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GLOBAL SALES  
DATA ANALYTICS

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Scene 1 of 5

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# COUNTRY WISE SALES VS PROFIT

- Utilising a word cloud, we have made the chart illustrating the size of sales represented through the size of the actual country's names.
- It can be noted that the United States are prominent which shows their dominance in the sales.
- Followed by countries such as United Kingdom, Australia, Germany, France, Mexico and India.

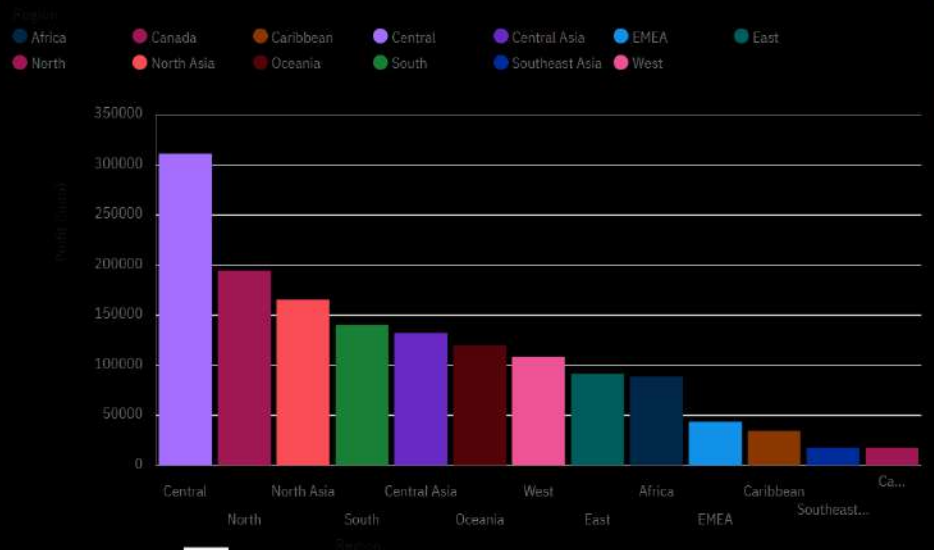
Country colored by Region sized by Sales



# PROFIT BY REGION

- Profit by Region data has been visualized.
- This has been visualized using Column chart.
- The highest Profit is used by the Central Region.
- The lowest Profit is used by the Canada Region

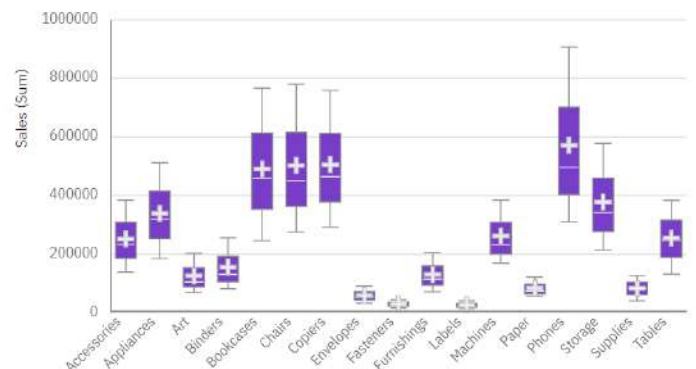
Profit by Region colored by Region



## SALES BY SUBCATEGORY

- Sales by Sub category data has been visualized.
- This has been visualized using BOX CHART.
- Box plot displays the five-number summary :minimum, first quartile, median, third quartile, and maximum

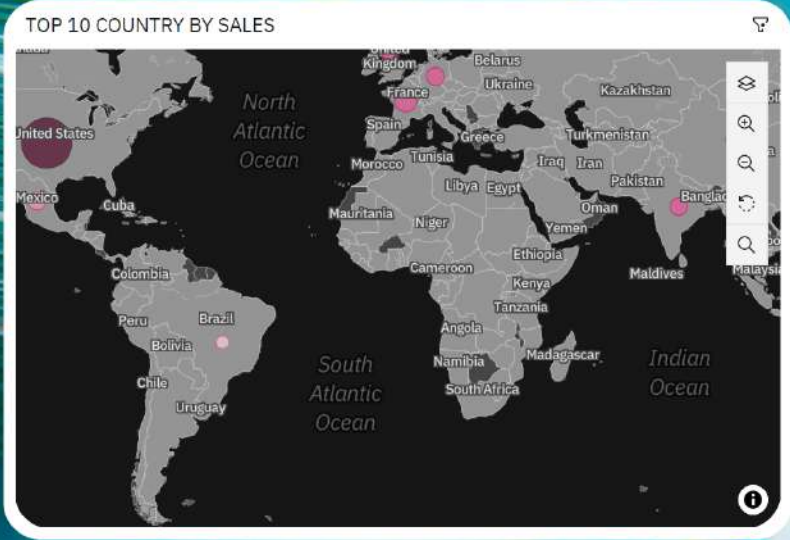
SALES BY SUBCATEGORY

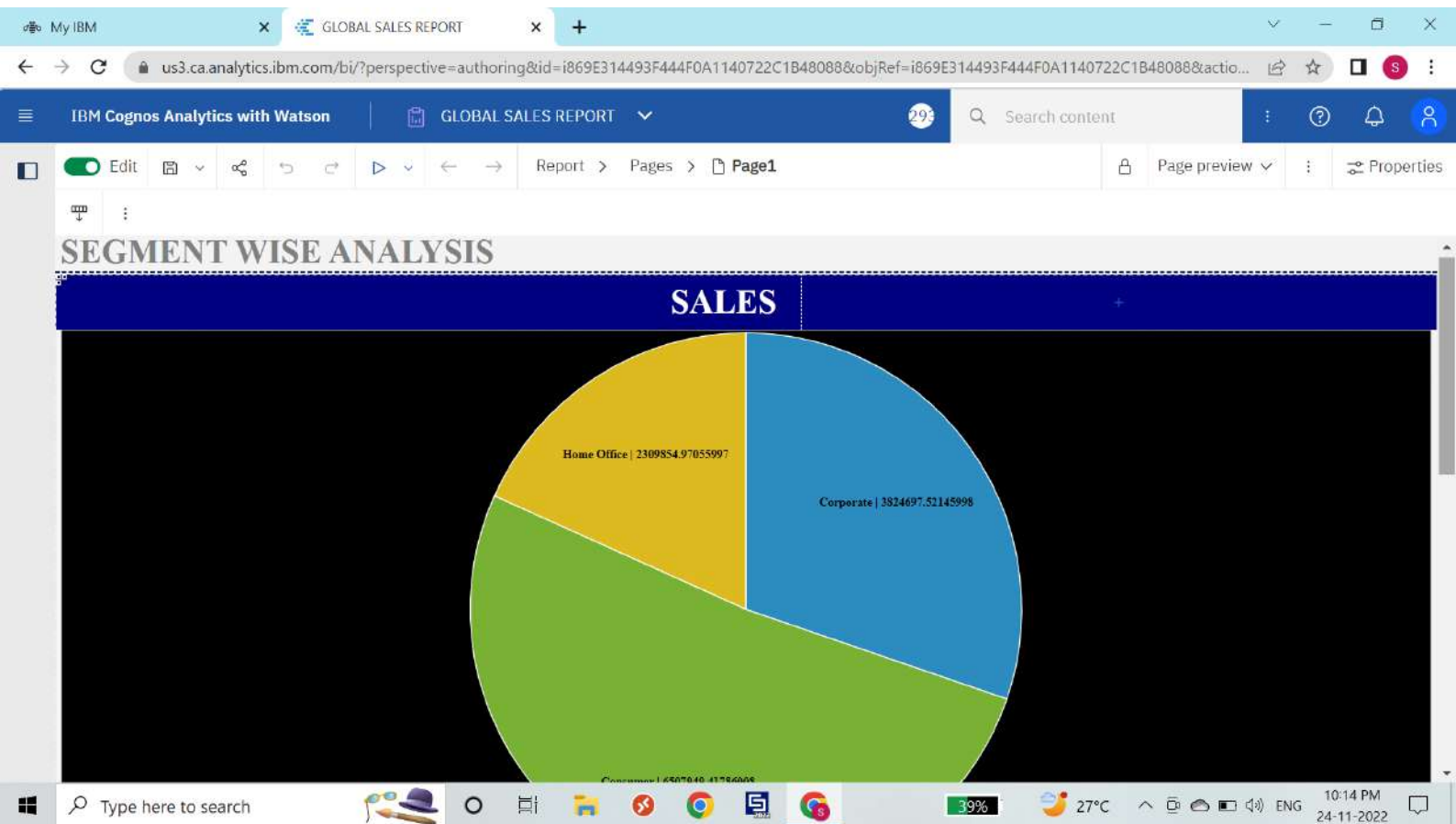




**Which region has increased sales?**

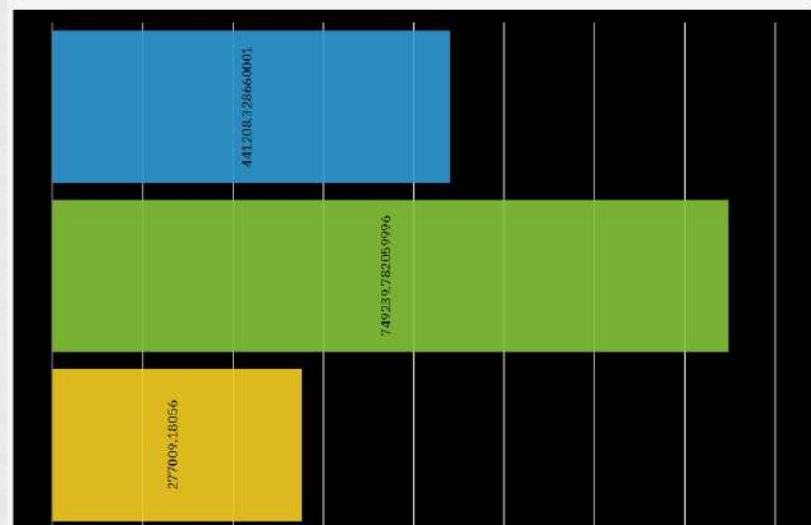
- Sales in TOP 10 countries has been visualized.
- This has been visualized using MAP CHART.
- Maximum sales is found in UNITED STATES.





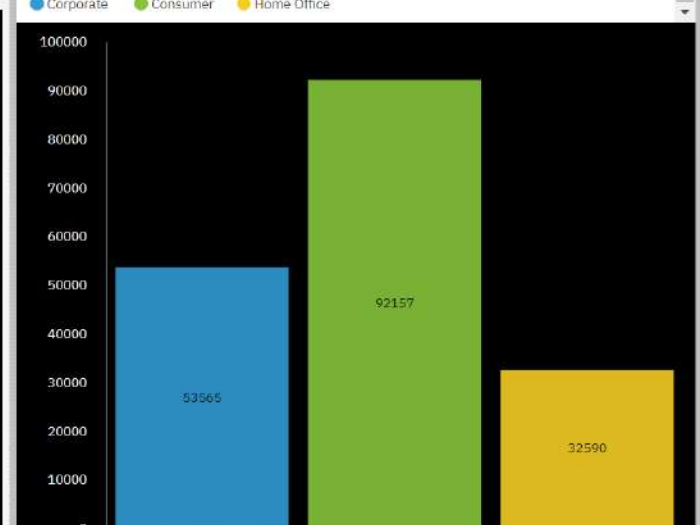
## PROFIT

Corporate Consumer Home Office

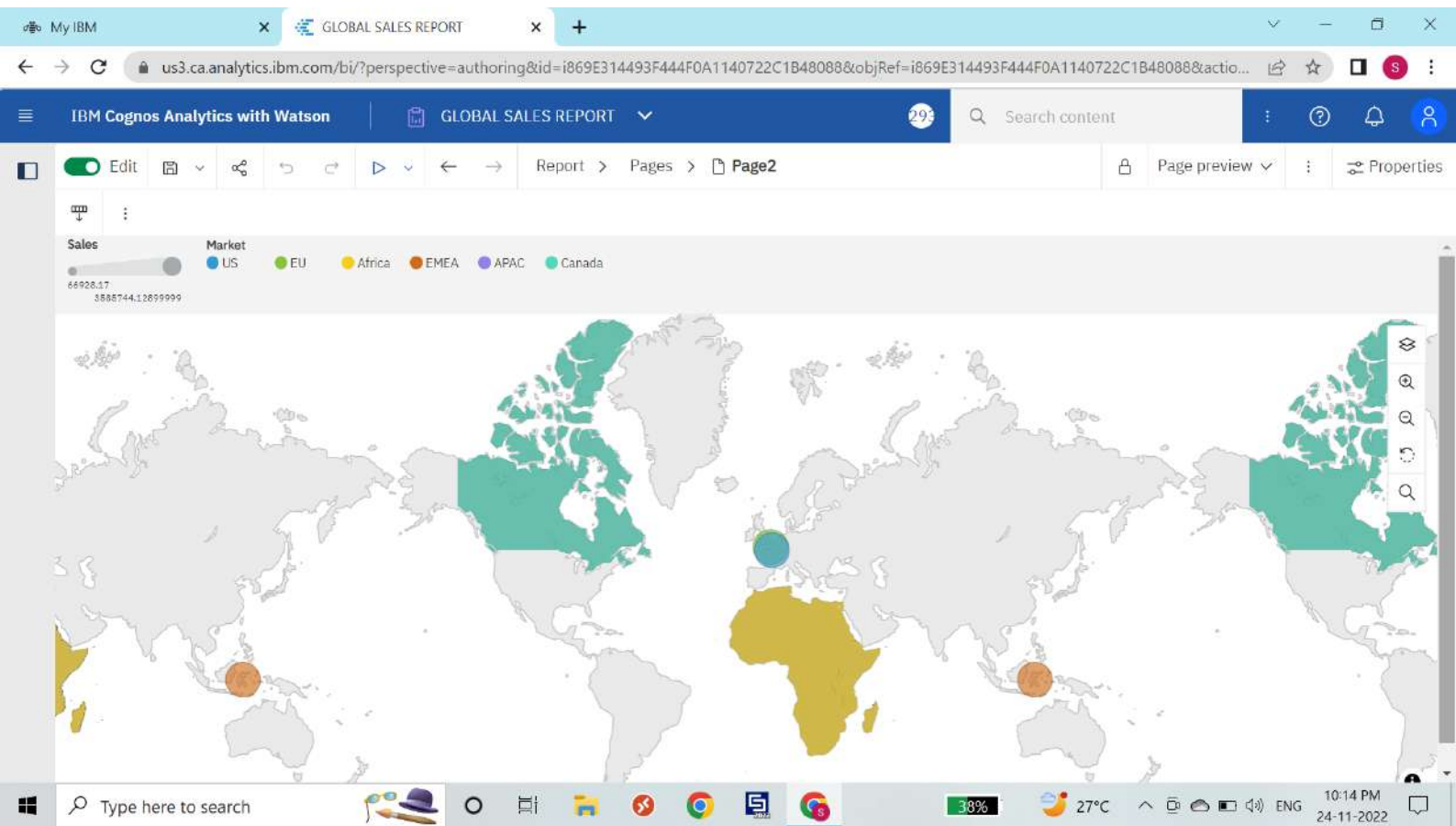


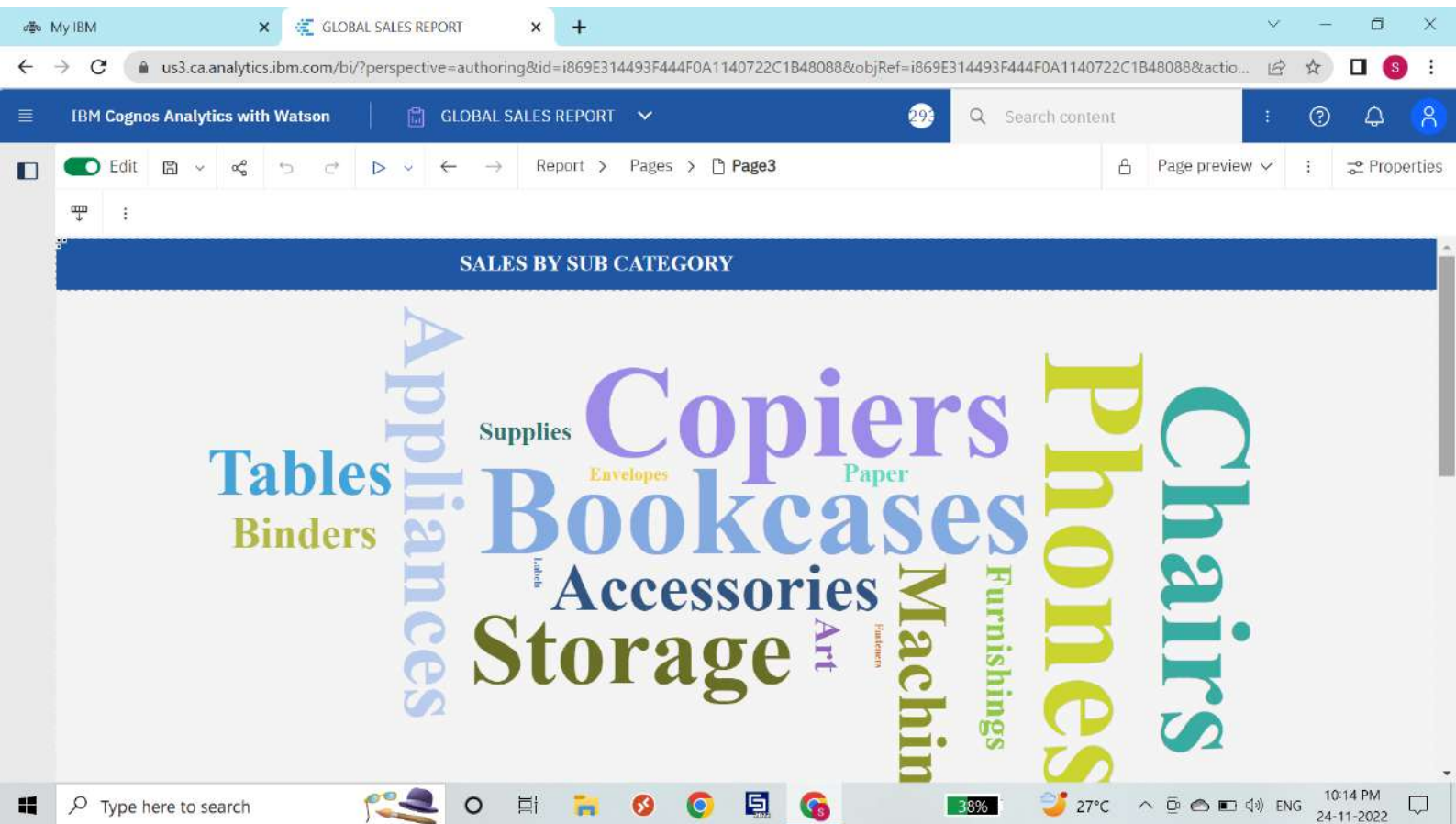
## QUANTITY

Segment Corporate Consumer Home Office

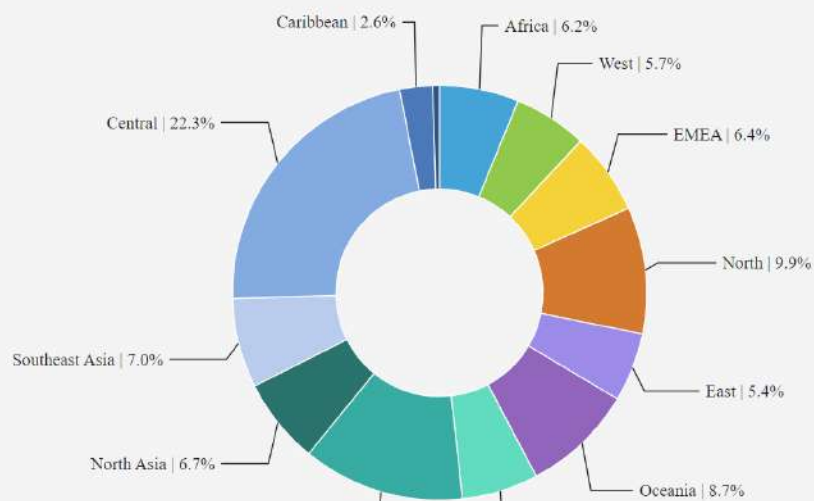






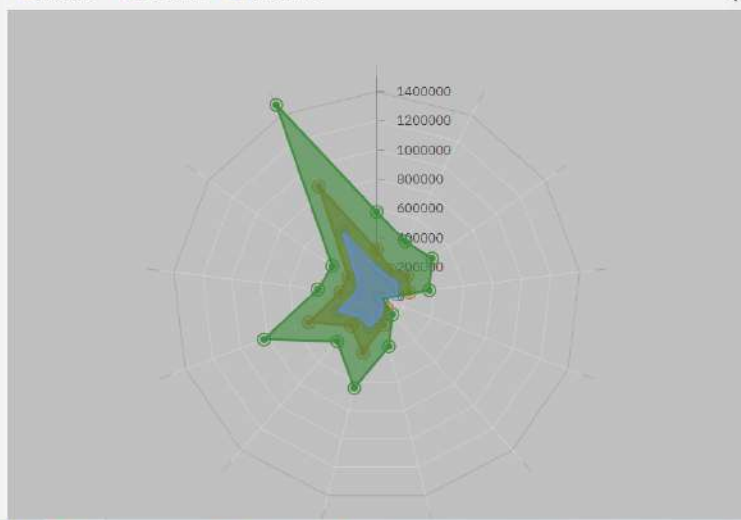


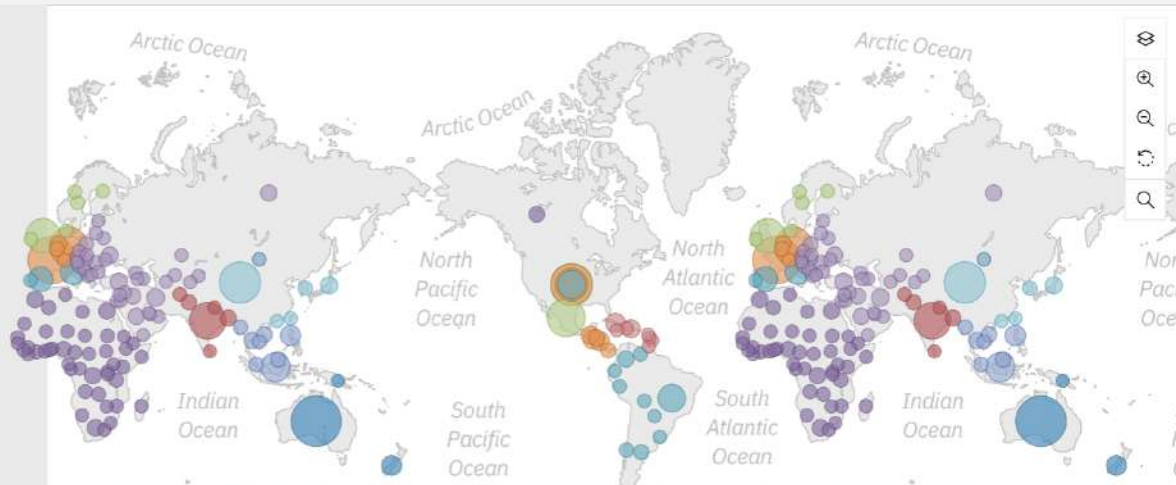
### SALES BY REGION



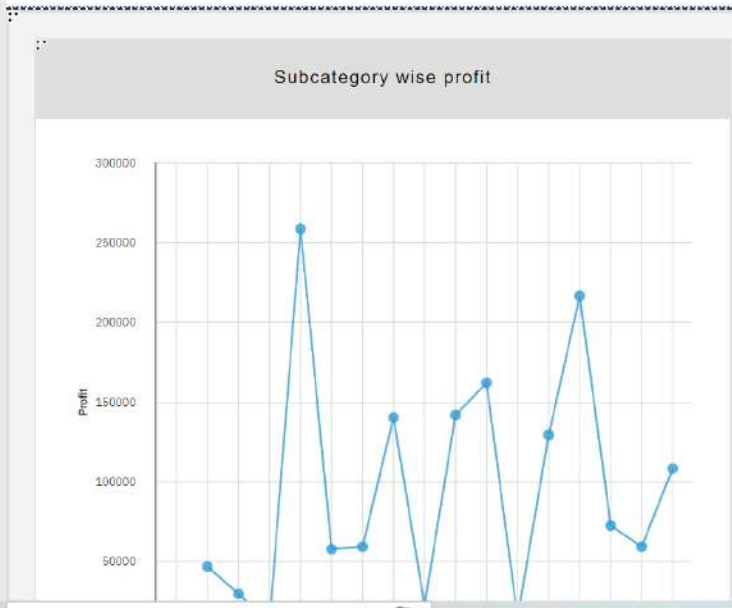


## REGIONAL QUANTITY AND SALES

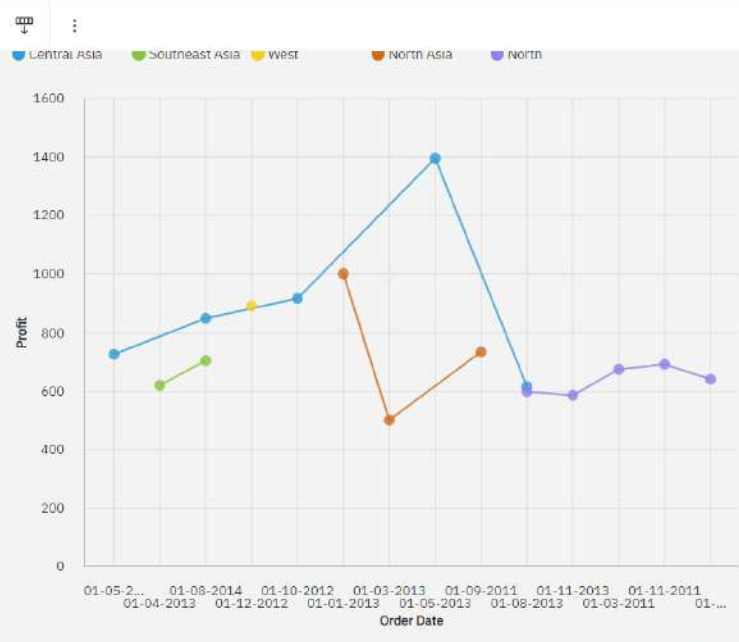


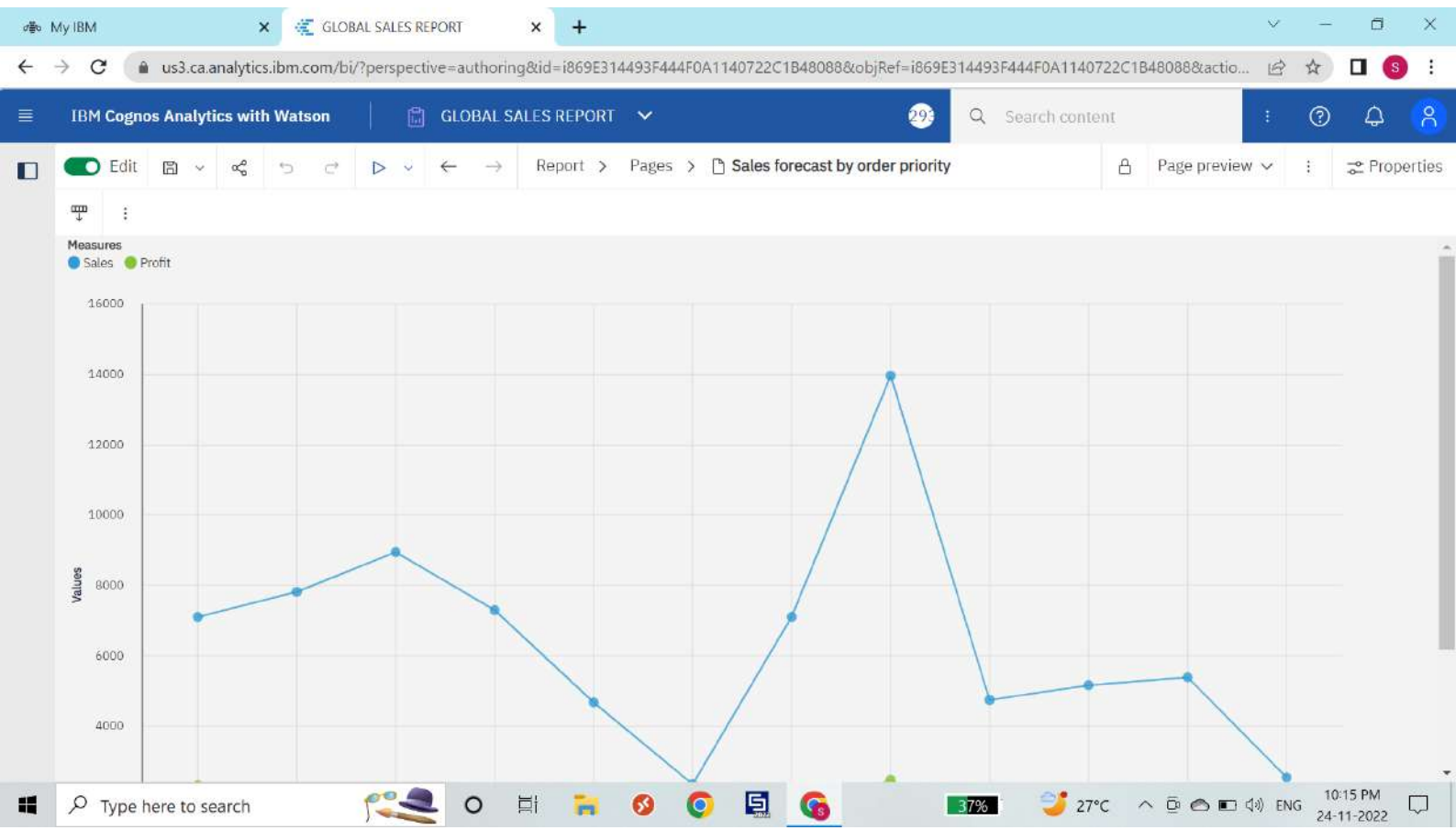












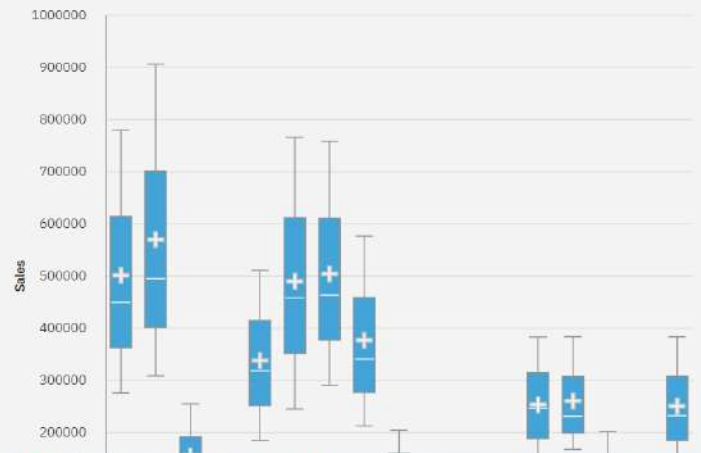
## SALES BY SUBCATEGORY, SEGMENT AND PROFIT ANALYSIS

### SALES BY SEGMENT ANALYSIS

Sales min sales range middle sales max sales range target sales



### SALES BY SUB CATEGORY WITH SEGMENT KEY

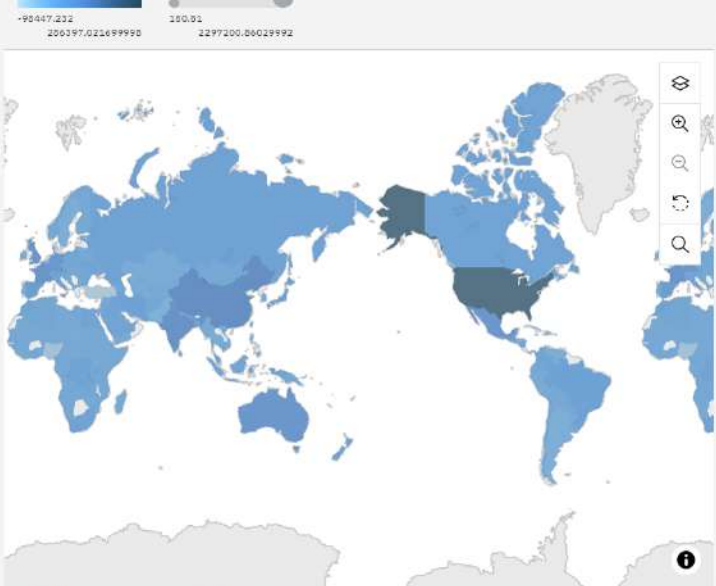


My IBM GLOBAL SALES REPORT

us3.ca.analytics.ibm.com/bi/?perspective=authoring&id=i869E314493F444F0A1140722C1B48088&objRef=i869E314493F444F0A1140722C1B48088&actio...

IBM Cognos Analytics with Watson GLOBAL SALES REPORT 293 Search content

Edit Report Pages sales by subcategory, segment and profit Page preview Properties



The figure is a world map visualization from IBM Cognos Analytics. It displays global sales data categorized by subcategory, segment, and profit. The map uses a color gradient where darker shades of blue represent higher values. North America, particularly the United States, shows the highest values, indicated by the darkest blue. Other regions like Europe and Asia show varying levels of intensity. The map includes a legend at the top with a color scale ranging from light blue to dark blue. On the right side of the map, there are interactive tools including a search bar, zoom in/out buttons, and a full-screen button. The map is displayed within a web browser window, and the bottom of the image shows a Windows taskbar with the date 24-11-2022 and time 10:15 PM.