

Assignment -2

Pharma Sales Dashboard

Assignment Date	27 September 2022
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Maximum Mark	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

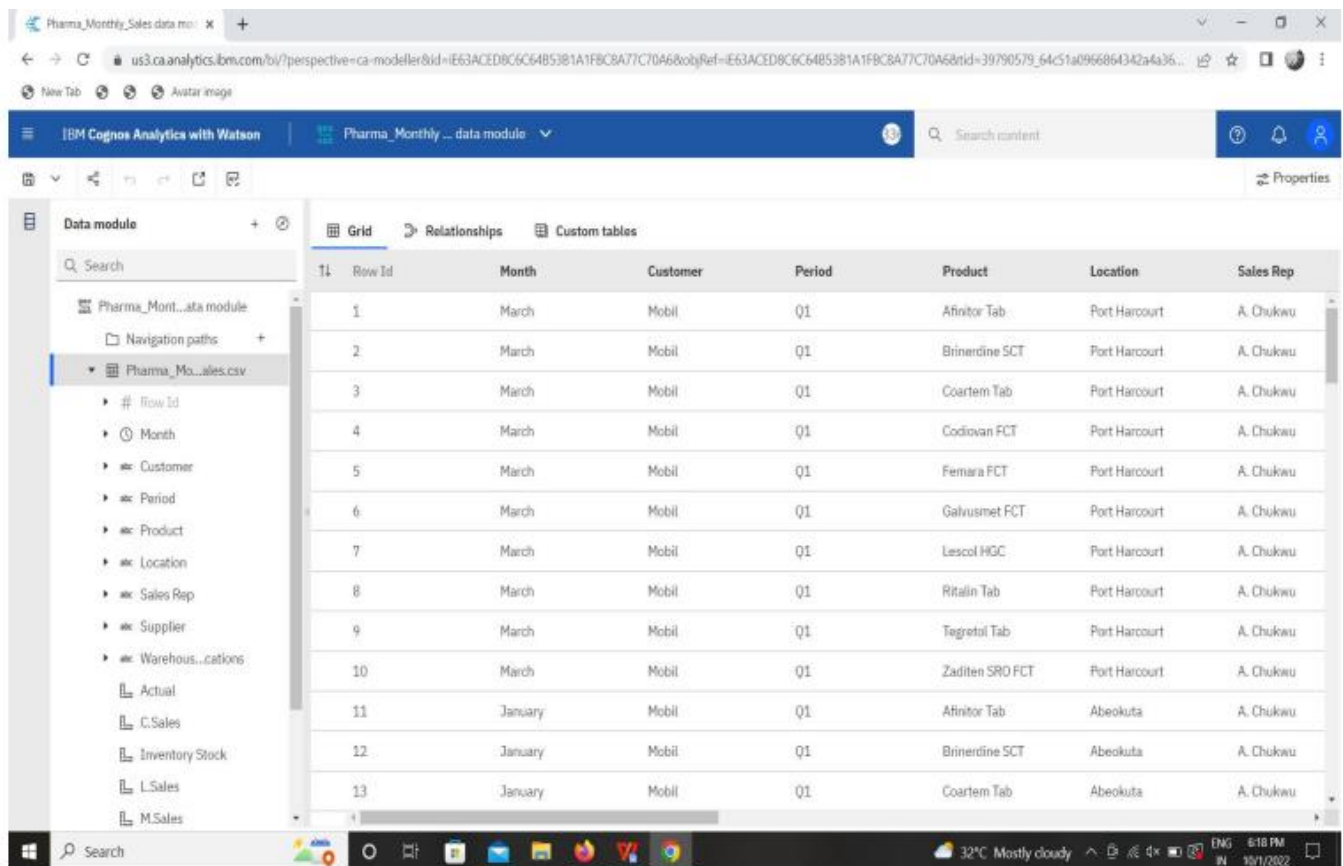
Task 6: Sales Trend

Task 7: Monthly Sales

Task 8: Actual and Received Inventory by Month

SOLUTION :

UPLOADING AND PREPARING THE DATA:



The screenshot displays the IBM Cognos Analytics interface. The top navigation bar includes the text "[IBM Cognos Analytics with Watson]" and "Pharma_Monthly ... data module". A search bar is present on the right. The left sidebar shows a "Data module" tree with "Pharma_Monthly ... data module" selected, containing a "Navigation paths" section and a "Pharma_Monthly ... sales.csv" file. The main area shows a "Grid" view of the data. The table has 8 columns: Row Id, Month, Customer, Period, Product, Location, and Sales Rep. The data is organized into 13 rows, showing sales for March and January across different products and locations.

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	Codivian 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 SRD 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

Pharma_Monthly_Sales data module

us3.ca.analytics.ibm.com/bi/?perspective=ca-model&id=IE63ACED8C6C64B5381A1FBCBA77C70A680&ref=IE63ACED8C6C64B5381A1FBCBA77C70A680&id=39790579_64c51a0966864342a4a36...

New Tab Avatar image

IBM Cognos Analytics with Watson

Pharma_Monthly ... data module

13

Search content

Properties

Data module

Search

Pharma_Monthly_Sales module

Navigation paths

Pharma_Monthly_Sales.csv

Row Id

Month

Customer

Period

Product

Location

Sales Rep

Supplier

Warehouse locations

Actual

C.Sales

Inventory Stock

L.Sales

M.Sales

Grid

Relationships

Custom tables

	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	

Saturday, October 1, 2022

32°C Mostly cloudy

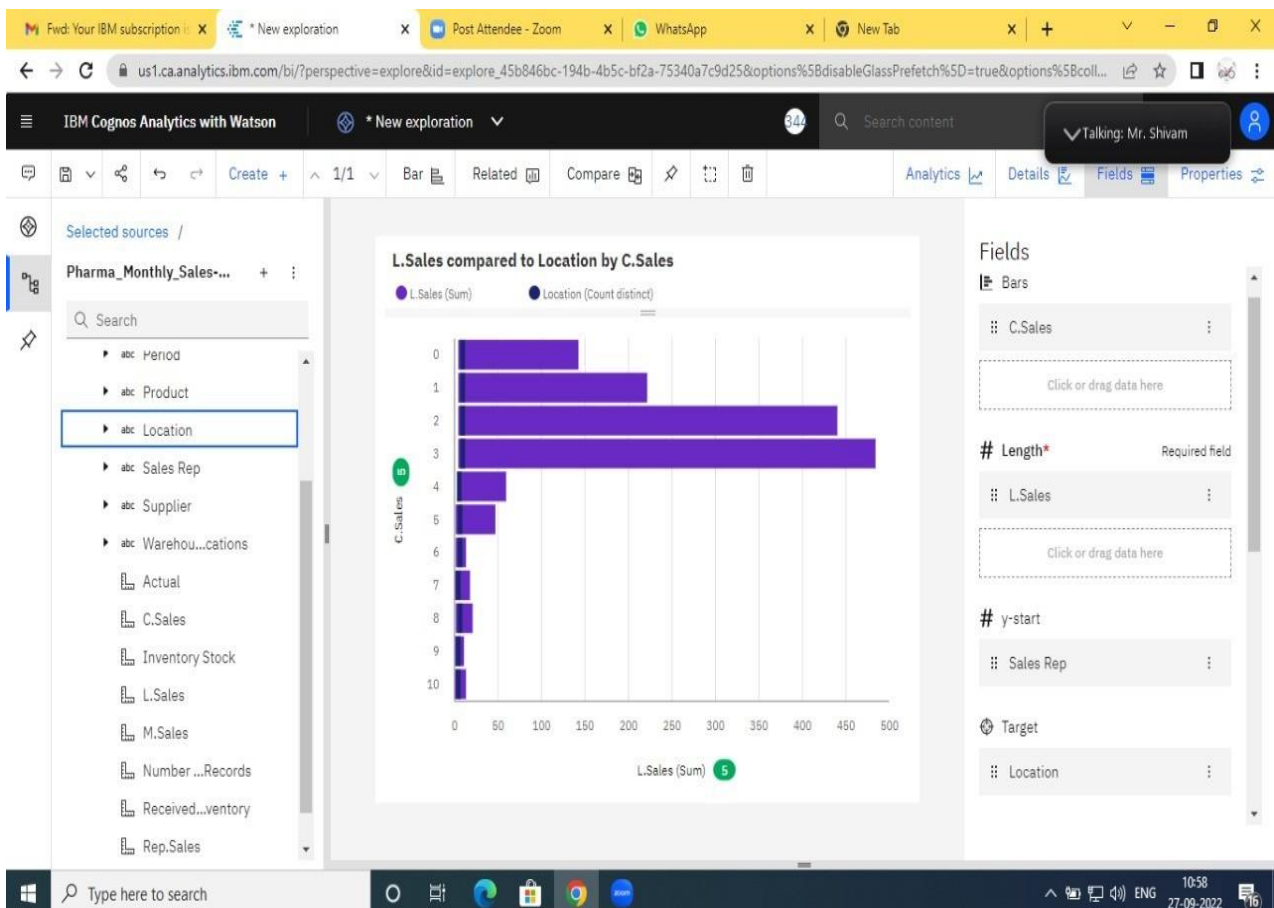
6:18 PM

ENG IN

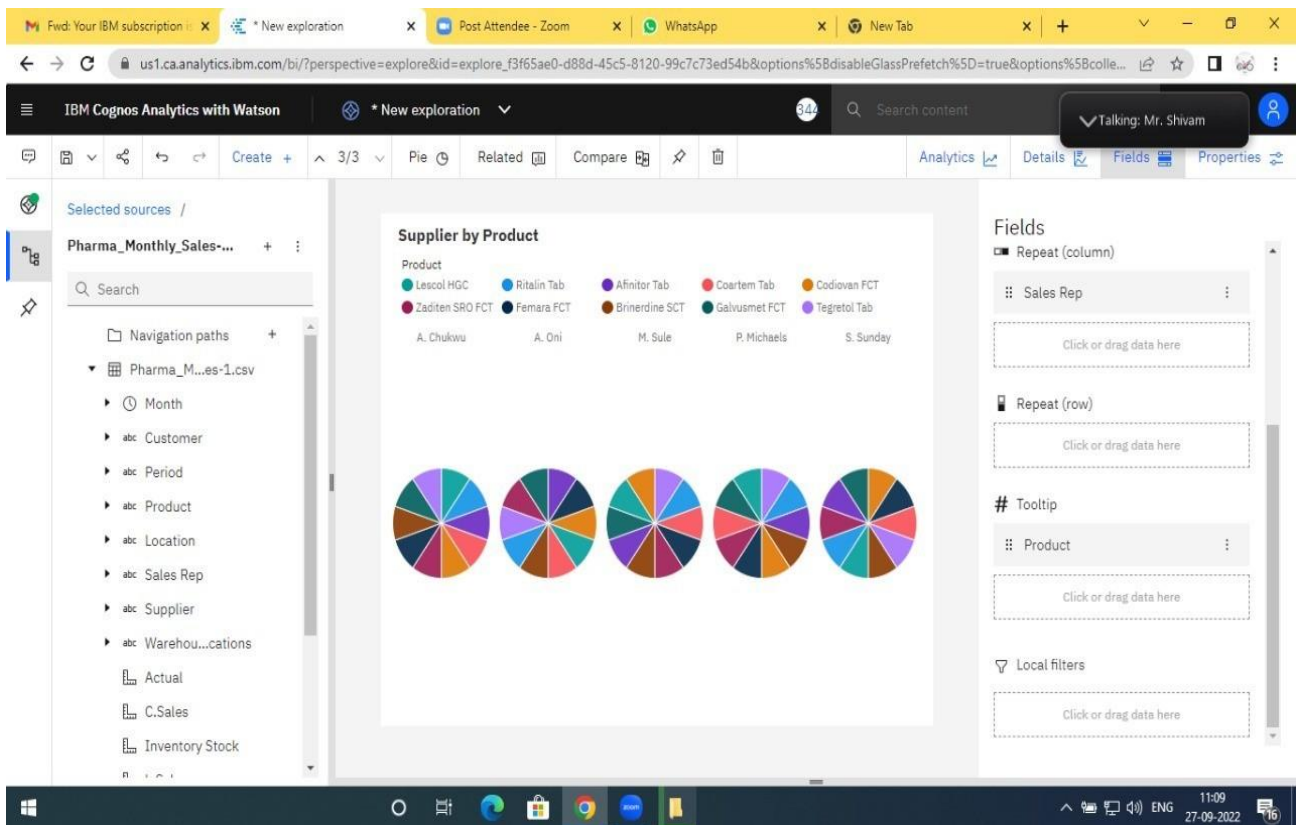
10/1/2022

EXPLORATION OF DATA SET

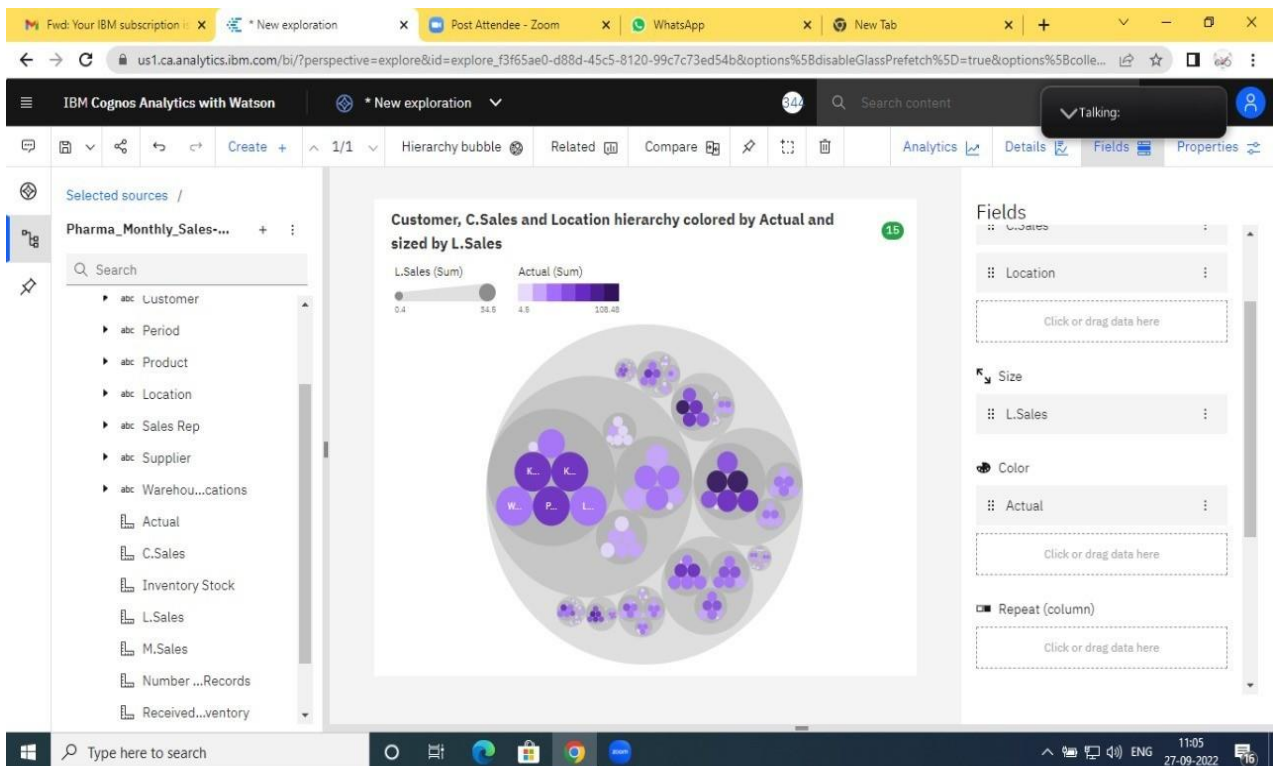
1. Bar Exploration



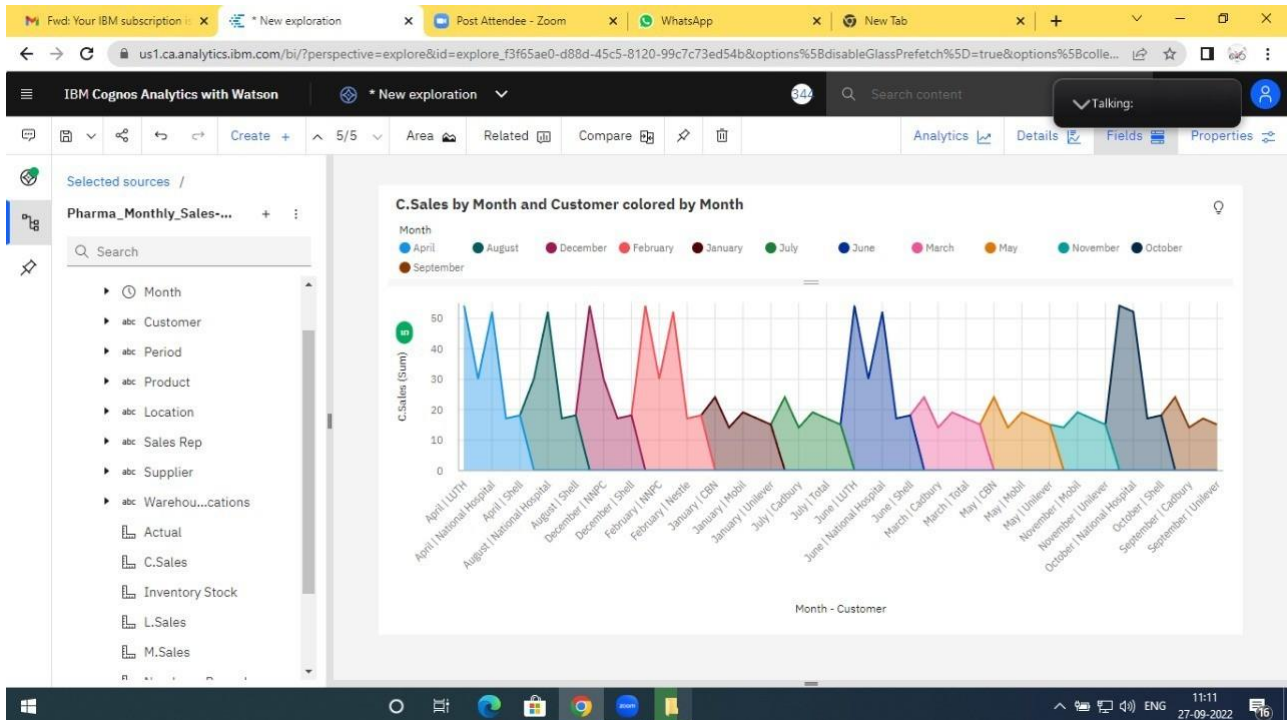
2. Pie Exploration



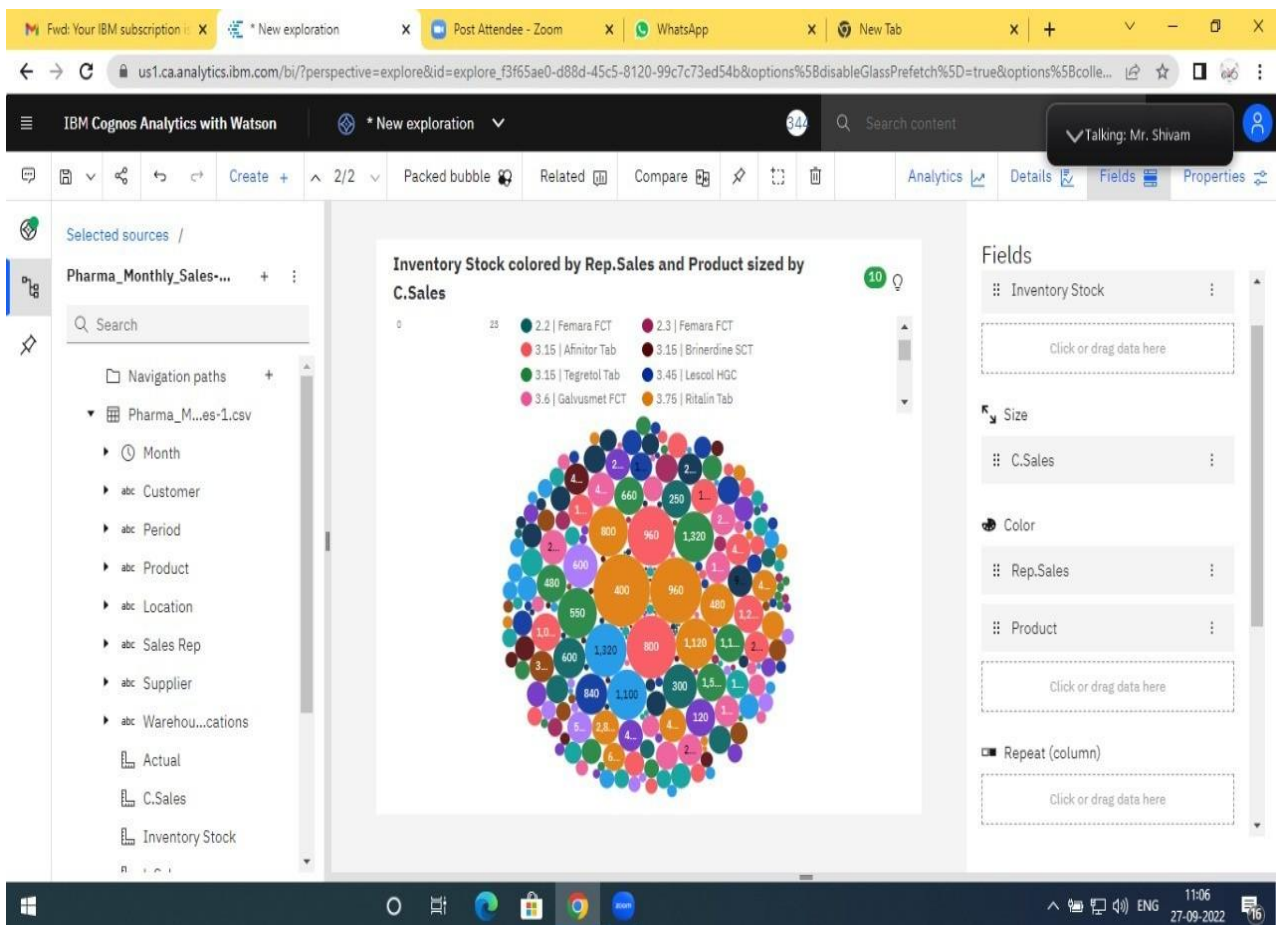
3. Hierarchy Bubble Exploration



4.Area Exploration



5.Packed Bubble Exploration



CREATION OF INTERACTIVE DASHBOARD:

