DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING

R.M.K.ENGINEERING COLLEGE

(An Autonomous Institution)

R.S.M. Nagar, Kavaraipettai-601 206

PROJECT BASED EXPERIENTIAL LEARNING PROGRAM (NALAIYA THIRAN)

Global data sales analytics

A PROJECT REPORT

Submitted by

Yeshwanth Lakkalapudi **(111719106083)**

Chandu Konduru **(111719106077)**

Yeshwanth Kuntrapakam

(111719106081)

Dinesh N **(111719106096)**

TEAM ID : PNT2022TMID16071

Contents :

1. INTRODUCTION

1.1 Project Overview

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

involved in selling a product or service to a consumer or business. It is important for sales and marketing teams to review their strategies and performance in order to make improvements. Understanding performance with sales data analytics helps sales and marketing teams to review their strategies and performance in order to make improvements. Sales analytics provides valuable information like Customer Analysis and Product Analysis to improve sales methodologies. Users create multiple analytical graphs/charts/Visualizations. One way to measure performance is with sales analytics.

1.2 Purpose

Global Sales covers all activities involved in selling a product or service to a consumer or business. It is important for sales and marketing teams to review their strategies and performance in order to make improvements. One way to measure performance is with sales analytics. Sales data analytics refers to the use of technology to collect and use sales data to identify actionable insights. It is used to identify, optimize, and increase sales. An efficient sales model that generates higher revenue for the business.

2. LITERATURE SURVEY

Title & Author(s)	Year	Technique	Findings
Big Data Analytics and Deep Learning Based Sentiment Analysis System for Sales Prediction - Khatiwada, Aamod and Kadariya, Pradeep and Agrahari, Sandip and Dhakal, Rabin.	2019	Big data analytics (BDA) applications in e-commerce.	Merits: Used to understand complex datasets in a matter of time with beautiful visual representations.

			Demerits: Lack of security since large data processed simultaneously
COVID-19 pandemic in the new era of big data analytics: Methodological innovations and future research directions - Sheng, Jie and Amankwah-Amoah, Joseph and Khan, Zaheer and Wang, Xiaojun	2021	Descriptive and diagnostic analytics, Predictive analytics	Merits: By comparing with machine learning models, we find that the proposed model is superior to others. Demerits: The experiment only considers the features of the product and does not consider external influences, such as the impact of regulations on sales. It uses only small dataset.
Sales Forecasting Based on CatBoost - Jingyi Ding, Ziqing Chen.	2020	CatBoost algorithm.	Merits: The search stops when no improvements over the current best solution have been found in 300 iterations. Demerits: Dataset is limited
Developing and Implementing Big Data Analytics in Marketing - Dina Darwish	2020	Big data analytics, R tool.	Merits: The proposed method is based on similarity measurement without complex training so that forecast can be completed in a short time, and performs well in small-scale data Demerits: The experiment only considers the features of the product and does not consider external influences, such as the impact of regulations on sales. It uses only small dataset.
Social media big data analytics for demand forecasting: development	2020	Definitional aspects of big	Merits: Captured linearity and non linearity better

and case implementation of an innovative framework-Iftikhar, Rehan and Khan, Mohammad Saud		data analytics (BDA) in e-commerce	than ARIMA and ARNN gave the best result of 565 RMSE. Demerits: Hybrid Technique can fail if nonlinear model fails to capture residue patterns

2.1 Existing problem

1. Lack of security since large data processed simultaneously
2. Hybrid Technique can fail if nonlinear model fails to capture residue patterns
3. The experiment only considers the features of the product and does not consider external influences, such as the impact of regulations on sales. It uses only small dataset.
4. Dataset is limited
5. The experiment only considers the features of the product and does not consider external influences, such as the impact of regulations on sales. It uses only small dataset.

2.2 References

1. Big Data Analytics and Deep Learning Based Sentiment Analysis System for Sales Prediction - Khatiwada, Aamod and Kadariya, Pradeep and Agrahari, Sandip and Dhakal, Rabin.
2. COVID-19 pandemic in the new era of big data analytics: Methodological innovations and future research directions - Sheng, Jie and Amankwah-Amoah, Joseph and Khan, Zaheer and Wang, Xiaojun
3. Sales Forecasting Based on CatBoost - Jingyi Ding, Ziqing Chen.
4. 2020 2nd International Conference on Broadband Communications, Wireless Sensors and Powering (BCWSP)-Wisesa, Oryza and Adriansyah, Andi and Khalaf, Osamah Ibrahim.
5. Developing and Implementing Big Data Analytics in Marketing - Dina Darwish

6. Social media big data analytics for demand forecasting: development and case implementation of an innovative framework-Iftikhar, Rehan and Khan, Mohammad Saud

2.3 Problem Statement Definition

1. Structured data focuses on demographic data including name, age, gender, date of birth, address, and preferences, unstructured data includes clicks, likes, links, tweets, voices, etc.
2. The methodological innovations in studying big data analytics and. We provide insights on methods in descriptive/diagnostic, predictive and prescriptive analytics, and how they can be leveraged to study 'black swan' events such as the COVID-19-related global crisis.
3. It proposed a sales forecasting system based on CatBoosting. The algorithm is trained on the Walmart sales dataset, by far the largest dataset in this field. We performed effective feature engineering to boost prediction accuracy and speed.
4. The results of this analysis are expected to generate reliable, accurate and effective forecasting data, a valuable resource for sales predictions. It shows good accuracy in forecasting.
5. Companies take informative business decisions in different fields, such as, health care, banking, manufacturing, media and entertainment, education and transportation and many others.
6. Social media big data offers insights that can be used to make predictions of products' future demand and add value to the supply chain performance

3. IDEATION & PROPOSED SOLUTION

3.1 Empathy Map Canvas

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviors and attitudes. It is a useful tool to help teams better understand their users. Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Empathy Map Canvas

Global Sales Data Analytics

What do they THINK AND FEEL?
what really counts
major preoccupations
worries 8 aspirations

- Is it really Helpful?
- It maybe complicate to use
- too much time consuming?
- How to collect the data?
- what are the skills needed?
- Doubts
- What impact it will create?
- How much time it will take?

What do they HEAR?
what friends say
what boss say
what influencers say

- How will you do it?
- What are the new ideas?
- Opinions
- Profit
- Don't take much time
- work explaination
- Any creative models

What do they SEE?
environment
friends
what the market offers

- Analytic tools
- Research papers
- Existing products
- Comparing Products
- Pleasing visuals
- Project workflow
- Problems and solutions

What do they SAY AND DO?
attitude in public
appearance
behavior towards others

- Listing needs
- can not understand some features
- How the analytics works?
- Effective use of analytics
- Predict sales and profit
- Update work progress

PAIN
fears
frustrations
obstacles

- Improper data about sales
- Exceeding time
- expensive
- Not convenient to buy
- Difficulties to understand
- Miscommunication between team?
- Lack of knowledge on field

GAIN
"wants" / needs
measures of success
obstacles

- Prediction on sales
- Dynamically changing dashboard
- Clear understanding
- User friendly
- Interactive
- Supportive
- Attractive designs

3.2 Ideation & Brainstorming

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Step-2: Brainstorm, Idea Listing and Grouping

Step-3: Idea Prioritization
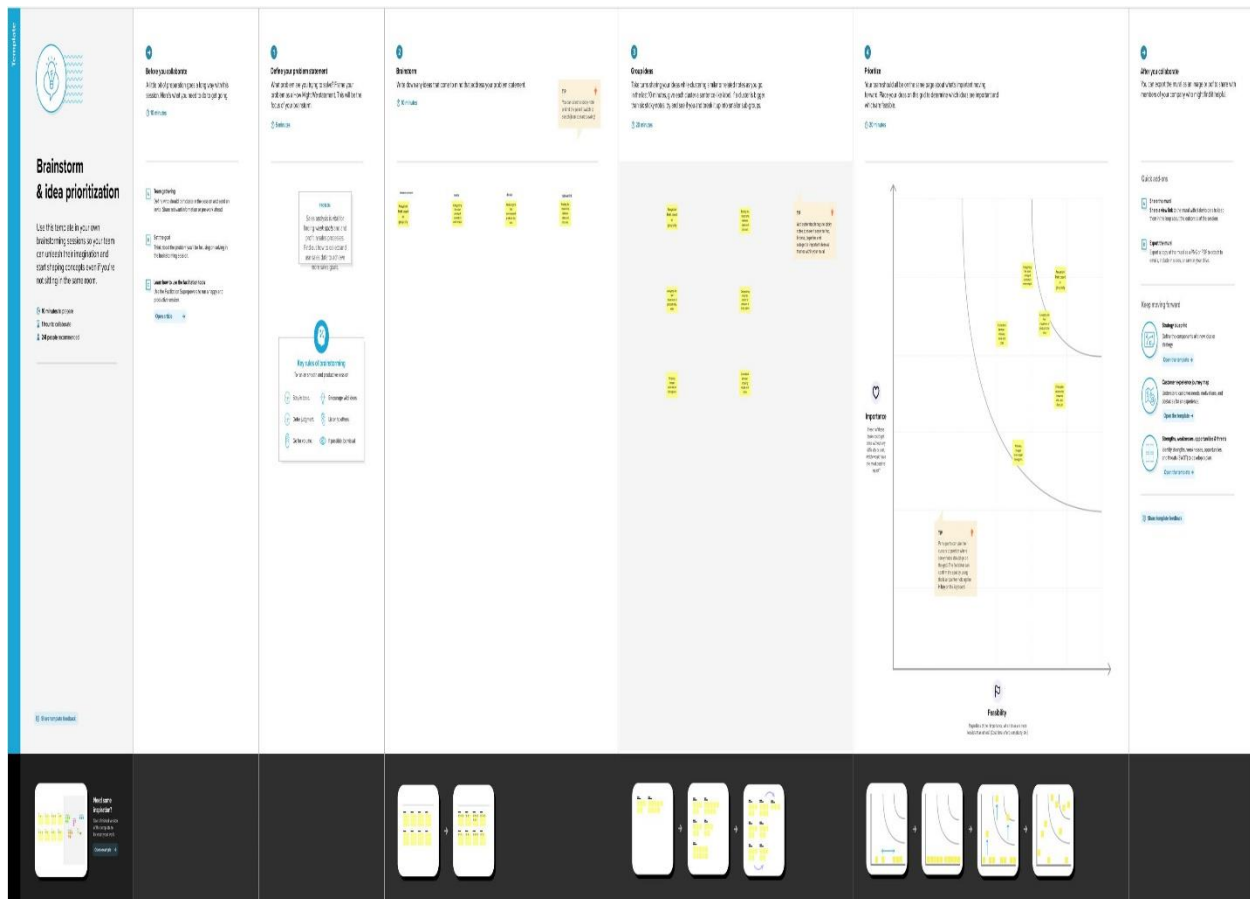
3.3 Proposed Solution

S.No.	Parameter	Description
01	Problem Statement (Problem to be solved)	Global Sales covers all activities involved in selling a product or service to a consumer or business. It is important for sales and marketing teams to review their strategies and performance in order to make improvements. One way to measure performance is with sales analytics. Sales data analytics refers to the use of technology to collect and use sales data to identify actionable insights. It is used to identify, optimize, and increase sales. An efficient sales model that generates higher revenue for the business.
02	Idea / Solution description	Use the technology to collect and use sales data to derive actionable insights. It is used to identify, optimize, and

		forecast sales. It uses sales data to plan an efficient sales model that generates higher revenue for the business. Users can create multiple Analytical Visualizations and can build the required Dashboards.
03	Novelty / Uniqueness	Understanding performance with sales data analytics helps sales and marketing teams to review their strategies and performance in order to make improvements. Sales analytics provides valuable information like Customer Analysis and Product Analysis to improve sales methodologies. Users create multiple analytical graphs/charts/Visualizations.
04	Social Impact / Customer Satisfaction	Analyzing sales helps businesses in understanding their most profitable products and the ones that are not moving, most profitable customers, and potential sales opportunities thereby providing sales which match customer needs and meets their satisfaction. It helps in the perception of profit about particular product and perception of sales in different locations and times.
05	Business Model (Revenue Model)	Global sales analytics can use the sales data and provide actionable insights for selling a product or service to a consumer or business. Improve the decision-making process oriented at analyzing scales trends, reducing costs and increasing business revenue.
06	Scalability of the Solution	This solution can be used from small stores to multinational companies. This solution can be processed with less memory and quickly. The solution can be used as user specified so it is easy to customer.

3.4 Problem Solution Fit

The problem solution fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps to identify behavioral patterns and recognize on sales.

Purpose:
- Solve complex problems in a way that fits the state of your customers. ☐
- Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior. ☐
- Sharpen your communication and marketing strategy with the right triggers and messaging. ☐
- Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems. ☐
- Understand the existing situation in order to improve it for your target group.

Solution fit:

1. CUSTOMER SEGMENT(S) `CS` A Business organization, online store or seller who would like to understand more about sales in global scale.	**6. CUSTOMER CONSTRAINTS** `CC` Check input file structure before uploading a file. Not enable of easy payment.	**5. AVAILABLE SOLUTIONS** `AS` The competition perform analytics and display dashboard with dynamic insights. End product provides facility to add manual or dynamic to the dashboard
2. JOBS-TO-BE-DONE / PROBLEMS Determination input file structure What analysis to perform to be useful?	**9. PROBLEM ROOT CAUSE** `RC` Unpredictable sales Market down Big amount of data	**7. BEHAVIOUR** `BE` Collecting sales data Utilize the data in efficient way.

3. TRIGGERS `TR`

Have you ever felt that you are unaware of how your business is performing?

4. EMOTIONS: BEFORE / AFTE `EM`

Before: Misunderstanding, un-predictable, decision fatigue.

After: clear mind, better understanding

10. YOUR SOLUTION `SL`

Easy payments

Responsive design

Creating an interactive dashboard.

User specified design.

8. CHANNELS of BEHAVIOUR `CH`

8-1 ONLINE

Using third party software or services with automation insights and subscriptions based services to analyze data.

8-2 OFFLINE

Offline software to analyze complex data in un-intuitive way.

4. REQUIREMENT ANALYSIS

4.1 Functional Requirements

FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	User Registration	Registration through Website Registration through Gmail
FR-2	User Confirmation	Confirmation via Email
FR-3	User Login	Login via Gmail and Password
FR-4	Generating Report	User can view the product details

4.2 Non-functional Requirements

FR No.	Non-Functional Requirement	Description

NFR-1	Usability	This service will have a simple and user-friendly graphical interface. Users will be able to understand and use all the features easily.
NFR-2	Security	The main security concern is for users login information is end to end encryption should be used to avoid hacking.
NFR-3	Reliability	It has high reliability because when the system is disconnected or internet connection lost, it should save all the process of the users made.
NFR-4	Performance	A good internet speed while browsing the product it had high performance with efficiency.
NFR-5	Availability	It will be available 24 hours a day and seven days a week. User access anywhere at any time .
NFR-6	Scalability	A Many users can access the website simultaneously.

5. PROJECT DESIGN

5.1 Data Flow Diagrams

A Data Flow Diagram (DFD) is a traditional visual representation of the information flows within a system. A neat and clear DFD can depict the right amount of the system requirement graphically. It shows how data enters and leaves the system, what changes the information, and where data is stored.

DFD level 0
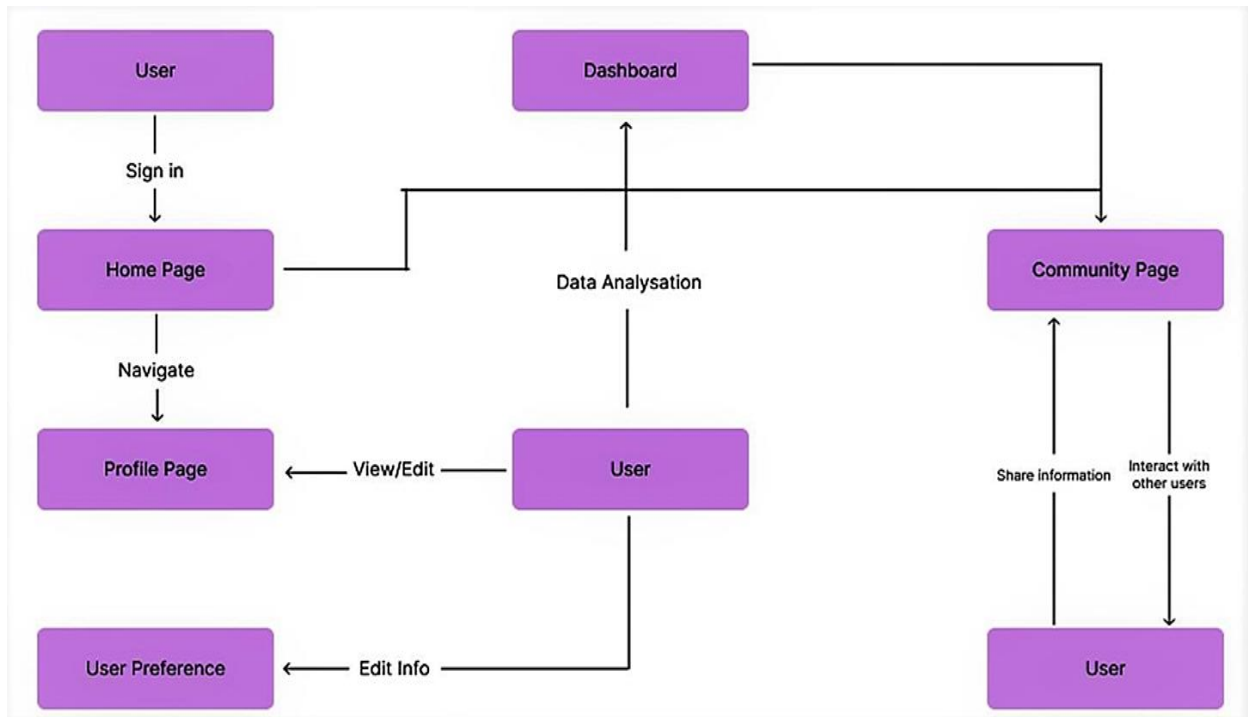
5.2 Solution & Technical Architecture

Solution architecture is a complex process – with many sub-processes – that bridges the gap between business problems and technology solutions. Its goals are to:

● Find the best tech solution to solve existing business problems.
● Describe the structure, characteristics, behavior, and other aspects of the software to project stakeholders.
● Define features, development phases, and solution requirements.
● Provide specifications according to which the solution is defined, managed, and delivered.

Solution Architecture Diagram:
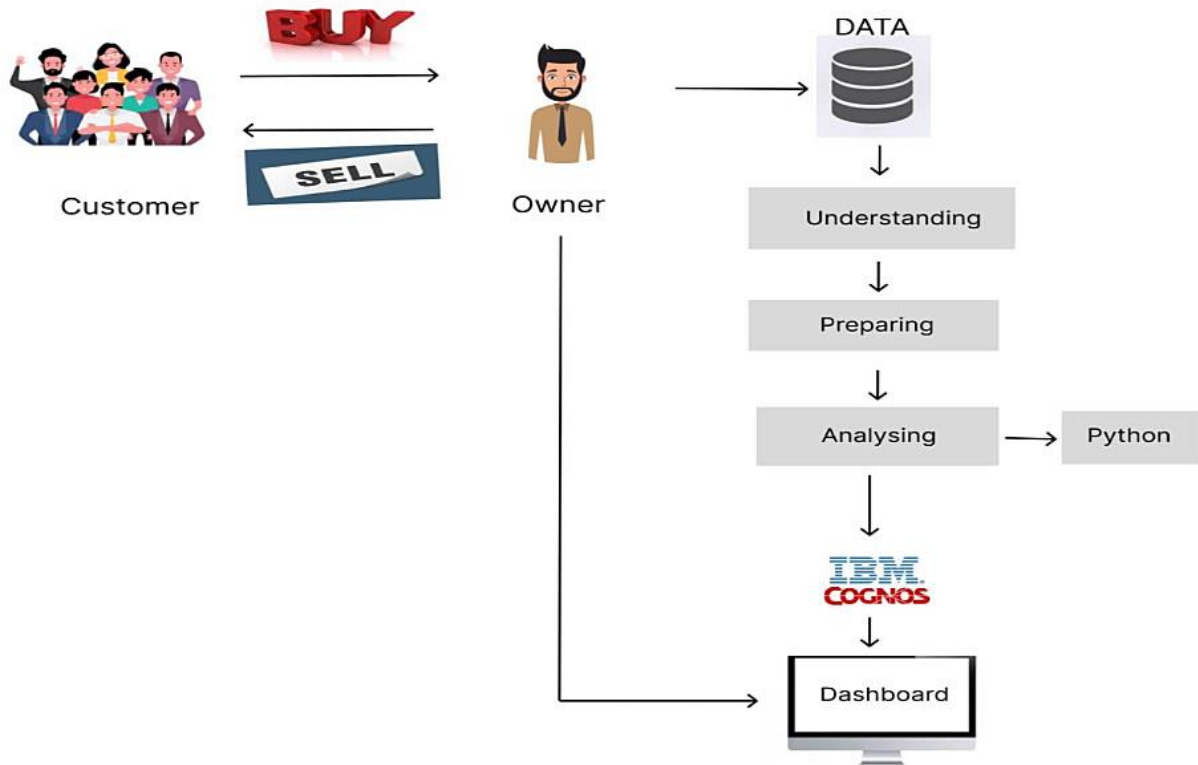
5.3 User Stories

User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance criteria	Priority	Release
	Collecting dataset	USN-1	As a user, I need to gather the data in the form of CSV/XLS and clean the data.		low	Sprint-1
	Data preparation	USN-2	As a user, I need to filter it for		Medium	Sprint-1

			Data visualization.			
	Data visualization	USN-3	As a user, I need to filter it for Data visualization.		Medium	Sprint-1
	Dashboard	USN-4	Access dashboard in website	Dashboard	medium	Sprint-2
	Report and story	USN-5	As a user, I can view the list of categorized products and their details as a report and story.	Report and Story		Sprint-2
Customer (web user)	Registration	USN-6	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-3
	Login	USN-7	As a user, I need valid credentials to log to my application.	I can receive confirmation email and click confirm.	High	Sprint-3
		USN-8	As a user, I can register for the application through Gmail	I can register and access the dashboard with Login	Low	Sprint-3
		USN-9	As a user, I can log into the application by entering email and password		High	Sprint-4

Administrator		USN-10	It can be easily accessible and responsible.	I can access it easily through application.	High	Sprint-4

6. PROJECT PLANNING & SCHEDULING

6.1 Sprint Planning & Estimation

Sprint	Functional Requirement (Epic)	User Story Number	User Story / Task	Story Points	Priority	Team Members
Sprint -1	Registration	USN-1	As a user, I can register for the application by	5	High	Yeshwanth L Chandu K Yeshwanth K

			entering my email, password, and confirming my password.			Dinesh N
Sprint -1	Login	USN-2	As a user, I need valid credentials to log to my application.	5	High	Yeshwanth L Chandu K Yeshwanth K Dinesh N
Sprint -1	Data collection	USN-3	As a user, I need to gather the data in the form of CSV/XLS and clean the data.	5	High	Yeshwanth L Chandu K Yeshwanth K Dinesh N
Sprint -1	Upload dataset	USN-4	As a user, I can view the data of the products.	5	High	Yeshwanth L Chandu K
Sprint -2	Data preparation	USN-5	As a user, I need to filter it for Data visualization.	5	High	Dharmeshprasad R, Tamilvanan N
Sprint -2	Data visualization	USN-6	As a user, I need to filter it for Data visualization.	5		Yeshwanth L Chandu K Yeshwanth K Dinesh N
Sprint -2	Dashboard	USN-7	As a user, I need to filter it for Data visualization.	10	High	Yeshwanth L Chandu K Yeshwanth K Dinesh N
Sprint -3	Dashboard	USN-8	As a user, I must plan visualizations in a way that I'm able to gain insights regarding the	4	High	Yeshwanth L Chandu K Yeshwanth K Dinesh N

			sales based upon the category of sales and the respective region.			
Sprint -3	Dashboard	USN-9	As a user, I must be able to gain insights from the charts/graphs through a variety of relationships established on the dashboard.	10	Medium	Yeshwanth L Chandu K Yeshwanth K Dinesh N
Sprint -4	Prediction	USN-10	As a user, I see the prediction of the specific product's future sales expectation.	10	Medium	Yeshwanth L Chandu K Yeshwanth K Dinesh N
Sprint -4	Report	USN-11	As a user, I can view the list of categorized products and their details as a report.	10	High	Yeshwanth L Chandu K Yeshwanth K Dinesh N
Sprint -4	Story	USN-12	As a user, I can view the product and customer description and more additional information as a story.	10	High	Yeshwanth L Chandu K Yeshwanth K Dinesh N

6.2 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	20	6 Days	24 Oct 2022	29 Oct 2022	20	29 Oct 2022
Sprint-2	20	6 Days	31 Oct 2022	05 Nov 2022	20	05 Nov 2022
Sprint-3	20	6 Days	07 Nov 2022	12 Nov 2022	20	12 Nov 2022
Sprint-4	20	6 Days	14 Nov 2022	19 Nov 2022	20	19 Nov 2022

6.3 Reports From JIRA
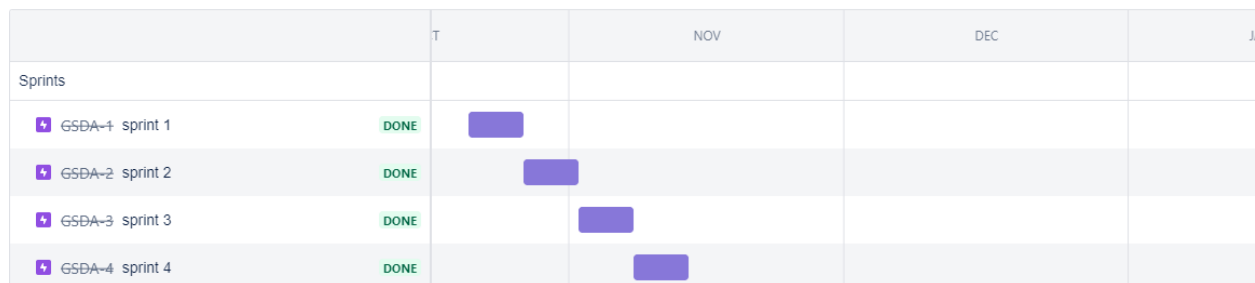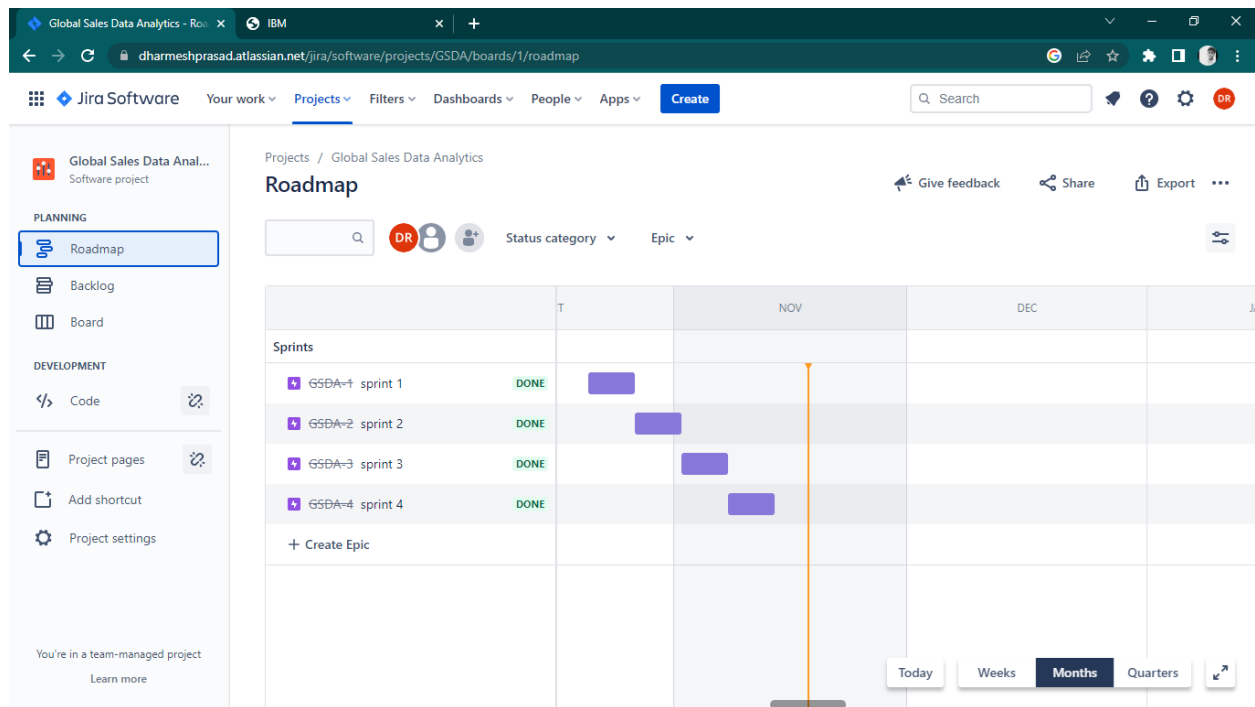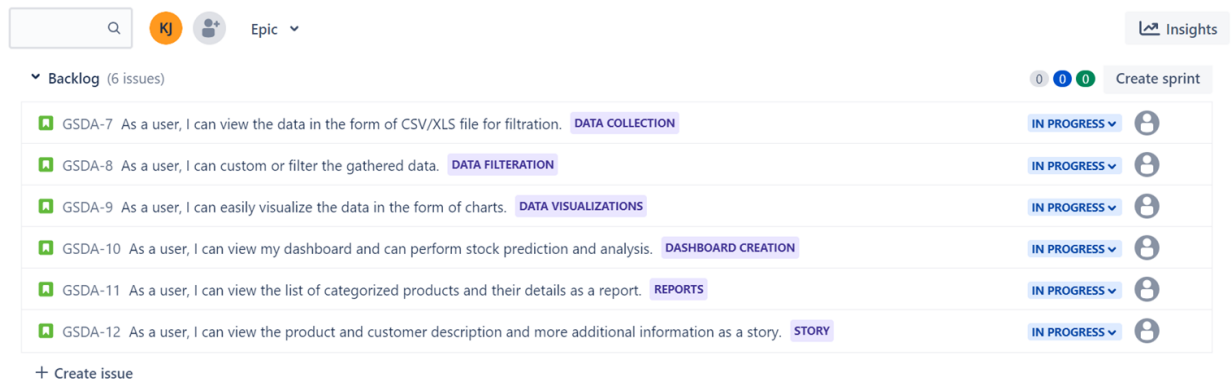
7.CODING & SOLUTION

Feature 1 - Login page:

```
 1  <!DOCTYPE html>
 2  <html lang="en">
 3    <head>
 4      <meta charset="utf-8" />
 5      <meta name="author" content="Kodinger" />
 6      <meta name="viewport" content="width=device-
   width,initial-scale=1" />
 7      <title>Global Sales Data Analytics</title>
 8      <link rel="stylesheet" type="text/css"
   href="assets/css/my-login.css" />
 9    </head>
10    <body class="my-login-page">
11      <section class="h-100">
12        <div class="container h-100">
13          <div class="row justify-content-md-center h-100">
14            <div class="card-wrapper">
15              <div class="brand">
16                <img src="assets/img/logo123.png" alt="logo"
   />
17              </div>
18              <div class="card fat">
19                <div class="card-body">
20                  <h4 class="card-title">Login</h4>
21                  <form method="POST" class="my-login-
   validation" novalidate="">
22                    <div class="form-group">
23                      <label for="email">E-Mail
   Address</label>
24                      <input
25                        id="email"
26                        type="email"
27                        class="form-control"
28                        name="email"
29                        value=""
30                        required
```

```
31                        autofocus
32                      />
33                      <div class="invalid-feedback">Email is
   invalid</div>
34                    </div>
35
36                    <div class="form-group">
37                      <label for="password"
38                        >Password
39                        <a href="forgot.html" class="float-
   right">
40                          Forgot Password?
41                        </a>
42                      </label>
43                      <input
44                        id="password"
45                        type="password"
46                        class="form-control"
47                        name="password"
48                        required
49                        data-eye
50                      />
51                      <div class="invalid-feedback">Password
   is required</div>
52                    </div>
53
54                    <div class="form-group">
55                      <div class="custom-checkbox custom-
   control">
56                        <input
57                          type="checkbox"
58                          name="remember"
59                          id="remember"
60                          class="custom-control-input"
61                        />
```

```
62                        <label for="remember" class="custom-
control-label"
63                          >Remember Me</label
64                        >
65                      </div>
66                    </div>
67
68                    <div class="form-group m-0">
69                      <button
70                        type="submit"
71                        id="mybutton"
72                        class="btn btn-primary btn-block"
73                      >
74                        Login
75                      </button>
76                    </div>
77                    <div class="mt-4 text-center">
78                      Don't have an account?
79                      <a href="register.html">Create One</a>
80                    </div>
81                  </form>
82                </div>
83              </div>
84              <div class="footer">
85                Copyright &copy; 2022 &mdash; PNT2022TMID41225
86              </div>
87            </div>
88          </div>
89        </div>
90      </section>
91
92    <script src="https://cdnjs.cloudflare.com/ajax/libs/popper.js/1.14.7/umd/popper.min.js"
      integrity="sha384-
      UO2eT0CpHqdSJQ6hJty5KVphtPhzWj9WO1clHTMGa3JDZwrnQq4sF86dIHNDz0W1
      " crossorigin="anonymous"></script>
```
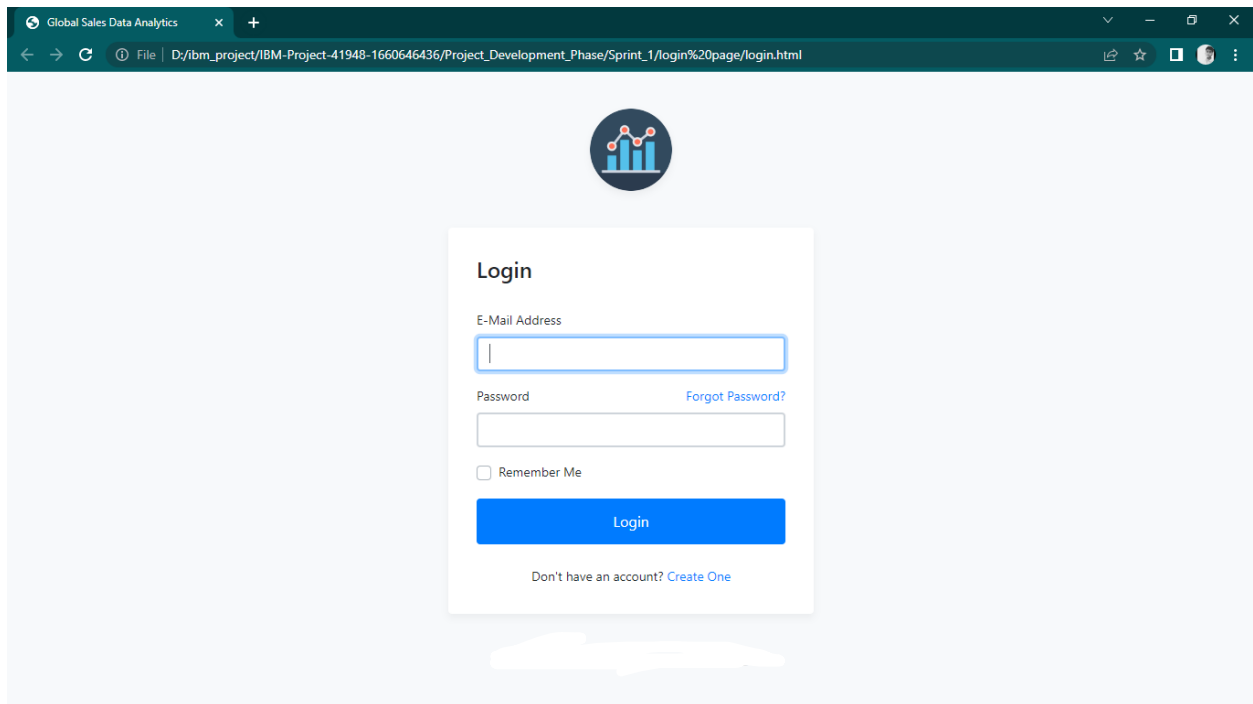
```
93   <script src="https://stackpath.bootstrapcdn.com/bootstrap/4.3.1/js/bootstrap.min.js"
     integrity="sha384-
     JjSmVgyd0p3pXB1rRibZUAYoIIy6OrQ6VrjIEaFf/nJGzIxFDsf4x0xIM+B07jRM"
     crossorigin="anonymous"></script> -->
94     <script src="assets/js/my-login.js"></script>
95   </body>
96 </html>
```


Feature 2 - Embedding dashboard to web app:

```
1  <iframe
   src="https://us1.ca.analytics.ibm.com/bi/?perspective=dashbo
   ard&amp;pathRef=.my_folders%2Fglobalsale%2FGlobalsales_Dashb
   oard&amp;closeWindowOnLastView=true&amp;ui_appbar=false&amp;
   ui_navbar=false&amp;shareMode=embedded&amp;action=view&amp;m
   ode=dashboard&amp;subView=model000001847746ca80_00000000"
   width="1200" height="1000" frameborder="0" gesture="media"
   allow="encrypted-media" allowfullscreen=""></iframe>
```
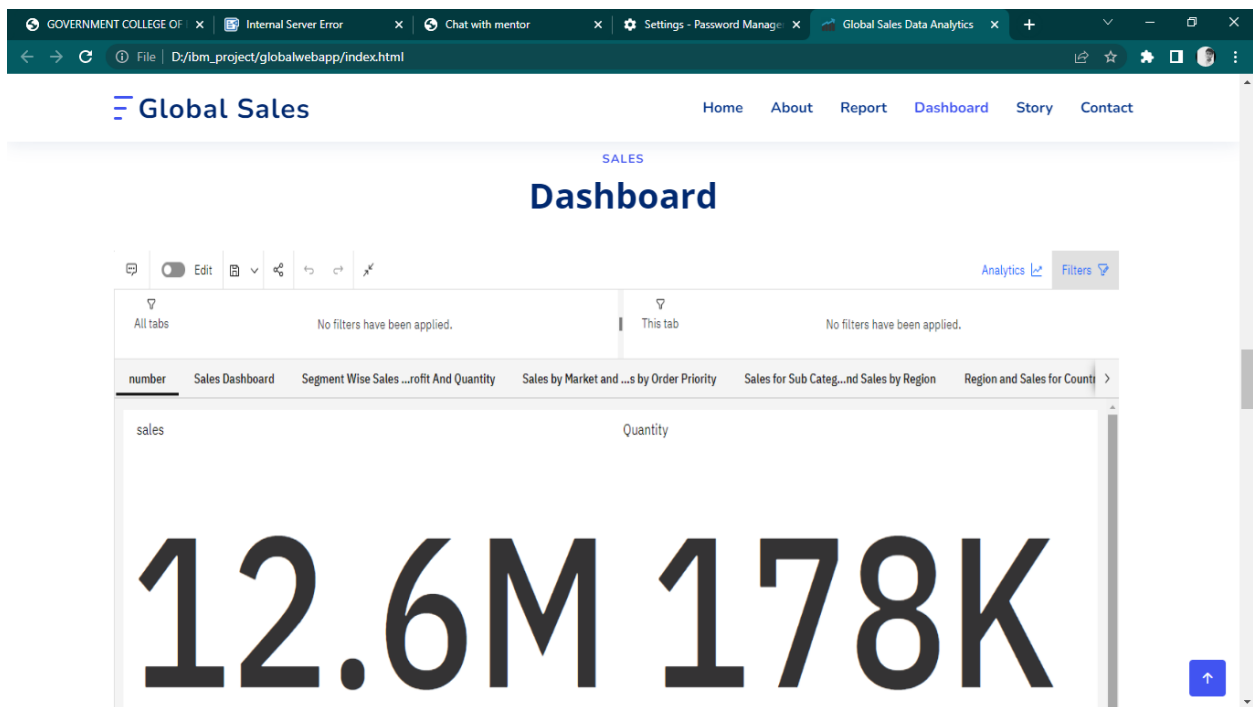

Feature 3 - Embedding report to web app:

```
1  <iframe
   src="https://us1.ca.analytics.ibm.com/bi/?pathRef=.my_folder
   s%2Fglobalsale%2FGlobalsales_Report&amp;closeWindowOnLastVie
   w=true&amp;ui_appbar=false&amp;ui_navbar=false&amp;shareMode
   =embedded&amp;action=edit" width="1300" height="1000"
   frameborder="0" gesture="media" allow="encrypted-media"
   allowfullscreen=""></iframe>
```
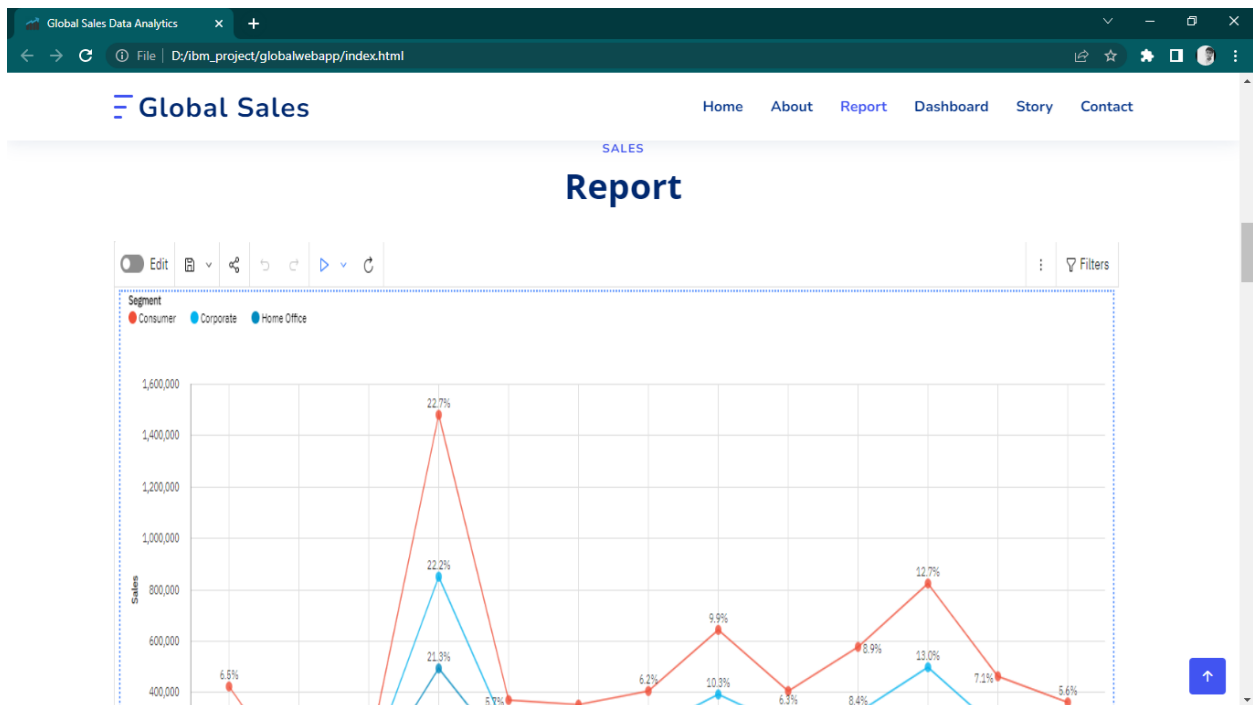

Feature 4 - Embedding story to web app:

```
1  <iframe
   src="https://us1.ca.analytics.ibm.com/bi/?perspective=story&
   amp;pathRef=.my_folders%2Fglobalsale%2FNew%2Bstory&amp;close
   WindowOnLastView=true&amp;ui_appbar=false&amp;ui_navbar=fals
   e&amp;shareMode=embedded&amp;action=view&amp;sceneId=model00
   0001847a103dc5_00000000&amp;sceneTime=600" width="1300"
   height="1000" frameborder="0" gesture="media"
   allow="encrypted-media" allowfullscreen=""></iframe>
```
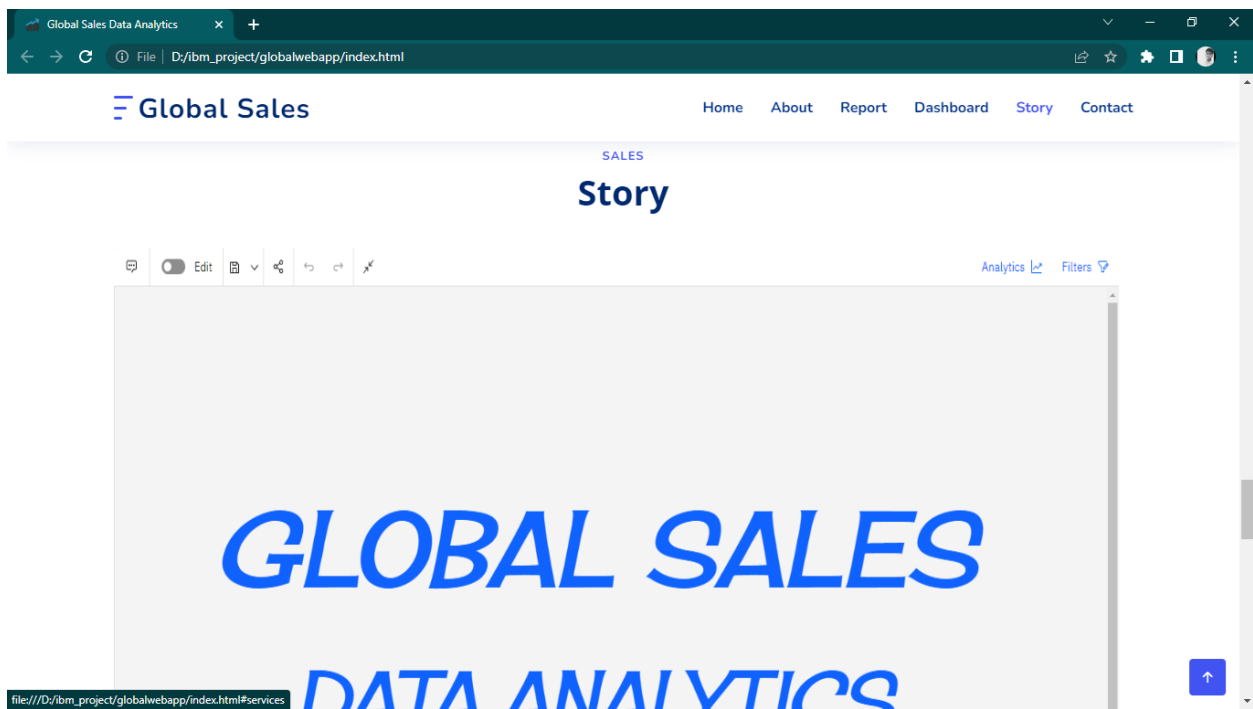

8. TESTING

8.1 Test Cases

Test Scenarios
- Verify user able to see login page
- Verify user able to login to application or not?
- Verify user able to navigate to create your account page?
- Verify user able to recovery password
- Verify login page elements

Access visualizations
- User able to see dashboard
- User able to see report
- User able to see stories

8.2 User Acceptance Testing

Defect Analysis:

Resolution	Severity 1	Severity 2	Severity 3	Severity 4	Subtotal
By Design	5	2	1	1	9
Duplicate	0	0	0	0	0
External	2	3	0	1	6
Fixed	4	1	2	2	9
Not Reproduced	0	0	0	0	0
Skipped	0	0	0	0	0
Won't Fix	0	0	0	0	0
Totals	11	6	3	4	24

Test Case Analysis:

Section	Total Cases	Not Tested	Fail	Pass
Print Engine	0	0	0	0
Client Application	6	0	0	6
Security	0	0	0	0
Outsource Shipping	0	0	0	0
Exception Reporting	7	0	0	7
Final ReportOutput	0	0	0	0
Version Control	0	0	0	0

9. RESULTS

Screenshots of web application:
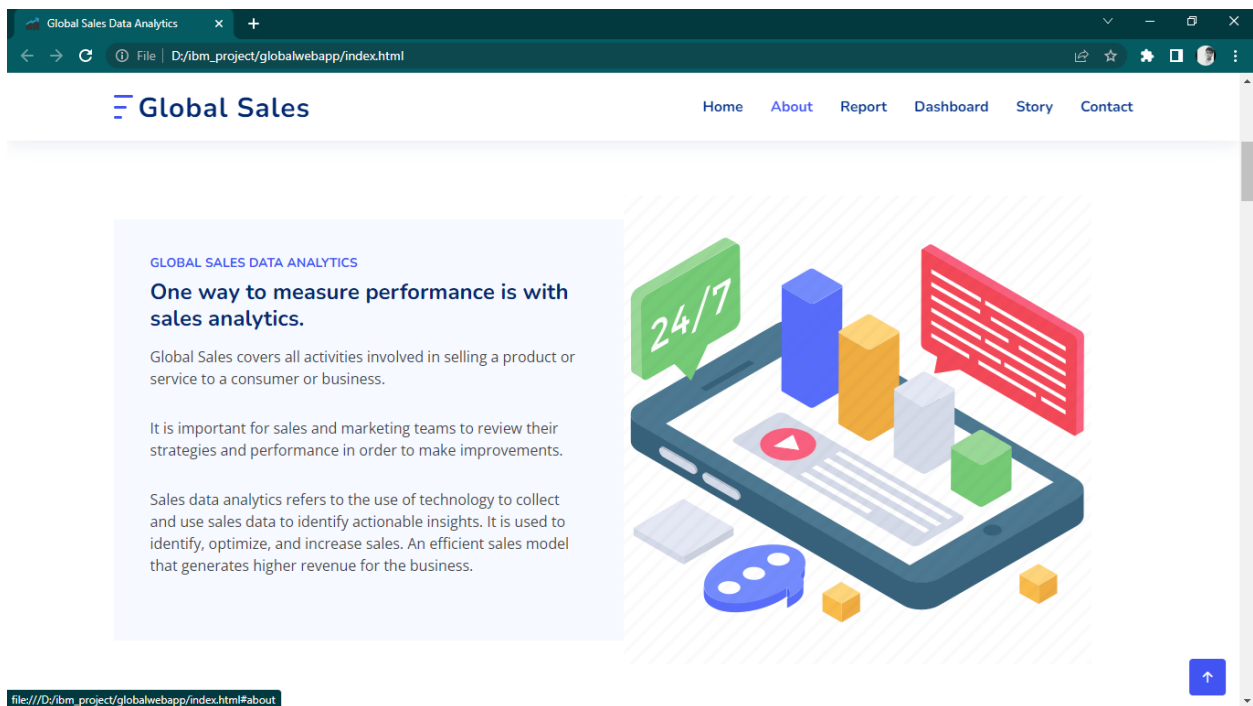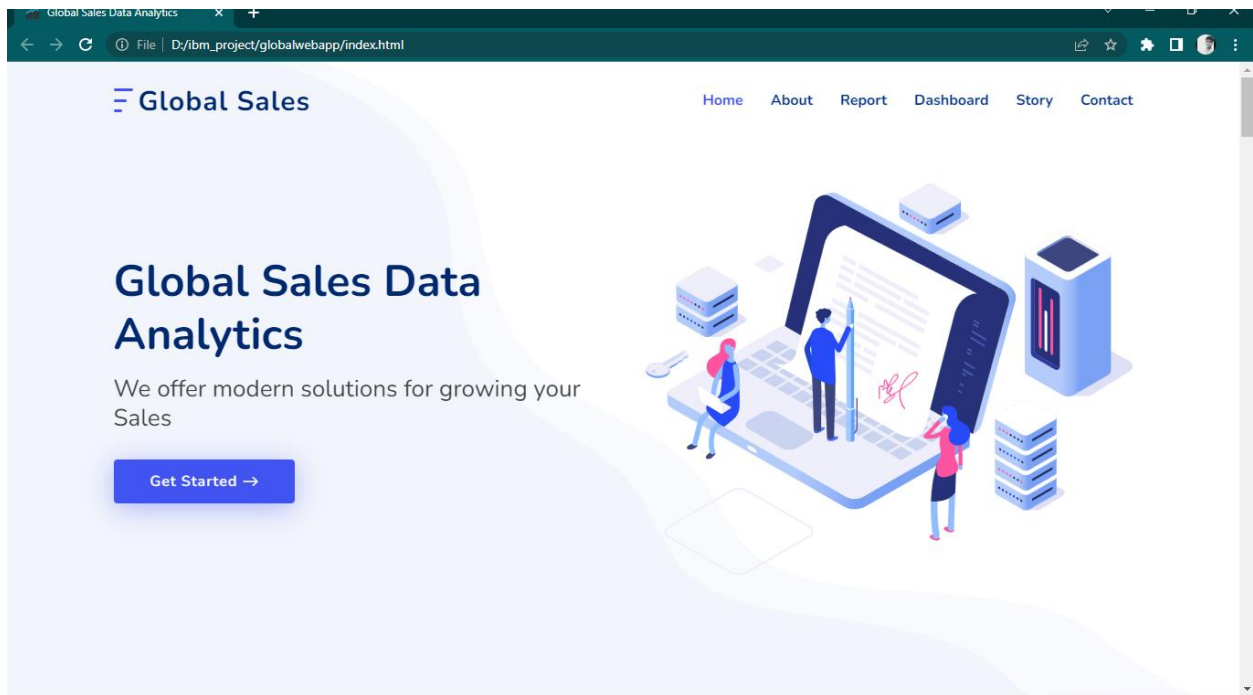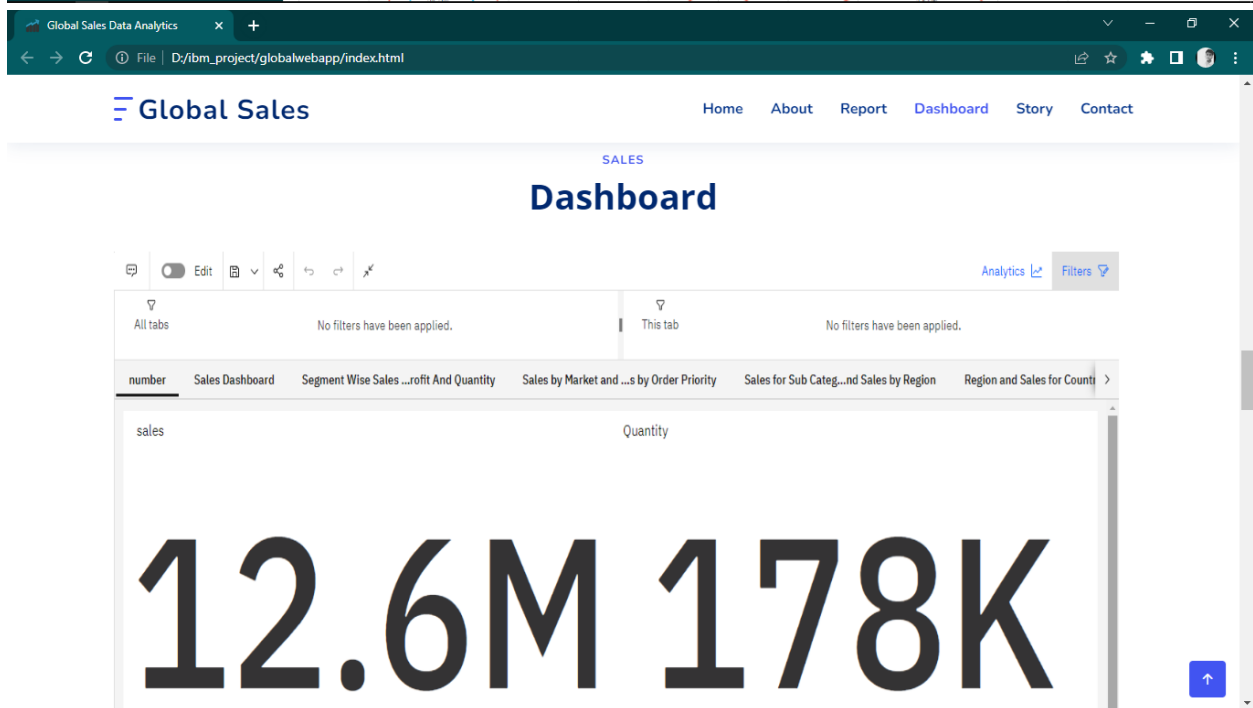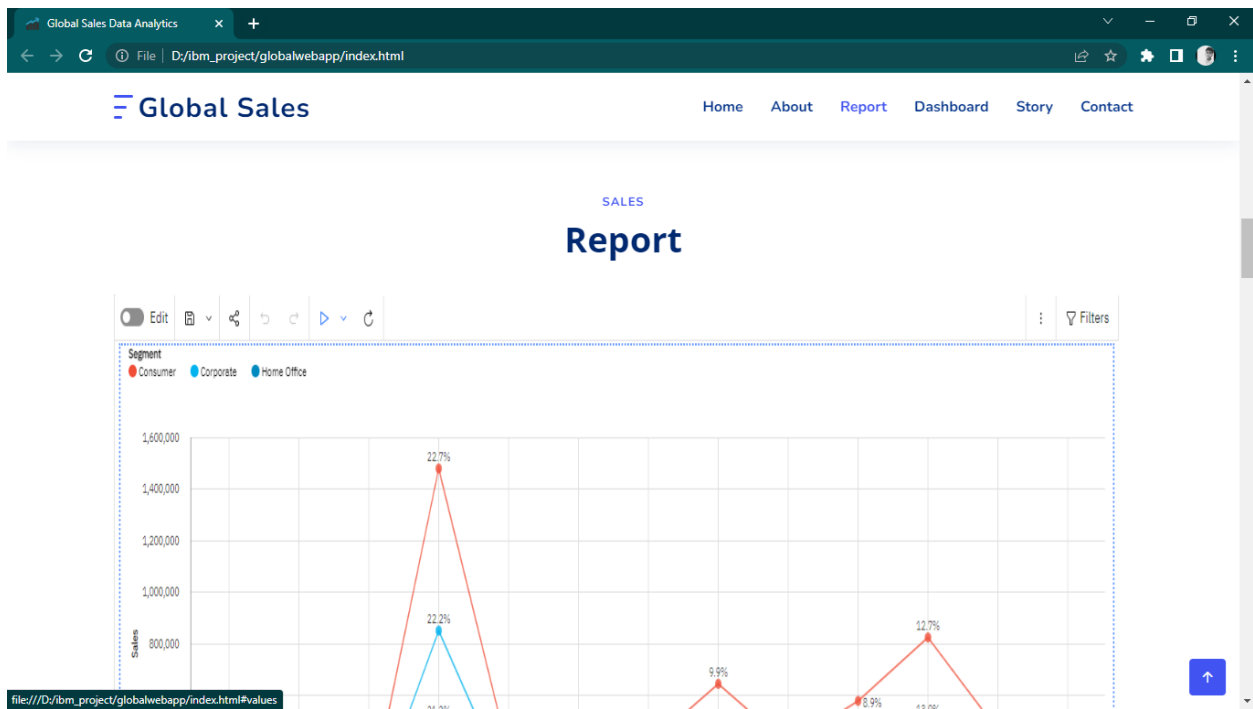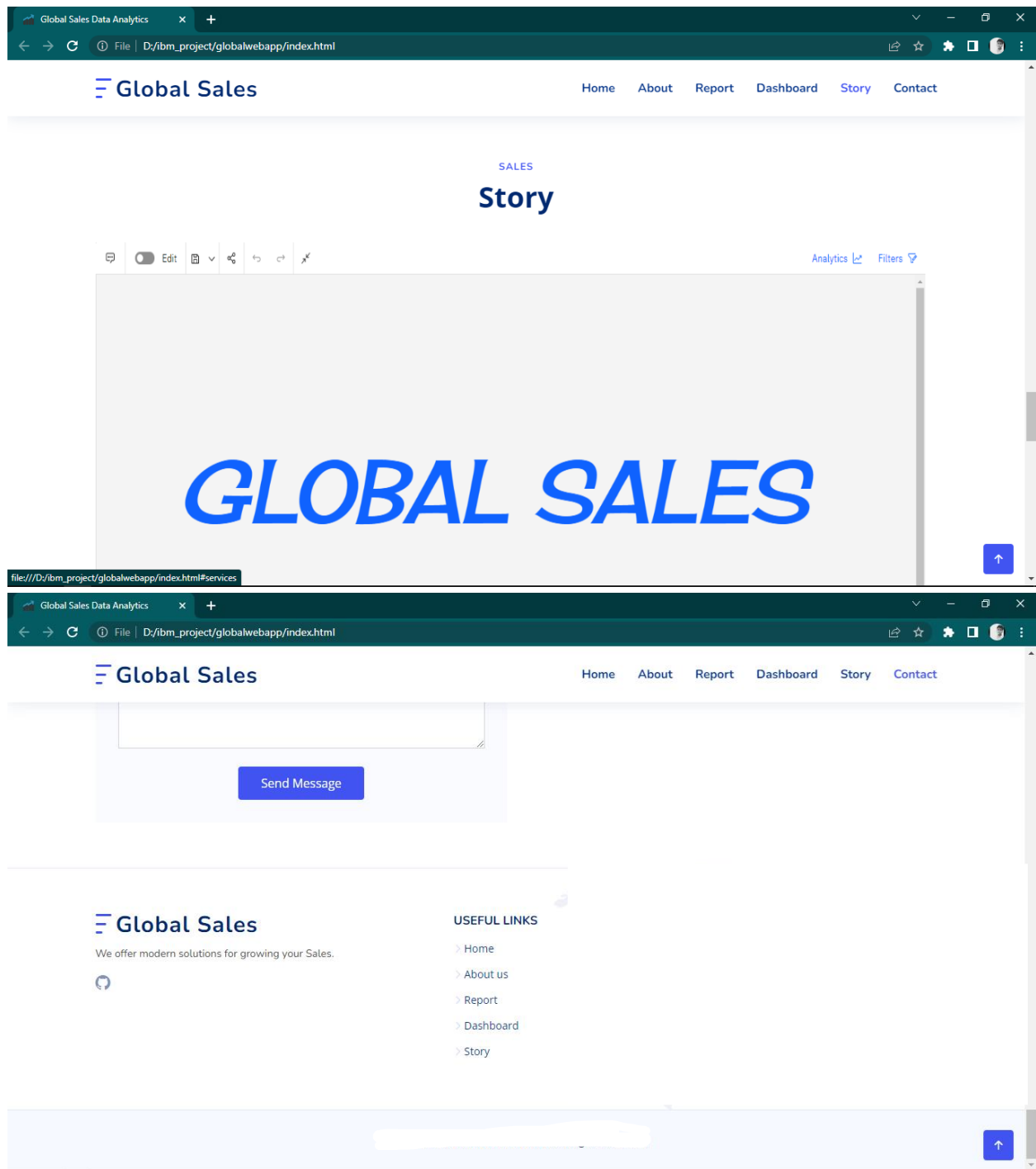
10. ADVANTAGES & DISADVANTAGES

Advantages:
- It is used to identify, optimize, and forecast sales.
- Sales data will help a company to take a future decision in terms of inventory management, marketing activities, schemes or offers to be rolled and changes in manufacturing processes if applicable.
- An efficient sales model that generates higher revenue for the business.
- Better prediction, Profit function performance.
- Helps to review their strategies and performance in order to make improvements.

Disadvantages:
- Sales pattern can be changed
- insufficient data may lead to wrong path.
- data may have been collected for historical reasons may not be suitable to answer the questions that we ask today.
- business users do not see results immediately

11. CONCLUTION

Analyzing sales helps businesses in understanding their most profitable products and the ones that are not moving, most profitable customers, and potential sales opportunities thereby providing sales which match customer needs and meets their satisfaction. An efficient sales model that generates higher revenue for the business. It helps in the perception of profit about particular product and perception of sales in different locations and times.

12. FUTURE SCOPE

Use the technology to collect and use sales data to derive actionable insights. It is used to identify, optimize, and forecast sales. An efficient sales model that generates higher revenue for the business. An efficient sales model that generates higher revenue for the business.

13. APPENDIX

13.1 Source Code

kaggle api to gather the dataset

```
1  !pip install -q kaggle
2  !mkdir ~/.kaggle
3  !cp kaggle.json ~/.kaggle/
4  !kaggle datasets download -d mrhatrider/glabalsales
5  !unzip /content/glabalsales.zip
```

index.html

```
1  <!DOCTYPE html>
2  <html lang="en">
3    <head>
4      <meta charset="utf-8" />
5      <meta  content="width=device-width,  initial-scale=1.0"
   name="viewport" />
6
7      <title>Global Sales Data Analytics</title>
8      <meta content="" name="description" />
9
10     <meta content="" name="keywords" />
11
12     <!-- Favicons -->
13     <link href="assets/img/favicon.png" rel="icon" />
14     <link href="assets/img/apple-touch-icon.png" rel="apple-
   touch-icon" />
15
16     <!-- Google Fonts -->
17     <link
18
   href="https://fonts.googleapis.com/css?family=Open+Sans:300,
   300i,400,400i,600,600i,700,700i|Nunito:300,300i,400,400i,600
   ,600i,700,700i|Poppins:300,300i,400,400i,500,500i,600,600i,7
   00,700i"
19       rel="stylesheet"
20     />
```

```html
21
22    <!-- Vendor CSS Files -->
23    <link href="assets/vendor/aos/aos.css" rel="stylesheet"
  />
24    <link
25      href="assets/vendor/bootstrap/css/bootstrap.min.css"
26      rel="stylesheet"
27    />
28    <link
29      href="assets/vendor/bootstrap-icons/bootstrap-
  icons.css"
30      rel="stylesheet"
31    />
32    <link
33      href="assets/vendor/glightbox/css/glightbox.min.css"
34      rel="stylesheet"
35    />
36    <link      href="assets/vendor/remixicon/remixicon.css"
  rel="stylesheet" />
37    <link  href="assets/vendor/swiper/swiper-bundle.min.css"
  rel="stylesheet" />
38
39    <!-- Main CSS File -->
40    <link href="assets/css/style.css" rel="stylesheet" />
41  </head>
42
43  <body>
44    <!-- ======= Header ======= -->
45    <header id="header" class="header fixed-top">
46      <div
47        class="container-fluid  container-xl  d-flex  align-
  items-center justify-content-between"
48        >
49        <a href="index.html" class="logo d-flex align-items-
  center">
```

```
50            <img src="assets/img/logo.png" alt="" />
51            <span>Global Sales</span>
52        </a>
53

54        <nav id="navbar" class="navbar">
55          <ul>
56            <li><a   class="nav-link   scrollto   active"
   href="#hero">Home</a></li>
57            <li><a        class="nav-link        scrollto"
   href="#about">About</a></li>
58            <li><a        class="nav-link        scrollto"
   href="#values">Report</a></li>
59            <li><a        class="nav-link        scrollto"
   href="#features">Dashboard</a></li>
60            <li><a        class="nav-link        scrollto"
   href="#services">Story</a></li>
61            <li><a        class="nav-link        scrollto"
   href="#contact">Contact</a></li>
62          </ul>
63          <i class="bi bi-list mobile-nav-toggle"></i>
64        </nav>
65        <!-- .navbar -->
66      </div>
67    </header>
68    <!-- End Header -->
69

70    <!-- ======= Hero Section ======= -->
71    <section   id="hero"   class="hero   d-flex   align-items-
   center">
72      <div class="container">
73        <div class="row">
74          <div  class="col-lg-6  d-flex  flex-column  justify-
   content-center">
75            <h1    data-aos="fade-up">Global    Sales    Data
   Analytics</h1>
```

```
76              <h2 data-aos="fade-up" data-aos-delay="400">
77                   We  offer  modern  solutions  for  growing  your
   Sales
78              </h2>
79              <div data-aos="fade-up" data-aos-delay="600">
80                <div class="text-center text-lg-start">
81                  <a
82                     href="#about"
83                     class="btn-get-started scrollto d-inline-
   flex align-items-center justify-content-center align-self-
   center"
84                     >
85                     <span>Get Started</span>
86                     <i class="bi bi-arrow-right"></i>
87                  </a>
88                </div>
89              </div>
90            </div>
91            <div
92              class="col-lg-6 hero-img"
93              data-aos="zoom-out"
94              data-aos-delay="200"
95            >
96              <img  src="assets/img/hero-img.png"  class="img-
   fluid" alt="" />
97            </div>
98          </div>
99        </div>
100      </section>
101      <!-- End Hero -->
102
103      <main id="main">
104        <!-- ======= About Section ======= -->
105        <section id="about" class="about">
106          <div class="container" data-aos="fade-up">
```

```
107            <div class="row gx-0">
108              <div
109                class="col-lg-6 d-flex flex-column justify-
   content-center"
110                data-aos="fade-up"
111                data-aos-delay="200"
112              >
113                <div class="content">
114                  <h3>Global Sales Data Analytics</h3>
115                  <h2>One way to measure performance is with
   sales analytics.</h2>
116                  <p>
117                    Global   Sales   covers   all   activities
   involved in selling a
118                    product   or   service   to   a   consumer   or
   business.
119                  </p>
120                  <p>
121                    It is important for sales and marketing
   teams to review their
122                    strategies  and  performance  in  order  to
   make improvements.
123                  </p>
124                  <p>
125                    Sales data analytics refers to the use of
   technology to
126                    collect  and  use  sales  data  to  identify
   actionable insights. It
127                    is   used   to   identify,   optimize,   and
   increase sales. An
128                    efficient   sales   model   that   generates
   higher revenue for the
129                    business.
130                  </p>
131                </div>
```

```
132            </div>
133
134            <div
135              class="col-lg-6 d-flex align-items-center"
136              data-aos="zoom-out"
137              data-aos-delay="200"
138            >
139              <img src="assets/img/32-512.webp" class="img-
   fluid" alt="" />
140            </div>
141          </div>
142        </div>
143      </section>
144      <!-- End About Section -->
145
146      <!-- ======= Counts Section ======= -->
147      <section id="counts" class="counts">
148        <div class="container" data-aos="fade-up">
149          <div class="row gy-4">
150            <div class="col-lg-3 col-md-6">
151              <div class="count-box">
152                <i class="bi bi-star-fill"></i>
153                <div>
154                  <span
155                    data-purecounter-start="0"
156                    data-purecounter-end="12.6"
157                    data-purecounter-duration="1"
158                    class="purecounter"
159                  ></span>
160                  <p>Sales(millions)</p>
161                </div>
162              </div>
163            </div>
164
165            <div class="col-lg-3 col-md-6">
```

```
166              <div class="count-box">
167                <i class="bi bi-star-fill"></i>
168                <div>
169                  <span
170                    data-purecounter-start="0"
171                    data-purecounter-end="1.6"
172                    data-purecounter-duration="1"
173                    class="purecounter"
174                  ></span>
175                  <p>Profit (millions)</p>
176                </div>
177              </div>
178            </div>
179
180            <div class="col-lg-3 col-md-6">
181              <div class="count-box">
182                <i class="bi bi-star-fill"></i>
183                <div>
184                  <span
185                    data-purecounter-start="0"
186                    data-purecounter-end="17.86"
187                    data-purecounter-duration="1"
188                    class="purecounter"
189                  ></span>
190                  <p>Quantity (millions)</p>
191                </div>
192              </div>
193            </div>
194
195            <div class="col-lg-3 col-md-6">
196              <div class="count-box">
197                <i class="bi bi-star-fill"></i>
198                <div>
199                  <span
200                    data-purecounter-start="0"
```

```
201                    data-purecounter-end="1.6"
202                    data-purecounter-duration="1"
203                    class="purecounter"
204                  ></span>
205                  <p>Sales cost (millions)</p>
206                </div>
207              </div>
208            </div>
209          </div>
210        </div>
211      </section>
212      <!-- End Counts Section -->
213
214      <!-- ======= Values Section ======= -->
215      <section id="values" class="values">
216        <div class="container" data-aos="fade-up">
217          <header class="section-header">
218            <h2>Sales</h2>
219            <p>Report</p>
220          </header>
221          <iframe
222
  src="https://us1.ca.analytics.ibm.com/bi/?pathRef=.my_folder
  s%2Fglobalsale%2FGlobalsales_Report&amp;closeWindowOnLastVie
  w=true&amp;ui_appbar=false&amp;ui_navbar=false&amp;shareMode
  =embedded&amp;action=edit"
223            width="1300"
224            height="1000"
225            frameborder="0"
226            gesture="media"
227            allow="encrypted-media"
228            allowfullscreen=""
229          ></iframe>
230
231          <div class="row">
```

```
232            <div class="col-lg-4" data-aos="fade-up" data-
  aos-delay="200">
233                <div class="box">
234                    <img        src="assets/img/values-1.png"
  class="img-fluid" alt="" />
235                <h3>Report</h3>
236                <p>
237                  sorting and organization of data, while
  analytics derive
238                    insights   from   that   data   and   often
  influence business
239                    decisions.
240                </p>
241              </div>
242            </div>
243
244            <div
245              class="col-lg-4 mt-4 mt-lg-0"
246              data-aos="fade-up"
247              data-aos-delay="400"
248            >
249              <div class="box">
250                <img        src="assets/img/values-2.png"
  class="img-fluid" alt="" />
251                <h3>Stroy</h3>
252                <p>
253                  a    methodology    for    communicating
  information, tailored to a
254                    specific   audience,   with   a   compelling
  narrative.
255                </p>
256              </div>
257            </div>
258
259            <div
```

```
260                    class="col-lg-4 mt-4 mt-lg-0"
261                    data-aos="fade-up"
262                    data-aos-delay="600"
263                 >
264                 <div class="box">
265                     <img        src="assets/img/values-3.png"
  class="img-fluid" alt="" />
266                 <h3>Dashboard</h3>
267                 <p>
268                   a  tool  used  to  multi-task,  organize,
  visualize, analyze, and
269                     track  data.View  automatically  updated
  data with interactive
270                     charts, graphs and tables.
271                 </p>
272               </div>
273             </div>
274           </div>
275         </div>
276       </section>
277       <!-- End Values Section -->
278
279       <!-- ======= Features Section ======= -->
280       <section id="features" class="features">
281         <div class="container" data-aos="fade-up">
282           <header class="section-header">
283             <h2>Sales</h2>
284             <p>Dashboard</p>
285           </header>
286           <iframe
287
  src="https://us1.ca.analytics.ibm.com/bi/?perspective=dashbo
  ard&amp;pathRef=.my_folders%2Fglobalsale%2FGlobalsales_Dashb
  oard&amp;closeWindowOnLastView=true&amp;ui_appbar=false&amp;
```

```
          ui_navbar=false&amp;shareMode=embedded&amp;action=view&amp;m
          ode=dashboard&amp;subView=model000001847746ca80_00000000"
288            width="1200"
289            height="1000"
290            frameborder="0"
291            gesture="media"
292            allow="encrypted-media"
293            allowfullscreen=""
294          ></iframe>
295
296          <div class="row">
297            <div class="col-lg-6 mt-5 mt-lg-0 d-flex">
298              <div class="row align-self-center gy-4">
299                <div class="col-md-6" data-aos="zoom-out"
     data-aos-delay="200">
300                  <div class="feature-box d-flex align-
     items-center">
301                    <i class="bi bi-check"></i>
302                    <h3>Segment Wise Sales , Profit And
     Quantity</h3>
303                  </div>
304                </div>
305
306                <div class="col-md-6" data-aos="zoom-out"
     data-aos-delay="300">
307                  <div class="feature-box d-flex align-
     items-center">
308                    <i class="bi bi-check"></i>
309                    <h3>Sales By Market</h3>
310                  </div>
311                </div>
312
313                <div class="col-md-6" data-aos="zoom-out"
     data-aos-delay="400">
```

```
314                    <div class="feature-box d-flex align-
   items-center">
315                       <i class="bi bi-check"></i>
316                       <h3>Sales By Sub Category And Sales By
   Region</h3>
317                    </div>
318                 </div>
319
320                 <div class="col-md-6" data-aos="zoom-out"
   data-aos-delay="500">
321                    <div class="feature-box d-flex align-
   items-center">
322                       <i class="bi bi-check"></i>
323                       <h3>Country  Wise  Sales  Using  Map
   Points</h3>
324                    </div>
325                 </div>
326
327                 <div class="col-md-6" data-aos="zoom-out"
   data-aos-delay="600">
328                    <div class="feature-box d-flex align-
   items-center">
329                       <i class="bi bi-check"></i>
330                       <h3>
331                          Sub Category Wise Sales And Profits
   Using Line And Bar
332                          Chart
333                       </h3>
334                    </div>
335                 </div>
336
337                 <div class="col-md-6" data-aos="zoom-out"
   data-aos-delay="700">
338                    <div class="feature-box d-flex align-
   items-center">
```

```
339                      <i class="bi bi-check"></i>
340                      <h3>
341                         Sales Vs Profit Scatter Plot With Sub
   Categories And
342                         Regions
343                      </h3>
344                   </div>
345                </div>
346                <div class="col-md-6" data-aos="zoom-out"
   data-aos-delay="700">
347                   <div class="feature-box d-flex align-
   items-center">
348                      <i class="bi bi-check"></i>
349                      <h3>Sales Dashboard</h3>
350                   </div>
351                </div>
352             </div>
353          </div>
354
355          <div class="col-lg-6 mt-5 mt-lg-0 d-flex">
356             <div class="row align-self-center gy-4">
357                <div class="col-md-6" data-aos="zoom-out"
   data-aos-delay="200">
358                   <div class="feature-box d-flex align-
   items-center">
359                      <i class="bi bi-check"></i>
360                      <h3>Regional    Sales    And    Profit
   Forecast</h3>
361                   </div>
362                </div>
363
364                <div class="col-md-6" data-aos="zoom-out"
   data-aos-delay="300">
365                   <div class="feature-box d-flex align-
   items-center">
```

```
366                        <i class="bi bi-check"></i>
367                        <h3>Sales      Forecast      By      Order
   Priority</h3>
368                   </div>
369                 </div>
370
371                 <div  class="col-md-6"  data-aos="zoom-out"
   data-aos-delay="400">
372                   <div  class="feature-box  d-flex  align-
   items-center">
373                     <i class="bi bi-check"></i>
374                     <h3>Sales        By        Sub        Category
   Analytics</h3>
375                   </div>
376                 </div>
377
378                 <div  class="col-md-6"  data-aos="zoom-out"
   data-aos-delay="500">
379                   <div  class="feature-box  d-flex  align-
   items-center">
380                     <i class="bi bi-check"></i>
381                     <h3>Regional    Quantity    using    Radar
   Chart</h3>
382                   </div>
383                 </div>
384
385                 <div  class="col-md-6"  data-aos="zoom-out"
   data-aos-delay="500">
386                   <div  class="feature-box  d-flex  align-
   items-center">
387                     <i class="bi bi-check"></i>
388                     <h3>profit    Forecast    using    Radar
   Chart</h3>
389                   </div>
390                 </div>
```

```
391
392              <div  class="col-md-6"  data-aos="zoom-out"
   data-aos-delay="600">
393                  <div  class="feature-box  d-flex  align-
   items-center">
394                      <i class="bi bi-check"></i>
395                      <h3>Sales Vs Profit By Countries</h3>
396                  </div>
397              </div>
398
399              <div  class="col-md-6"  data-aos="zoom-out"
   data-aos-delay="700">
400                  <div  class="feature-box  d-flex  align-
   items-center">
401                      <i class="bi bi-check"></i>
402                      <h3>Country Wise Sales Vs Profit Using
   Word Cloud</h3>
403                  </div>
404                </div>
405              </div>
406            </div>
407          </div>
408          <!-- / row -->
409        </div>
410      </section>
411      <!-- End Features Section -->
412
413      <!-- ======= Services Section ======= -->
414      <section id="services" class="services">
415        <div class="container" data-aos="fade-up">
416          <header class="section-header">
417            <h2>Sales</h2>
418            <p>Story</p>
419          </header>
420          <iframe
```

```
421
   src="https://us1.ca.analytics.ibm.com/bi/?perspective=story&
   amp;pathRef=.my_folders%2Fglobalsale%2FNew%2Bstory&amp;close
   WindowOnLastView=true&amp;ui_appbar=false&amp;ui_navbar=fals
   e&amp;shareMode=embedded&amp;action=view&amp;sceneId=model00
   0001847a103dc5_00000000&amp;sceneTime=600"
422            width="1300"
423            height="1000"
424            frameborder="0"
425            gesture="media"
426            allow="encrypted-media"
427            allowfullscreen=""
428          ></iframe>
429        </div>
430      </section>
431      <!-- End Services Section -->
432
433      <!-- ======= F.A.Q Section ======= -->
434      <section id="faq" class="faq">
435        <div class="container" data-aos="fade-up">
436          <header class="section-header">
437            <h2>F.A.Q</h2>
438            <p>Frequently Asked Questions</p>
439          </header>
440
441          <div class="row">
442            <div class="col-lg-6">
443              <!-- F.A.Q List 1-->
444              <div    class="accordion    accordion-flush"
  id="faqlist1">
445                  <div class="accordion-item">
446                    <h2 class="accordion-header">
447                      <button
448                        class="accordion-button collapsed"
449                        type="button"
```

```
450                      data-bs-toggle="collapse"
451                      data-bs-target="#faq-content-1"
452                    >
453                      When does the issue occur?
454                    </button>
455                  </h2>
456                  <div
457                    id="faq-content-1"
458                    class="accordion-collapse collapse"
459                    data-bs-parent="#faqlist1"
460                  >
461                    <div class="accordion-body">
462                      Consumers   shopping   patterns   have
      changed since the
463                      pandemic,  with  more  emphasis  on  e-
      commerce and contactless
464                      payments.
465                    </div>
466                  </div>
467                </div>
468
469                <div class="accordion-item">
470                  <h2 class="accordion-header">
471                    <button
472                      class="accordion-button collapsed"
473                      type="button"
474                      data-bs-toggle="collapse"
475                      data-bs-target="#faq-content-2"
476                    >
477                      Where does the issue occur?
478                    </button>
479                  </h2>
480                  <div
481                    id="faq-content-2"
482                    class="accordion-collapse collapse"
```

```
483                        data-bs-parent="#faqlist1"
484                      >
485                        <div class="accordion-body">
486                          The issue occurs on online shopping.
487                        </div>
488                      </div>
489                    </div>
490
491                    <div class="accordion-item">
492                      <h2 class="accordion-header">
493                        <button
494                          class="accordion-button collapsed"
495                          type="button"
496                          data-bs-toggle="collapse"
497                          data-bs-target="#faq-content-3"
498                        >
499                          Why is it important that we fix the
  problem?
500                        </button>
501                      </h2>
502                      <div
503                        id="faq-content-3"
504                        class="accordion-collapse collapse"
505                        data-bs-parent="#faqlist1"
506                      >
507                        <div class="accordion-body">
508                          Data-driven sales organizations now
  operate more like
509                          scientists and strategists, and the
  results speak for
510                          themselves.
511                        </div>
512                      </div>
513                    </div>
514                  </div>
```

```
515              </div>
516
517          <div class="col-lg-6">
518            <!-- F.A.Q List 2-->
519            <div    class="accordion    accordion-flush"
   id="faqlist2">
520                <div class="accordion-item">
521                  <h2 class="accordion-header">
522                    <button
523                      class="accordion-button collapsed"
524                      type="button"
525                      data-bs-toggle="collapse"
526                      data-bs-target="#faq2-content-1"
527                    >
528                      Who does the problem affect??
529                    </button>
530                  </h2>
531                  <div
532                    id="faq2-content-1"
533                    class="accordion-collapse collapse"
534                    data-bs-parent="#faqlist2"
535                  >
536                    <div class="accordion-body">
537                      It will affect both the customer and
   the store.
538                    </div>
539                  </div>
540                </div>
541
542                <div class="accordion-item">
543                  <h2 class="accordion-header">
544                    <button
545                      class="accordion-button collapsed"
546                      type="button"
547                      data-bs-toggle="collapse"
```

```
548                        data-bs-target="#faq2-content-2"
549                     >
550                        What    are    the    boundaries    of    the
problem?
551                     </button>
552                  </h2>
553                  <div
554                     id="faq2-content-2"
555                     class="accordion-collapse collapse"
556                     data-bs-parent="#faqlist2"
557                  >
558                     <div class="accordion-body">
559                        Low data proficiency among sales will
greatly limits the
560                        value   of   analytical   insights   and
inhibits data-driven
561                        decision making.
562                     </div>
563                  </div>
564               </div>
565
566               <div class="accordion-item">
567                  <h2 class="accordion-header">
568                     <button
569                        class="accordion-button collapsed"
570                        type="button"
571                        data-bs-toggle="collapse"
572                        data-bs-target="#faq2-content-3"
573                     >
574                        What is the issue?
575                     </button>
576                  </h2>
577                  <div
578                     id="faq2-content-3"
579                     class="accordion-collapse collapse"
```

```
580                     data-bs-parent="#faqlist2"
581                 >
582                   <div class="accordion-body">
583                     Cannot identify most profitable
     products and the ones that
584                     aren't moving, most profitable
     customers, and potential
585                     sales opportunities.
586                   </div>
587                 </div>
588               </div>
589             </div>
590           </div>
591         </div>
592       </div>
593     </section>
594     <!-- End F.A.Q Section -->
595
596     <!-- ======= Contact Section ======= -->
597     <section id="contact" class="contact">
598       <div class="container" data-aos="fade-up">
599         <header class="section-header">
600           <h2>Contact</h2>
601           <p>Contact Us</p>
602         </header>
603
604         <div class="row gy-4">
605           <div class="col-lg-6">
606             <form
607               action="forms/contact.php"
608               method="post"
609               class="php-email-form"
610             >
611               <div class="row gy-4">
612                 <div class="col-md-6">
```

```
613                    <input
614                      type="text"
615                      name="name"
616                      class="form-control"
617                      placeholder="Your Name"
618                      required
619                    />
620                  </div>
621
622                  <div class="col-md-6">
623                    <input
624                      type="email"
625                      class="form-control"
626                      name="email"
627                      placeholder="Your Email"
628                      required
629                    />
630                  </div>
631
632                  <div class="col-md-12">
633                    <input
634                      type="text"
635                      class="form-control"
636                      name="subject"
637                      placeholder="Subject"
638                      required
639                    />
640                  </div>
641
642                  <div class="col-md-12">
643                    <textarea
644                      class="form-control"
645                      name="message"
646                      rows="6"
647                      placeholder="Message"
```

```
648                    required
649                ></textarea>
650              </div>

652              <div class="col-md-12 text-center">
653                <div class="loading">Loading</div>
654                <div class="error-message"></div>
655                <div class="sent-message">
656                   Your message has been sent. Thank you!
657                </div>

659                <button              type="submit">Send
  Message</button>
660              </div>
661            </div>
662          </form>
663        </div>
664      </div>
665     </div>
666    </section>
667    <!-- End Contact Section -->
668   </main>
669   <!-- End #main -->

671   <!-- ======= Footer ======= -->
672   <footer id="footer" class="footer">
673     <div class="footer-top">
674       <div class="container">
675         <div class="row gy-4">
676           <div class="col-lg-5 col-md-12 footer-info">
677             <a   href="index.html"   class="logo   d-flex
  align-items-center">
678                <img src="assets/img/logo.png" alt="" />
679                <span>Global Sales</span>
680             </a>
```

```
681                <p>We offer modern solutions for growing your
   Sales.</p>
682                <div class="social-links mt-3">
683                  <a
684                    href="https://github.com/IBM-EPBL/IBM-
   Project-41948-1660646436"
685                    class="github"
686                    ><i class="bi bi-github"></i
687                  ></a>
688                </div>
689             </div>

690

691            <div class="col-lg-2 col-6 footer-links">
692              <h4>Useful Links</h4>
693              <ul>
694                <li>
695                  <i  class="bi  bi-chevron-right"></i>  <a
   href="#home">Home</a>
696                </li>
697                <li>
698                  <i class="bi bi-chevron-right"></i>
699                  <a href="#about">About us</a>
700                </li>
701                <li>
702                  <i class="bi bi-chevron-right"></i>
703                  <a href="#values">Report</a>
704                </li>
705                <li>
706                  <i class="bi bi-chevron-right"></i>
707                  <a href="#features">Dashboard</a>
708                </li>
709                <li>
710                  <i class="bi bi-chevron-right"></i>
711                  <a href="#services">Story</a>
712                </li>
```

```
713              </ul>
714            </div>
715
716            <div
717              class="col-lg-3   col-md-12   footer-contact
    text-center text-md-start"
718            >
719              <h4>Team Details</h4>
720              <p>
721                Team Id: PNT2022TMID41225 <br />
722                Dharmeshprasad R<br />
723                Suriya prakash G<br />
724                Aravindhan T<br />
725                Tamilvanan N<br />
726                Muthamil selvan MS<br />
727              </p>
728            </div>
729          </div>
730        </div>
731      </div>
732
733      <div class="container">
734        <div class="copyright">
735          &copy;                          Copyright
    <strong><span>PNT2022TMID41225</span></strong
736          >. All Rights Reserved
737        </div>
738      </div>
739    </footer>
740    <!-- End Footer -->
741
742    <a
743      href="#"
744      class="back-to-top d-flex align-items-center justify-
    content-center"
```

```
745          ><i class="bi bi-arrow-up-short"></i
746      ></a>
747
748      <!-- Vendor JS Files -->
749      <script
    src="assets/vendor/purecounter/purecounter_vanilla.js"></scr
    ipt>
750      <script src="assets/vendor/aos/aos.js"></script>
751      <script
    src="assets/vendor/bootstrap/js/bootstrap.bundle.min.js"></s
    cript>
752      <script
    src="assets/vendor/glightbox/js/glightbox.min.js"></script>
753      <script                       src="assets/vendor/isotope-
    layout/isotope.pkgd.min.js"></script>
754      <script              src="assets/vendor/swiper/swiper-
    bundle.min.js"></script>
755      <script                     src="assets/vendor/php-email-
    form/validate.js"></script>
756
757      <!-- Main JS File -->
758      <script src="assets/js/main.js"></script>
759  </body>
760 </html>
761
```

13.2 Github & Project Demo Link:

GitHub:

Link: IBM-EPBL/IBM-Project-30492-1660147414: Global Sales Data Analytics (github.com)
Demo link: IBM-EPBL/IBM-Project-30492-1660147414: Global Sales Data Analytics (github.com)