

GLOBAL SALES DATA ANALYTICS

PROJECT REPORT

Submitted by

| | | |
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1.INTRODUCTION

1.1 PROJECT OVERVIEW:

- Know fundamental concepts and can work on IBM Cognos Analytics.
- Gain a broad understanding of plotting different visualizations to provide a suitable solution.
- Able to create meaningful Visualizations and Dashboard(s).

1.2 PURPOSE

Sales Analysis is the process of understanding how your business performs in terms of sales. 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.LITERATURE SURVEY

2.1 EXISTING SYSTEM

Sales analytics products access data solely from sales tools, and their core functionality is to analyze sales information. Some companies opt to use business intelligence platforms and self-service business intelligence software instead, which can also provide companies insights into their data from a variety of other sources in addition to sales data.

Sales analytic insights can be used to improve sales strategies and implement a more predictable sales model.

2.2 REFERENCES

1. McKnight, D. H., Choudhury, V. and Kacmar, C., “Developing and validating trust measures for e-commerce: an integrative typology,” Information Systems Research.
2. Michal, P., ‘On-line Shopping on B2C Markets in the Czech Republic,’ Journal of Competitiveness.
3. McKinsey & Company, Online and Upcoming: The Internet’s Impact on India, 2012, Retrieved on Nov 10, 2014 from http://www.mckinsey.com/~/media/mckinsey%20offices/india/pdfs/online_and_upcoming_the_internets_impact_on_india.ashx.
4. Nielsen Global Report, “Ecommerce: evolution or revolution in the fast-moving consumer goods world,” 2014, Retrieved on Oct 15, 2014 from http://ir.nielsen.com/files/doc_financials/Nielsen-Global-Ecommerce-Report-August-2014.pdf.

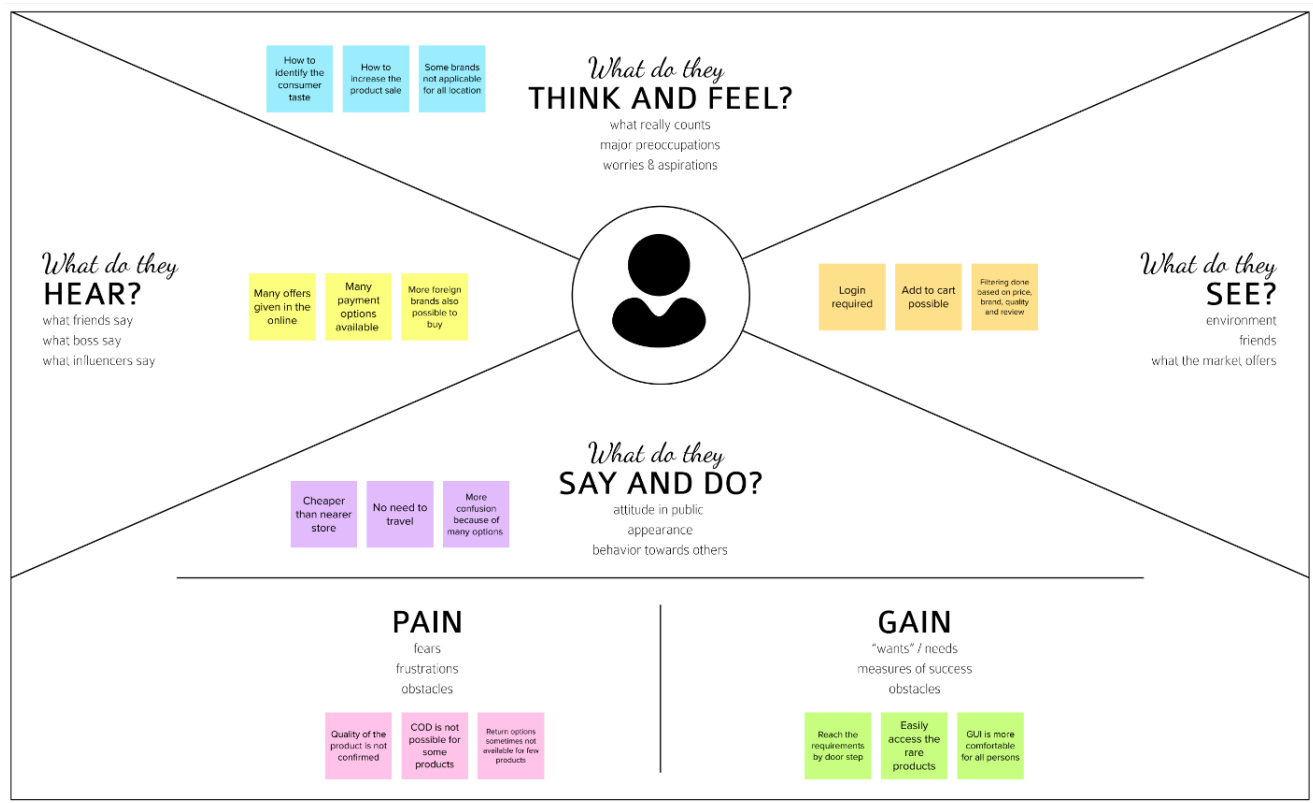
2.3 PROBLEM STATEMENT DEFINITIONS

If you clearly define your problem statement and intend to collect the data needed to solve the problem yourself, you could design your data collection methods to perfectly align to your question. When you’re working with found data, you are limited by the biases, caveats, and data collection methods that the creators employed when the data were collected. That means that if you are defining your problem statement based on an existing dataset, you need to take all of these factors into account.

3.IDEATION&PROPOSED SOLUTION


3.1EMPATHY MAP CANVAS

An empathy map helps you identify with a customer's thoughts, feelings, and behaviors. Product teams often use empathy mapping to improve the user experience. In this article, learn how to build an empathy map and use it to improve your business strategy.



3.2 IDEATION & BRAINSTORMING

STEP-1: TEAM GATHERING, COLLEBRATION AND SELECT THE PROBLEM STATEMENT



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

🕒 10 minutes to prepare
🕒 1 hour to collaborate
👤 2-8 people recommended

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕒 10 minutes

A Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

C Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →

1 Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes

PROBLEM

How might we [your problem statement]?

Key rules of brainstorming

To run an smooth and productive session

- 🗣️ Stay in topic.
- 💡 Encourage wild ideas.
- ⏸️ Defer judgment.
- 👂 Listen to others.
- 🗣️ Go for volume.
- 👁️ If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

TIP

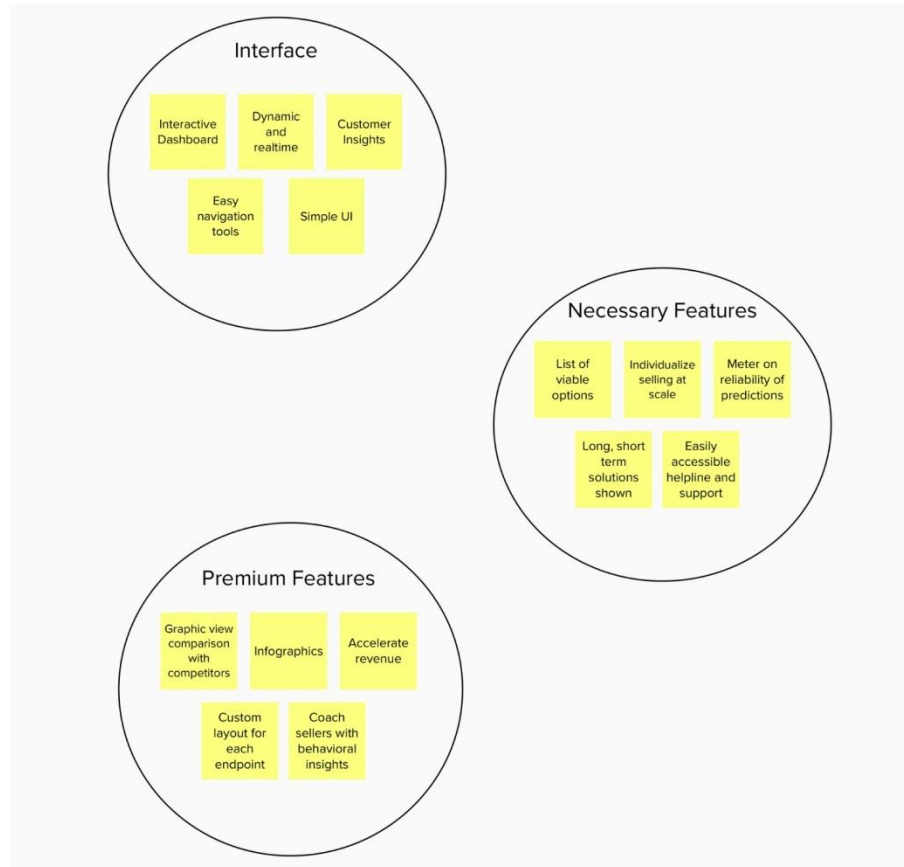
You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes



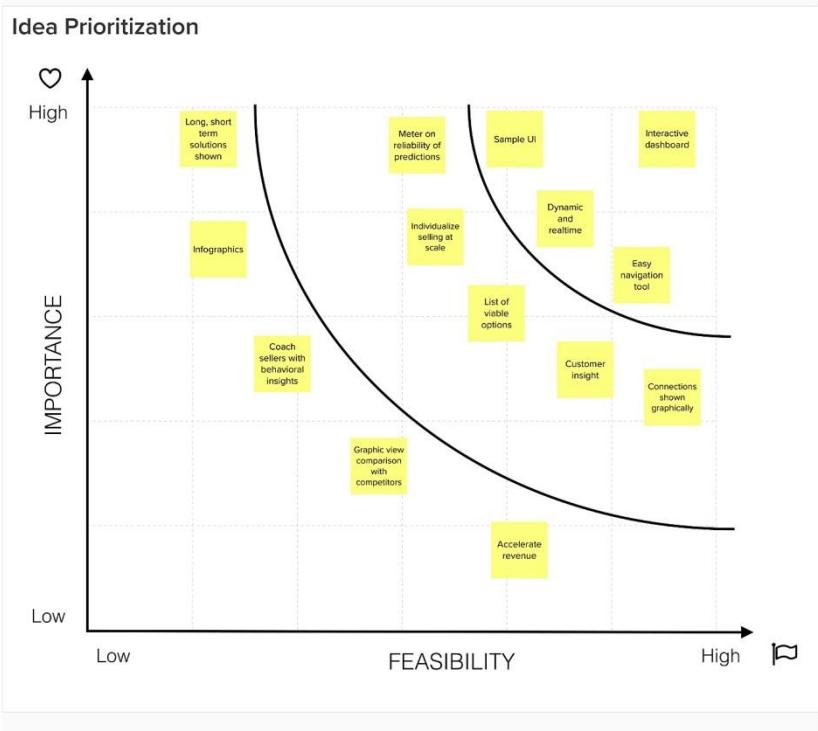
Step-3: Idea Prioritization

4

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes



3.3 PROPOSED SOLUTION

Project team shall fill the following information in proposed solution template.

| S.No. | Parameter | Description |
|-------|--|---|
| 1. | Problem Statement (Problem to be solved) | Increase the customer buying capacity |
| 2. | Idea / Solution description | Identify the customer's priority |
| 3. | Novelty / Uniqueness | Use Artificial Intelligence to give solution |
| 4. | Social Impact / Customer Satisfaction | Customer will identify their needs even they don't know |
| 5. | Business Model (Revenue Model) | Any AI model with good accuracy rate |
| 6. | Scalability of the Solution | 100% possible |

3.4 PROBLEM SOLUTIONS FIT

Problem fit solution on Global Sales Data Analytics

| | | |
|---|---|--|
| CUSTOMER FROM ALL AGE GROUP | FEW PRODUCTS LIMITED TO PREMIUM USER, LOCATION AND COD | SUGGEST MORE LIKELY PRODUCT TO THE USER BASED ON THEIR INTEREST BY JOINING HANDS WITH DATA ANALYTICS |
| IMPROVE THE CUSTOMER SUGGESTION MORE EFFICIENT | TO DEVELOP MODEL NOT ENOUGH DATA WILL BE AVAILABLE (SOME CUSTOMERS NOT REVIEWED THE PRODUCT, NOT PROVIDING PERSONAL INFO) | FOR NEW PRODUCTS USING EXISTING CONVENTIONAL SUGGESTION METHOD |
| PROVIDE MOBILE NOTIFICATION ON BIGGER SALE AND ADD TO CART PRODUCTS | CONSTRUCT AI SUGGESTION MODEL WITH LESS TIME AND MEMORY | SUGGEST PRODUCT BASED ON THEIR LOCALITY (SO GIVE OFFERS ON FESTIVALS) |
| MAKE THE MORE POSITIVE REVIEW VIEW FIRST ON THE REVIEW OPTION | | |

4.REQUIREMENT ANALYSIS

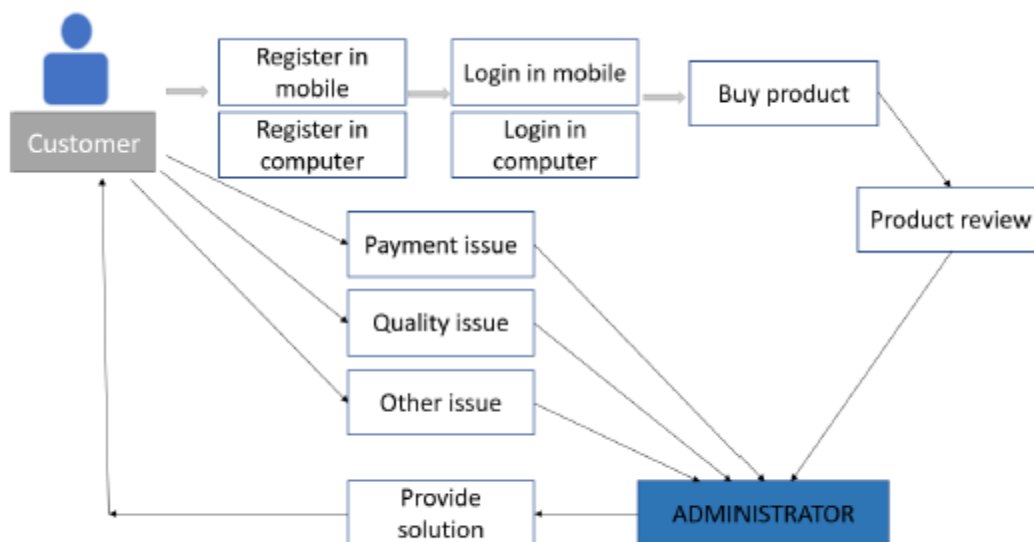
4.1 FUNCTION REQUIREMENT

Following are the functional requirements of the proposed solution.

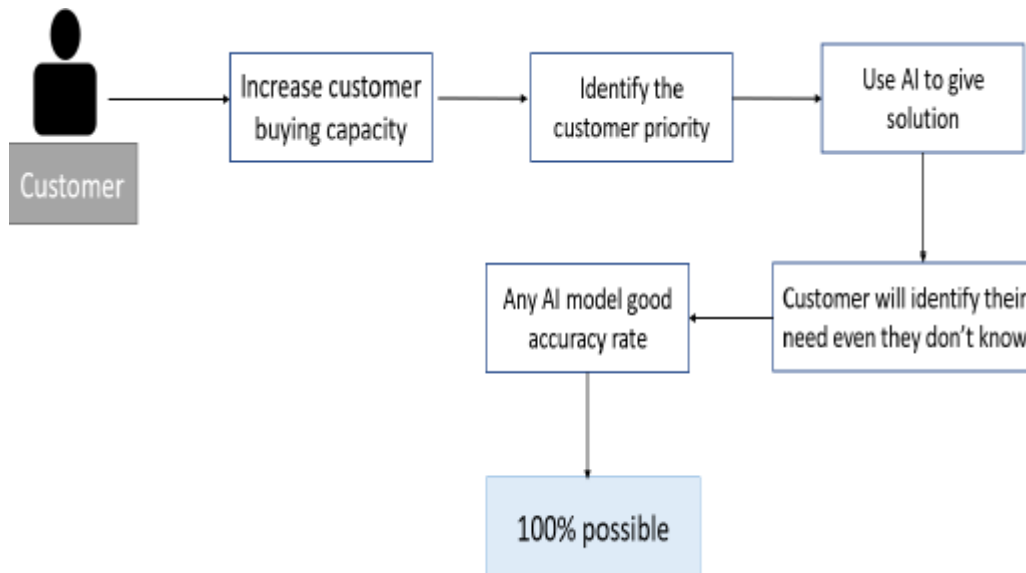
| FR No. | Functional Requirement (Epic) | Sub Requirement (Story / Sub-Task) |
|--------|-------------------------------|--|
| FR-1 | User Registration | Registration through Form Registration through Gmail Registration through LinkedIn |
| FR-2 | User Confirmation | Confirmation via Email Confirmation via OTP |
| FR-3 | User rating | Via message Via Star Via thumbs up |
| FR-4 | Payment mode | Via COD Via UPI Via Credit card Via Debit card |

5.PROJECT DESIGN

5.1 DATA FLOW DIAGRAMS



5.2 SOLUTION & TECHNICAL ARCHITECTUES



5.3 USER STORIES

User Stories

| User Type | Functional Requirement (Epic) | User Story Number | User Story / Task | Acceptance criteria | Priority | Release |
|-------------------------|-------------------------------|-------------------|---|--|----------|----------|
| Customer (Mobile user) | Registration | USN-1 | 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-1 |
| | | USN-2 | As a user, I will receive confirmation email once I have registered for the application | I can receive confirmation email & click confirm | High | Sprint-1 |
| | Login | USN-1 | As a user, I can log into the application by entering email & password | | High | Sprint-1 |
| | | USN-2 | As a user, I can log into the application by entering mobile & password | | High | Sprint-1 |
| Customer (Web user) | Registration | USN-1 | 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-1 |
| | | USN-2 | As a user, I will receive confirmation email once I have registered for the application | I can receive confirmation email & click confirm | High | Sprint-1 |
| | Login | USN-1 | As a user, I can log into the application by entering email & password | | High | Sprint-1 |
| | | USN-1 | As a user, I can log into the application by entering mobile & password | | High | Sprint-1 |
| Customer Care Executive | Difficulties | USN-1 | Change the product | I can be done by single click in customer support option | Medium | Sprint-1 |
| | | USN-2 | Make the payment method change | I can change the payment mode easily and many possibilities are available | Medium | Sprint-1 |
| 'Administrator | Product Quality Issue | USN-1 | Product received is damaged | After I put the product status in web, the administrator contacts me and resolve the issue | Medium | Sprint-1 |
| | | USN-2 | Product not able to track | Using the support option I rise the query, and my problem will be noticed and resolved | Medium | Sprint-1 |

6.PROJECT PLANNING & SCHEDULING

6.1 SPRINT PLANNING & ESTIMATION

| Sprint 1 | Functional Requirement (Epic) | User Story Number | User Story /Task | Story Points | Priority | Team Member |
|----------|-------------------------------------|-------------------|--|--------------|----------|-------------|
| Sprint 1 | Registration (Customer Mobile User) | UNS 1 | As a user, I can register for the website by entering my email, password, and confirming my password | 3 | High | 5 |
| Sprint 1 | Login | UNS 2 | As a user, I will receive confirmation email once I have registered for the application | 2 | High | 5 |
| Sprint 1 | Collecting Sample Dataset | UNS 3 | As a user, I should share the data source for | 3 | High | 5 |

| | | | | | | |
|----------|--|-------|---|---|------|---|
| | | | the dashboard | | | |
| Sprint 2 | Preprocessing and cleaning the dataset | UNS 4 | As a data Analyst I should preprocess and clean the dataset if required | 3 | High | 5 |
| Sprint 2 | Create Dashboard | UNS 5 | As a data Analyst I need to perform data visualization and create a dashboard using BI tool | 3 | High | 5 |
| Sprint 3 | Access Dashboard | UNS 6 | As a user, I can access my Sales Data Analytics Dashboard | 3 | High | 5 |
| Sprint 3 | Web Development | UNS 7 | As a programmer I should create website for the user | 3 | High | 5 |
| Sprint 4 | Access the Website | UNS 8 | As a user, I can register, login to Access my Sales Data Analytics Dashboard | 3 | High | 5 |

| | | | | | | |
|----------|------------------------------|-------|---|---|------|---|
| Sprint 4 | Embed Dashboard into Website | UNS 9 | As a programmer, I want to embed the dashboard to the website so the user can access the dashboard easily through website | 1 | High | 5 |
|----------|------------------------------|-------|---|---|------|---|

| | | | | | | |
|----------|-----------------|--------|--|---|------|---|
| Sprint 4 | Publish Website | UNS 10 | As a programmer, I should publish the dashboard so that the user can access the website from any device through internet | 3 | High | 5 |
|----------|-----------------|--------|--|---|------|---|

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 |

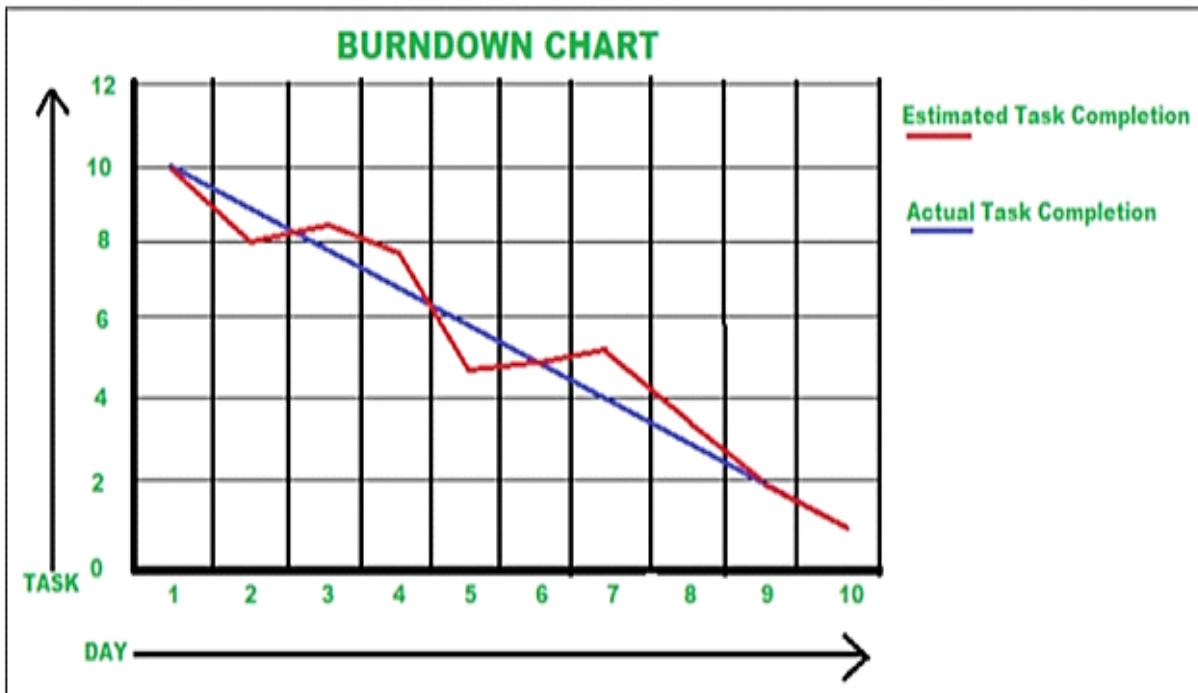
Velocity:

We have a 24-day sprint duration, and the velocity of the team is 20 (points per sprint). Let's calculate the team's average velocity (AV) per iteration unit (story points per day)

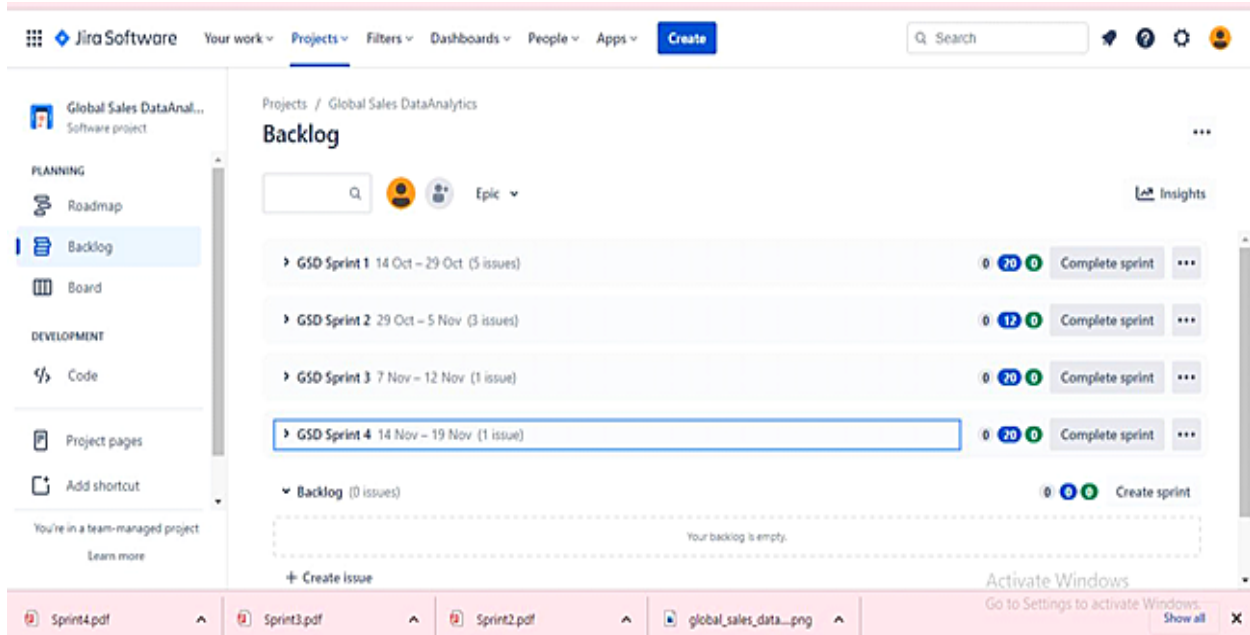
$$AV = \text{Sprint Duration} / \text{Velocity} = 20 / 10 = 2$$

Burndown Chart :

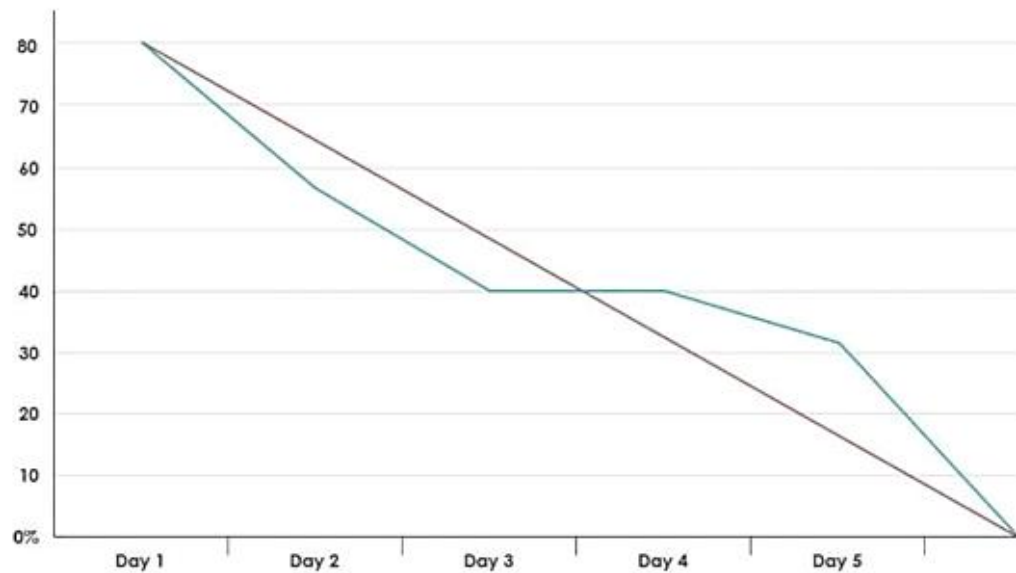
A burn down chart is a graphical representation of work left to do versus time. It is often used in agile software development methodologies such as Scrum. However, burn down charts can be applied to any project containing measurable progress over time.



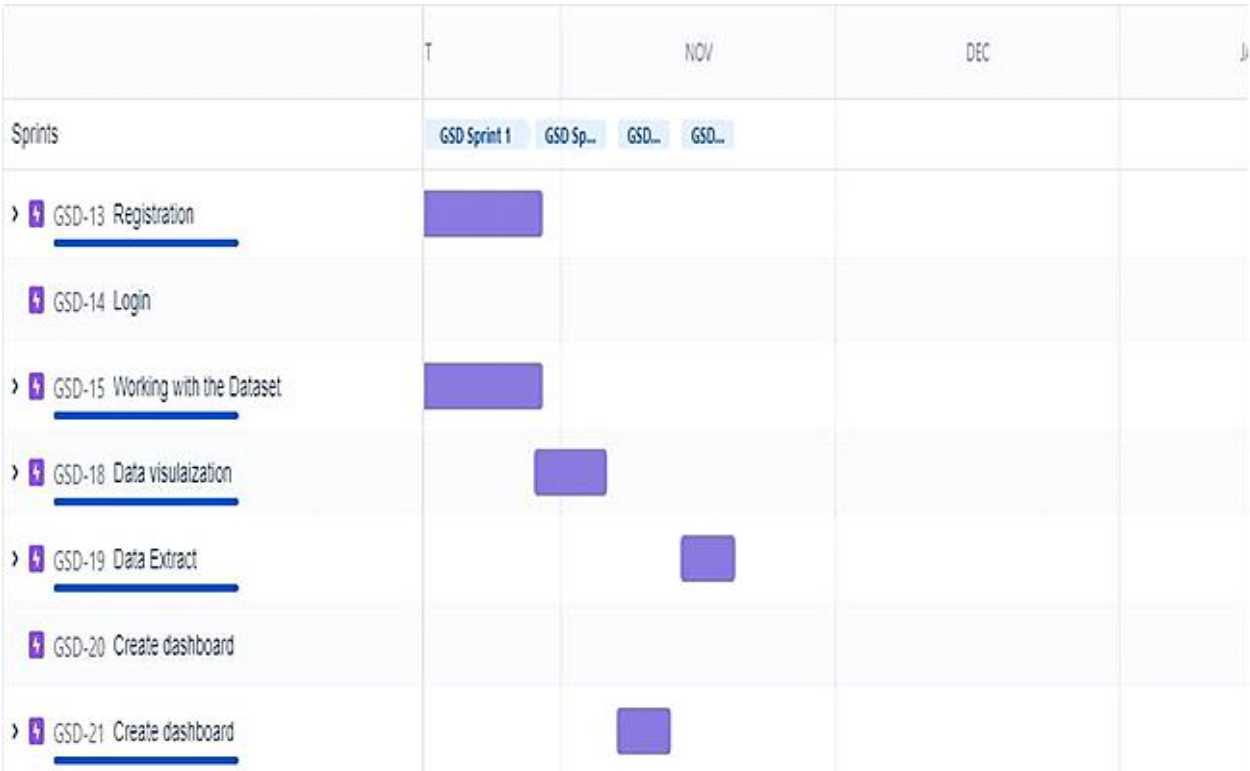
6.3 Reports from JIRA :



Burndown chart :



Road Map:



7. CODING SOLUTIONING

7.1.1Feature 1

Sales – Analysis:

This is an analysis of the sales data with particular focus given to how promotions and advertising translate into sales, in terms of both units sold and sales dollars.

Different types of Sales Analysis

- Furniture company sales analysis HTML file
- Cereal Company Sales Analysis HTML file
- Financial Statement Analysis PDF file

Analysis using R Shiny Dashboard

- Furniture company sales Dashboard R Shiny app

Steps for Cereal Company Sales Analysis

1. Download the Raw Data
2. Analysis code R file
3. Final Analysis R file

Steps for Furniture company sales analysis

1. Download the Raw Data
2. Analysis code R file
3. Dashboard Code HTML file
4. Final Dashboard PDF file
5. Final Analysis HTML file

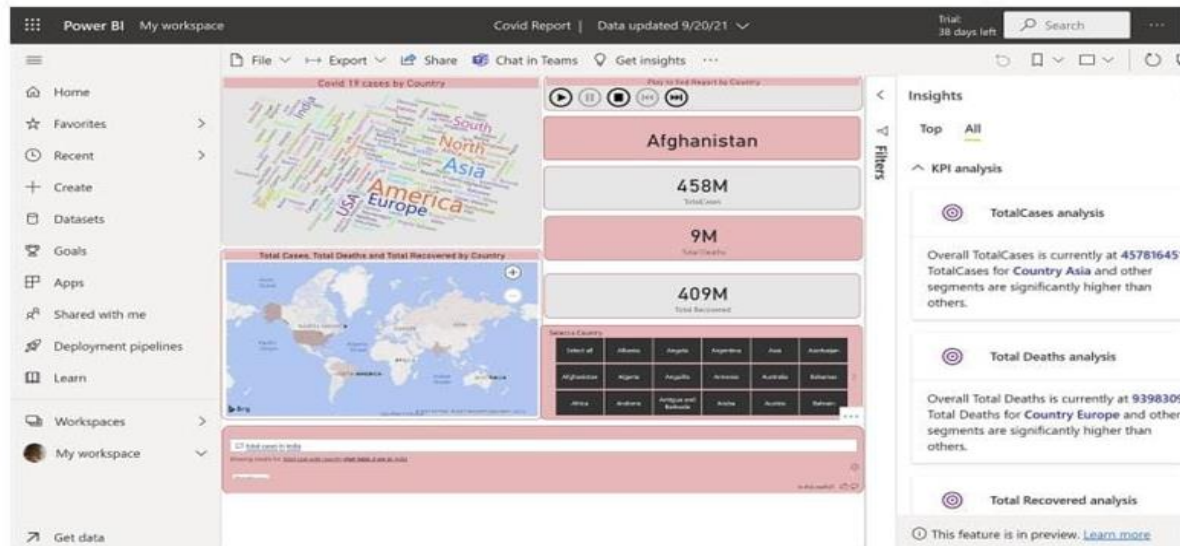
feature-1:

Step 1: Understand the Business

Step 2: Get Your Data

Step 3: Explore and Clean Your Data

Step 4: Enrich Your Datasets



8.TESTING

8.1 USER ACCEPTANCE TESTING

1. Purpose of Document

The purpose of this document is to briefly explain the test coverage and open issues of the [Global sales data analytics] project at the time of the release to User Acceptance Testing (UAT).

2. DefectAnalysis

This report shows the number of resolved or closed bugs at each severity level, and how they were resolved

| Resolution | Severity1 | Severity2 | Severity3 | Severity4 | Subtotal |
|----------------|-----------|-----------|-----------|-----------|----------|
| By Design | 9 | 3 | 2 | 3 | 18 |
| Duplicate | 1 | 0 | 3 | 0 | 4 |
| External | 2 | 3 | 0 | 1 | 6 |
| Fixed | 10 | 2 | 4 | 18 | 36 |
| Not Reproduced | 0 | 0 | 1 | 0 | 1 |
| Skipped | 0 | 0 | 1 | 1 | 2 |
| Won't Fix | 0 | 4 | 2 | 1 | 7 |
| Totals | 22 | 12 | 13 | 24 | 74 |

3. TestCaseAnalysis

This report shows the number of test cases that have passed, failed, and untested

| Section | Total Cases | Not Tested | Fail | Pass |
|--------------------|-------------|------------|------|------|
| PrintEngine | 7 | 1 | 0 | 6 |
| ClientApplication | 49 | 2 | 1 | 46 |
| Security | 2 | 0 | 0 | 2 |
| OutsourceShipping | 2 | 0 | 0 | 2 |
| ExceptionReporting | 7 | 0 | 0 | 7 |
| FinalReportOutput | 6 | 0 | 0 | 6 |
| VersionControl | 2 | 0 | 0 | 2 |

8.2 PERFORMANCE TESTING

Model Performance Testing:

Project team shall fill the following information in model performance testing template.

| S.No | Parameter | Screenshot / Values |
|------|---------------------------------------|--|
| 1. | Dashboard design | No of Visualizations / Graphs - 7-8 visualization/6-7 graphs |
| 2. | Data Responsiveness | Users and Analyst or Developers |
| 3. | Amount Data to Rendered (DB2 Metrics) | 5 countries |
| 4. | Utilization of Data Filters | Sales ,profit, products, market rate and order id filtration |
| 5. | Effective User Story | No of Scene Added - 30 user stories |
| 6. | Descriptive Reports | No of Visualizations / Graphs - 4 visualizations/6 graph |

9.ADVANTAGES& DISADVANTAGES

- **Advantages:**

- ❖ Data analytics helps an organization make better decisions
- ❖ Increase the efficiency of the work
- ❖ The analytics keeps you updated of your customer behavioural changes
- ❖ Personalization of products and services
- ❖ Improving quality of products and services

- **Disadvantages:**

security issues, ethical issues, the deliberate abuse of big data by malevolent players (e.g. organized crime), and unintentional misuse.

10. CONCLUSION

Data analysis includes the inspection, modification, modeling, and transforming of data as per the need of the research topic. The conclusion is the final inference drawn from the data analysis, review of literature, and findings.

12.FUTURE SCOPE

Sales analytics refers to the use of technology to collect and use sales data to derive actionable insights. It is used to identify, optimize, and forecast sales. It uses different metrics and KPIs to plan an efficient sales model that generates higher revenue for the business.

APPENDIX

SOURCE CODE:

```
<!DOCTYPE html>
<html>
<head>
<meta name="viewport" content="width=device-width, initial-scale=1">
<title> Login Page </title>
<style>
Body {
    font-family: Calibri, Helvetica, sans-serif;
    background-color:white;
    background-image: url('https://2h2fxj2oochv47z6ig3v0sve-wpengine.netdna-
ssl.com/wp-content/uploads/2021/07/man-in-a-suit-standing-behind-a-hologram-of-
data-analytics-1030x579.jpg');"
}
button {
    background-color:#c3e3dc;
    width: 100%;
    color: purple;
    padding: 15px;
    margin: 10px 0px;
    border: none;
    cursor: pointer;
}
form {
    border: 3px solid #f156189;
}
input[type=text], input[type=password] {
    width: 100%;
    margin: 8px 0;
    padding: 12px 20px;
    display: inline-block;
    border: 2px white;
    box-sizing: border-box;
}
button:hover {
    opacity: 0.7;
}
.cancelbtn {
    width: auto;
    padding: 10px 18px;
    margin: 10px 5px;
```



```

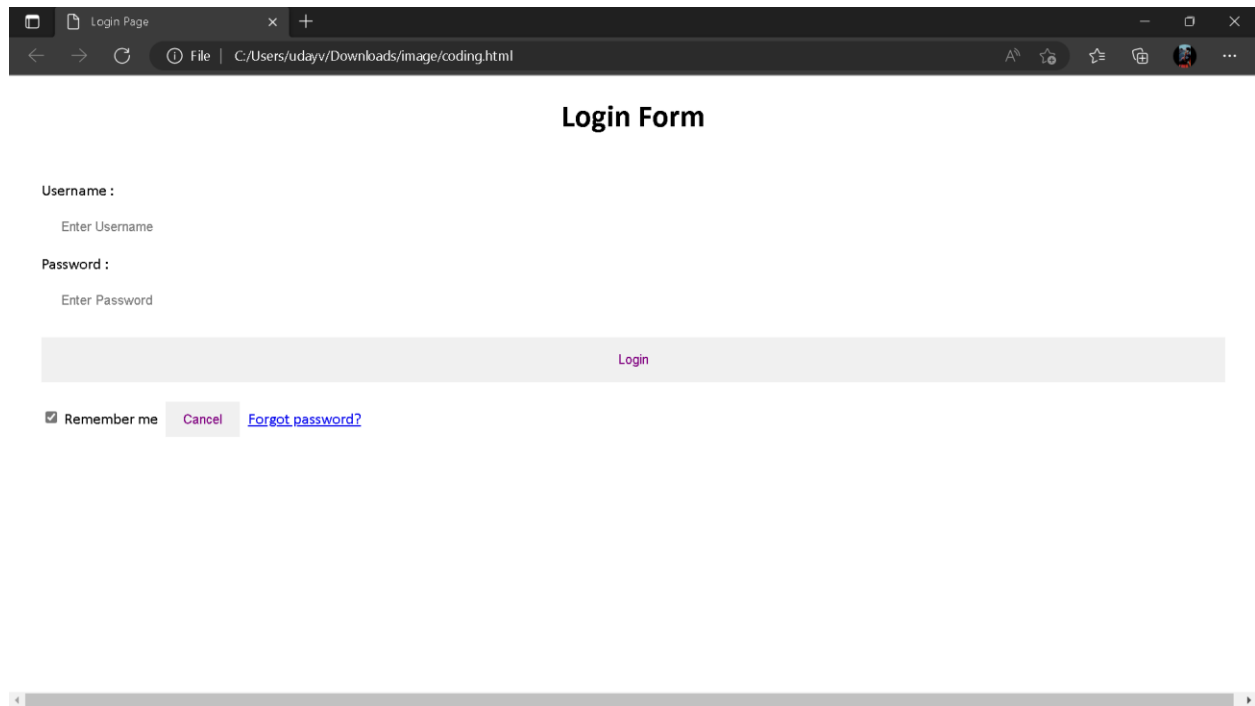
    }

.container {
    padding: 25px;
    <!-- background-color: pink; -->
}
</style>
</head>
<body>
    <center> <h1>Login Form </h1> </center>
    <form>
        <div class="container">
            <label>Username : </label>
            <input type="text" placeholder="Enter Username" name="username"
required>
            <label>Password : </label>
            <input type="password" placeholder="Enter Password" name="password"
required>
            <button type="submit">Login</button>
            <input type="checkbox" checked="checked"> Remember me
            <button type="button" class="cancelbtn"> Cancel</button>
            <a href="#"> Forgot password? </a>

        </div>
    </form>
</body>
</html>

```

Output:



The screenshot shows a web browser window with the title "Login Page". The address bar displays the file path "C:/Users/udayv/Downloads/image/coding.html". The page content is a login form titled "Login Form". It includes a "Username :" label followed by a text input field with the placeholder "Enter Username". Below this is a "Password :" label followed by a text input field with the placeholder "Enter Password". A wide, light gray button labeled "Login" is positioned below the password field. At the bottom of the form, there is a checkbox labeled "Remember me" which is checked, followed by a "Cancel" button and a link labeled "Forgot password?".

GITHUB : <https://github.com/IBM-EPBL/IBM-Project-34256-1660233538>

PROJECT DEMO LINK:

https://drive.google.com/file/d/1IWxlqfYf4Dxox4SNOKe4bVjuA_tSLJ6Z/view?usp=share_link

<https://youtu.be/G7QXXVbBDZk>

THANK YOU !!!!