**Final Deliverables**
**Website and Visualizations**

| Date | 16 November 2022 |
|---|---|
| Team ID | PNT2022TMID21264 |
| Project Name | Global Sales Data Analytics |

**Homepage.html:**

```
<!DOCTYPE html>
<html lang="en" dir="ltr">
 <head>
   <meta charset="utf-8">
   <link rel="stylesheet" href="homepage.css">
   <title>HOMEPAGE</title>
 </head>
 <body>
   <h1>GLOBAL SALES DATA ANALYTICS</h1>
   <div class="center">
   </div>
   <br>
   </div>
   <div class="blur">
   <h2>ABOUT</h2>
   <p>Historically, sales success has relied on intuition and subjectivity.  Sales reps
conduct in-depth research on prospects and then chase the most suitable fits. This
process relies on trial and error to figure out prospects' expectations and apply the rep's
intuitions to understand prospects' pain points.</p>
   <h2>How is data analytics useful in sales?</h2>
   <p>Sales data analysis can lead to business growth by improving retention, better
forecasting, accurate value proposition, better pipeline management, and making
targeted marketing possible. Start using data analysis in your sales process to grow your
business today.</p>
   </div>
   <iframe
src="https://us1.ca.analytics.ibm.com/bi/?perspective=dashboard&amp;pathRef=.my_fol
ders%2FGlobal_Superstore%2BDashboard&amp;closeWindowOnLastView=true&amp;u
i_appbar=false&amp;ui_navbar=false&amp;shareMode=embedded&amp;action=view&a
mp;mode=dashboard&amp;subView=model00000183f6968afd_00000000" width="90%"
height="1000" frameborder="0" gesture="media" allow="encrypted-media"
allowfullscreen=""></iframe>
   <h3 id="bot">For further assitance <a href="mailto:pradhiksha@student.tce.edu"
target="_blank" rel="noopener noreferrer">CONTACT US</a>.</h3>
 </body>
</html>
```

**Homepage.css:**

```css
*{
  padding: 0;
  margin: 0;
}

body{
  background-image: url("img2.jpeg");
  background-repeat: no-repeat;
  background-attachment: fixed;
  background-position: center;
  padding-bottom: 50px;
  background-size: cover;
  color: rgba(237, 250, 250);
}

h1,h3{
  text-align: center;
  background-color: rgba(108, 117, 117, 0.8);
  padding: 10px;
  color: rgba(255,255,255);
}

#bot{
  position: fixed;
  bottom: 0px;
  width: 100%;
  background-color: rgba(108, 117, 117);
}
```

```css
img{
  object-fit: contain;
  width: 50%;
}

h2, h2+p{
  padding: 10px;
  padding-left: 500px;
  padding-right: 500px;
  text-align: center;
}

h2{
  font-size: 23px;
}

p{
  font-size: 20px;
}

h1{
    padding-top: 20px;
    padding-bottom: 20px;
}

.noneul{
  list-style-type: circle;
}
```

```
.blur{

  background-color:rgba(0,0,0,0.5);

  color:white;

}


iframe{

  padding-top: 10px;

  padding-left: 5%;

  padding-right: 5%;

}
```
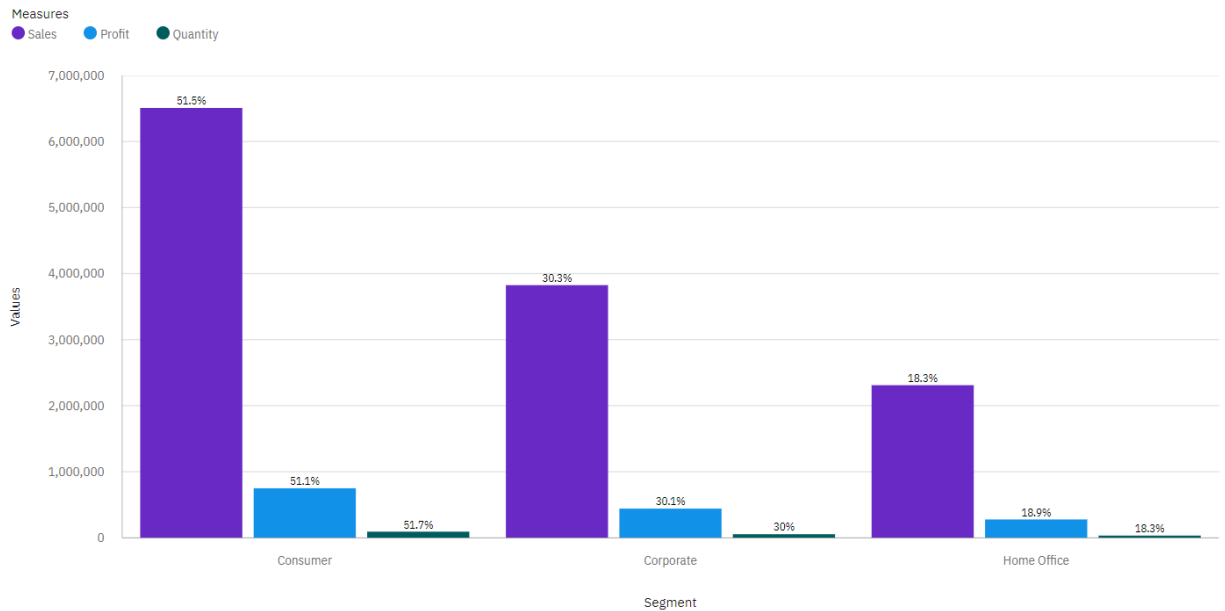
**Website Link:**

https://globalsalesbucket.s3.che01.cloud-object-storage.appdomain.cloud/homepage.html
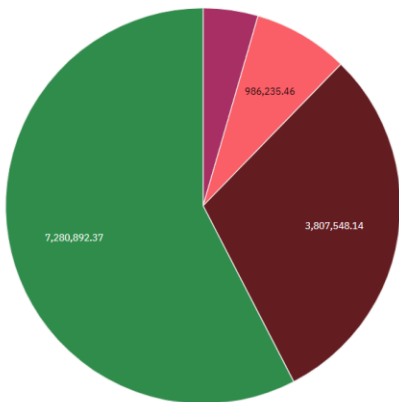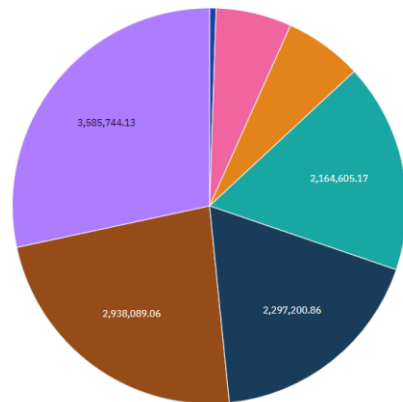
**Data Visualizations:**

## Sales by Order Priority

Order Priority
- Low
- Critical
- High
- Medium

986,235.46

7,280,892.37

3,807,548.14

## Sales by Market

Market
- Canada
- Africa
- EMEA
- LATAM
- US
- EU
- APAC

3,585,744.13

2,164,605.17

2,297,200.86

2,938,089.06

## Sales by Sub-Category

| Phones | Bookcases | Storage | Appliances |
| Copiers | Machines | Accessories | Binders | Furnishings |
| Chairs | Tables | Art | Supplies | Fast... |
| | | Paper | Envelopes | Lab... |

## Sales by Region

| Region | Sales (Sum) |
|---|---|
| Central | 22.3% |
| South | 12.7% |
| North | 9.9% |
| Oceania | 8.7% |
| Southeast Asia | 7% |
| North Asia | 6.7% |
| EMEA | 6.4% |
| Africa | 6.2% |
| Central Asia | 6% |
| West | 5.7% |
| East | 5.4% |
| Caribbean | 2.6% |
| Canada | 0.5% |
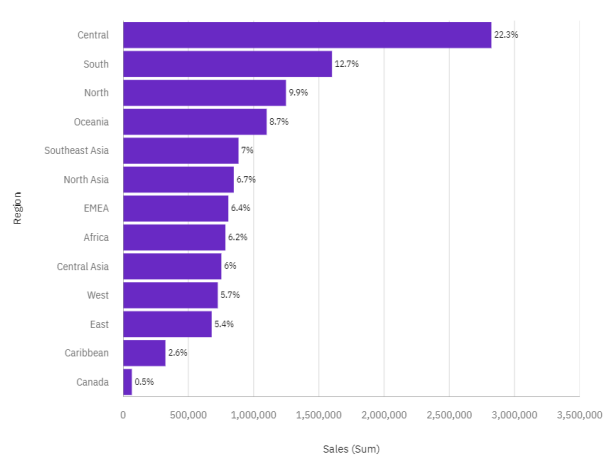
## Country Wise Sales Using Map Points

## Sub Category Wise Sales And Profits



Bar chart with line overlay. X-axis: Sub-Category. Left Y-axis: Sales (Sum), from -$600K to $1.8M. Right Y-axis: Profit (Sum), from -150,000 to 450,000.

Sales values by sub-category:
- Phones: $1.71M
- Copiers: $1.51M
- Chairs: $1.5M
- Bookcases: $1.47M
- Storage: $1.13M
- Appliances: $1.01M
- Machines: $779K
- Tables: $757K
- Accessories: $749K
- Binders: $462K
- Furnishings: $386K
- Art: $372K
- Paper: $244K
- Supplies: $243K
- Envelopes: $171K
- Fasteners: $83.2K
- Labels: $73.4K

## Sales Vs Profit Scatter Plot With Sub Categories And Regions



Scatter plot. X-axis: Sales (Sum), from 0 to 400,000. Y-axis: Profit (Sum), from -40,000 to 60,000.
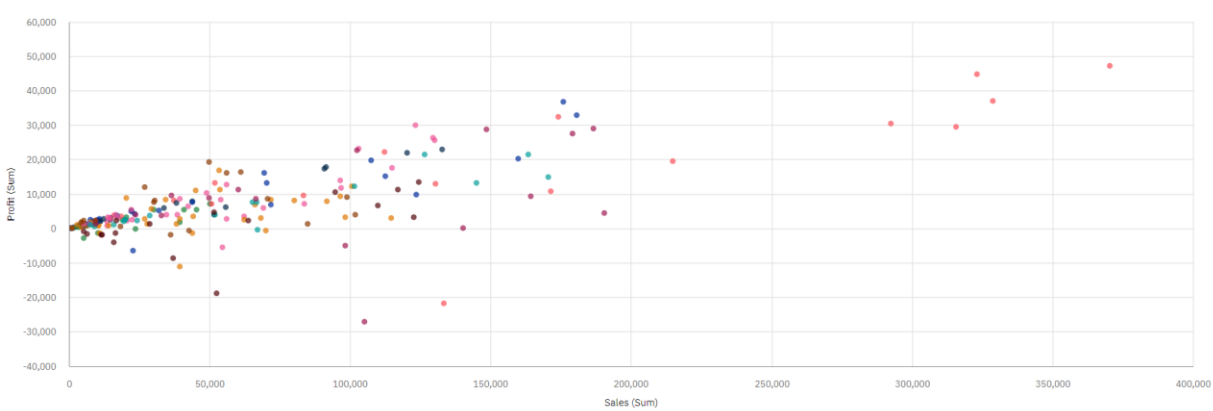
# Regional Sales And Profit Forecast

···· Forecast    Region - Measures
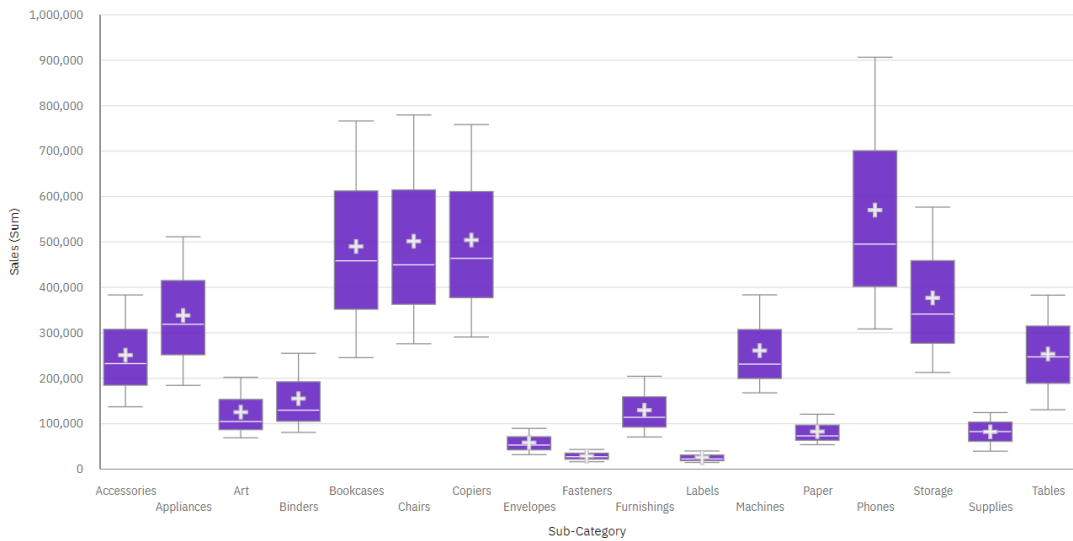● North | Sales   ● North | Profit   ● South | Sales   ● South | Profit



Values

$250K

$238K
$206K
$195K
$204K
$204K
$188K
$179K
$167K
$157K
$152K
$150K
$140K
$141K
$140K
$135K
$127K
$113K
$112K
$108K
$105K
$93.2K
$88.2K
$83.6K
$77.6K
$76.6K
$75.8K
$71.2K
$53.2K
$51.5K

$37.8K
$35.2K
$32.7K
$26.4K
$22.8K
$22.2K
$19.5K
$16.5K
$14K   $14.1K   $13.9K
$12.1K
$10.6K
$9.15K   $8.37K   $1?.3K   $8.51K
$6.98K
$6.02K   $5.11K

$200K

$150K

$100K

$50K

$0.00

1   2   3   4   5   6   7   8   9   10   11   12   13   14   15

Order_Month
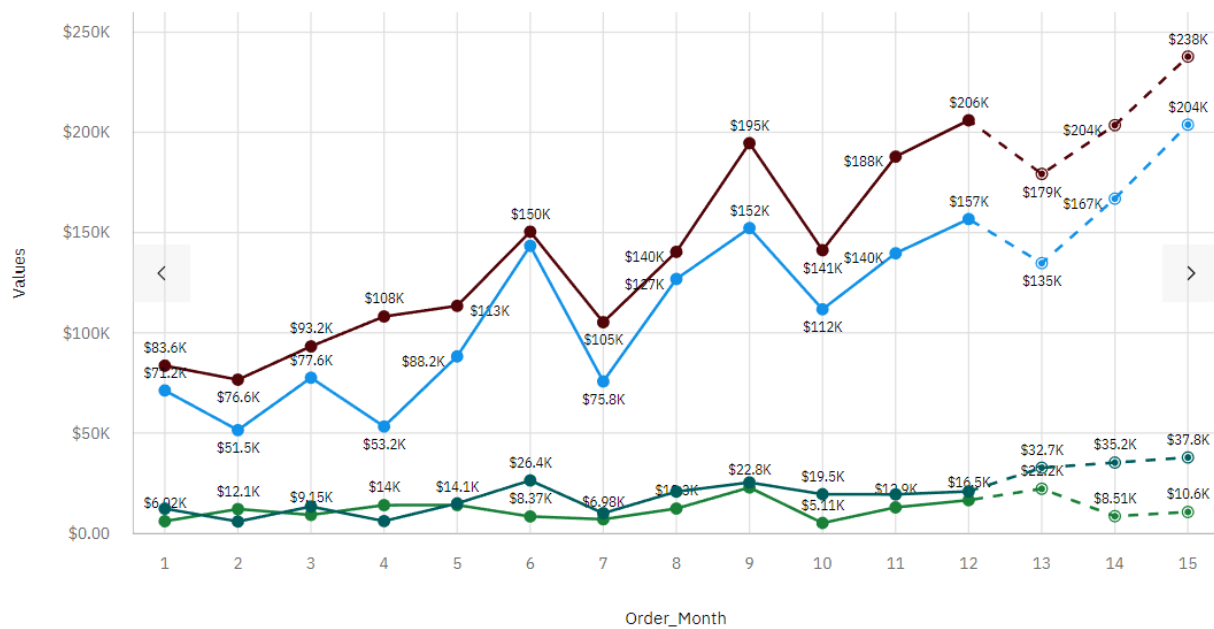
# Sales Forecast By Order Priority

···· Forecast   Measures
● Sales   ● Profit



Values

$1.2M
$1M
$800K
$600K
$400K
$200K
$0.00

$1.1M
$965K
$910K
$890K
$823K
$775K   $775K
$715K
$676K
$498K
$459K
$419K
$407K
$396K
$312K

$110K   $97.1K   $96.2K   $98.8K   $101K
$95.9K   $96.5K   $91.7K
$81.8K
$58.3K   $56.2K
$48.9K   $49.5K
$37.9K   $40.5K

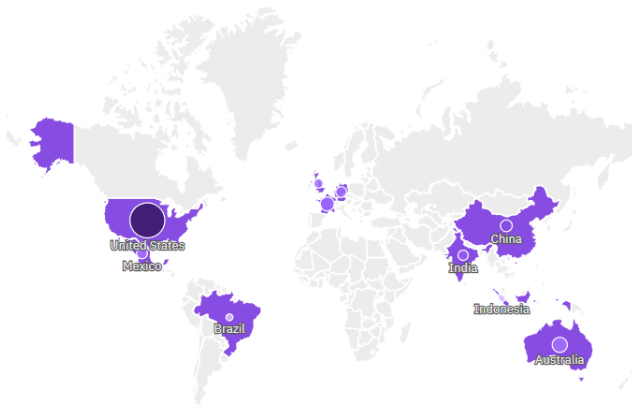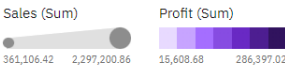1   2   3   4   5   6   7   8   9   10   11   12   13   14   15

Order_Month
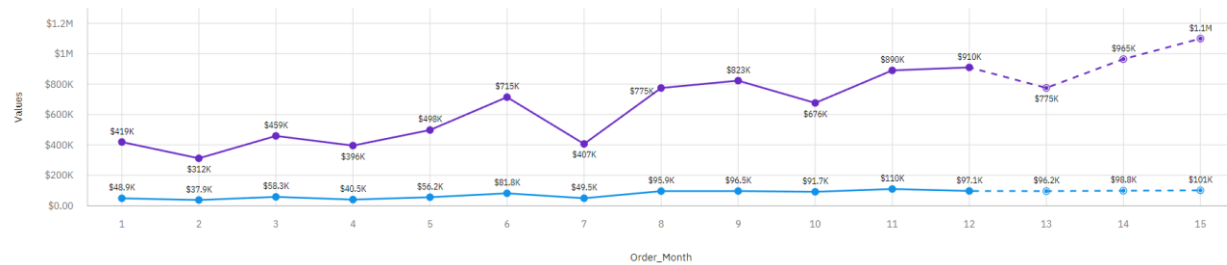
## Sales By Sub Category Analytics



## Sales By Segment Analysis

● Sales (Sum)   ● MinSales_Range (Sum)   ● MiddleSales_Range (Sum)   ● MaxSales_Range (Sum)   ● Target_Sales (Sum)



## Sales Vs Profit By Countries

Sales (Sum)
361,106.42 — 2,297,200.86

Profit (Sum)
15,608.68 — 286,397.02

## Regional Quantity And Sales Using Radar Chart For Various Segments

Quantity
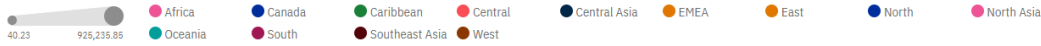● 1  ● 2  ● 3  ● 4  ● 5  ● 6  ● 7  ● 8  ● 9  ● 10  ● 11  ● 12  ● 13  ● 14



Consumer

Corporate

Home Office
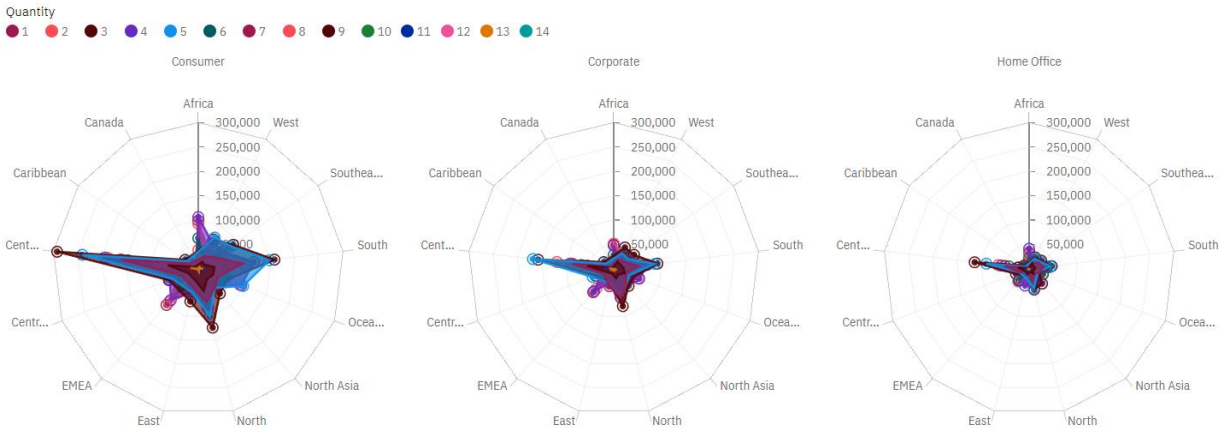
## Country Wise Sales Vs Profit Using Word Cloud

40.23 ——————— 925,235.85
● Africa  ● Canada  ● Caribbean  ● Central  ● Central Asia  ● EMEA  ● East  ● North  ● North Asia
● Oceania  ● South  ● Southeast Asia  ● West



| Sales | Profit | Quantity | Discount |
|---|---|---|---|
| **$12.6M** | **$1.47M** | **178K** | **14%** |
| Sales | Profit | Quantity | Discount |

## Sales by Sub-Category



| Sub-Category | Sales |
|---|---|
| Phones | $1.71M |
| Copiers | $1.51M |
| Chairs | $1.5M |
| Bookcases | $1.47M |
| Storage | $1.13M |
| Appliances | $1.01M |
| Machines | $779K |
| Tables | $757K |
| Accessories | $749K |
| Binders | $462K |
| Furnishings | $386K |
| Art | $372K |
| Paper | $244K |
| Supplies | $243K |
| Envelopes | $171K |
| Fasteners | $83.2K |
| Labels | $73.4K |

Sales (Sum)

**Dashboard Link:**

https://us1.ca.analytics.ibm.com/bi/?perspective=dashboard&pathRef=.my_folders%2FGlobal_Superstore%2BDashboard&action=view&mode=dashboard&subView=model00000183f6968afd_00000000