

## Project Design Phase 1

### Solution Architecture

Date	19 <sup>th</sup> September 2022
Team ID	PNT2022TMID49237
Project Name	Global Sales Data Analytics
Maximum Marks	4 marks

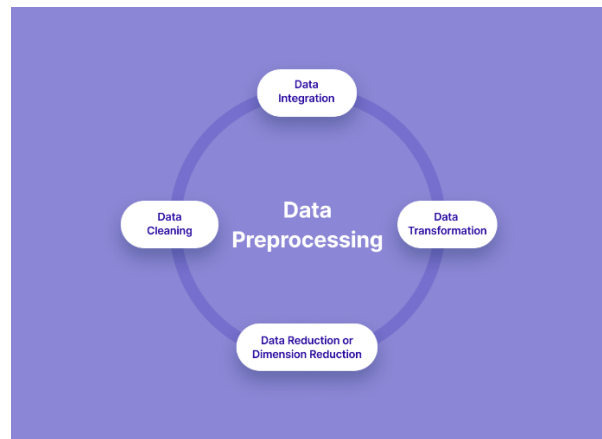
Global Sales analytics refers to the technology and processes used to gather sales data and gauge sales performance. Sales leaders use these metrics to set goals, improve internal processes, and forecast future sales and revenue more accurately.

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.



1. Collecting Global sales  
Dataset

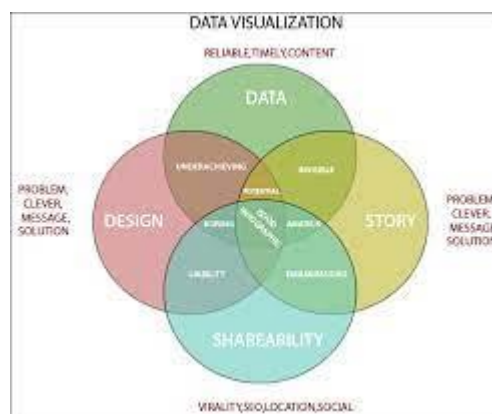


2. Pre-processing the data

### A Typical Machine Learning Process



3. Applying machine learning algorithm to test and train the data.



4. Visualizing the Data