

# **IBM PROJECT**

## **GLOBAL SALES DATA ANALYTICS**

### **PROPOSED SOLUTION**

#### **1. Problem statement**

There is less knowledge about the customer's need, unable to forecast the product sales. And the company has lack of understanding of how their business performs in terms of sales. Such misunderstandings and lack of knowledge lead to decrease the enhancement of profitability. Sales analysis by visualizing the graphs for various field names will give an insight about the people's need and the sales of the product. Visualization of data can be done in IBM Cognos analytics which gives different types of visual graphs. It provides insights into the past, present, and future performance of a business and can be used to help you forecast trends, identify opportunities for growth, and develop a strategic action plan for your company.

#### **2. Solution Description**

To transform the organization's data into high-value information and to distribute the right information, in the right way, to the right people, at the right time accelerates your return on investment by understanding the profitability of customer segments for sales and marketing, improving inventory management, supplier performance score carding for logistics and manufacturing, understanding the drivers of key financial metrics like DSOs for finance etc.

#### **3. Novelty**

Here, we use Data Analytics to enhance the insights of the sales globally. Novelty of this project is analysing the data and preparing the insights for the global sales data. Visualizing the global sales data using python. Here both the customer and product are considered to analyse the global sales data.

#### **4. Social Impact/Customer Satisfaction**

Global Sales Analysis will provide different insights of right product for the right people at the right time. This will enhance the profitability of the companies and advertisers. And it develops loyalty from people and promote the brand of the company.

## 5. Business model

5.1. Undefined or insights less information may lead to loss, but this analysis increase profit margin.

5.2. Improves online sales. This reduces the fear of insecurity in this covid situation.

5.3. Cost reduction.

5.4. Vast and robust service.

5.5. Faster response to buyer.

## 6. Scalability

Gives more insights of the sales globally.

Scalability offers an efficient, cost-effective insights to achieve reliable condition of increasing insights of global sales.