

## **ASSIGNMENT – 2**

Assignment Date	24 September 2022
Student Name	Arul Sundari A
Student Roll Number	95071915006
Maximum Marks	2 Marks

### **QUESTION:**

#### **Pharma Sales Dashboard**

**Description :-** Sales of Pharmaceutical products, which may include medicines, surgical devices, consumables of any form, machines, and equipment used in surgeries are called Pharma Sales. The target audience is doctors of any kind, chemists, and/or purchase in charge in hospitals or pharmacies.

Pharmaceutical sale is very different from regular sales of any kind right from the product to the customer to the process of selling. Of all the sales, Pharmaceutical sales are considered to be one of the most lucrative and most challenging jobs requiring a lot of learning on the salesperson's part.

Like every sale, there is a buyer and a seller. In this case, the buyer depends on the product of the manufacturer. We will consider all of the buyer kinds.

1. A buyer for medicines of any kind – Chemist, Distributor, Hospital Pharmacies
2. A buyer for medical devices, instruments, implants – Doctor, purchase officer

### **About the Pharma Dataset:**

Let's understand the features of the dataset:

1. Month- January -December Months Data.
2. Customer- Hospitals & Organizations.
3. Period- Q1-Q4 are the four quarters which show the sales record quarterly.
4. Product- Different Tablets for diseases
5. Location-Sales in different regions,
6. Sales Rep- Sales Representative who sells pharma products.
7. Supplier-Pharmaceuticals companies are those who supply their products.
8. Warehouse Location- A warehouse location is a region where companies storing goods.
9. Actual-Actual sales for the product.

10. C.sales -Customer Sales for the product.

11. Inventory Stock: Inventory stock refers to the goods and materials that a business holds for the ultimate goal of resale.

12. L.sales -Location Wise Sales for the product.

13. M.sales -Monthly Sales for the product.

14. Received Inventory- Creating a safe, fast, and organized process for handling received inventory. Accurately track your goods from when they arrive in your warehouse to when they are shipped to your customer.

15. Rep. sales- Representative Sales for the product.

16. Target- Target sales for the product.

**Download Dataset:-** [Pharma-Sales-Dataset](#)

**Challenge:-** Upload the dataset to Cognos Analytics, prepare the data, explore and Create Interactive Dashboard.

**Task 1: Sales By Customer.**

**Task 2: Sales By Location.**

**Task 3: Sales By Sales Representative.**

**Task 4: Received Inventory From Supplier**

**Task 5: Inventory Stock for Warehouse Locations**

**Task 6: Sales Trend**

**Task 7: Monthly Sales**

**Task 8: Actual and Received Inventory by Month**

## Uploading the dataset to IBM Cognos Analytics:

### Step : 1

The screenshot displays the IBM Cognos Analytics with Watson dashboard. The top navigation bar includes the title "IBM Cognos Analytics with Watson", a user profile icon with the number "35", and a search bar labeled "Search content". A blue banner at the top right contains the text "completed. Click More Info for details and to subscribe to future events" with "Dismiss" and "More info" links.

The left sidebar contains the following navigation options:

- Home
- + New
- Upload data
- Content
- Recent
- Manage

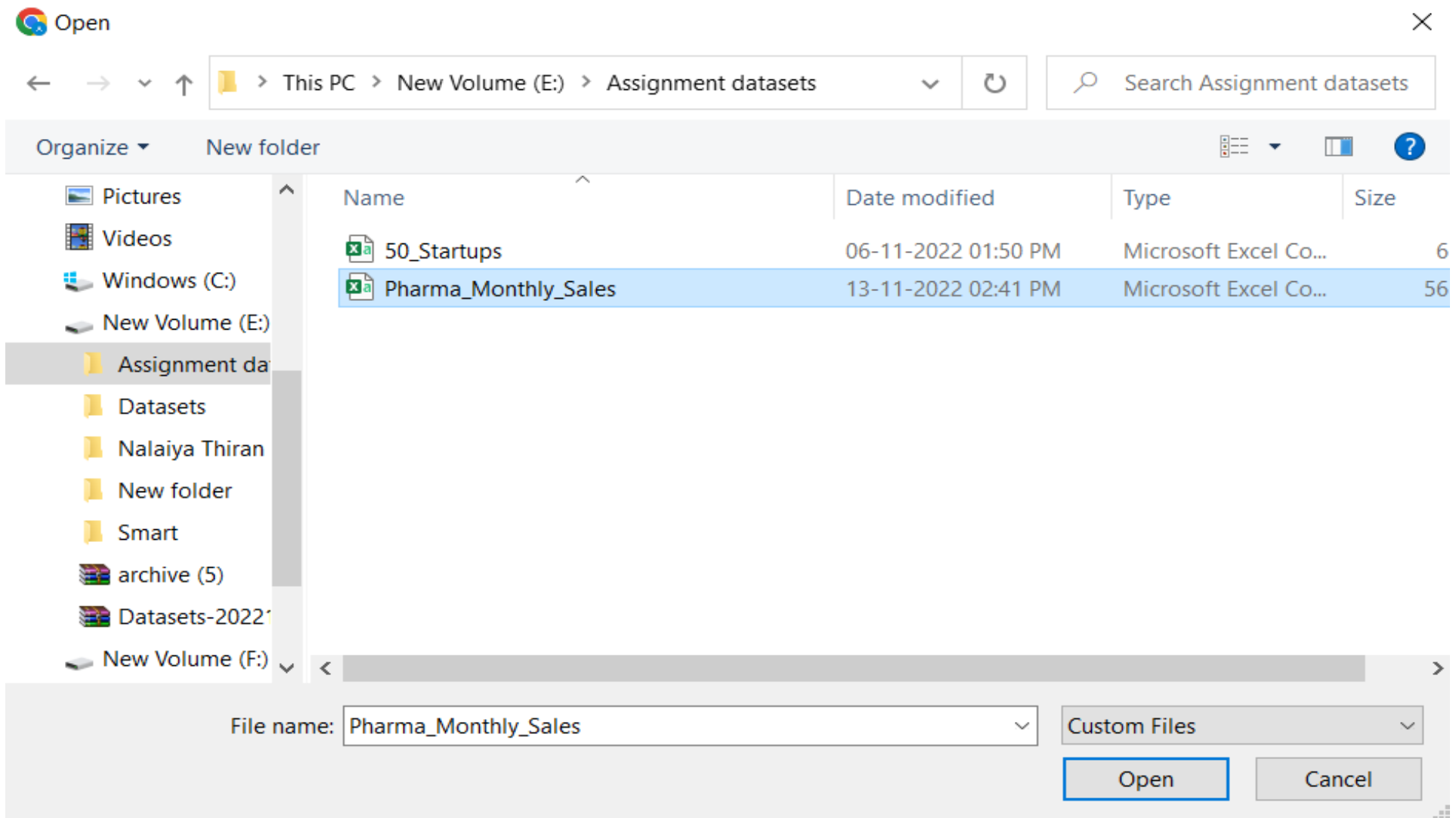
The main content area features a large header section with the title "Cognos Analytics with Watson." and a sub-header "Taking a look at our introduction video, product tour and Getting". Below this is a blue button labeled "Take a product tour".

The main content area also displays a large, stylized graphic of blue cubes and a server rack, connected by dotted lines, representing data flow and analytics.

At the bottom, there are three cards representing the data process:

- Prepare data**: Use data modules to clean and connect data from multiple resources.
- Exploration**: Quickly find unbiased answers by identifying trends in your data with data exploration.
- Present data**: Create sophisticated, multi-page, multi-query dashboards, reports, or stories.

## Step : 2



**Step : 3**

Analyzing Pharma\_Monthly\_Sales.csv

Cancel Details

# Prepare the Data :

IBM Cognos Analytics with Watson

\* New data module

Search content

?

🔔

👤

📁

▼

🔗

↶

↷

📄

📄

Properties

Data module

+

🕒

🔍 Search

New data module

Navigation paths

▼ Pharma\_Mo...ales.csv

# Row Id

🕒 Month

abc Customer

abc Period

abc Product

abc Location

abc Sales Rep

abc Supplier

abc Warehous...cations

Actual

C.Sales

Inventory Stock

L.Sales

M.Sales

Number of Records

Grid

Relationships

Custom tables

↕	Row Id	Month	Customer	Period	Product	Location	Sales Rep
	1	March	Mobil	Q1	Afinitor Tab	Port Harcourt	A. Chukwu
	2	March	Mobil	Q1	Brinerdine SCT	Port Harcourt	A. Chukwu
	3	March	Mobil	Q1	Coartem Tab	Port Harcourt	A. Chukwu
	4	March	Mobil	Q1	Codiovan FCT	Port Harcourt	A. Chukwu
	5	March	Mobil	Q1	Femara FCT	Port Harcourt	A. Chukwu
	6	March	Mobil	Q1	Galvusmet FCT	Port Harcourt	A. Chukwu
	7	March	Mobil	Q1	Lescol HGC	Port Harcourt	A. Chukwu
	8	March	Mobil	Q1	Ritalin Tab	Port Harcourt	A. Chukwu
	9	March	Mobil	Q1	Tegretol Tab	Port Harcourt	A. Chukwu
	10	March	Mobil	Q1	Zaditen SRO FCT	Port Harcourt	A. Chukwu
	11	January	Mobil	Q1	Afinitor Tab	Abeokuta	A. Chukwu
	12	January	Mobil	Q1	Brinerdine SCT	Abeokuta	A. Chukwu
	13	January	Mobil	Q1	Coartem Tab	Abeokuta	A. Chukwu
	14	January	Mobil	Q1	Codiovan FCT	Abeokuta	A. Chukwu



## Saving The Data Module :

Save as

Name

Pharma data module

Selected destination: Data Modules

My content

Team content

[My content](#) / Data Modules



Name

Type

Last Accessed



IPL data module

Data module

11/10/2022, 1:05 PM



IPL Report

Report

11/13/2022, 1:34 PM



Olympic Events & Medals data module

Data module

11/3/2022, 3:19 PM



Sales data module

Data module

11/3/2022, 11:56 AM

Cancel

Save

# Data Exploration :

IBM Cognos Analytics with Watson

\* New exploration

354

Search content

?

🔔

👤

🗨

📁

🔗


↶

↷

Create +

🔗 Cards

Data relationships



🔗

📌

Select a starting point

Skip

Every exploration includes a data relationships card.

Start with any column. You can always change it later.

Q

Enter data column. Not sure? Try Actual, Target

Try starting with one of these...

Actual

Target

Inventory Stock

L.Sales

C.Sales

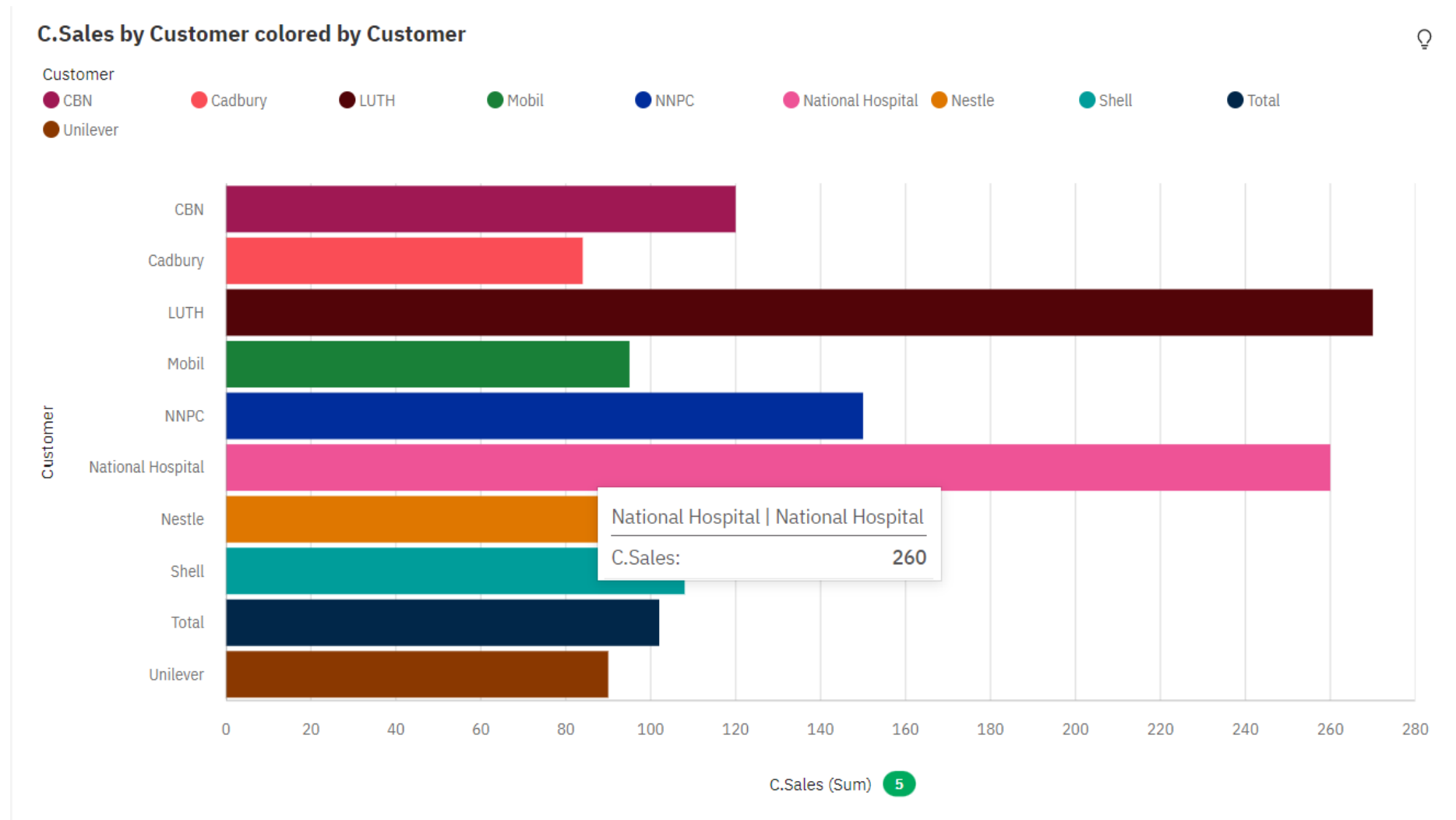
Rep.Sales

M.Sales

Received Inventory

Number of Records

## Task 1: Sales by customer



## Task 2: Sales by location

### L.Sales by Location 5

Location

Calabar

Kaduna

Abuja

Lagos

Ilorin

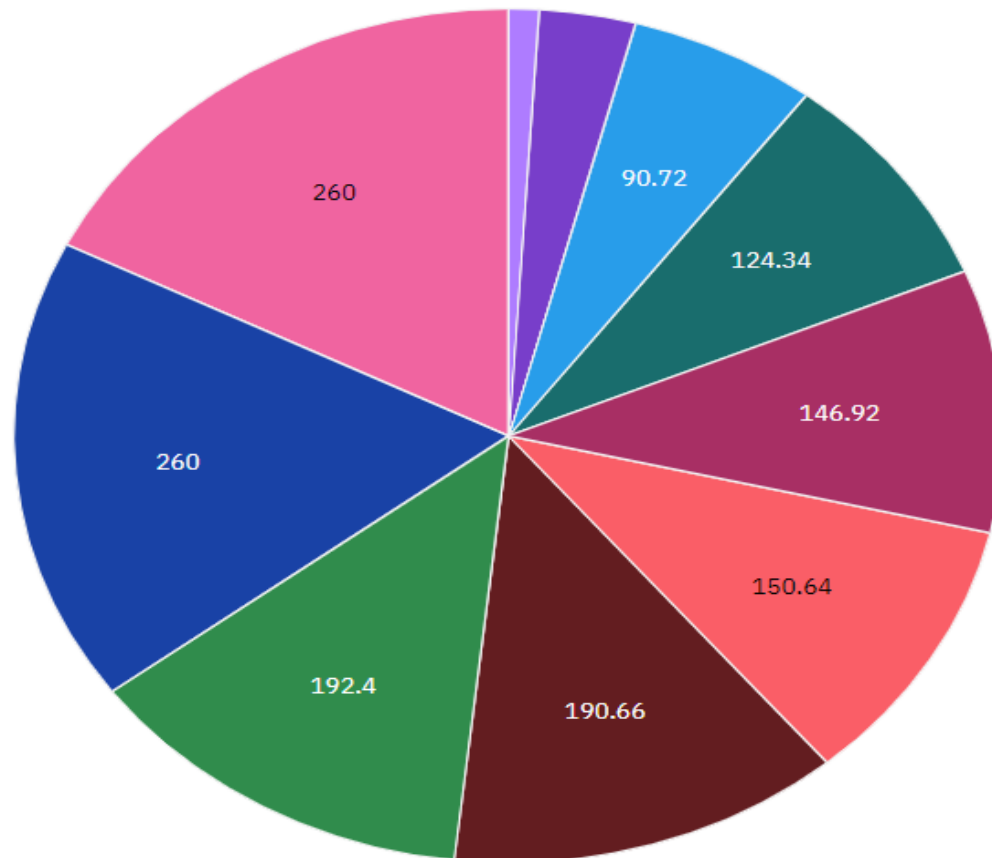
Kano

Abeokuta

Ibadan

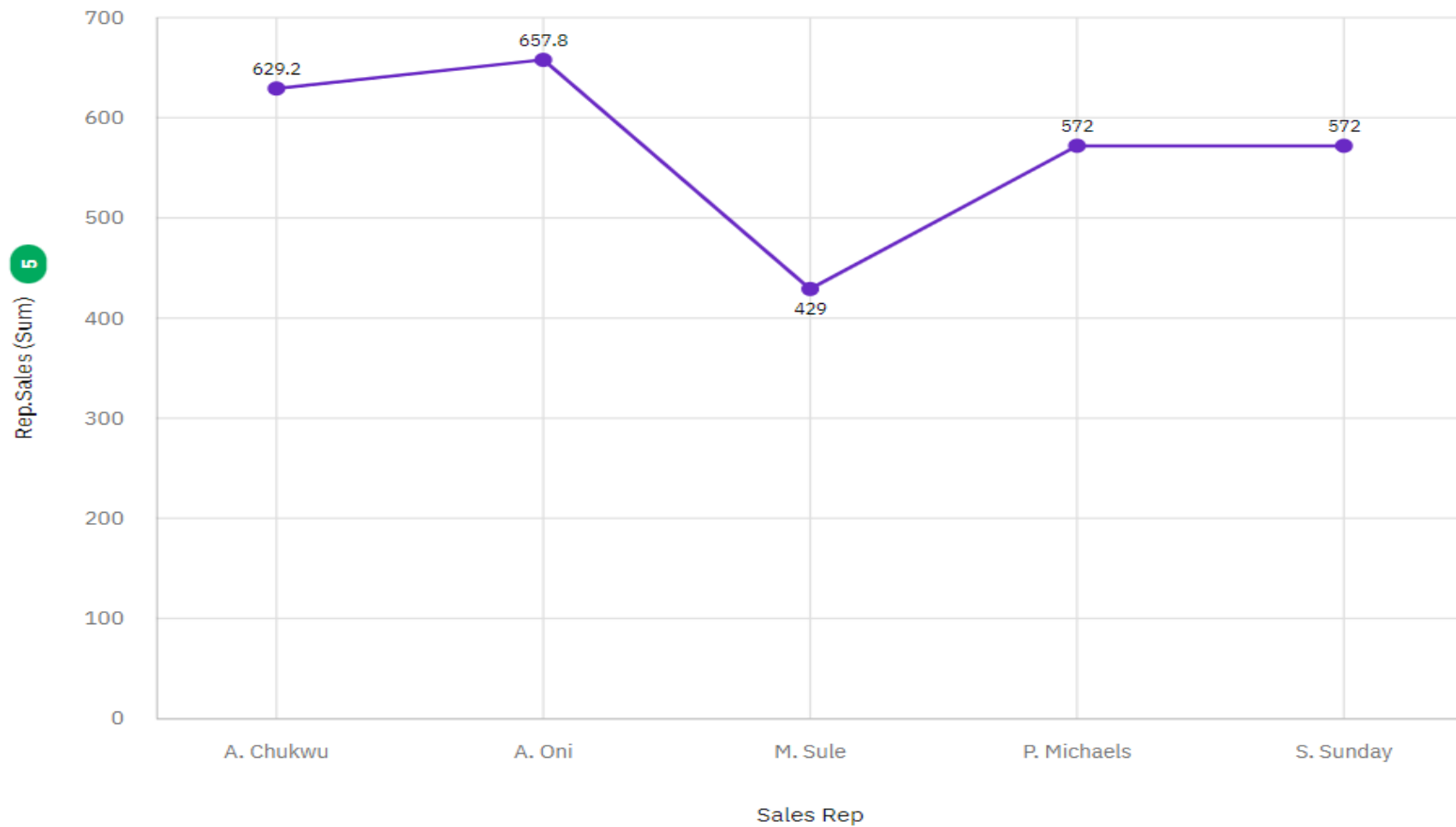
Port Harcourt

Warri

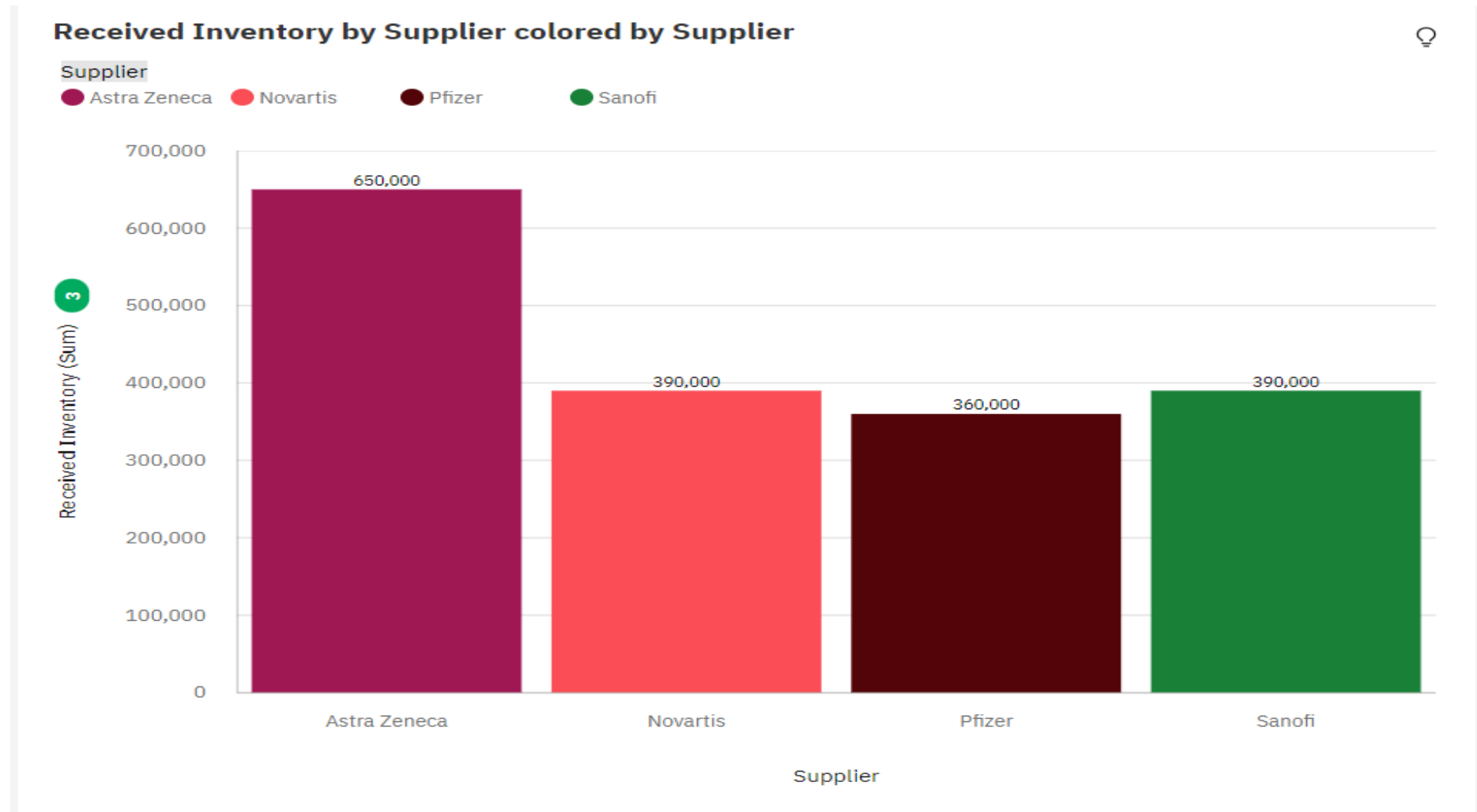


### Task 3: Sales by Sales Representative

Rep.Sales by Sales Rep



## Task 4: Received Inventory From Supplier



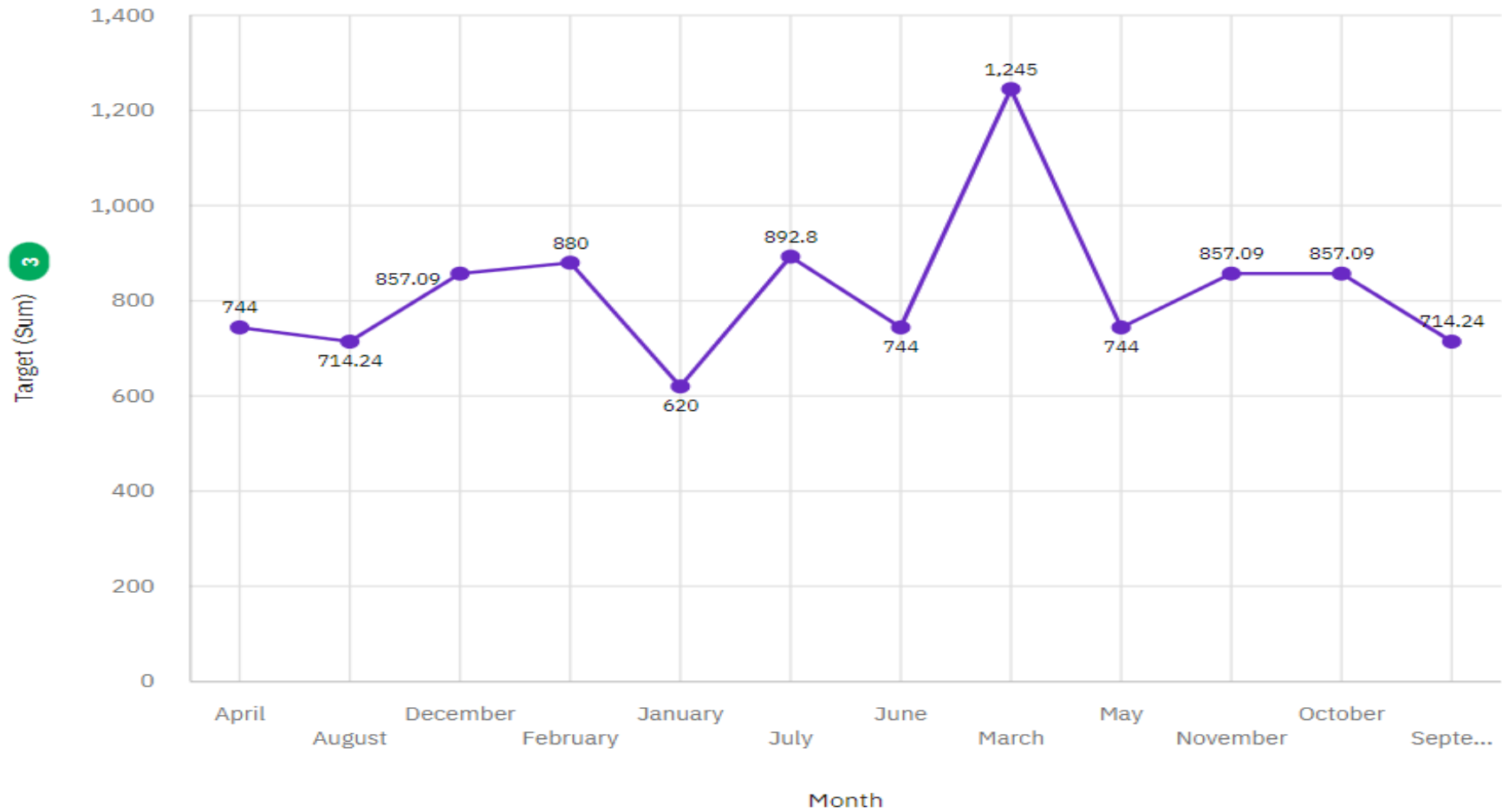
**Task 5: Inventory Stock for Warehouse Locations**

**Warehouse Locations and Inventory Stock**

Warehouse Locations	Inventory Stock
Amuwo	85,260
Apapa	60,424.17
Calabar	6,960
Ikeja	73,080
In Transit	3,480
Kaduna	64,380
Kano	67,280
Port Harcourt	35,380
Summary	396,244.17

## Task 6: Sales Trend

Target by Month





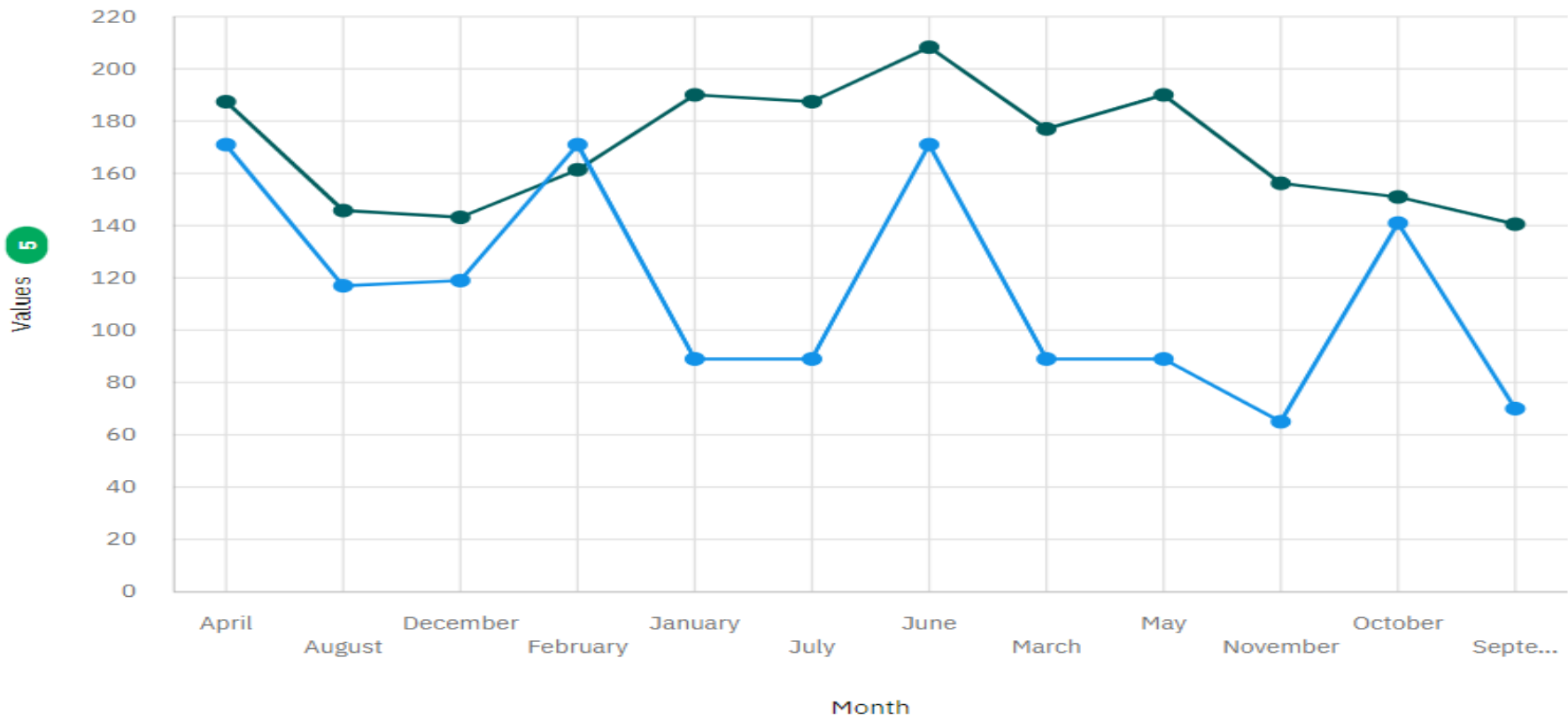
## Task 7: Monthly Sales

**M.Sales and C.Sales by Month**



Measures

● C.Sales ● M.Sales



## Task 8: Actual and Received Inventory by Month

Actual and Received Inventory for Month colored by Month



Month

April

August

December

February

January

July

June

March

May

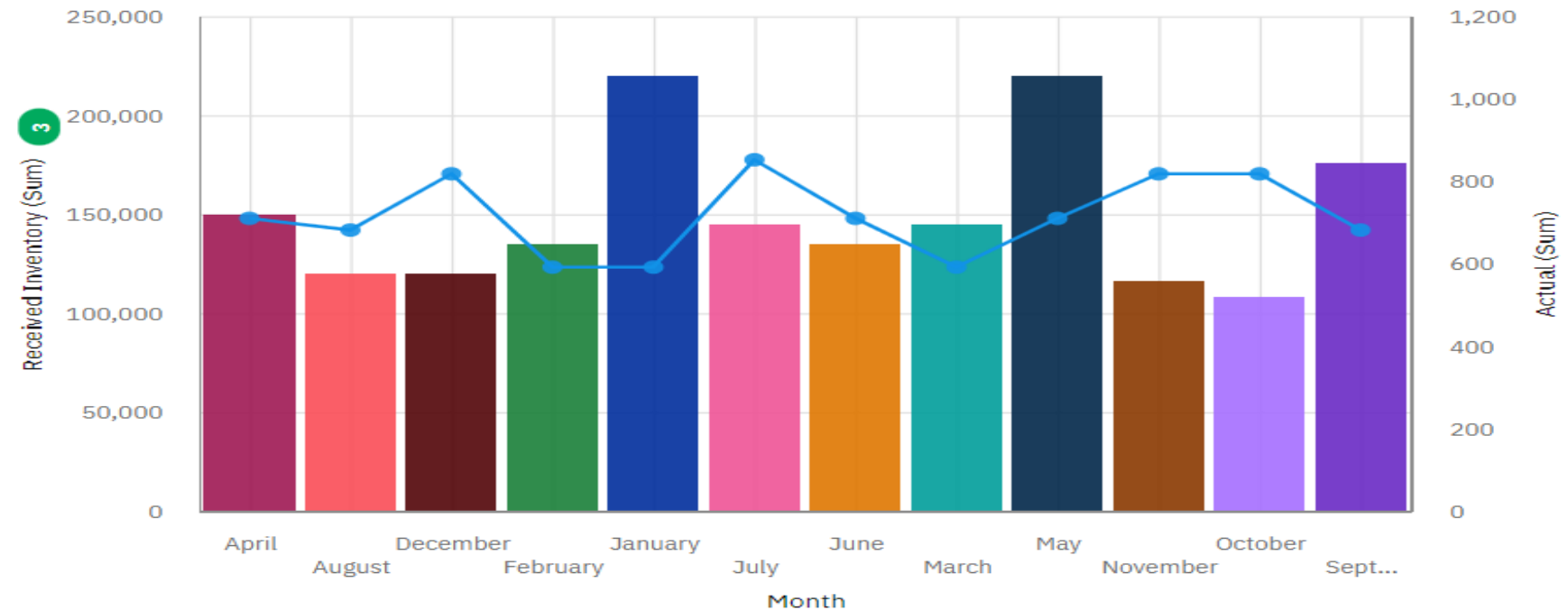
November

October

September

Line

Actual (Sum)



## Interactive Dashboard:

