

Assignment -2

Pharma Sales Dashboard

Assignment Date	27 September 2022
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Maximum Marks	2 Marks

DESCRIPTION: Sales of Pharmaceutical products, which may include medicines, surgical devices, consumables of any form, machines, and equipment used in surgeries are called Pharma Sales. The target audience is doctors of any kind, chemists, and/or purchase in charge in hospitals or pharmacies.

Pharmaceutical sale is very different from regular sales of any kind right from the product to the customer to the process of selling. Of all the sales, Pharmaceutical sales are considered to be one of the most lucrative and most challenging jobs requiring a lot of learning on the salesperson's part.

DATA SET: Pharma_Monthly_Sales.csv - Google Drive

About the Pharma Dataset:

Let's understand the features of the dataset:

1. Month- January -December Months Data.
2. Customer- Hospitals & Organizations.
3. Period- Q1-Q4 are the four quarters which show the sales record quarterly.
4. Product- Different Tablets for diseases
5. Location-Sales in different regions,
6. Sales Rep- Sales Representative who sells pharma products.
7. Supplier-Pharmaceuticals companies are those who supply their products.
8. Warehouse Location- A warehouse location is a region where companies storing goods.
9. Actual-Actual sales for the product.
10. C.sales-Customer Sales for the product.
11. Inventory Stock: Inventory stock refers to the goods and materials that a business holds for the ultimate goal of resale.
12. L.sales-Location Wise Sales for the product.
13. M.sales-Monthly Sales for the product.
14. Received Inventory- Creating a safe, fast, and organized process for handling received inventory. Accurately track your goods from when they arrive in your warehouse to when they are shipped to your customer.
15. Rep. sales- Representative Sales for the product.
16. Target- Target sales for the product.

CHALLENGE:

Upload the dataset to Cognos Analytics, prepare the data, explore and Create Interactive Dashboard.

Task 1: Sales By Customer.

Task 2: Sales By Location.

Task 3: Sales By Sales Representative.

Task 4: Received Inventory From Supplier

Task 5: Inventory Stock for Warehouse Locations

Task 6: Sales Trend

Task 7: Monthly Sales

Task 8: Actual and Received Inventory by Month

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SOLUTION:

Uploading and preparing Data.

The screenshot displays the IBM Cognos Analytics interface. The top navigation bar includes the text 'IBM Cognos Analytics with Watson', a dropdown menu for 'Pharma_Monthly ... data module', a search bar, and user profile icons. The main workspace is divided into a left sidebar and a central grid view. The sidebar, titled 'Data module', contains a search bar and a tree view of the data structure. The tree view shows a folder 'Pharma_Monthly ... data module' with sub-items: 'Navigation paths', 'Pharma_Monthly ... sales.csv', and a list of fields: '# Row Id', 'Month', 'Customer', 'Period', 'Product', 'Location', 'Sales Rep', 'Supplier', 'Warehouse ... cations', 'Actual', 'C.Sales', 'Inventory Stock', 'L.Sales', and 'M.Sales'. The central grid view displays a table with 13 rows and 8 columns. The columns are: 'Row Id', 'Month', 'Customer', 'Period', 'Product', 'Location', and 'Sales Rep'. The data rows show sales for March and January, with customers 'Mobil' and 'Abeokuta', and sales representatives 'A. Chukwu'.

Row Id	Month	Customer	Period	Product	Location	Sales Rep
1	March	Mobil	Q1	Afinitor Tab	Port Harcourt	A. Chukwu
2	March	Mobil	Q1	Brinerdine SCT	Port Harcourt	A. Chukwu
3	March	Mobil	Q1	Coartem Tab	Port Harcourt	A. Chukwu
4	March	Mobil	Q1	Codiovian FCT	Port Harcourt	A. Chukwu
5	March	Mobil	Q1	Femara FCT	Port Harcourt	A. Chukwu
6	March	Mobil	Q1	Galvusmet FCT	Port Harcourt	A. Chukwu
7	March	Mobil	Q1	Lescol HGC	Port Harcourt	A. Chukwu
8	March	Mobil	Q1	Ritalin Tab	Port Harcourt	A. Chukwu
9	March	Mobil	Q1	Tegretol Tab	Port Harcourt	A. Chukwu
10	March	Mobil	Q1	Zaditen SRO FCT	Port Harcourt	A. Chukwu
11	January	Mobil	Q1	Afinitor Tab	Abeokuta	A. Chukwu
12	January	Mobil	Q1	Brinerdine SCT	Abeokuta	A. Chukwu
13	January	Mobil	Q1	Coartem Tab	Abeokuta	A. Chukwu

New Tab

Avatar image

IBM Cognos Analytics with Watson

Pharma_Monthly ... data module

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Search content

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Search

Pharma_Mont...ata module

Navigation paths

Pharma_Mo...ales.csv

Row Id

🕒 Month

👤 Customer

👤 Period

👤 Product

👤 Location

👤 Sales Rep

👤 Supplier

👤 Warehouse...cations

📄 Actual

📄 C.Sales

📄 Inventory Stock

📄 L.Sales

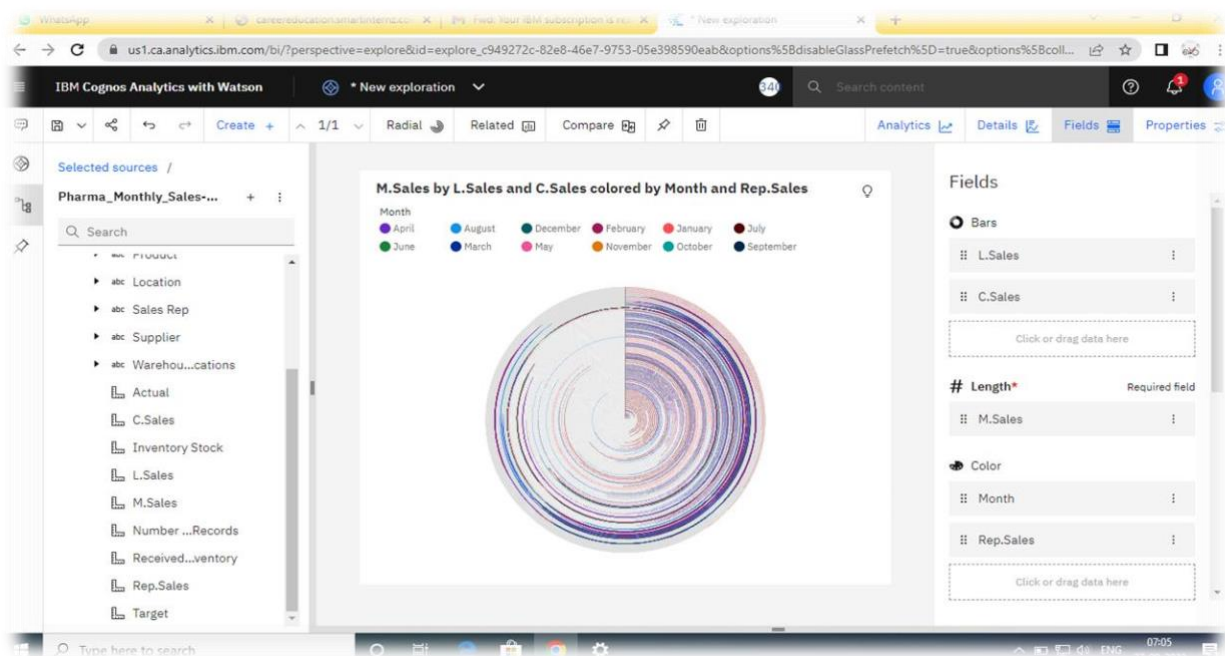
📊 Grid

🔗 Relationships

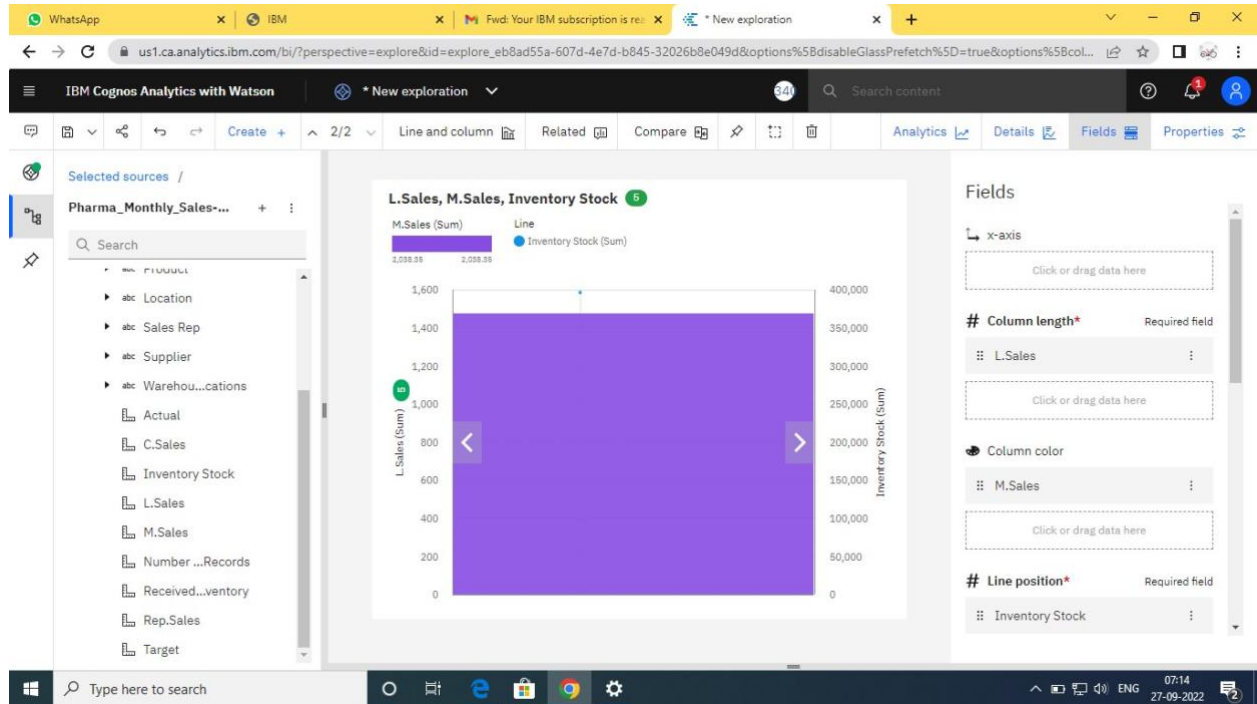
📄 Custom tables

T1	Inventory Stock	L.Sales	M.Sales	Number of Records	Received Inventory	Rep.Sales	Target
	1200	1.89	4.224	1	5000	4.62	30
	480	1.89	4.224	1	2000	4.62	27
	1320	3.51	7.744	1	6000	8.58	18
	960	4.14	9.196	1	2000	10.12	29
	600	0.9	1.98	1	4000	2.2	17
	240	2.16	4.884	1	2000	5.28	28
	240	2.07	4.6464	1	2000	5.06	49
	480	2.25	4.95	1	1000	5.5	27
	840	1.89	4.18	1	3000	4.62	17
	600	2.7	6.0368	1	2000	6.6	7
	3500	1.89	2.112	1	6000	4.62	12
	1400	1.89	2.112	1	3000	4.62	8
	3850	3.51	3.872	1	8000	8.58	16

EXPLORATION OF DATA SET---RADIAL EXPLORATION



LINE AND COLUMN EXPLORATION



NETWORK EXPLORATION

