

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

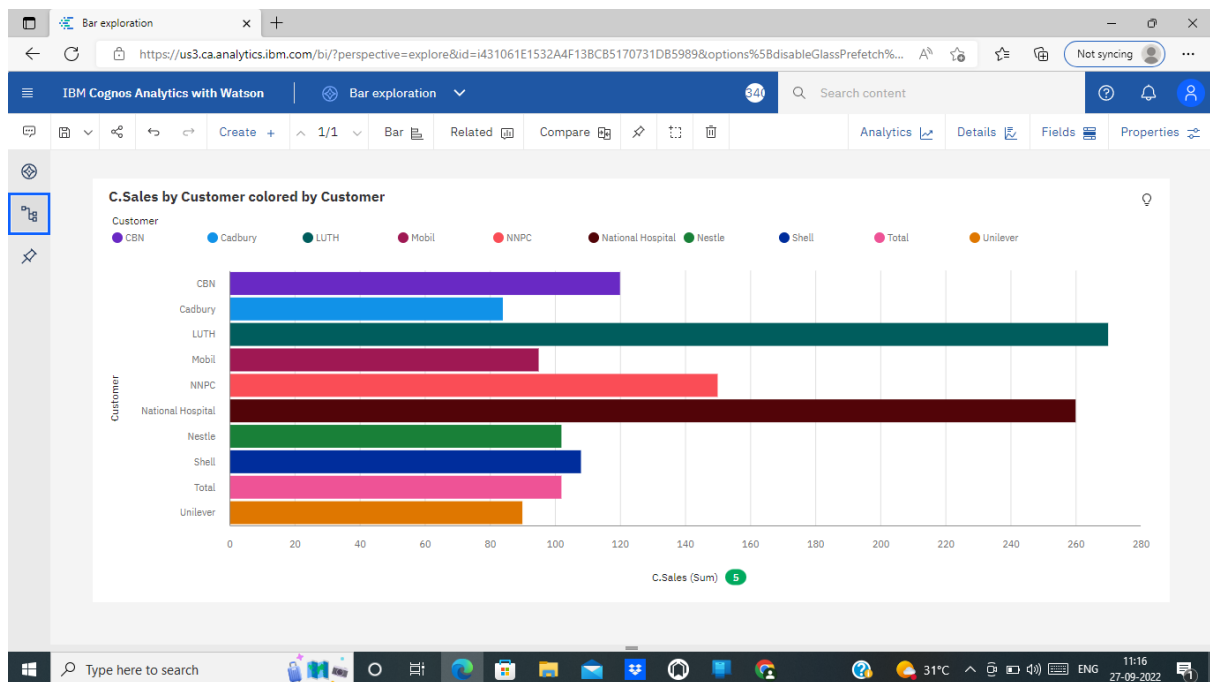
Task 7: Monthly Sales

Task 8: Actual and Received Inventory by Month

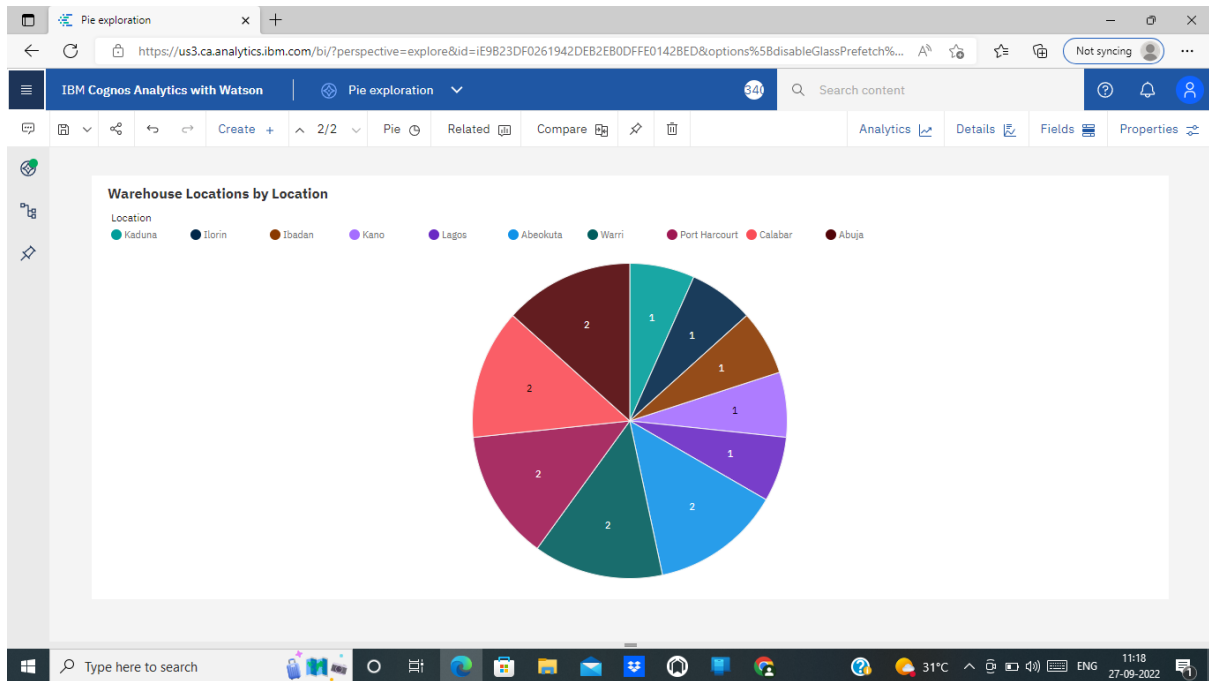
SOLUTION:

EXPLORATION OF DATA SET

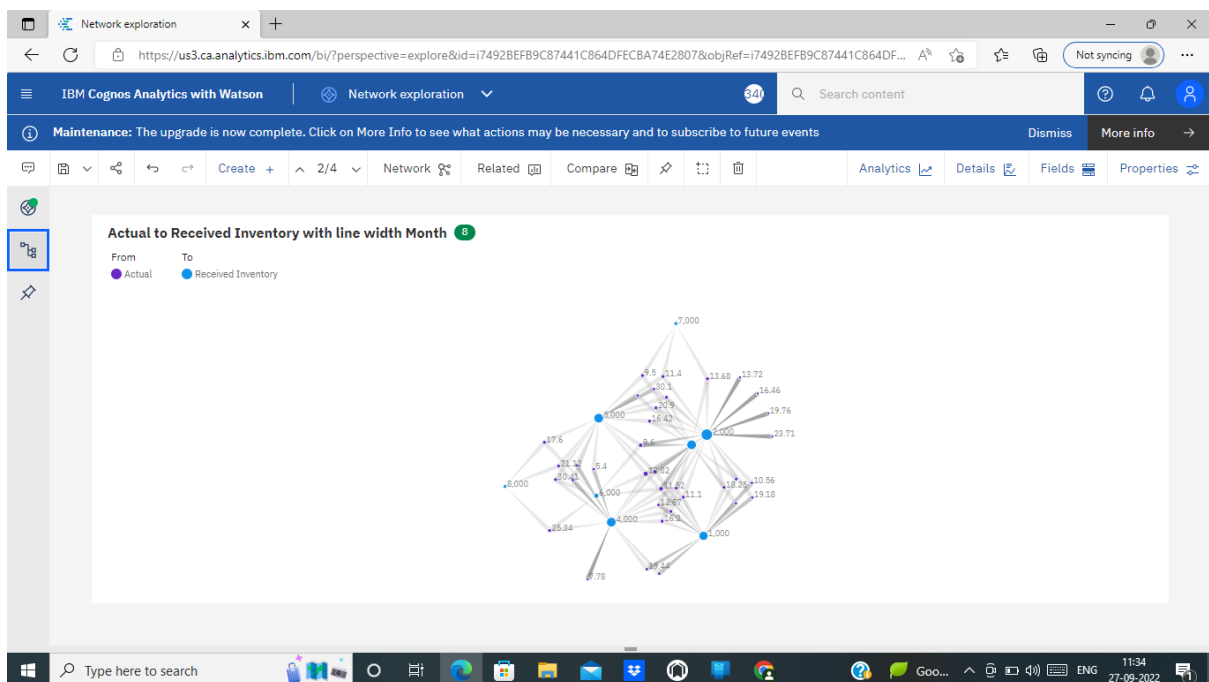
1. Bar Exploration



2. Pie Exploration



3. Network Exploration



4. Table Exploration

The screenshot shows the IBM Cognos Analytics interface in 'Table exploration' mode. The main content area displays a table titled 'C.Sales, L.Sales, M.Sales and Rep.Sales' with 15 rows. The table has four columns: C.Sales, L.Sales, M.Sales, and Rep.Sales. The first row of data shows values 1,381, 1,476.8, 2,038.35, and 2,860 respectively. The interface includes a top navigation bar with 'IBM Cognos Analytics with Watson' and a search bar. A bottom taskbar shows the Windows operating system with various application icons and a system clock indicating 11:39 on 27-09-2022.

C.Sales	L.Sales	M.Sales	Rep.Sales
1,381	1,476.8	2,038.35	2,860

5. Map Exploration

The screenshot shows the IBM Cognos Analytics interface in 'Map exploration' mode. The main content area displays a map titled 'Location for Warehouse Locations regions' focusing on Nigeria. A legend at the top identifies eight locations with colored dots: Warri (green), Lagos (purple), Abeokuta (blue), Abuja (dark red), Port Harcourt (maroon), Ibadan (brown), Kano (light blue), and Calabar (red). The map shows the geographical distribution of these locations across Nigeria, with labels for various states and neighboring countries like Benin, Togo, Ghana, and Cameroon. The interface includes a top navigation bar and a bottom taskbar showing the Windows operating system with a system clock indicating 11:41 on 27-09-2022.

CREATION OF INTERACTIVE DASHBOARD:

