

ASSIGNMENT – 2

Assignment Date	24 September 2022
Student Name	Jessica Susan J
Student Roll Number	95071915017
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 web application interface. The top navigation bar is dark blue with the text "IBM Cognos Analytics with Watson" on the left, a search bar with the placeholder "Search content" in the center, and user profile, notification, and help icons on the right. A blue banner at the top of the main content area contains the text "completed. Click More Info for details and to subscribe to future events" with "Dismiss" and "More info" links. The left sidebar is open, showing a menu with "Home", "+ New", "Upload data" (highlighted with a blue bar), "Content", "Recent", and "Manage". The main content area features a large dark blue hero section with the heading "Cognos Analytics with Watson." and a subheading "Taking a look at our introduction video, product tour and Getting". Below this is a blue button labeled "Take a product tour". The hero section also contains an isometric illustration of data cubes, a server rack, and a person at a computer. At the bottom, there are three light gray cards: "Prepare data" (with a data module icon), "Exploration" (with a magnifying glass icon), and "Present data" (with a dashboard icon). Each card contains a brief description of its function.

IBM Cognos Analytics with Watson

35

Search content

Home

+ New

Upload data

Content

Recent

Manage

completed. Click More Info for details and to subscribe to future events

Dismiss

More info

Cognos Analytics with Watson.

Taking a look at our introduction video, product tour and Getting

Take a product tour

Prepare data

Use data modules to clean and connect data from multiple resources.

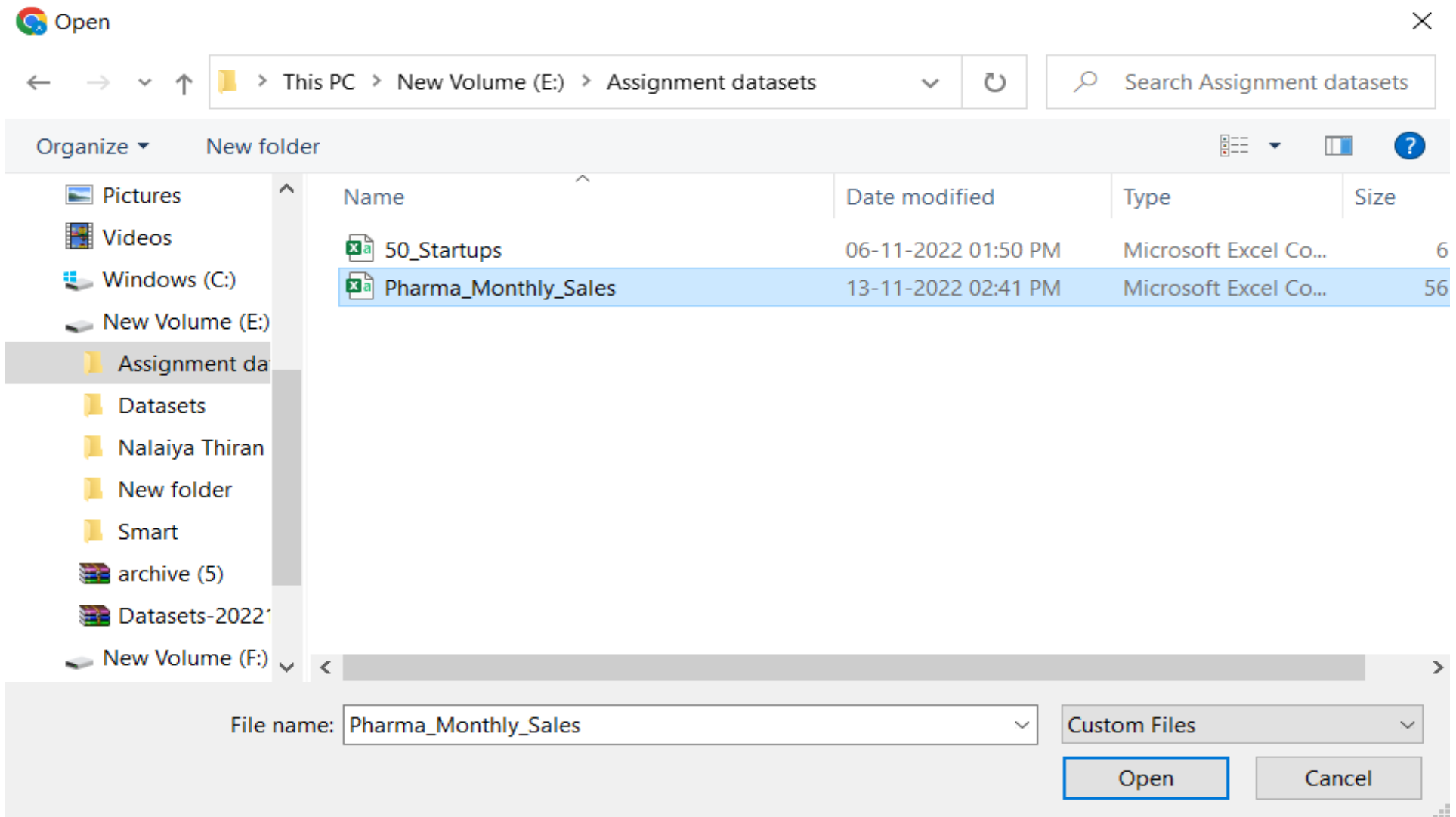
Exploration

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

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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

?

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↶

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Create +


🔗

Cards

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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

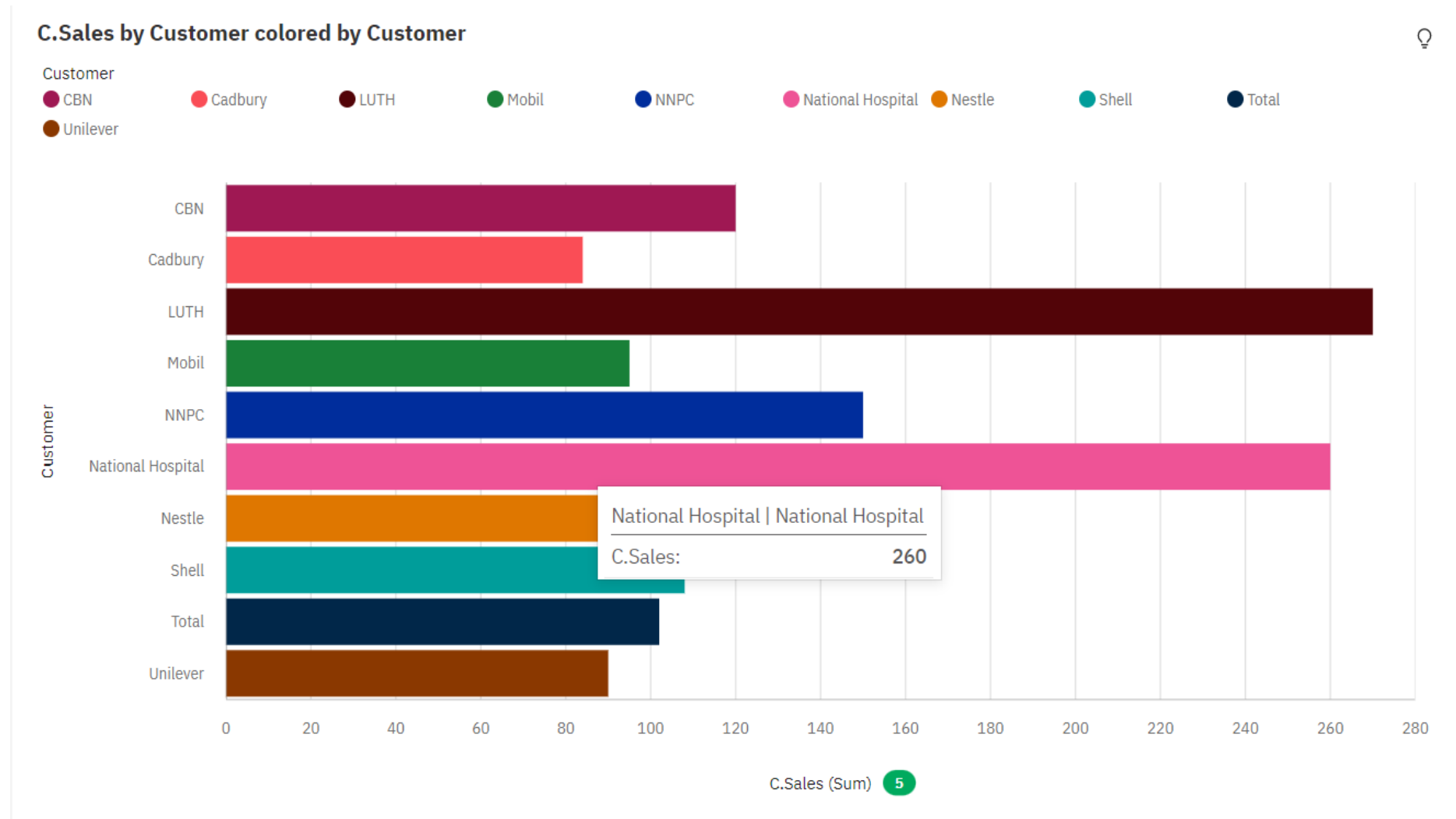
Rep.Sales

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

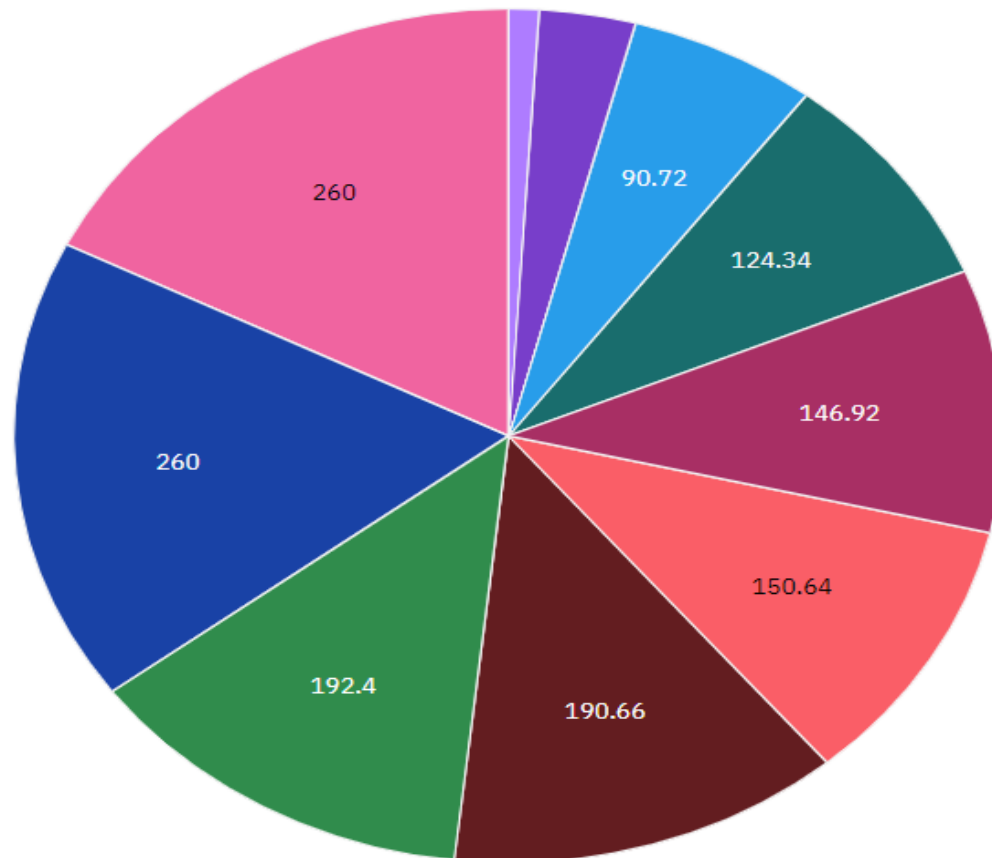
Kano

Abeokuta

Ibadan

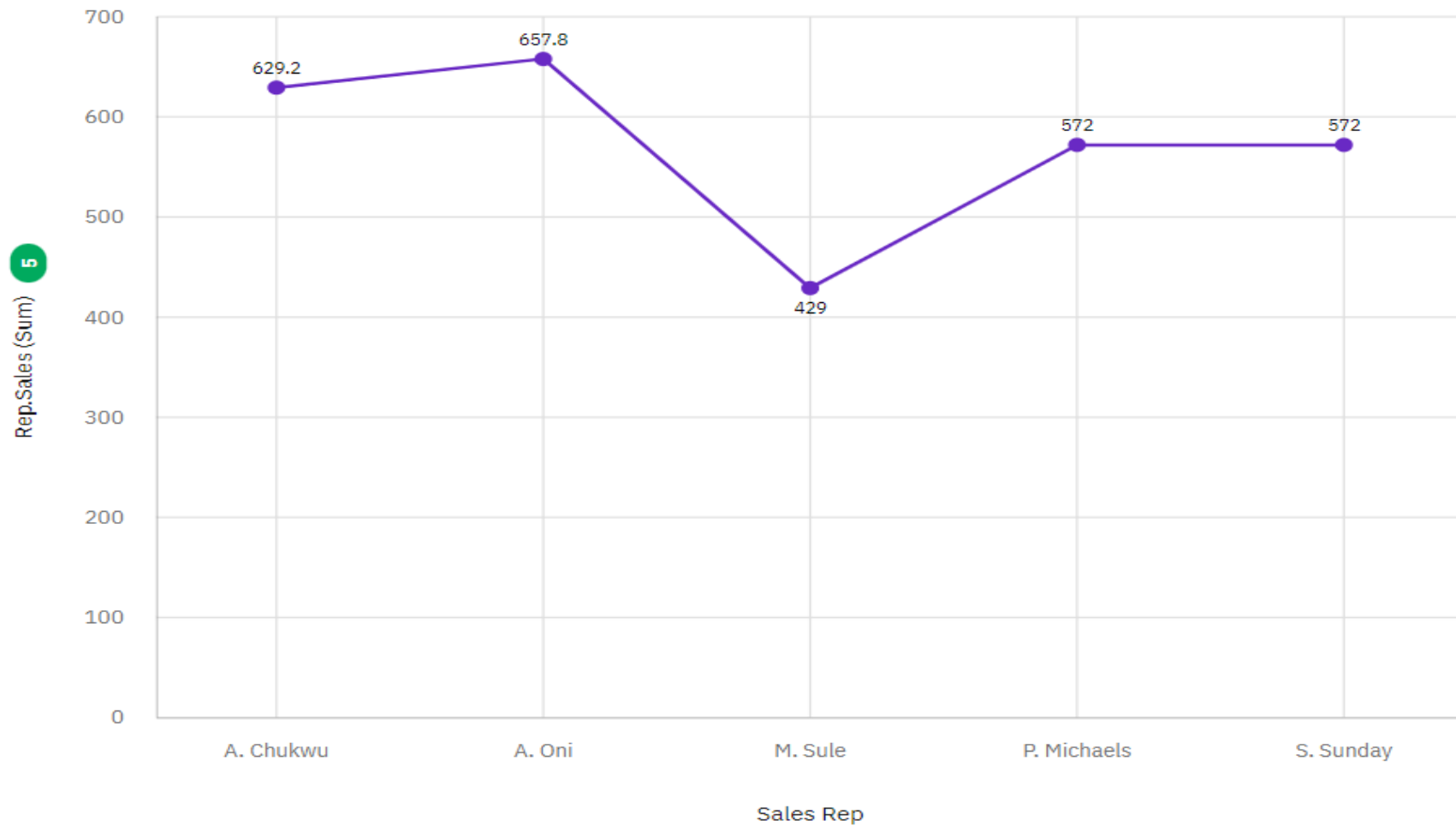
Port Harcourt

Warri

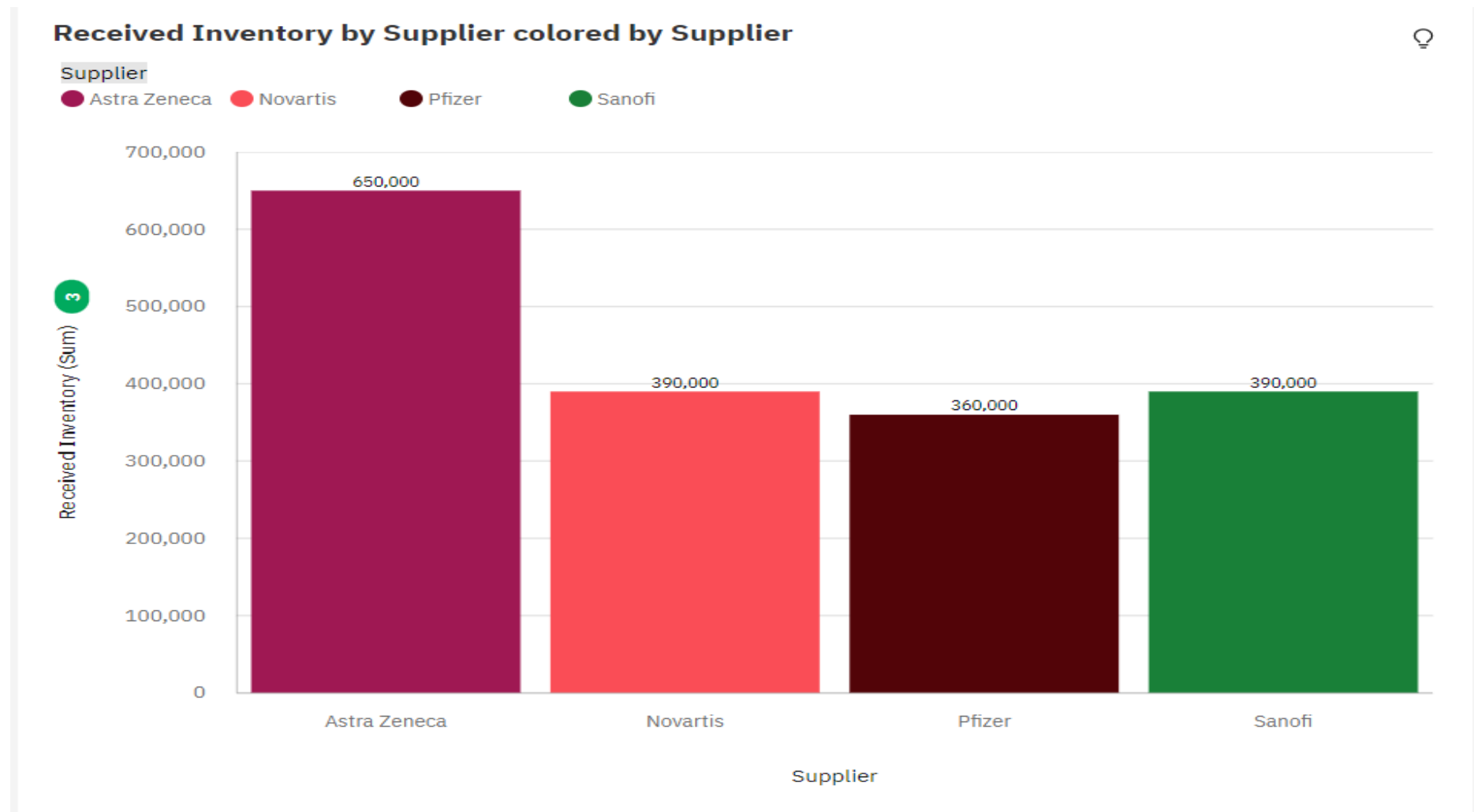


Task 3: Sales by Sales Representative

Rep.Sales by Sales Rep



Task 4: Received Inventory From Supplier



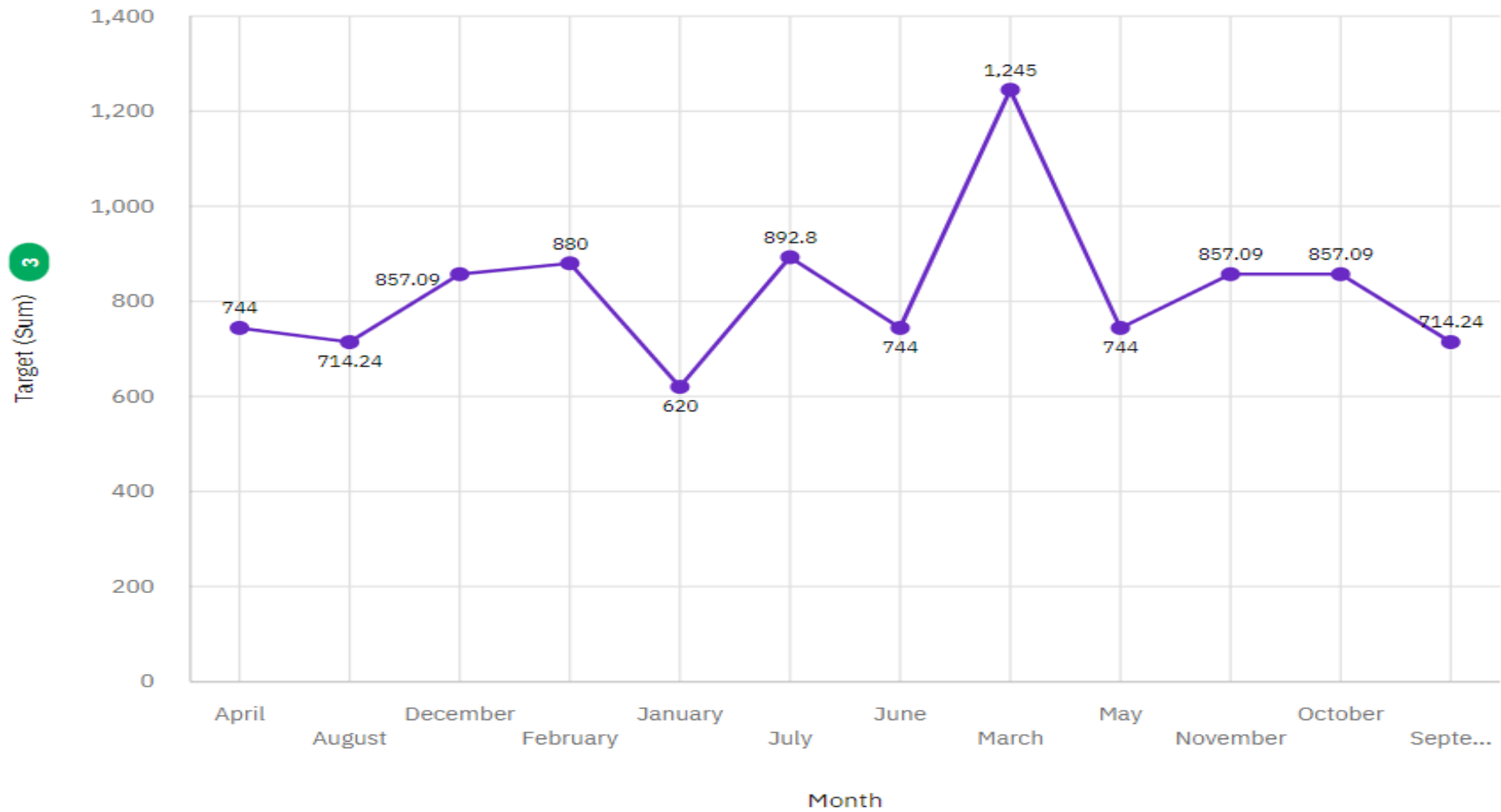
Task 5: Inventory Stock for Warehouse Locations

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



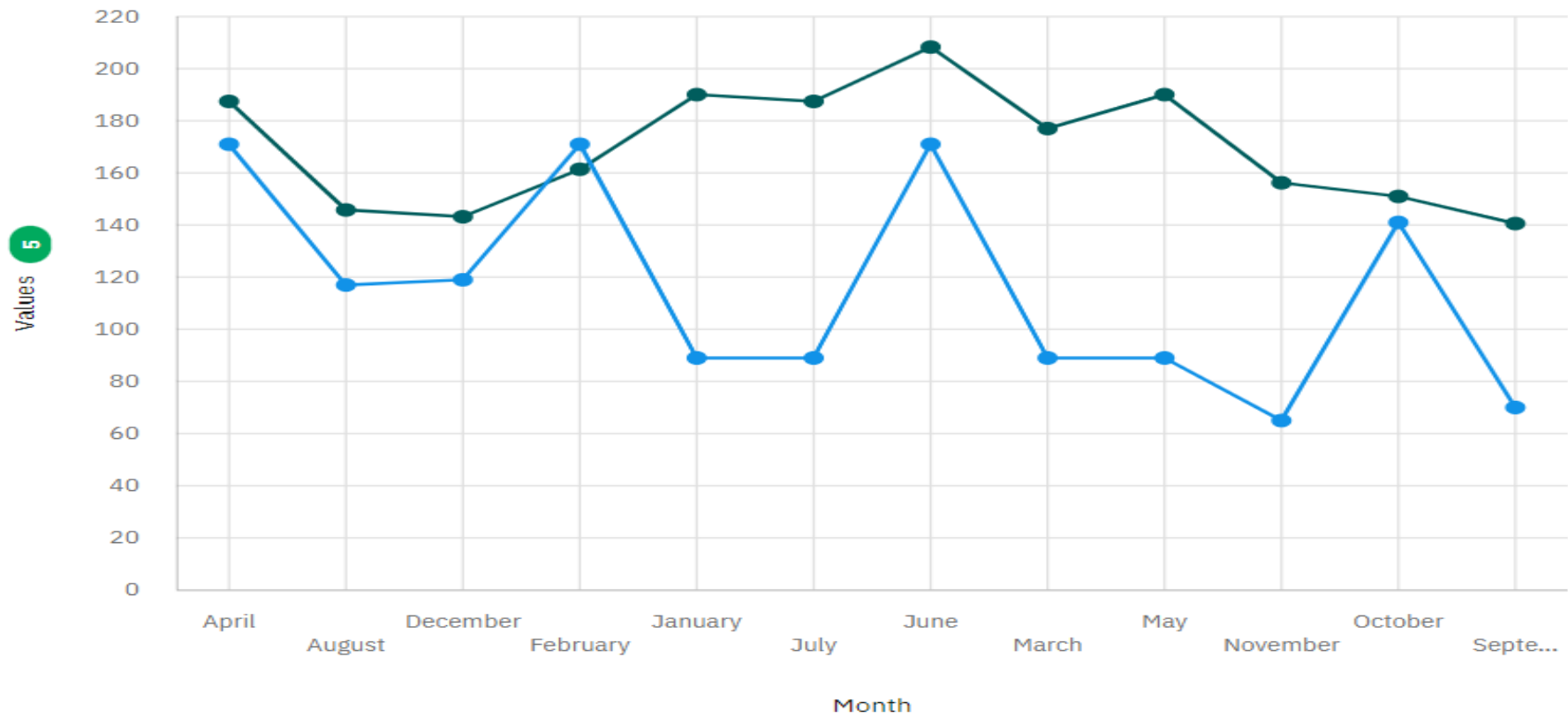
Task 7: Monthly Sales

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

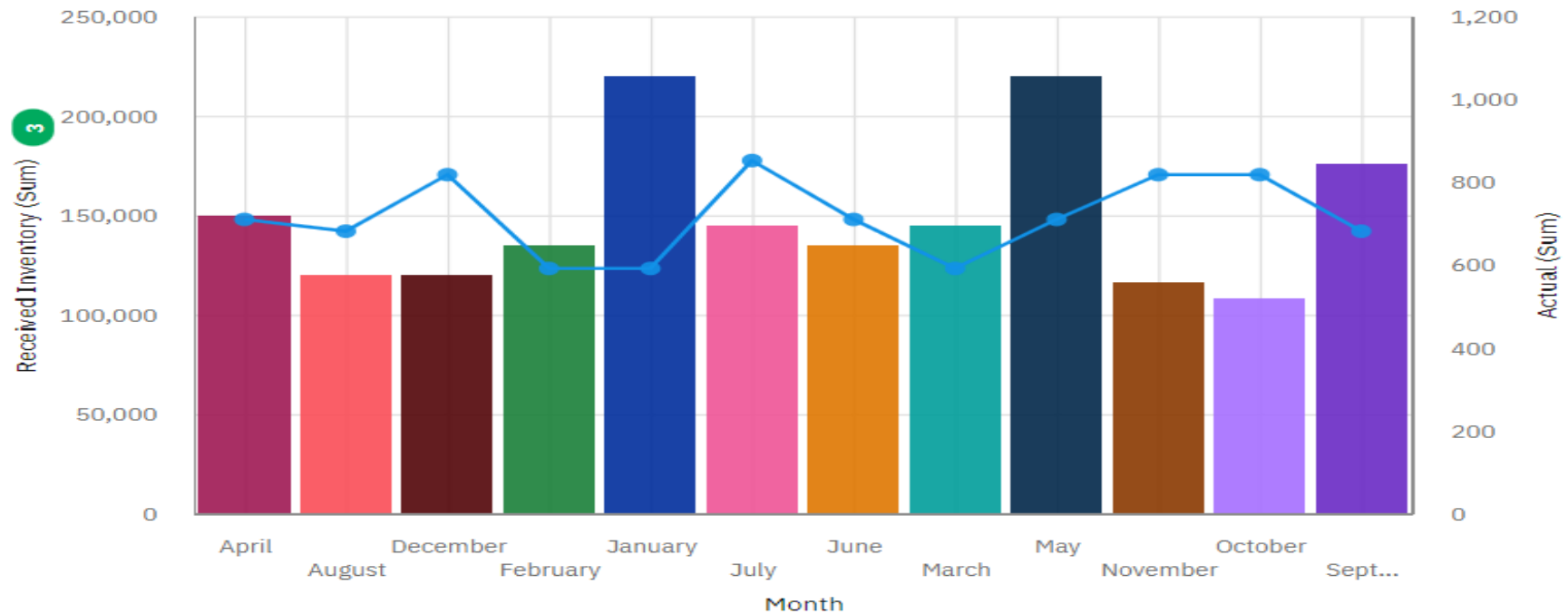


Month

April August December February January July June March
May November October September

Line

Actual (Sum)



Interactive Dashboard:

