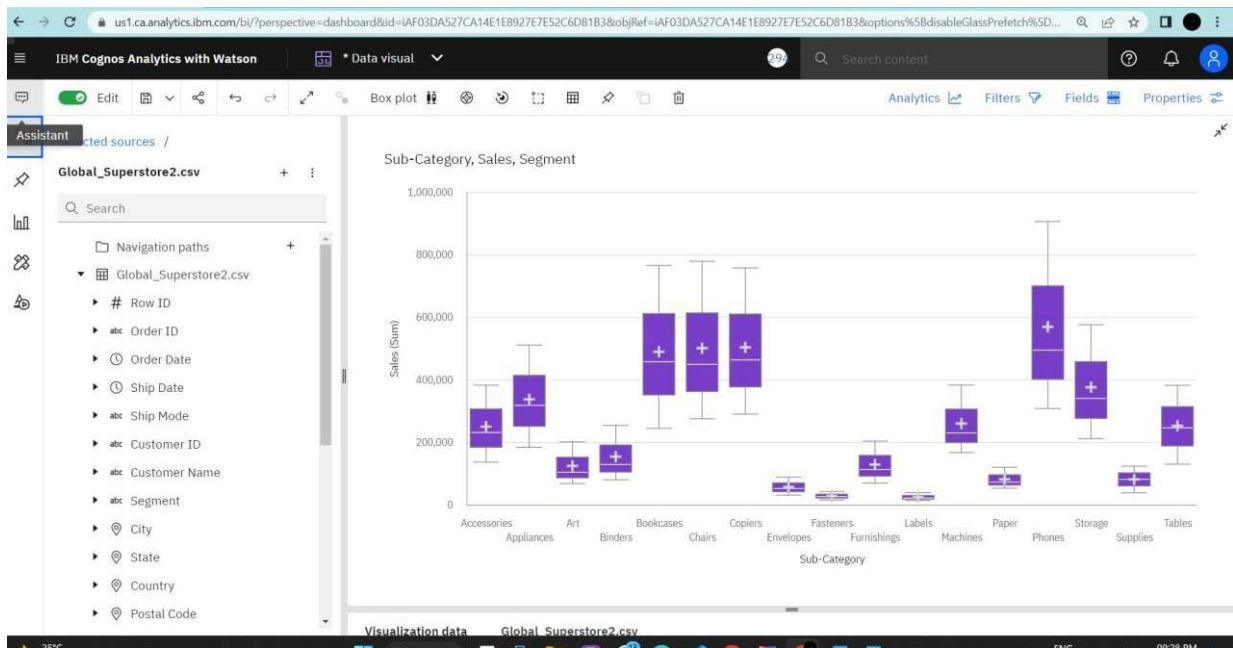
Sales by Sub-Category
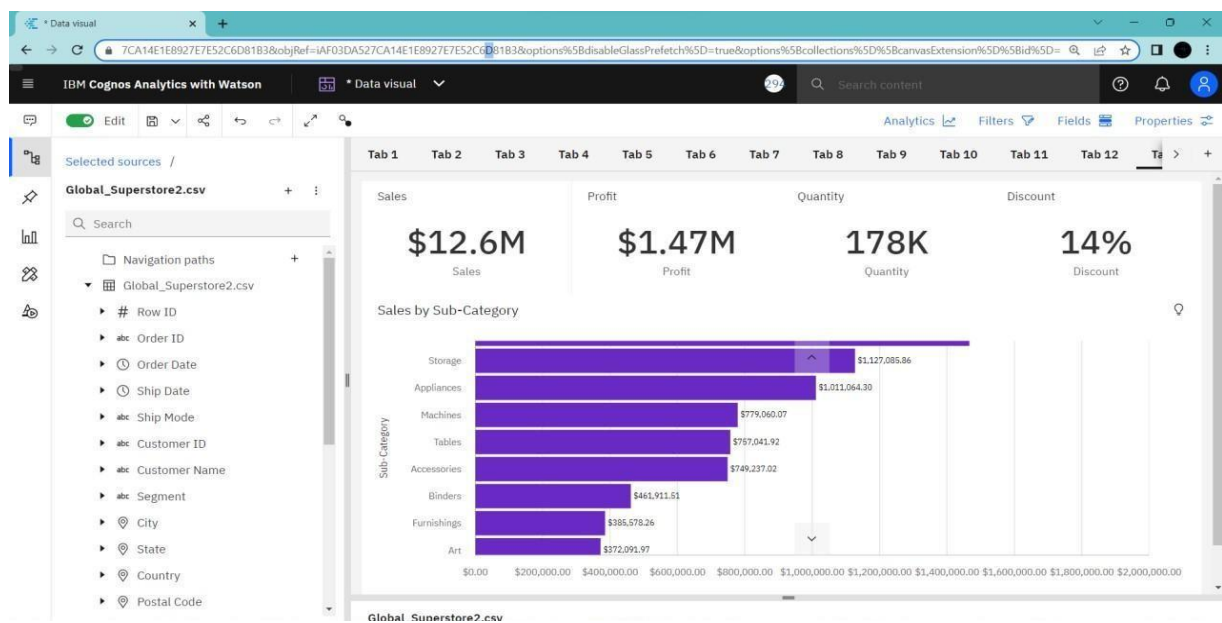
CODE:

index.html

```html
<!DOCTYPE html>
<html lang="en">

<head>
  <meta charset="utf-8">
  <meta content="width=device-width, initial-scale=1.0" name="viewport">

  <title>Global Sales Data Analysis</title>
  <meta content="" name="description">
  <meta content="" name="keywords">

  <!-- Favicons -->
  <link href="assets/img/favicon.png" rel="icon">
  <link href="assets/img/apple-touch-icon.png" rel="apple-touch-icon">

  <!-- Google Fonts -->
  <link
href="https://fonts.googleapis.com/css?family=Open+Sans:300,300i,400,400i,600,600i,700,70
0i|Jost:300,300i,400,400i,500,500i,600,600i,700,700i|Poppins:300,300i,400,400i,500,500i,60
0,600i,700,700i" rel="stylesheet">

  <!-- Vendor CSS Files -->
  <link href="assets/vendor/aos/aos.css" rel="stylesheet">
  <link href="assets/vendor/bootstrap/css/bootstrap.min.css" rel="stylesheet">
  <link href="assets/vendor/bootstrap-icons/bootstrap-icons.css" rel="stylesheet">
  <link href="assets/vendor/boxicons/css/boxicons.min.css" rel="stylesheet">
  <link href="assets/vendor/glightbox/css/glightbox.min.css" rel="stylesheet">
  <link href="assets/vendor/remixicon/remixicon.css" rel="stylesheet">
  <link href="assets/vendor/swiper/swiper-bundle.min.css" rel="stylesheet">

  <!-- Template Main CSS File -->
  <link href="assets/css/style.css" rel="stylesheet">

  <!-- =======================================================
  * Template Name: Arsha - v4.9.1
  * Template URL: https://bootstrapmade.com/arsha-free-bootstrap-html-template-corporate/
  * Author: BootstrapMade.com
  * License: https://bootstrapmade.com/license/
  ======================================================== -->
```
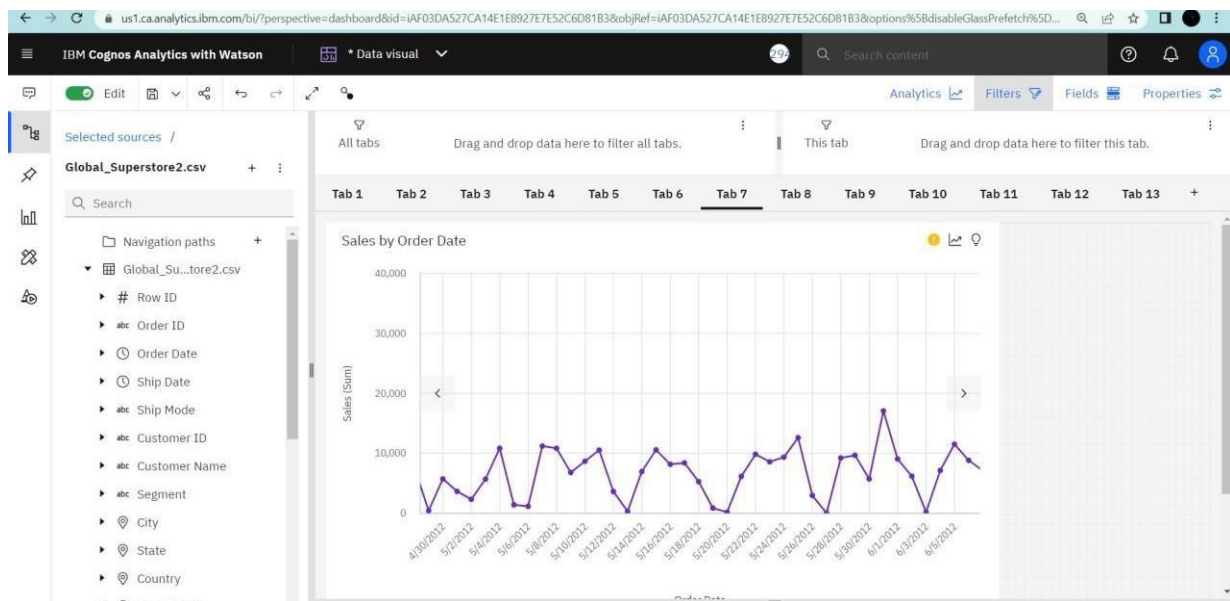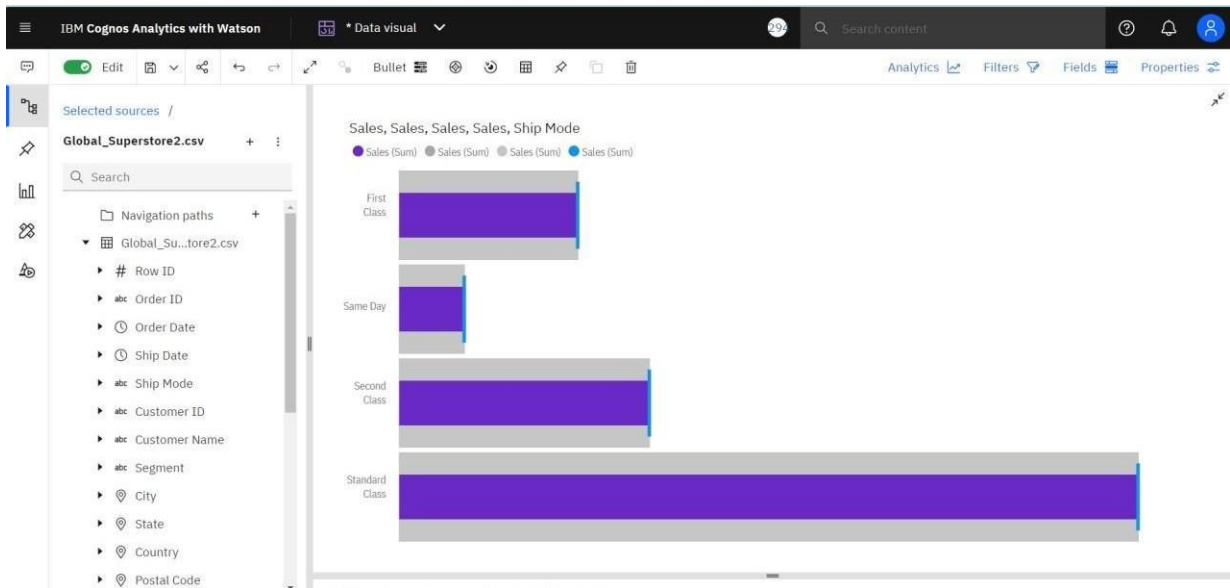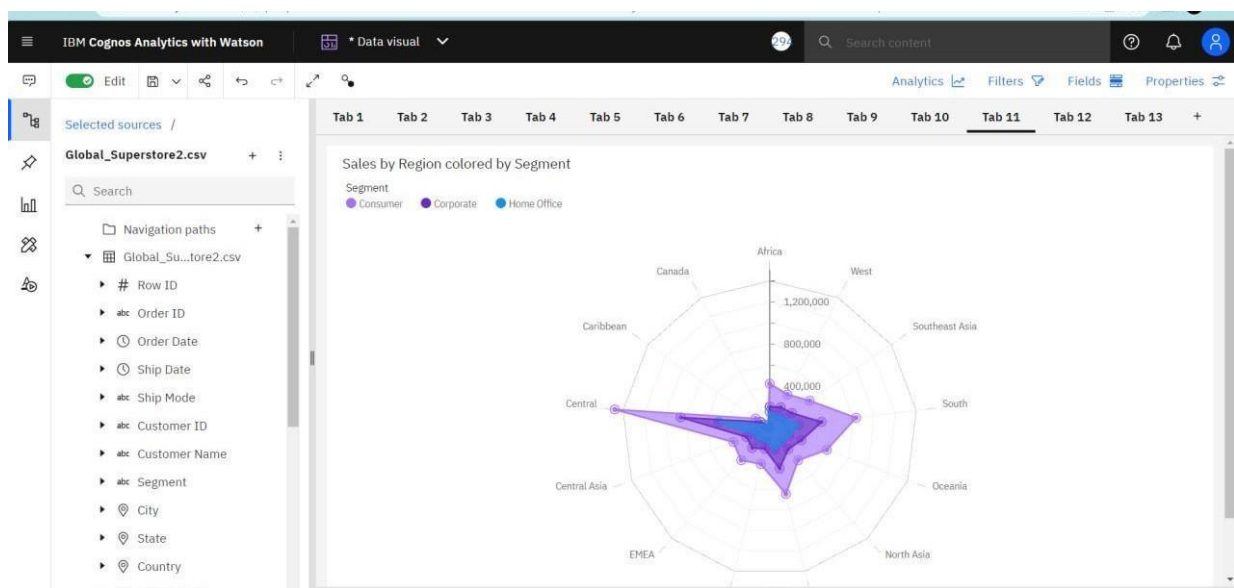
```html
</head>

<body>

  <!-- ======= Header ======= -->
  <header id="header" class="fixed-top ">
    <div class="container d-flex align-items-center">


      <!-- Uncomment below if you prefer to use an image logo -->
      <!-- <a href="index.html" class="logo me-auto"><img src="assets/img/logo.png" alt=""
class="img-fluid"></a>-->

      <nav id="navbar" class="navbar">
        <ul>
          <li><a class="nav-link scrollto active" href="#hero">Home</a></li>
          <li><a class="nav-link scrollto" href="#about">About</a></li>
          <li><a class="nav-link scrollto" href="#why-us">Services</a></li>
          <li><a class="nav-link scrollto" href="#portfolio">Dahboard</a></li>


          <li><a class="nav-link scrollto" href="#contact">Contact</a></li>

        </ul>
        <i class="bi bi-list mobile-nav-toggle"></i>
      </nav><!-- .navbar -->

    </div>
  </header><!-- End Header -->

  <!-- ======= Hero Section ======= -->
  <section id="hero" class="d-flex align-items-center">

    <div class="container">
      <div class="row">
        <div class="col-lg-6 d-flex flex-column justify-content-center pt-4 pt-lg-0 order-2
order-lg-1" data-aos="fade-up" data-aos-delay="200">
          <h1>IBM BUSINESS SOLUTUIONS</h1>
          <h2> Customer Analysis and Product Analysis of your Store.</h2>
          <div class="d-flex justify-content-center justify-content-lg-start">
            <a href="#about" class="btn-get-started scrollto">GO</a>
            <!-- <a href="https://www.youtube.com/watch?v=jDDaplaOz7Q" class="glightbox
btn-watch-video"><i class="bi bi-play-circle"></i><span>Watch Video</span></a> -->
          </div>
        </div>
```

```html
      <div class="col-lg-6 order-1 order-lg-2 hero-img" data-aos="zoom-in"
data-aos-delay="200">
        <img src="hero-img legal.png" class="img-fluid animated" alt="">
      </div>
    </div>
  </div>

 </section><!-- End Hero -->

 <main id="main">

  <!-- ======= About Us Section ======= -->
  <section id="about" class="about">
   <div class="container" data-aos="fade-up">

    <div class="section-title">
     <h2>About Us</h2>
    </div>

    <div class="row content">
     <div >
      <p>
       IBM business solutions offer Customer Analysis and Product Analysis for your
businessin sales .Also we offer one of a kind business solutions to our customers in order too
boost their sales and profits. You can expect the following from our services :
      </p>
      <ul>
       <li><i class="ri-check-double-line"></i> Interactive visualizations</li>
       <li><i class="ri-check-double-line"></i> dashboard</li>
       <li><i class="ri-check-double-line"></i> Integration capabilities</li>
      </ul>
     </div>

    </div>

   </div>
  </section><!-- End About Us Section -->

  <!-- ======= Why Us Section/Services ======= -->
  <section id="why-us" class="why-us section-bg">
   <div class="container-fluid" data-aos="fade-up">

    <div class="row">
```

```html
    <div class="col-lg-7 d-flex flex-column justify-content-center align-items-stretch  order-2
order-lg-1">

      <div class="content">
       <strong><h3>Services Offered </strong></h3>
       <p>
        Get to know about the services we provide
       </p>
      </div>

      <div class="accordion-list">
       <ul>
        <li>
         <a data-bs-toggle="collapse" class="collapse"
data-bs-target="#accordion-list-1"><span>1</span> Customers Analysis <i class="bx
bx-chevron-down icon-show"></i><i class="bx bx-chevron-up icon-close"></i></a>
            <div id="accordion-list-1" class="collapse show" data-bs-parent=".accordion-list">
             <p>
               can show-Profile the customers based on their frequency of purchase - calculate
frequency of purchase for each customer
Do the high frequent customers are contributing more revenue
Are they also profitable - what is the profit margin across the buckets
Which customer segment is most profitable in each year.
How the customers are distributed across the countries- -
             </p>
            </div>
          </li>

          <li>
           <a data-bs-toggle="collapse" data-bs-target="#accordion-list-2"
class="collapsed"><span>2</span>Product Analysis <i class="bx bx-chevron-down
icon-show"></i><i class="bx bx-chevron-up icon-close"></i></a>
            <div id="accordion-list-2" class="collapse" data-bs-parent=".accordion-list">
             <p>
               It shows products give more profit and which doesnt.
             </p>
            </div>
          </li>

          <li>
```

```html
            <a data-bs-toggle="collapse" data-bs-target="#accordion-list-4"
class="collapsed"><span>3</span> sales trend and prediction <i class="bx bx-chevron-down
icon-show"></i><i class="bx bx-chevron-up icon-close"></i></a>
            <div id="accordion-list-4" class="collapse" data-bs-parent=".accordion-list">
             <p>
              Sales target evaluates current sales and compares them to your bigger, long-term
goals
             </p>
            </div>
          </li>



          <li>
            <a data-bs-toggle="collapse" data-bs-target="#accordion-list-6"
class="collapsed"><span>4</span> Sales per region <i class="bx bx-chevron-down
icon-show"></i><i class="bx bx-chevron-up icon-close"></i></a>
            <div id="accordion-list-6" class="collapse" data-bs-parent=".accordion-list">
             <p>
              Sales per region tells where u sales are higher and where it is not.
             </p>
            </div>
          </li>






        </ul>
       </div>

      </div>



    </div>
   </section><!-- End Why Us/Services Section -->



   <!-- ======= Portfolio Section ======= -->
   <section id="portfolio" class="portfolio">
    <div class="container" data-aos="fade-up">
```

```html
    <div class="section-title">
     <h2>Dashboard</h2>
     <p>Below is a dashboard we created. Through this dashboard we can able to make
impactful business decisions.</p>
    </div>


<iframe
src="https://us3.ca.analytics.ibm.com/bi/?perspective=dashboard&amp;pathRef=.public_fold
ers%2Fexploration%2FD1&amp;closeWindowOnLastView=true&amp;ui_appbar=false&amp;ui
_navbar=false&amp;shareMode=embedded&amp;action=view&amp;mode=dashboard&amp;
subView=model0000018484871534_00000000" width="1200" height="1200"
frameborder="0" gesture="media" allow="encrypted-media" allowfullscreen=""></iframe>
<!-- ======= Team Section ======= -->
   <section id="team" class="team section-bg">
    <div class="container" data-aos="fade-up">

     <div class="section-title">
      <h2>Team</h2>
      <p>Meet the team behind this</p>

     </div>

     <div class="row">

      <div class="col-lg-6">
       <div class="member d-flex align-items-start" data-aos="zoom-in"
data-aos-delay="100">

        <div class="member-info">
         <h2>Sneha O</h2>
         <span>Team Leader</span>


        </div>
       </div>
      </div>

      <div class="col-lg-6 mt-4 mt-lg-0">
       <div class="member d-flex align-items-start" data-aos="zoom-in"
data-aos-delay="200">

        <div class="member-info">
```

```html
          <h2>Sowmiya A</h2>
          <span>Team Member 1</span>


        </div>
       </div>
      </div>


      <div class="col-lg-6 mt-4">
        <div class="member d-flex align-items-start" data-aos="zoom-in"
data-aos-delay="300">


          <div class="member-info">
           <h2>Ramyashree</h2>
           <span>Team Member 2</span>



          </div>
        </div>
      </div>


      <div class="col-lg-6 mt-4">
        <div class="member d-flex align-items-start" data-aos="zoom-in"
data-aos-delay="400">


          <div class="member-info">
            <h2>Sona Preetha</h2>
            <span>Team Member 3</span>


          </div>
        </div>
      </div>


    </div>

  </div>
  </section><!-- End Team Section -->

  <!-- ======= Contact Section ======= -->
  <section id="contact" class="contact">
   <div class="container" data-aos="fade-up">

    <div class="section-title">
     <h2>Contact US</h2>
     <p>If you have any queries, you can reach out to us .</p>
```

```html
        </div>

        <div class="row">

          <div >
            <div class="info">
              <div class="address">
                <i class="bi bi-geo-alt"></i>
                <h4>Location:</h4>
                <p> SRI KRISHNA COLLEGE OF ENGINEERING AND TECHNOLOGY,COIMBATORE</p>
              </div>

              <div class="email">
                <i class="bi bi-envelope"></i>
                <h4>Email:</h4>
                <p>snehaprakash1116@gmail.com</p>
              </div>

              <div class="phone">
                <i class="bi bi-phone"></i>
                <h4>Call:</h4>
                <p>999999999</p>
              </div>

              <iframe
src="https://www.google.com/maps/embed?pb=!1m14!1m8!1m3!1d12097.433213460943!2
d-74.0062269!3d40.7101282!3m2!1i1024!2i768!4f13.1!3m3!1m2!1s0x0%3A0xb89d1fe6bc49
9443!2sDowntown+Conference+Center!5e0!3m2!1smk!2sbg!4v1539943755621"
frameborder="0" style="border:0; width: 100%; height: 290px;" allowfullscreen></iframe>
            </div>

          </div>

          <div >
<br>
<br>
<br>

          <h2 >Contact Form</h2>
<br>
<br>
          <p>If you have any queries, you can reach out to us by filling out the form. We will get
back to you.</p>
```

```html
      <form action="forms/contact.php" method="post" role="form"
class="php-email-form">
        <div class="row">
          <div class="form-group col-md-6">
            <label for="name">Your Name</label>
            <input type="text" name="name" class="form-control" id="name" required>
          </div>
          <div class="form-group col-md-6">
            <label for="name">Your Email</label>
            <input type="email" class="form-control" name="email" id="email" required>
          </div>
        </div>
        <div class="form-group">
          <label for="name">Subject</label>
          <input type="text" class="form-control" name="subject" id="subject" required>
        </div>
        <div class="form-group">
          <label for="name">Message</label>
          <textarea class="form-control" name="message" rows="10" required></textarea>
        </div>
        <div class="my-3">
          <div class="loading">Loading</div>
          <div class="error-message"></div>
          <div class="sent-message">Your message has been sent. Thank you!</div>
        </div>
        <div class="text-center"><button type="submit">Send Message</button></div>
      </form>
    </div>

  </div>

  </div>
</section><!-- End Contact Section -->

</main><!-- End #main -->

<!-- ======= Footer ======= -->
<footer id="footer">


  <div class="footer-top">
    <div class="container">
      <div class="row">
```

```html
      <div class="col-lg-3 col-md-6 footer-links">
        <h4>Useful Links</h4>
        <ul>
          <li><i class="bx bx-chevron-right"></i> <a href="#">Home</a></li>
          <li><i class="bx bx-chevron-right"></i> <a href="#why-us">Our Services</a></li>
          <li><i class="bx bx-chevron-right"></i> <a href="#portfolio">Portfolio</a></li>

        </ul>
      </div>

      <div class="col-lg-3 col-md-6 footer-links">
        <h4>Company</h4>
        <ul>
          <li><i class="bx bx-chevron-right"></i> <a href="#about">About us</a></li>
          <li><i class="bx bx-chevron-right"></i> <a href="#team">Team</a></li>
          <li><i class="bx bx-chevron-right"></i> <a href="#contact">Contact Us</a></li>
        </ul>
      </div>

      <div class="col-lg-3 col-md-6 footer-links">
        <h4>Our Social Networks</h4>
        <div class="social-links mt-3">
          <a href="#" class="twitter"><i class="bx bxl-twitter"></i></a>
          <a href="#" class="facebook"><i class="bx bxl-facebook"></i></a>
          <a href="#" class="instagram"><i class="bx bxl-instagram"></i></a>
          <a href="#" class="google-plus"><i class="bx bxl-skype"></i></a>
          <a href="#" class="linkedin"><i class="bx bxl-linkedin"></i></a>
        </div>
      </div>

    </div>
   </div>
  </div>


  </div>
 </footer><!-- End Footer -->

 <div id="preloader"></div>
 <a href="#" class="back-to-top d-flex align-items-center justify-content-center"><i class="bi
bi-arrow-up-short"></i></a>
```

```html
<!-- Vendor JS Files -->
<script src="assets/vendor/aos/aos.js"></script>
<script src="assets/vendor/bootstrap/js/bootstrap.bundle.min.js"></script>
<script src="assets/vendor/glightbox/js/glightbox.min.js"></script>
<script src="assets/vendor/isotope-layout/isotope.pkgd.min.js"></script>
<script src="assets/vendor/swiper/swiper-bundle.min.js"></script>
<script src="assets/vendor/waypoints/noframework.waypoints.js"></script>
<script src="assets/vendor/php-email-form/validate.js"></script>

<!-- Template Main JS File -->
<script src="assets/js/main.js"></script>

</body>

</html>
```

style.css::
```css
/**
* Template Name: Arsha - v4.9.1
* Template URL: https://bootstrapmade.com/arsha-free-bootstrap-html-template-corporate/
* Author: BootstrapMade.com
* License: https://bootstrapmade.com/license/
*/

/*--------------------------------------------------------------
# General
--------------------------------------------------------------*/
body {
  font-family: "Open Sans", sans-serif;
  color: #0f0f0f;
}

a {
  color: #ed582b;
  text-decoration: none;
}

a:hover {
  color: #ed582b;
  text-decoration: none;
}
```

```css
h1,
h2,
h3,
h4,
h5,
h6 {
  font-family: "Jost", sans-serif;
}

/*-----------------------------------------------------------
# Preloader
-----------------------------------------------------------*/
#preloader {
  position: fixed;
  top: 0;
  left: 0;
  right: 0;
  bottom: 0;
  z-index: 9999;
  overflow: hidden;
  background: #0f0f0f;
}

#preloader:before {
  content: "";
  position: fixed;
  top: calc(50% - 30px);
  left: calc(50% - 30px);
  border: 6px solid #e34c32;
  border-top-color: #fff;
  border-bottom-color: #fff;
  border-radius:  50%;
  width: 60px;
  height: 60px;
  -webkit-animation: animate-preloader 1s linear infinite;
  animation: animate-preloader 1s linear infinite;
}

@-webkit-keyframes animate-preloader {
  0% {
    transform: rotate(0deg);
  }

  100% {
```

```css
    transform: rotate(360deg);
  }
}

@keyframes animate-preloader {
  0% {
    transform: rotate(0deg);
  }

  100% {
    transform: rotate(360deg);
  }
}

/*--------------------------------------------------------------
# Back to top button
--------------------------------------------------------------*/
.back-to-top {
  position: fixed;
  visibility: hidden;
  opacity: 0;
  right: 15px;
  bottom: 15px;
  z-index: 996;
  background: #ed582b;
  width: 40px;
  height: 40px;
  border-radius: 50px;
  transition: all 0.4s;
}

.back-to-top i {
  font-size: 24px;
  color: #fff;
  line-height: 0;
}

.back-to-top:hover {
  background: #6bc1e9;
  color: #fff;
}

.back-to-top.active {
  visibility: visible;
```

```css
  opacity: 1;
}


/*--------------------------------------------------------------
# Header
--------------------------------------------------------------*/
#header {
  transition: all 0.5s;
  z-index: 997;
  padding: 15px 0;
}

#header.header-scrolled,
#header.header-inner-pages {
background: #e34c32
}

#header .logo {
  font-size: 30px;
  margin: 0;
  padding: 0;
  line-height: 1;
  font-weight: 500;
  letter-spacing: 2px;
  text-transform: uppercase;
}

#header .logo a {
  color: #fff;
}

#header .logo img {
  max-height: 40px;
}

/*--------------------------------------------------------------
# Navigation Menu
--------------------------------------------------------------*/
/**
* Desktop Navigation
*/
.navbar {
  padding: 0;
}
```

```css
.navbar ul {
  margin: 0;
  padding: 0;
  display: flex;
  list-style: none;
  align-items: center;
}

.navbar li {
  position: relative;
}

.navbar a,
.navbar a:focus {
  display: flex;
  align-items: center;
  justify-content: space-between;
  padding: 10px 0 10px 30px;
  font-size: 15px;
  font-weight: 500;
  color: #fff;
  white-space: nowrap;
  transition: 0.3s;
}

.navbar a i,
.navbar a:focus i {
  font-size: 12px;
  line-height: 0;
  margin-left: 5px;
}

.navbar a:hover,
.navbar .active,
.navbar .active:focus,
.navbar li:hover>a {
  color: #ed211a;
}

.navbar .getstarted,
.navbar .getstarted:focus {
  padding: 8px 20px;
  margin-left: 30px;
```

```css
  border-radius: 50px;
  color: #fff;
  font-size: 14px;
  border: 2px solid #ed582b;
  font-weight: 600;
}

.navbar .getstarted:hover,
.navbar .getstarted:focus:hover {
  color: #fff;
  background: #31a9e1;
}

.navbar .dropdown ul {
  display: block;
  position: absolute;
  left: 14px;
  top: calc(100% + 30px);
  margin: 0;
  padding: 10px 0;
  z-index: 99;
  opacity: 0;
  visibility: hidden;
  background: #fff;
  box-shadow: 0px 0px 30px rgba(127, 137, 161, 0.25);
  transition: 0.3s;
  border-radius: 4px;
}

.navbar .dropdown ul li {
  min-width: 200px;
}

.navbar .dropdown ul a {
  padding: 10px 20px;
  font-size: 14px;
  text-transform: none;
  font-weight: 500;
  color: #0c3c53;
}

.navbar .dropdown ul a i {
  font-size: 12px;
}
```

```css
.navbar .dropdown ul a:hover,
.navbar .dropdown ul .active:hover,
.navbar .dropdown ul li:hover>a {
  color: #ed211a;
}

.navbar .dropdown:hover>ul {
  opacity: 1;
  top: 100%;
  visibility: visible;
}

.navbar .dropdown .dropdown ul {
  top: 0;
  left: calc(100% - 30px);
  visibility: hidden;
}

.navbar .dropdown .dropdown:hover>ul {
  opacity: 1;
  top: 0;
  left: 100%;
  visibility: visible;
}

@media (max-width: 1366px) {
  .navbar .dropdown .dropdown ul {
    left: -90%;
  }

  .navbar .dropdown .dropdown:hover>ul {
    left: -100%;
  }
}

/**
* Mobile Navigation
*/
.mobile-nav-toggle {
  color: #fff;
  font-size: 28px;
  cursor: pointer;
  display: none;
```

```css
  line-height: 0;
  transition: 0.5s;
}

.mobile-nav-toggle.bi-x {
  color: #fff;
}

@media (max-width: 991px) {
  .mobile-nav-toggle {
    display: block;
  }

  .navbar ul {
    display: none;
  }
}

.navbar-mobile {
  position: fixed;
  overflow: hidden;
  top: 0;
  right: 0;
  left: 0;
  bottom: 0;
  background: rgba(40, 58, 90, 0.9);
  transition: 0.3s;
  z-index: 999;
}

.navbar-mobile .mobile-nav-toggle {
  position: absolute;
  top: 15px;
  right: 15px;
}

.navbar-mobile ul {
  display: block;
  position: absolute;
  top: 55px;
  right: 15px;
  bottom: 15px;
  left: 15px;
  padding: 10px 0;
```

```css
  border-radius: 10px;
  background-color: #fff;
  overflow-y: auto;
  transition: 0.3s;
}

.navbar-mobile a,
.navbar-mobile a:focus {
  padding: 10px 20px;
  font-size: 15px;
  color: #e34c32;
}

.navbar-mobile a:hover,
.navbar-mobile .active,
.navbar-mobile li:hover>a {
  color: #ed211a;
}

.navbar-mobile .getstarted,
.navbar-mobile .getstarted:focus {
  margin: 15px;
  color: #e34c32;
}

.navbar-mobile .dropdown ul {
  position: static;
  display: none;
  margin: 10px 20px;
  padding: 10px 0;
  z-index: 99;
  opacity: 1;
  visibility: visible;
  background: #fff;
  box-shadow: 0px 0px 30px rgba(127, 137, 161, 0.25);
}

.navbar-mobile .dropdown ul li {
  min-width: 200px;
}

.navbar-mobile .dropdown ul a {
  padding: 10px 20px;
}
```

```css
.navbar-mobile .dropdown ul a i {
  font-size: 12px;
}

.navbar-mobile .dropdown ul a:hover,
.navbar-mobile .dropdown ul .active:hover,
.navbar-mobile .dropdown ul li:hover>a {
  color: #ed211a;
}

.navbar-mobile .dropdown>.dropdown-active {
  display: block;
}

/*--------------------------------------------------------------
# Hero Section
--------------------------------------------------------------*/
#hero {
   width: 100%;
  height: 80vh;
  background: #000000;

}

#hero h1 {
  margin: 0 0 10px 0;
  font-size: 48px;
  font-weight: 700;
  line-height: 56px;
  color: #fff;
}

#hero h2 {
  color: rgba(255, 255, 255, 0.6);
  margin-bottom: 50px;
  font-size: 24px;
}

#hero .btn-get-started {
  font-family: "Jost", sans-serif;
  font-weight: 500;
  font-size: 16px;
  letter-spacing: 1px;
```

```css
  display: inline-block;
  padding: 10px 28px 11px 28px;
  border-radius: 50px;
  transition: 0.5s;
  margin: 10px 0 0 0;
  color: #fff;
  background: #ed211a;
}

#hero .btn-get-started:hover {
  background: #209dd8;
}

#hero .btn-watch-video {
  font-size: 16px;
  display: flex;
  align-items: center;
  transition: 0.5s;
  margin: 10px 0 0 25px;
  color: #fff;
  line-height: 1;
}

#hero .btn-watch-video i {
  line-height: 0;
  color: #fff;
  font-size: 32px;
  transition: 0.3s;
  margin-right: 8px;
}

#hero .btn-watch-video:hover i {
  color: #ed582b;
}


@media (max-width: 1291px) {
  #hero {
    height: 100vh;
    text-align: center;
  }

  #hero .animated {
    -webkit-animation: none;
```

```css
    animation: none;
  }

  #hero .hero-img {
    text-align: center;
  }

  #hero .hero-img img {
    width: 100%;
  }
}

@media (max-width: 768px) {
  #hero h1 {
    font-size: 28px;
    line-height: 36px;
  }

  #hero h2 {
    font-size: 18px;
    line-height: 24px;
    margin-bottom: 30px;
  }

  #hero .hero-img img {
    width: 90%;
  }
}

@media (max-width: 1075px) {
  #hero .hero-img img {
    width: 80%;
  }

  #hero .btn-get-started {
    font-size: 16px;
    padding: 10px 24px 11px 24px;
  }
}

@-webkit-keyframes up-down {
  0% {
    transform: translateY(10px);
  }
```

```css
  100% {
    transform: translateY(-10px);
  }
}

@keyframes up-down {
  0% {
    transform: translateY(10px);
  }

  100% {
    transform: translateY(-10px);
  }
}

/*--------------------------------------------------------------
# Sections General
--------------------------------------------------------------*/
section  {
  padding: 60px 0;
  overflow: hidden;
}

.section-bg {
  background-color: #f3f5fa;
}

.section-title {
  text-align: center;
  padding-bottom: 30px;
}

.section-title h2 {
  font-size: 32px;
  font-weight: bold;
  text-transform: uppercase;
  margin-bottom: 20px;
  padding-bottom: 20px;
  position: relative;
  color: #ff0000;
}

.section-title h2::before {
```

```css
  content: "";
  position: absolute;
  display: block;
  width: 120px;
  height: 1px;
  background: #ddd;
  bottom: 1px;
  left: calc(50% - 60px);
}

.section-title h2::after {
  content: "";
  position: absolute;
  display: block;
  width: 40px;
  height: 3px;
  background: #ed582b;
  bottom: 0;
  left: calc(50% - 20px);
}

.section-title p {
  margin-bottom: 0;
}

/*-----------------------------------------------------------
# Clients
-------------------------------------------------------------*/
.clients  {
  padding: 12px 0;
  text-align: center;
}

.clients img {
  max-width: 45%;
  transition: all 0.4s ease-in-out;
  display: inline-block;
  padding: 15px 0;
  filter: grayscale(100);
}

.clients img:hover {
  filter: none;
  transform: scale(1.1);
```

```css
}

@media (max-width: 768px) {
  .clients img {
    max-width: 40%;
  }
}


/*--------------------------------------------------------
# About Us
--------------------------------------------------------*/
.about .content h3 {
  font-weight: 600;
  font-size: 26px;
}

.about .content ul {
  list-style: none;
  padding: 0;
}

.about .content ul li {
  padding-left: 28px;
  position: relative;
}

.about .content ul li+li {
  margin-top: 10px;
}

.about .content ul i {
  position:  absolute;
  left: 0;
  top: 2px;
  font-size:  20px;
  color: #ed582b;
  line-height: 1;
}

.about .content p:last-child {
  margin-bottom: 0;
}

.about .content .btn-learn-more {
```

```css
  font-family: "Poppins", sans-serif;
  font-weight: 500;
  font-size: 14px;
  letter-spacing: 1px;
  display: inline-block;
  padding: 12px 32px;
  border-radius: 4px;
  transition: 0.3s;
  line-height: 1;
  color: #ed582b;
  -webkit-animation-delay: 0.8s;
  animation-delay: 0.8s;
  margin-top: 6px;
  border: 2px solid #ed582b;
}

.about .content .btn-learn-more:hover {
  background: #ed582b;
  color: #fff;
  text-decoration: none;
}

/*--------------------------------------------------------
# Why Us
--------------------------------------------------------*/
.why-us .content {
  padding: 60px 100px 0 100px;
}

.why-us .content h3 {
  font-weight: 400;
  font-size: 34px;
  color: #ff0000;
}

.why-us .content h4 {
  font-size: 20px;
  font-weight: 700;
  margin-top: 5px;
}

.why-us .content p {
  font-size: 15px;
  color: #848484;
```

```css
}

.why-us .img {
  background-size: contain;
  background-repeat: no-repeat;
  background-position: center center;
}

.why-us .accordion-list {
  padding: 0 100px 60px 100px;
}

.why-us .accordion-list ul {
  padding: 0;
  list-style: none;
}

.why-us .accordion-list li+li {
  margin-top: 15px;
}

.why-us .accordion-list li {
  padding: 20px;
  background: #fff;
  border-radius: 4px;
}

.why-us .accordion-list a {
  display: block;
  position: relative;
  font-family: "Poppins", sans-serif;
  font-size: 16px;
  line-height: 24px;
  font-weight: 500;
  padding-right: 30px;
  outline: none;
  cursor: pointer;
}

.why-us .accordion-list span {
  color: #ed582b;
  font-weight: 600;
  font-size: 18px;
  padding-right: 10px;
```

```css
}

.why-us .accordion-list i {
  font-size: 24px;
  position: absolute;
  right: 0;
  top: 0;
}

.why-us .accordion-list p {
  margin-bottom: 0;
  padding: 10px 0 0 0;
}

.why-us .accordion-list .icon-show {
  display: none;
}

.why-us .accordion-list a.collapsed {
  color: #343a40;
}

.why-us .accordion-list a.collapsed:hover {
  color: #ed582b;
}

.why-us .accordion-list a.collapsed .icon-show {
  display: inline-block;
}

.why-us .accordion-list a.collapsed .icon-close {
  display: none;
}

@media (max-width: 1024px) {

  .why-us .content,
  .why-us .accordion-list {
    padding-left: 0;
    padding-right: 0;
  }
}

@media (max-width: 992px) {
```

```css
  .why-us .img {
    min-height: 400px;
  }

  .why-us .content {
    padding-top: 30px;
  }

  .why-us .accordion-list {
    padding-bottom: 30px;
  }
}

@media (max-width: 575px) {
  .why-us .img {
    min-height: 200px;
  }
}

/*--------------------------------------------------------------
# Skills
----------------------------------------------------------------*/
.skills .content h3 {
  font-weight: 700;
  font-size: 32px;
  color: #e34c32;
  font-family: "Poppins", sans-serif;
}

.skills .content ul {
  list-style: none;
  padding: 0;
}

.skills .content ul li {
  padding-bottom: 10px;
}

.skills .content ul i {
  font-size: 20px;
  padding-right: 4px;
  color: #ed582b;
}
```

```css
.skills .content p:last-child {
  margin-bottom: 0;
}

.skills .progress {
  height: 60px;
  display: block;
  background: none;
  border-radius: 0;
}

.skills .progress .skill {
  padding: 0;
  margin: 0 0 6px 0;
  text-transform: uppercase;
  display: block;
  font-weight: 600;
  font-family: "Poppins", sans-serif;
  color: #e34c32;
}

.skills .progress .skill .val {
  float: right;
  font-style: normal;
}

.skills .progress-bar-wrap {
  background: #e8edf5;
  height: 10px;
}

.skills .progress-bar {
  width: 1px;
  height: 10px;
  transition: 0.9s;
  background-color: #4668a2;
}

/*--------------------------------------------------------
# Services
--------------------------------------------------------*/
.services .icon-box {
  box-shadow: 0px 0 25px 0 rgba(0, 0, 0, 0.1);
  padding: 50px 30px;
```

```css
  transition: all ease-in-out 0.4s;
  background: #fff;
}

.services .icon-box .icon {
  margin-bottom: 10px;
}

.services .icon-box .icon i {
  color: #ed582b;
  font-size: 36px;
  transition: 0.3s;
}

.services .icon-box h4 {
  font-weight: 500;
  margin-bottom: 15px;
  font-size: 24px;
}

.services .icon-box h4 a {
  color:#e34c32;
  transition: ease-in-out 0.3s;
}

.services .icon-box p {
  line-height: 24px;
  font-size: 14px;
  margin-bottom: 0;
}

.services .icon-box:hover {
  transform: translateY(-10px);
}

.services .icon-box:hover h4 a {
  color: #ed582b;
}

.cta {
  background: linear-gradient(rgba(40, 58, 90, 0.9), rgba(40, 58, 90, 0.9)),
url("../img/cta-bg.jpg") fixed center center;
  background-size: cover;
  padding: 120px 0;
```

```css
  }

  .cta h3 {
    color: #fff;
    font-size: 28px;
    font-weight: 700;
  }

  .cta p {
    color: #fff;
  }

  .cta .cta-btn {
    font-family: "Jost", sans-serif;
    font-weight: 500;
    font-size: 16px;
    letter-spacing: 1px;
    display: inline-block;
    padding: 12px 40px;
    border-radius: 50px;
    transition: 0.5s;
    margin: 10px;
    border: 2px solid #fff;
    color: #fff;
  }

  .cta .cta-btn:hover {
    background: #ed582b;
    border: 2px solid #ed582b;
  }

  @media (max-width: 1024px) {
    .cta {
      background-attachment: scroll;
    }
  }

  @media (min-width: 769px) {
    .cta .cta-btn-container {
      display: flex;
      align-items: center;
      justify-content: flex-end;
    }
  }
```

```css
/*--------------------------------------------------------
# Portfolio
--------------------------------------------------------*/
.portfolio #portfolio-flters {
  list-style: none;
  margin-bottom: 20px;
}

.portfolio #portfolio-flters li {
  cursor: pointer;
  display: inline-block;
  margin: 10px 5px;
  font-size: 15px;
  font-weight: 500;
  line-height: 1;
  color: #444444;
  transition: all 0.3s;
  padding: 8px 20px;
  border-radius: 50px;
  font-family: "Poppins", sans-serif;
}

.portfolio #portfolio-flters li:hover,
.portfolio #portfolio-flters li.filter-active {
  background: #ed582b;
  color: #fff;
}

.portfolio .portfolio-item {
  margin-bottom: 30px;
}

.portfolio .portfolio-item .portfolio-img {
  overflow: hidden;
}

.portfolio .portfolio-item .portfolio-img img {
  transition: all 0.6s;
}

.portfolio .portfolio-item .portfolio-info {
  opacity: 0;
  position: absolute;
```

```css
  left: 15px;
  bottom: 0;
  z-index: 3;
  right: 15px;
  transition: all 0.3s;
  background: rgba(55, 81, 126, 0.8);
  padding: 10px 15px;
}

.portfolio .portfolio-item .portfolio-info h4 {
  font-size: 18px;
  color: #fff;
  font-weight: 600;
  color: #fff;
  margin-bottom: 0px;
}

.portfolio .portfolio-item .portfolio-info p {
  color: #f9fcfe;
  font-size: 14px;
  margin-bottom: 0;
}

.portfolio .portfolio-item .portfolio-info .preview-link,
.portfolio .portfolio-item .portfolio-info .details-link {
  position: absolute;
  right: 40px;
  font-size: 24px;
  top: calc(50% - 18px);
  color: #fff;
  transition: 0.3s;
}

.portfolio .portfolio-item .portfolio-info .preview-link:hover,
.portfolio .portfolio-item .portfolio-info .details-link:hover {
  color: #ed582b;
}

.portfolio .portfolio-item .portfolio-info .details-link {
  right: 10px;
}

.portfolio .portfolio-item:hover .portfolio-img img {
  transform: scale(1.15);
```

```css
}

.portfolio .portfolio-item:hover .portfolio-info {
  opacity: 1;
}

/*--------------------------------------------------------------
# Portfolio Details
--------------------------------------------------------------*/
.portfolio-details {
  padding-top: 40px;
}

.portfolio-details .portfolio-details-slider img {
  width: 100%;
}

.portfolio-details .portfolio-details-slider .swiper-pagination {
  margin-top: 20px;
  position: relative;
}

.portfolio-details .portfolio-details-slider .swiper-pagination .swiper-pagination-bullet {
  width: 12px;
  height: 12px;
  background-color: #fff;
  opacity: 1;
  border: 1px solid #ed582b;
}

.portfolio-details .portfolio-details-slider .swiper-pagination .swiper-pagination-bullet-active {
  background-color: #ed582b;
}

.portfolio-details .portfolio-info {
  padding: 30px;
  box-shadow: 0px 0 30px rgba(55, 81, 126, 0.08);
}

.portfolio-details .portfolio-info h3 {
  font-size: 22px;
  font-weight: 700;
  margin-bottom: 20px;
  padding-bottom: 20px;
```

```css
  border-bottom: 1px solid #eee;
}

.portfolio-details .portfolio-info ul {
  list-style: none;
  padding: 0;
  font-size: 15px;
}

.portfolio-details .portfolio-info ul li+li {
  margin-top: 10px;
}

.portfolio-details .portfolio-description {
  padding-top: 30px;
}

.portfolio-details .portfolio-description h2 {
  font-size: 26px;
  font-weight: 700;
  margin-bottom: 20px;
}

.portfolio-details .portfolio-description p {
  padding: 0;
}

/*--------------------------------------------------------
# Team
--------------------------------------------------------*/
.team .member {
  position: relative;
  box-shadow: 0px 2px 15px rgba(0, 0, 0, 0.1);
  padding: 30px;
  border-radius: 5px;
  background: #fff;
  transition: 0.5s;
}

.team .member .pic {
  overflow: hidden;
  width: 180px;
  border-radius: 50%;
}
```

```css
.team .member .pic img {
  transition: ease-in-out 0.3s;
}

.team .member:hover {
  transform: translateY(-10px);
}

.team .member .member-info {
  padding-left: 30px;
}

.team .member h4 {
  font-weight: 700;
  margin-bottom: 5px;
  font-size: 20px;
  color:#e34c32;
}

.team .member span {
  display: block;
  font-size: 15px;
  padding-bottom: 10px;
  position: relative;
  font-weight: 500;
}

.team .member span::after {
  content: "";
  position: absolute;
  display: block;
  width: 50px;
  height: 1px;
  background: #cbd6e9;
  bottom: 0;
  left: 0;
}

.team .member p {
  margin: 10px 0 0 0;
  font-size: 14px;
}
```

```css
.team .member .social {
  margin-top: 12px;
  display: flex;
  align-items: center;
  justify-content: flex-start;
}

.team .member .social a {
  transition: ease-in-out 0.3s;
  display: flex;
  align-items: center;
  justify-content: center;
  border-radius: 50px;
  width: 32px;
  height: 32px;
  background: #eff2f8;
}

.team .member .social a i {
  color:#e34c32;
  font-size: 16px;
  margin: 0 2px;
}

.team .member .social a:hover {
  background: #ed582b;
}

.team .member .social a:hover i {
  color: #fff;
}

.team .member .social a+a {
  margin-left: 8px;
}

/*-------------------------------------------------------------
# Pricing
-------------------------------------------------------------*/
.pricing .row {
  padding-top: 40px;
}

.pricing .box {
```

```css
  padding: 60px 40px;
  box-shadow: 0 3px 20px -2px rgba(20, 45, 100, 0.1);
  background: #fff;
  height: 100%;
  border-top: 4px solid #fff;
  border-radius: 5px;
}

.pricing h3 {
  font-weight: 500;
  margin-bottom: 15px;
  font-size: 20px;
  color: #e34c32;
}

.pricing h4 {
  font-size: 48px;
  color: #e34c32;
  font-weight: 400;
  font-family: "Jost", sans-serif;
  margin-bottom: 25px;
}

.pricing h4 sup {
  font-size: 28px;
}

.pricing h4 span {
  color: #ed582b;
  font-size: 18px;
  display: block;
}

.pricing ul {
  padding: 20px 0;
  list-style: none;
  color: #999;
  text-align: left;
  line-height: 20px;
}

.pricing ul li {
  padding: 10px 0 10px 30px;
  position: relative;
```

```css
}

.pricing ul i {
  color: #28a745;
  font-size: 24px;
  position: absolute;
  left: 0;
  top: 6px;
}

.pricing ul .na {
  color: #ccc;
}

.pricing ul .na i {
  color: #ccc;
}

.pricing ul .na span {
  text-decoration: line-through;
}

.pricing .buy-btn {
  display: inline-block;
  padding: 12px 35px;
  border-radius: 50px;
  color:#ed582b;
  transition: none;
  font-size: 16px;
  font-weight: 500;
  font-family: "Jost", sans-serif;
  transition: 0.3s;
  border: 1px solid #ed582b;
}

.pricing .buy-btn:hover {
  background:  #ed582b;
  color: #fff;
}

.pricing .featured {
  border-top-color: #ed582b;
}
```

```css
.pricing .featured .buy-btn {
  background: #ed582b;
  color: #fff;
}

.pricing .featured .buy-btn:hover {
  background: #23a3df;
}

@media (max-width: 992px) {
  .pricing .box {
    max-width: 60%;
    margin: 0 auto 30px auto;
  }
}

@media (max-width: 767px) {
  .pricing .box {
    max-width: 80%;
    margin: 0 auto 30px auto;
  }
}

@media (max-width: 420px) {
  .pricing .box {
    max-width: 100%;
    margin: 0 auto 30px auto;
  }
}

/*------------------------------------------------------------
# Frequently Asked Questions
--------------------------------------------------------------*/
.faq .faq-list {
  padding: 0 100px;
}

.faq .faq-list ul {
  padding: 0;
  list-style: none;
}

.faq .faq-list li+li {
  margin-top: 15px;
```

```css
  }

  .faq .faq-list li {
    padding: 20px;
    background: #fff;
    border-radius: 4px;
    position: relative;
  }

  .faq .faq-list a {
    display: block;
    position: relative;
    font-family: "Poppins", sans-serif;
    font-size: 16px;
    line-height: 24px;
    font-weight: 500;
    padding: 0 30px;
    outline: none;
    cursor: pointer;
  }

  .faq .faq-list .icon-help {
    font-size: 24px;
    position: absolute;
    right: 0;
    left: 20px;
    color: #ed582b;
  }

  .faq .faq-list .icon-show,
  .faq .faq-list .icon-close {
    font-size: 24px;
    position: absolute;
    right: 0;
    top: 0;
  }

  .faq .faq-list p {
    margin-bottom: 0;
    padding: 10px 0 0 0;
  }

  .faq .faq-list .icon-show {
    display: none;
```

```css
}

.faq .faq-list a.collapsed {
  color:#e34c32;
  transition: 0.3s;
}

.faq .faq-list a.collapsed:hover {
  color: #ed582b;
}

.faq .faq-list a.collapsed .icon-show {
  display: inline-block;
}

.faq .faq-list a.collapsed .icon-close {
  display: none;
}

@media (max-width: 1200px) {
  .faq .faq-list {
    padding: 0;
  }
}

/*--------------------------------------------------------------
# Contact
--------------------------------------------------------------*/
.contact .info {
  border-top: 3px solid #ed582b;
  border-bottom: 3px solid #ed582b;
  padding: 30px;
  background: #fff;
  width: 100%;
  box-shadow: 0 0 24px 0 rgba(0, 0, 0, 0.1);
}

.contact .info i {
  font-size: 20px;
  color: #ed582b;
  float: left;
  width: 44px;
  height: 44px;
  background: #e7f5fb;
```

```css
  display: flex;
  justify-content: center;
  align-items: center;
  border-radius: 50px;
  transition: all 0.3s ease-in-out;
}

.contact .info h4 {
  padding: 0 0 0 60px;
  font-size: 22px;
  font-weight: 600;
  margin-bottom: 5px;
  color: #e34c32;
}

.contact .info p {
  padding: 0 0 10px 60px;
  margin-bottom: 20px;
  font-size: 14px;
  color: #6182ba;
}

.contact .info .email p {
  padding-top: 5px;
}

.contact .info .social-links {
  padding-left: 60px;
}

.contact .info .social-links a {
  font-size: 18px;
  display: inline-block;
  background: #333;
  color: #fff;
  line-height: 1;
  padding: 8px 0;
  border-radius: 50%;
  text-align: center;
  width:  36px;
  height: 36px;
  transition: 0.3s;
  margin-right: 10px;
}
```

```css
.contact .info .social-links a:hover {
  background:#ed582b;
  color: #fff;
}

.contact .info .email:hover i,
.contact .info .address:hover i,
.contact .info .phone:hover i {
  background:  #ed582b;
  color: #fff;
}

.contact .php-email-form {
  width: 100%;
  border-top: 3px solid #ed582b;
  border-bottom: 3px solid #ed582b;
  padding: 30px;
  background: #fff;
  box-shadow: 0 0 24px 0 rgba(0, 0, 0, 0.12);
}

.contact .php-email-form .form-group {
  padding-bottom: 8px;
}

.contact .php-email-form .validate {
  display: none;
  color: red;
  margin: 0 0 15px 0;
  font-weight: 400;
  font-size: 13px;
}

.contact .php-email-form .error-message {
  display: none;
  color: #fff;
  background: #ed3c0d;
  text-align: left;
  padding: 15px;
  font-weight: 600;
}

.contact .php-email-form .error-message br+br {
```

```css
  margin-top: 25px;
}

.contact .php-email-form .sent-message {
  display: none;
  color: #fff;
  background: #18d26e;
  text-align: center;
  padding: 15px;
  font-weight: 600;
}

.contact .php-email-form .loading {
  display: none;
  background:  #fff;
  text-align: center;
  padding: 15px;
}

.contact .php-email-form .loading:before {
  content: "";
  display: inline-block;
  border-radius:  50%;
  width: 24px;
  height: 24px;
  margin: 0 10px -6px 0;
  border: 3px solid #18d26e;
  border-top-color: #eee;
  -webkit-animation: animate-loading 1s linear infinite;
  animation: animate-loading 1s linear infinite;
}

.contact .php-email-form .form-group {
  margin-bottom: 20px;
}

.contact .php-email-form label {
  padding-bottom: 8px;
}

.contact .php-email-form input,
.contact .php-email-form textarea {
  border-radius: 0;
  box-shadow: none;
```

```css
  font-size: 14px;
  border-radius: 4px;
}

.contact .php-email-form input:focus,
.contact .php-email-form textarea:focus {
  border-color: #ed582b;
}

.contact .php-email-form input {
  height: 44px;
}

.contact .php-email-form textarea {
  padding: 10px 12px;
}

.contact .php-email-form button[type=submit] {
  background:#ed582b;
  border: 0;
  padding: 12px 34px;
  color: #fff;
  transition: 0.4s;
  border-radius: 50px;
}

.contact .php-email-form button[type=submit]:hover {
  background: #209dd8;
}

@-webkit-keyframes animate-loading {
 0% {
   transform: rotate(0deg);
 }

 100% {
   transform: rotate(360deg);
 }
}

@keyframes animate-loading {
 0% {
   transform: rotate(0deg);
 }
```

```css
  100% {
    transform: rotate(360deg);
  }
}

/*---------------------------------------------------------
# Breadcrumbs
---------------------------------------------------------*/
.breadcrumbs {
  padding: 15px 0;
  background: #f3f5fa;
  min-height: 40px;
  margin-top: 72px;
}

@media (max-width: 992px) {
  .breadcrumbs {
    margin-top: 68px;
  }
}

.breadcrumbs h2 {
  font-size: 28px;
  font-weight: 600;
  color: #e34c32;
}

.breadcrumbs ol {
  display: flex;
  flex-wrap: wrap;
  list-style: none;
  padding: 0 0 10px 0;
  margin: 0;
  font-size: 14px;
}

.breadcrumbs ol li+li {
  padding-left: 10px;
}

.breadcrumbs ol li+li::before {
  display: inline-block;
  padding-right: 10px;
```

```css
  color: #4668a2;
  content: "/";
}

/*--------------------------------------------------------
# Footer
--------------------------------------------------------*/
#footer {
  font-size: 14px;
  background: #e34c32;
}

#footer .footer-newsletter {
  padding: 50px 0;
  background: #f3f5fa;
  text-align: center;
  font-size: 15px;
  color: #444444;
}

#footer .footer-newsletter h4 {
  font-size: 24px;
  margin: 0 0 20px 0;
  padding: 0;
  line-height: 1;
  font-weight: 600;
  color: #e34c32;
}

#footer .footer-newsletter form {
  margin-top: 30px;
  background: #fff;
  padding: 6px 10px;
  position: relative;
  border-radius: 50px;
  box-shadow: 0px 2px 15px rgba(0, 0, 0, 0.06);
  text-align: left;
}

#footer .footer-newsletter form input[type=email] {
  border: 0;
  padding: 4px 8px;
  width: calc(100% - 100px);
}
```

```css
#footer .footer-newsletter form input[type=submit] {
  position: absolute;
  top: 0;
  right: 0;
  bottom: 0;
  border: 0;
  background: none;
  font-size: 16px;
  padding: 0 20px;
  background: #ed582b;
  color: #fff;
  transition: 0.3s;
  border-radius: 50px;
  box-shadow: 0px 2px 15px rgba(0, 0, 0, 0.1);
}

#footer .footer-newsletter form input[type=submit]:hover {
  background: #209dd8;
}

#footer .footer-top {
  padding: 60px 0 30px 0;
  background: #fff;
}

#footer .footer-top .footer-contact {
  margin-bottom: 30px;
}

#footer .footer-top .footer-contact h3 {
  font-size: 28px;
  margin: 0 0 10px 0;
  padding: 2px 0 2px 0;
  line-height: 1;
  text-transform: uppercase;
  font-weight: 600;
  color: #e34c32;
}

#footer .footer-top .footer-contact p {
  font-size: 14px;
  line-height: 24px;
  margin-bottom: 0;
```

```css
  font-family: "Jost", sans-serif;
  color: #5e5e5e;
}

#footer .footer-top h4 {
  font-size: 16px;
  font-weight: bold;
  color:#e34c32;
  position: relative;
  padding-bottom: 12px;
}

#footer .footer-top .footer-links {
  margin-bottom: 30px;
}

#footer .footer-top .footer-links ul {
  list-style: none;
  padding: 0;
  margin: 0;
}

#footer .footer-top .footer-links ul i {
  padding-right: 2px;
  color: #ed582b;
  font-size:  18px;
  line-height: 1;
}

#footer .footer-top .footer-links ul li {
  padding: 10px 0;
  display: flex;
  align-items: center;
}

#footer .footer-top .footer-links ul li:first-child {
  padding-top: 0;
}

#footer .footer-top .footer-links ul a {
  color: #777777;
  transition: 0.3s;
  display: inline-block;
  line-height: 1;
```

```css
}

#footer .footer-top .footer-links ul a:hover {
  text-decoration: none;
  color: #ed582b;
}

#footer .footer-top .social-links a {
  font-size: 18px;
  display: inline-block;
  background: #ed582b;
  color: #fff;
  line-height: 1;
  padding: 8px 0;
  margin-right: 4px;
  border-radius: 50%;
  text-align: center;
  width:  36px;
  height: 36px;
  transition: 0.3s;
}

#footer .footer-top .social-links a:hover {
  background: #209dd8;
  color: #fff;
  text-decoration: none;
}

#footer .footer-bottom {
  padding-top: 30px;
  padding-bottom: 30px;
  color: #fff;
}

#footer .copyright {
  float: left;
}

#footer .credits {
  float: right;
  font-size: 13px;
}

#footer .credits a {
```

```css
  transition: 0.3s;
}

@media (max-width: 768px) {
 #footer .footer-bottom {
 padding-top: 20px;
   padding-bottom: 20px;
 }

 #footer .copyright,
 #footer .credits {
 text-align: center;
 float: none;
 }

 #footer .credits {
   padding-top: 4px;
 }
}
```

sales.py

```python
import pandas as pd
import matplotlib.pyplot as plt
import seaborn as sns
from datetime import datetime


df = pd.read_excel('Global_Superstore2.xlsx' ,nrows=1000)
df.head()
```

	Row ID	Order ID	Order Date	Ship Date	Ship Mode	Customer ID	Customer Name	Segment	City	
0	32298	CA-2012-124891	31-07-2012	31-07-2012	Same Day	RH-19495	Rick Hansen	Consumer	New York City	
1	26341	IN-2013-77878	05-02-2013	07-02-2013	Second Class	JR-16210	Justin Ritter	Corporate	Wollongong	N
2	25330	IN-2013-71249	17-10-2013	18-10-2013	First Class	CR-12730	Craig Reiter	Consumer	Brisbane	Qu
3	13524	ES-2013-1579342	28-01-2013	30-01-2013	First Class	KM-16375	Katherine Murray	Home Office	Berlin	
4	47221	SG-2013-4320	05-11-2013	06-11-2013	Same Day	RH-9495	Rick Hansen	Consumer	Dakar	

5 rows × 24 columns
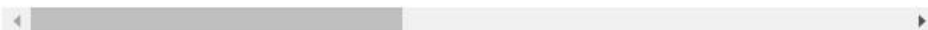
```
df.isnull().sum()
```

```
Row ID            0
Order ID          0
Order Date        0
Ship Date         0
```

```
Ship Mode         0
Customer ID       0
Customer Name     0
Segment           0
City              0
State             0
Country           0
Postal Code     804
Market            0
Region            0
Product ID        0
Category          0
Sub-Category      0
Product Name      0
Sales             0
Quantity          0
Discount          0
Profit            0
Shipping Cost     0
Order Priority    0
dtype: int64
```

```
boughts = df.groupby('Product Name').agg({'Quantity': 'sum'}).sort_values('Quantity',ascen
boughts
```

	Quantity
Product Name	
Motorola Smart Phone, Full Size	90
Apple Smart Phone, Full Size	84
Cisco Smart Phone, Full Size	76
Harbour Creations Executive Leather Armchair, Adjustable	58
Samsung Smart Phone, Cordless	55

Web Page

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Customer Analysis and Product Analysis of this Global Super Store.

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ABOUT US

IBM business solutions offer Customer Analysis and Product Analysis for your businessin sales .Also we offer one of a kind business solutions to our customers in order too boost their sales and profits. You can expect the following from our services :

✔ Interactive visualizations

✔ dashboard

✔ Integration capabilities

← → C ⓘ File | file:///C:/Users/nancy/Documents/ibm/Source%20Code/index.html#

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Services Offered

Get to know about the services we provide

| 1 Customers Analysis | ⌄ |

| 2 Product Analysis | ⌄ |

| 3 sales trend and prediction | ⌄ |

| 4 Sales per region | ⌄ |

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DASHBOARD

Below is a dashboard we created. Through this dashboard we can able to make impactful business decisions.

HOME   SALES TREND   PRODUCT ANALYSIS   CUSTOMER OVERVIEW   LOCATION OVERVIEW   Tab 2   Tab 3   Tab 4   Tab 5

GLOBAL SALES ANALYTICS DASHBOARD

DASHBOARD

Below is a dashboard we created. Through this dashboard we can able to make impactful business decisions.

HOME   SALES TREND   PRODUCT ANALYSIS   CUSTOMER OVERVIEW   LOCATION OVERVIEW   Tab 2   Tab 3   Tab 4   Tab 5

SALES TREND

OVERALL SALES IN RUPEES

12.6M

AVG. DISCOUNT

14%

Discount

Sales trend month wise for last years

year
● 2011 ● 2012 ● 2013 ● 2014

Profit by year

order_year
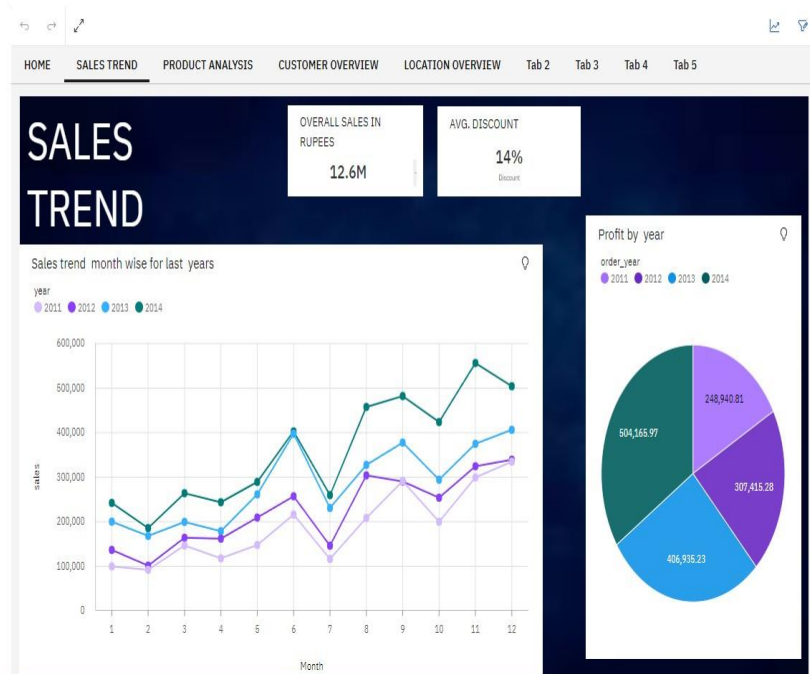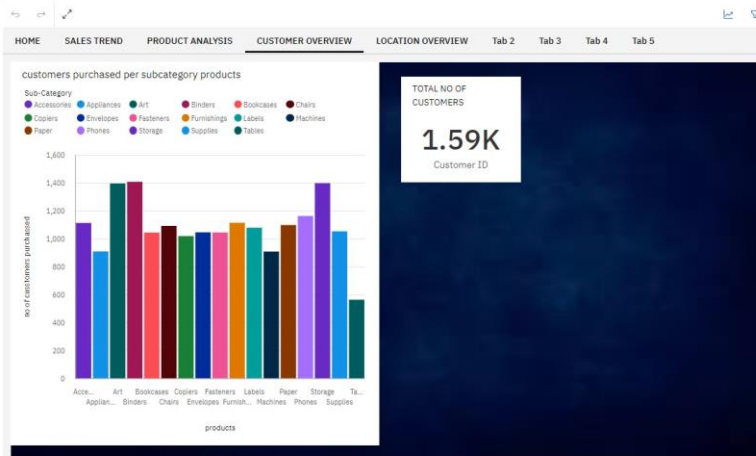● 2011 ● 2012 ● 2013 ● 2014

248,940.81
504,165.97
307,415.28
406,935.23

DASHBOARD

Below is a dashboard we created. Through this dashboard we can able to make impactful business decisions.

HOME   SALES TREND   PRODUCT ANALYSIS   CUSTOMER OVERVIEW   LOCATION OVERVIEW   Tab 2   Tab 3   Tab 4   Tab 5

customers purchased per subcategory products

Sub-Category
● Accessories ● Appliances ● Art ● Binders ● Bookcases ● Chairs
● Copiers ● Envelopes ● Fasteners ● Furnishings ● Labels ● Machines
● Paper ● Phones ● Storage ● Supplies ● Tables
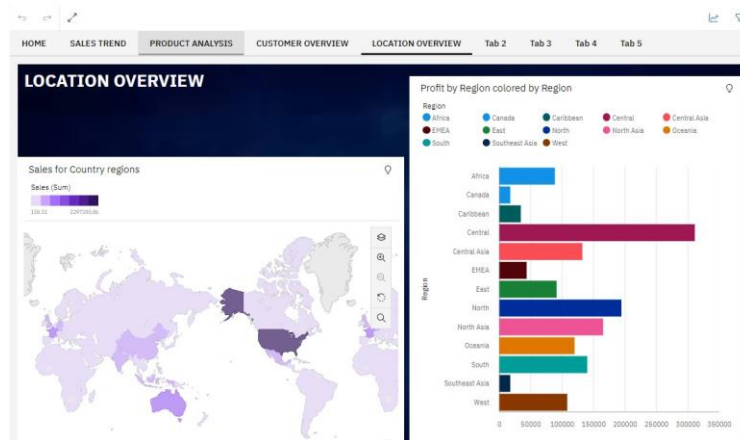

TOTAL NO OF
CUSTOMERS

1.59K

Customer ID

DASHBOARD

Below is a dashboard we created. Through this dashboard we can able to make impactful business decisions.

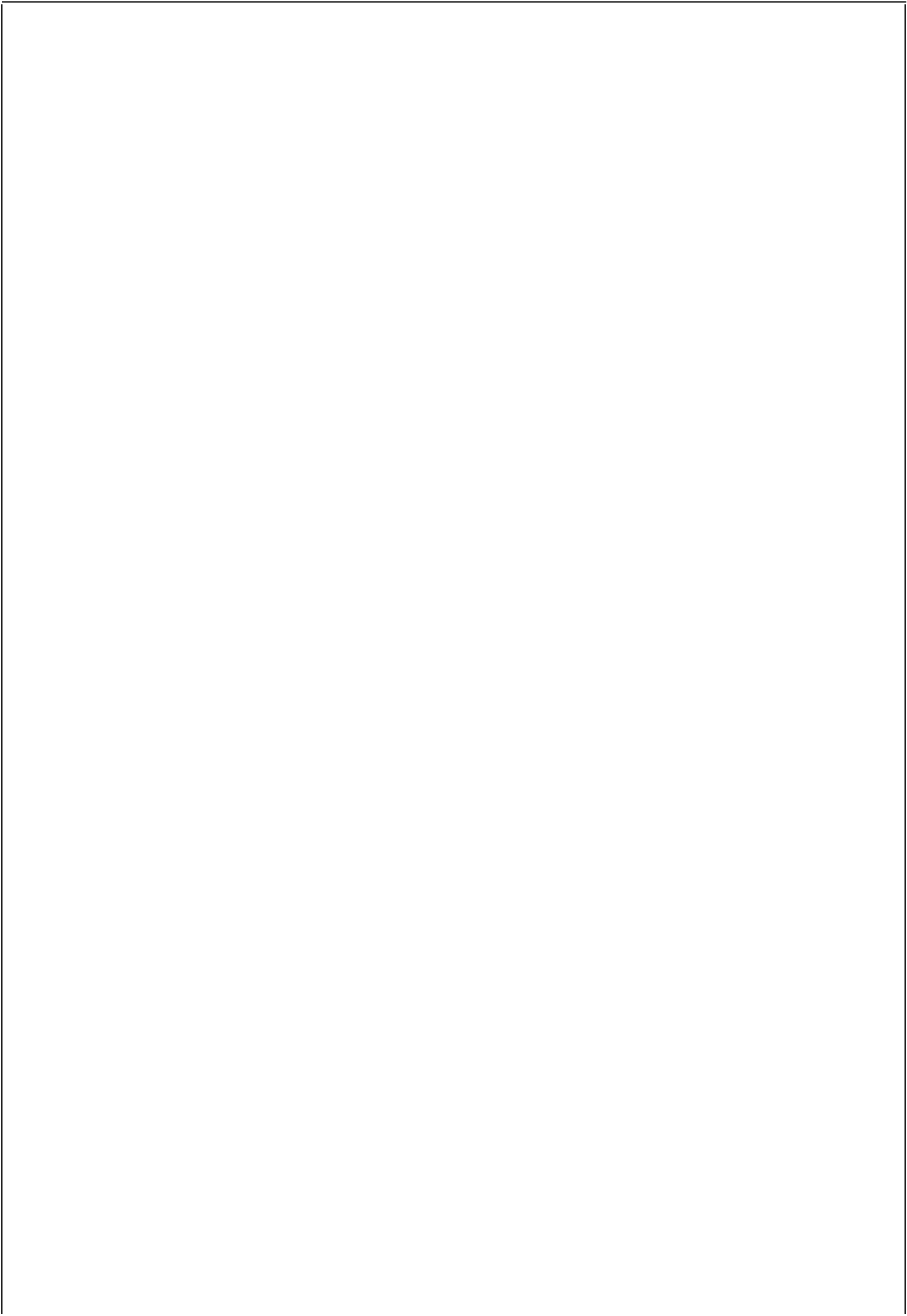HOME   SALES TREND   PRODUCT ANALYSIS   CUSTOMER OVERVIEW   LOCATION OVERVIEW   Tab 2   Tab 3   Tab 4   Tab 5

LOCATION OVERVIEW

Sales for Country regions

Sales (Sum)

Profit by Region colored by Region

Region
● Africa ● Canada ● Caribbean ● Central ● Central Asia
● EMEA ● East ● North ● North Asia ● Oceania
● South ● Southeast Asia ● West

Contact Form

If you have any queries, you can reach out to us by filling out the form. We will get back to you.
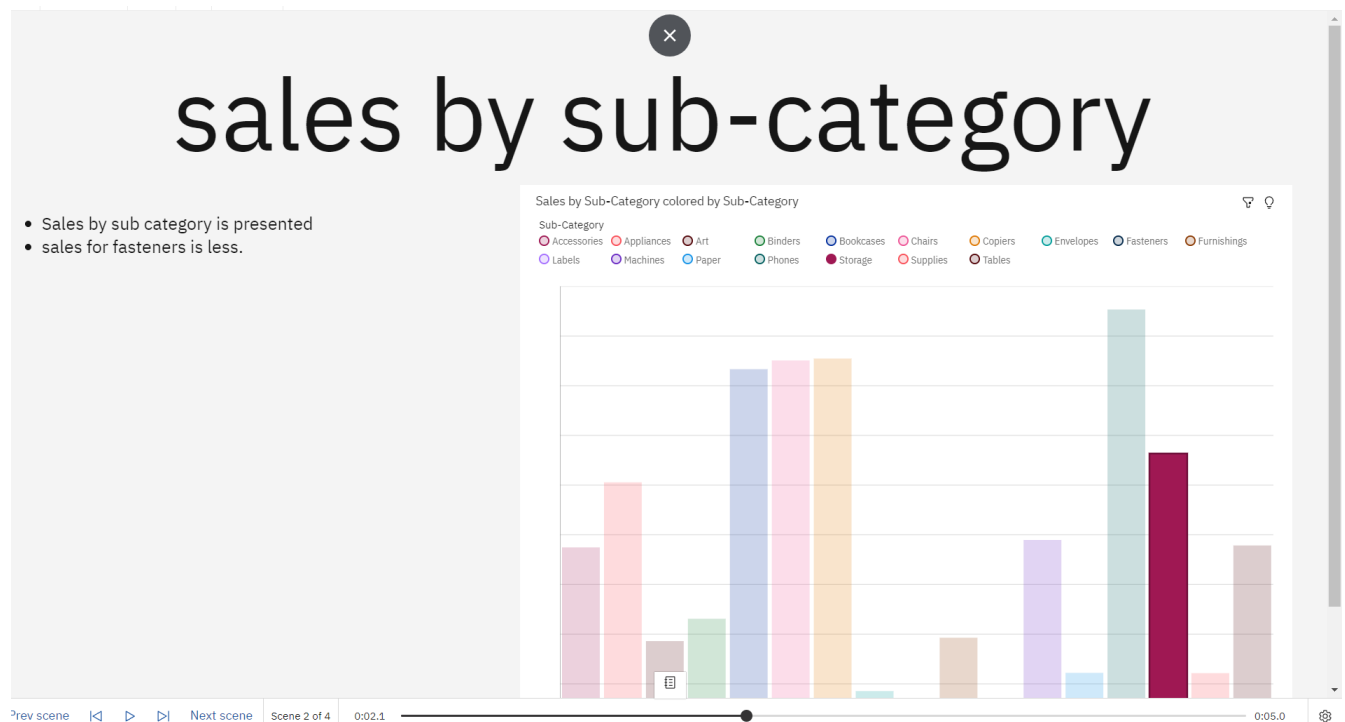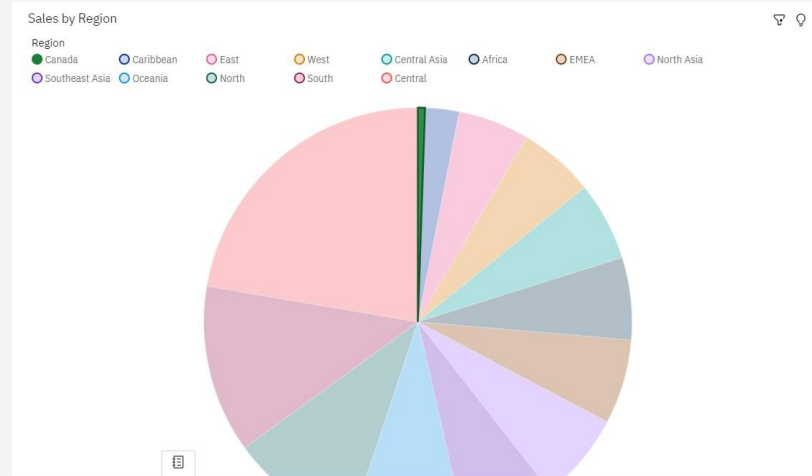
Your Name

Your Email

Subject

Message

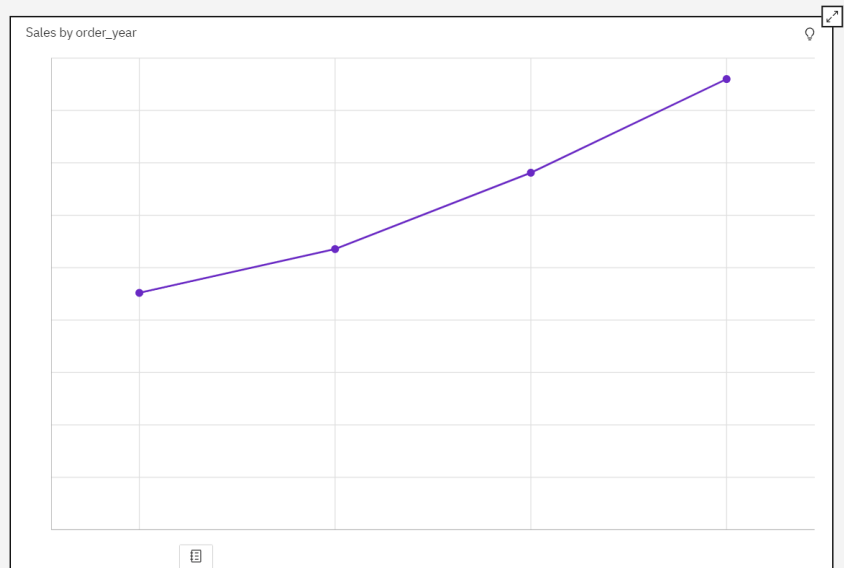Send Message

story using IBM COGNOS ANALYTICS

sales by sub-category

- Sales by sub category is presented
- sales for fasteners is less.

Sales by Sub-Category colored by Sub-Category

Sub-Category

○ Accessories ○ Appliances ○ Art ○ Binders ○ Bookcases ○ Chairs ○ Copiers ○ Envelopes ○ Fasteners ○ Furnishings
○ Labels ○ Machines ○ Paper ○ Phones ● Storage ○ Supplies ○ Tables

Prev scene |◁ ▷ ▷| Next scene Scene 2 of 4 0:02.1 0:05.0

sales by region

- sales by region is presented
- sales for cannada region is less

Sales by Region

Region

- ● Canada
- ○ Caribbean
- ○ East
- ○ West
- ○ Central Asia
- ○ Africa
- ○ EMEA
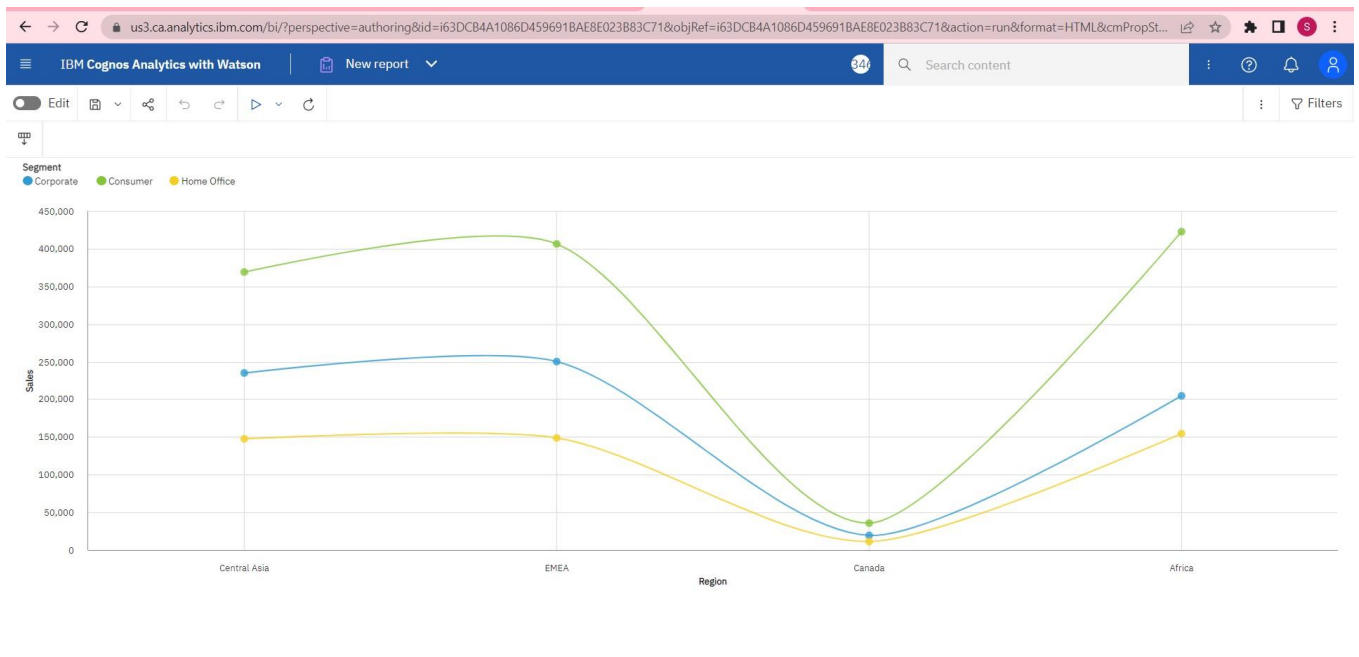- ○ North Asia
- ○ Southeast Asia
- ○ Oceania
- ○ North
- ○ South
- ○ Central

sales by year

- Sales by years of order is presented.
- the sales are increasing every year gradually from 2011 to 2014

Sales by order_year

REPORT USING IBM COGNOS ANALYTICS

8. TESTING

8.1 Test Cases

The test cases include invalid email and unrecognizable images. For the image part, a text file or other format files were uploaded as a corner case.

8.2 User Acceptance Testing

Users in our college were tested with the application about the eligibility criteria.

8.3 Integration Testing

This combined and tested both the registration and prediction modules, which showed to provide accurate results.

9 RESULT

Performance Metrics

This dashboard is created to understand a few things like, Customer Analysis and Product Analysis of the Global Super Store. This can be achieved by hearing out to the consumers and collecting their user preference data So that purchasing power will increase and beneficiary for both retailers and consumers.

10 ADVANTAGES & DISADVANTAGES

ADVANTAGES

- purchasing power will increase and beneficiary for both retailers and consumers.
- IBM Cognos analytics helps in building the dashboard and creating the exploration.

DISADVANTAGES

- A little bit confusing to choose the type of exploration

11 FUTURE SCOPE

Sales analytics refers to the use of technology to collect and use sales data to derive actionable insights. It is used to identify, optimize, and forecast sales. It uses different metrics and KPIs to plan an efficient sales model that generates higher revenue for the business

This dashboard is a responsive dashboard, so as we update the csv file uploaded in the IBM Cognos dashboard updates automatically so that this dashboard can be utilized in future also.

This dashboard is also having forecast exploration which enables to predict future sale

12 CONCLUSION

By implementing this analytics solution, the company brought their competitive and sales data reporting in-house, cut costs and increased the accuracy of their reporting and analysis. As the company

moves forward with this new solution, their sales reporting costs will most likely be reduced by 50 to 70%. They are now able to analyze raw data themselves, respond more quickly to changes in market trends and perform root cause analysis to determine those shifts in the market. By securing quicker access to their data with the new solution, the company was also able to reduce the risk associated with delayed responses to changes in their markets.

With the new solution, the company can now process sales reports faster than the outsourced solution, reducing turnaround time between 50% to 60%. The reporting needs of the company have been streamlined, consolidating over 10 reports into the centralized dashboard solution. The company's competitive analysis group is also able to more quickly respond to internal data requests given they have the ability to pull the information themselves. With this quicker response, the company is better able to react to changes in the market and predict opportunities for its sales force. The business also experienced an increase in the overall understanding of their sales data throughout the organization. The company now has great flexibility in the presentation of their sales and competitive data, while also being able to integrate sales data with other key data points for the organization

Github link:https://github.com/IBM-EPBL/IBM-Project-24772-1659948693

demo link:
https://drive.google.com/file/d/1COYmAAN5Fhj8cCjtpnlSiJraSn9uQ3wo/view?usp=share_link