



GLOBAL SALES DATA ANALYTICS

NALAIYA THIRAN - PROJECT REPORT

PROJECT ID: PNT2022TMID00625

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PANIMALAR ENGINEERING COLLEGE, CHENNAI-600123.

(AN AUTONOMOUS INSTITUTION, AFFILIATED TO ANNA UNIVERSITY)

BONAFIDE CERTIFICATE

Certified that this project report **“GLOBAL SALES DATA ANALYTICS - PNT2022TMID00625”** is the bonafide work of DOMMARAJU POOJITHA (211419104074) KEERTHIKA R (211419104136) S ISNEHA SHANKAR (211419104108) M LINNET BLESSY (211419104147) who carried out the NALAIYA THIRAN project work under the supervision.

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CHAPTER 1

INTRODUCTION

1.INTRODUCTION

1.1: PROJECT OVERVIEW :

Data analytics is the process of analyzing raw data in order to draw out meaningful ,actionable insights ,which are then used to inform and drive smart business decision 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.

1.2: PURPOSE :

Data is being generated very rapidly due to increase in information in everyday life. Huge amount of data gets accumulated from various organizations that is difficult to analyze and exploit. Processing, analyzing and communicating this data are a challenge. Online shopping websites get flooded with voluminous amount of sales data every day. Analyzing and visualizing this data for information retrieval is a difficult task. Therefore,system is requiredwhich will effectively analyze and visualize data.

CHAPTER 2

LITERATURE SURVEY

2.LITERATURE SURVEY

2.1: EXISTING PROBLEM :

The existing problem simply means that you have found a problem with your customer and that the solution you have realized for it actually solves customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why.

2.2: REFERENCE :

- Data mining with its role in marketing, sales support and customer identification data analysis [Mohammed Bin Ali Al Atif, Ahmed H. Shakir, et al, 2022]
- Impact of big data analytics on sales performance in pharmaceutical organizations: The role of customer relationship management capabilities [Muhammad Shahbaz, Lili Zhai, et al, 2021]
- Data Analysis and Visualization of Sales Dataset using Power BI [Ms. Sarika Singh, Ms. Lavina Jadhav, 2022]
- Survey on Growth of Business using Data Analytics for Business Intelligence in RealTime world [Madamanchi Brahmani, Talluri Sreekrishna, 2021]

2.3: PROBLEM STATEMENT DEFINITION :

The Customer Problem Statement helps you focus on what matters to create experiences people will love. A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

Its job is to gather and interpret data in order to solve a specific problem. Here data sets are examined to draw conclusions about the information they contain. Information is classified to identify and analyze the information and different techniques are there according to organizational requirements. We also called it data analytics.

CHAPTER 3

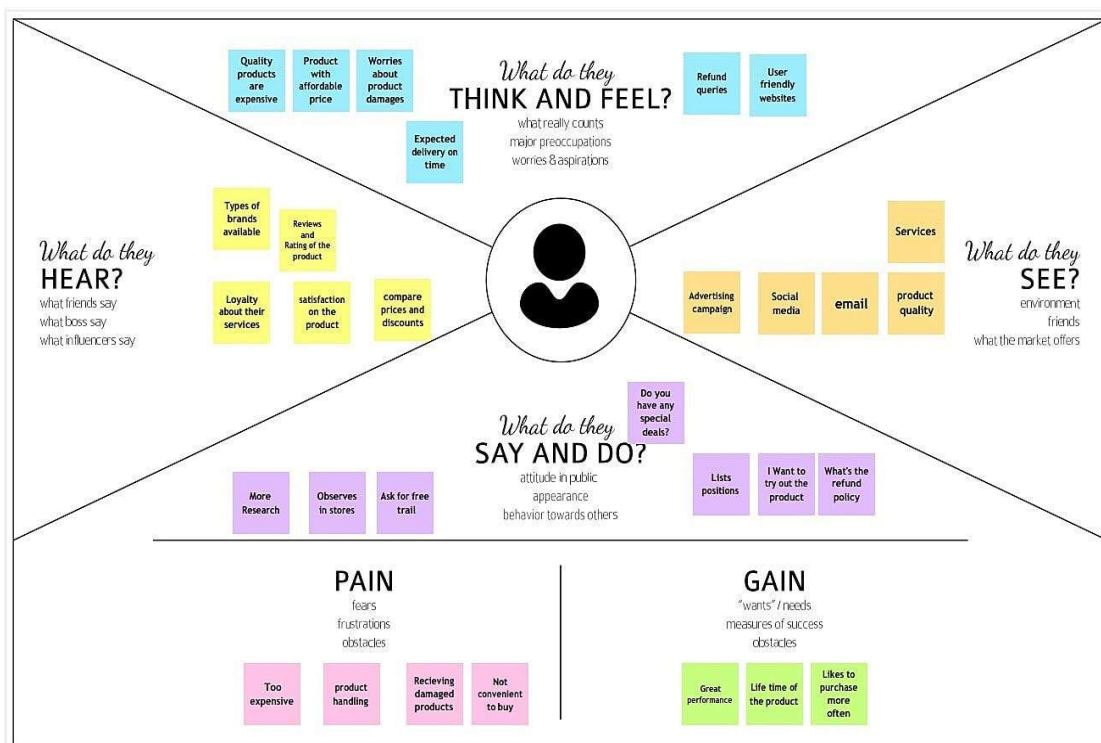
IDEATION & PROPOSED SOLUTION

3.IDEATION & PROPOSED SOLUTION

3.1: EMPATHY MAP CANVAS :

An empathy map is a simple ,easy to digest visual that captures knowledge about users behavior and attitudes . It is a useful tool to helps teams better understand their users .Creative solution requires understanding the true problem and the person who is experiencing it .The exercise of creating the map helps participants consider things from the users perspective along with his or her goals and challenges .

Example for gob-al sales data analytics :




3.2: IDEATION & BRAINSTORMING :

Brainstorming provides a free and open environment that encourages everyone within a team to participate in creative thinking process that leads to problem solving . Prioritizing volume over value ,out of the box ideas are welcome and build upon and all participants are encourage to collaborate ,helping each other develop a rich amount of creative solutions .

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

Step-1: Team Gathering,Collaboration 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

[Share template feedback](#)

➔

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

To improve the sales according to the customer demand and also for improvement of company growth.



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!

Keerthika



Poojitha



Linnet



Isneha



3

Group ideas

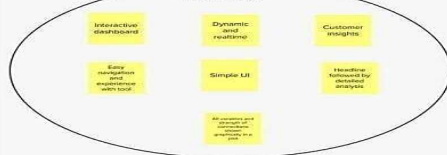
Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Interface



Necessary Features



Premium Features



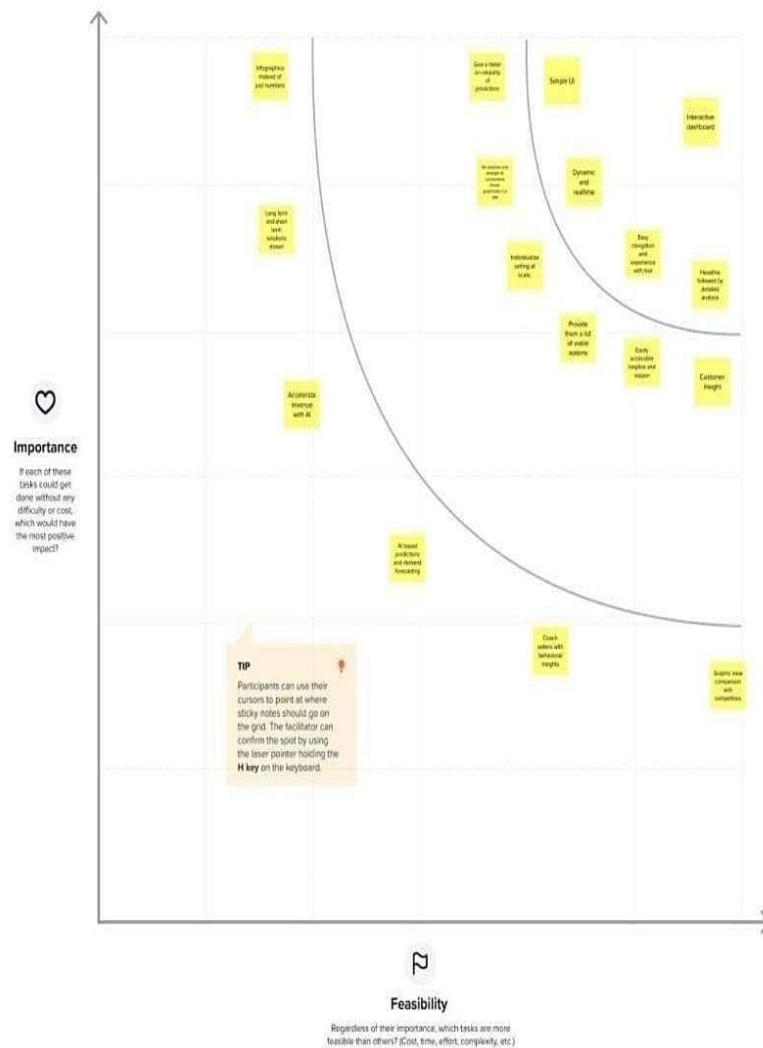
Step-3: Idea prioritization

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



→

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

A

Share the mural

Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

B

Export the mural

Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

C

Strategy blueprint

Define the components of a new idea or strategy.

[Open the template →](#)

D

Customer experience journey map

Understand customer needs, motivations, and obstacles for an experience.

[Open the template →](#)

E

Strengths, weaknesses, opportunities & threats

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

[Open the template →](#)

F

Share template feedback

3.3: PROPOSED SOLUTION :

S.no	Parameter	Description
1.	Idea/Solution Description	An easy-to-use ,simple and powerful sales analytics tool that helps you automate and visualize sales trends to optimize desired outcomes
2.	Novelty/Uniqueness	Dynamic and real time analytics
3.	Social Impact/Customer Satisfaction	Make analysis of data patterns and trends very simple
4.	Business Model	Two tier pricing-standard,premium 1.Standard:limited dashboard features 2.Premium:customized dashboard features with automated reports
5.	Scalability of the solution	Usable by all e-commerce companies of all scale product based D2Ccompanies.

3.4: PROBLEM SOLUTION FIT :

Problem solution fit simply means that you have found a problem with your customer and the solution you have realized for it actually solves the customer's problem .It helps entrepreneurs ,marketers and corporate innovators identify behavioral patterns and recognize what would work and why .

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS A Bussiness owner who would like to understand more about his bussiness performance in global scale.	6. CUSTOMER CONSTRAINTS CC 1) No online payments available. Buy directly from us. 2) Need to check input file structure before Uploading.	5. AVAILABLE SOLUTIONS AS 1) The competition perform analytics and display Dashboard with autogenerated insights. 2) Out product provides facility to add manual Insights to the analytics performed.	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P 1) Determine input file structure. 2) What analysis to perform to be useful? and how to perform them?	9. PROBLEM ROOT CAUSE RC 1) IBM. 2) Anna university. 3) Bussiness model. 4) Society	7. BEHAVIOUR BE 1) Collecting sales data and using office software to analyze it. 2) Un-intuitive way of analyzing data and lot of manual labor.	
Identify strong TR & EM	3. TRIGGERS TR 1) Have you ever felt that you are unaware of how your bussiness is performing? 2) Have you ever had a decision fatigue? Not knowing what to do next in order to progress? Our product can help you to find that spark to take the next step.	10. YOUR SOLUTION SL 1) Creating an Interactive Dashboard. 2) Responsive Design for every screen sizes. 3) Manual Insights for each interaction. 4) One time payment.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE Using third party services with automated insights and subscription based services to analyze data.	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM Before: Anxiety, Decision fatigue, Lazyness. After : Clear mind, Peacefulness.		8.2 OFFLINE Using office software to analyze complex data in un-intuitive way.	

CHAPTER 4

REQUIREMENT ANALYSIS

4.REQUIREMENTS ANALYSIS

4.1: FUNCTIONAL REQUIREMENT :

Fr.No	Functional Requirement (epic)	Sub Requirement (story/subtask)
Fr-1	User Registration	Registration Through Form Or Gmail
Fr-2	User Confirmation	Confirmation Via Email/op
Fr-3	User Login	Login Via Email And Password
Fr-4	User Uploading Data (administrative)	To Store The Dataset Through The Cloud
Fr-5	End User Benefits	Getting Higher State Of Efficiency And Also To Know Entire Data Analysis

4.2: NON - FUNCTIONAL REQUIREMENTS :

N fr.No	Non-functional Requirements	Description
Nfr-1	Usability	Optimized Resources And It Can Be Used By Everyone .
Nfr-2	Security	It Has Se-curable Because It Has End To End Encryption
Nfr-3	Reliability	It Has High Reliability Based On Development
Nfr-4	Performance	It Has High State Of Performance And Efficiency
Nfr-5	Availability	It Has Available In All Platforms And

		Websites
Nfr-6	Scalability	The Ability Of The Hardware And Software Parallel System To Expo-it Increasing Computing Resources Efficiency In The Analysis Of The Large Datasets

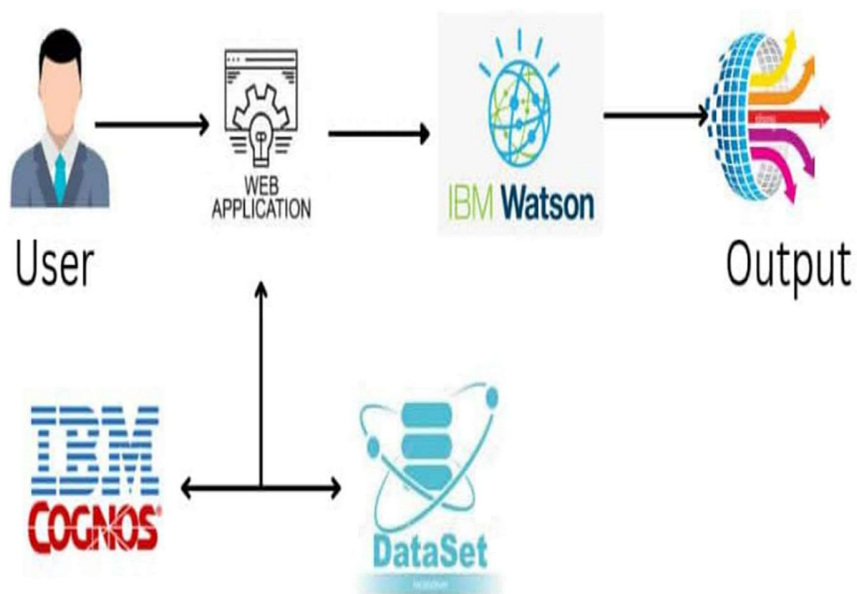
CHAPTER 5

PROJECT DESIGN

5.PROJECT DESIGN

5.1: DATA FLOW DIAGRAMS :

A Data Flow Diagram (DFD) is a graphical or visual representation using a standardized set of symbols and notations to describe a business's operations through data movement. They are often elements of a formal methodology such as Structured Systems Analysis and Design Method (SSADM). It shows how data enters and leaves the system, what changes the information, and where data is stored.



5.2: SOLUTION AND TECHNICAL ARCHITECTURE :

Based on the complexity of the deployment ,a solution architecture diagram may actually be a set of diagrams documenting various levels of the architecture.The diagram relates the information that you gather on the environment to both spacial and logical choices for your architecture in an easy understood manner.

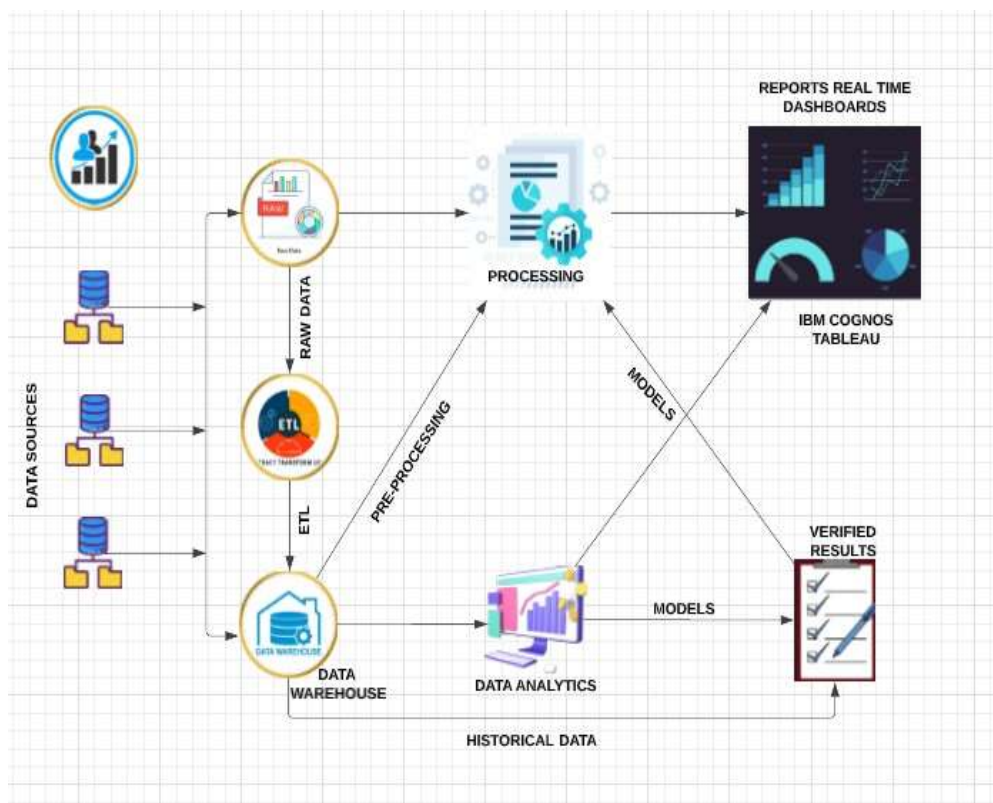


Table-1 : Components and Technologies :

S.NO	Component	Description	Technology
1.	USER INTERFACE	how user interacts with application e.g, Web UI,Mobile app ,Chatbot etc.	IBM Cog nos
2.	STORAGE INFRASTRUCTU RE(CLOUD)	Customer sales data is uploaded in cloud through interface	IBM cloud
3.	Working with dataset	uploading ,cleaning and processing dataset	IBM Cognos+IBM Cloud
4.	Data Exploration	Uploaded data is explored to identify trends	IBM Cog nos
5.	Data Visualization	multiple types of graphs are shown according to customer data and requirements	IBM Cog nos Dashboard
6.	Cloud Database	Database Service on cloud	IBM DB2 ,IBM Cloud ant etc .
7.	Viewing Data	User login to application to view visualization for uploaded data	IBM Cog nos Dashboard

Table-2 : Application Characteristics :

S.NO	CHARACTERISTICS	DESCRIPTION	TECHNOLOGY
1.	Open source frameworks	List the open source frameworks used	IBM Cog nos,IBM Cloud,IBM Watson
2.	Security implementation	Secure user information and data	Active Directory
3.	Scalable Architecture	Supports various data sizes	Web 3.0 IBM Cloud
4.	Availability	Multi page layout providing various visualizations of data and pride full support	Cog nos Business Intelligence Server
5.	Performance	Withstand huge data and process them without crashing	IBM Cog nos ,Performance management HUB

5.3: USER STORIES :

User Type	Functional Requirement	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 password	I can access my account	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
		Usn-3	As a user ,i can register for the application through facebook	I can register & access the dashboard with facebook login	Low	Sprint-2

		Usn-4	As a user , i can register for the application through gmail		Medium	Sprint -1
	Login	Usn-5	As a user ,i can log into the application by entering email&password		High	Sprint -1
	Dashboard	Usn-6	As a user,i can create the visualization by using the dashboard application		High	Sprint-3

CHAPTER 6

PROJECT PLANNING & SCHEDULING

6.PROJECT PLANNING & SCHEDULING

6.1: SPRINT PLANNING & ESTIMATION :

SPRINT	FUNCTIONAL REQUIREMENTS (EPIC)	USER STORY NUMBER	USER STORY/TASK	STORY POINTS	PRIORITY	TEAM MEMBERS
Sprint-1	Registration	USN-1	As a user,I can register for the application by entering email,password ,and confirming my password.	2	High	IsnehaShankar Doommaraju Poojitha Keerthika Linnet Blessy
Sprint-1	Login	USN-2	As a user,I need valid credentials to log in to my application.	1	High	IsnehaShankar Dommaraju Poojitha Keerthika Linnet Blessy
Sprint-1	Data Collection	USN-3	As a user,I need to gather the data in the form of CSV/XLS and clean the data	2	High	IsnehaShankar Dommaraju Poojitha Keerthika Linnet Blessy

Sprint-2	Upload dataset	USN-4	As a user,I can view the data of the products	1	Low	IsnehaShankar Dommaraju Poojitha Keerthika Linnet Blessy
Sprint-2	Data Preparation	USN-5	As a user,I need to filter it for Data visualization	3	High	IsnehaShankar Dommaraju Poojitha Keerthika Linnet Blessy
Sprint-2	Data visualization	USN-6	As a user,I can easily visualize the data in the form of charts.	4	Medium	IsnehaShankar Dommaraju Poojitha Keerthika Linnet Blessy
Sprint-3	Dashboard	USN-7	As a user,I can view the summary of the product sales by the help of dashboar	2	Medium	IsnehaShankar Dommaraju Poojitha Keerthika Linnet Bless y

Sprint-3	Dashboard	USN-8	As a user,I must plan visualizations in a way that I'm able to gain insights regarding the sales based upon the category of sales and the respective region	4	High	IsnehaShankar Dommaraju Poojitha Keerthika Linnet Blessy
----------	-----------	-------	---	---	------	--

Sprint-3	Dashboard	USN-9	As a user,I must be able to gain insights from the charts/graphs through a variety of relationship	4	Medium	IsnehaShankar Dommaraju Poojitha Keerthika Linnet Blessy
----------	-----------	-------	--	---	--------	--

			established in the dashboard			
Sprint-4	Prediction	USN-10	As a user,I see the prediction of the specific products future sales expectation.	4	Medium	IsnehaShankar Dommaraju Poojitha Keerthika Linnet Blessy
Sprint-4	Report	USN-11	As a user,I can view the list of categorized products and their details as a report.	5	High	IsnehaShankar Dommaraju Poojitha Keerthika Linnet Blessy
Sprint-4	Story	USN-12	As a user,I can view the product and customer description and more additional information as a story	5	High	IsnehaShankar Dommaraju Poojitha Keerthika R Linnet Blessy

6.2: SPRINT DELIVERY SCHEDULE :

Sprints	Total Story Points	Duration	Sprint Start Date	Sprint End Date(Planned)	Story Points Completed(as on planned end date)	Sprint Release Date
Sprint-1	20	6 Days	24 Oct 2022	29 Oct 2022	5	29 Oct 2022
Sprint-2	20	6 Days	31 Oct 2022	05 Nov 2022	8	05 Nov 2022
Sprint-3	20	6 Days	07 Nov 2022	12 Nov 2022	10	12 Nov 2022
Sprint-4	20	6 Days	14 Nov 2022	19 Nov 2022	14	19 Nov 2022

Velocity: Imagine we have a 10-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)

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

6.3 REPORTS FROM JIRA :

6.3.1: SPRINTS :

Projects / Global Sales

Backlog

Q

KR

DP

MB

I

+

Epic ▾

Insights

▼ GS Sprint 1 24 Oct – 29 Oct (3 issues)

0

0

10

Complete sprint

...

65-34

As a user, I can register for the application by entering my email, password, and confirming my passw...

REGISTRATION

2

DONE ▾

KR

65-35

As a user, I need valid credentials to log in to my application.

REGISTRATION

3

DONE ▾

DP

65-36

As a user, I need to gather the data in the form of CSV/XLS and clean the data.

REGISTRATION

5

DONE ▾

I

Projects / Global Sales

Backlog

Q

KR

DP

MB

I

+

Epic ▾

Insights

+ Create issue

▼ GS Sprint 2 31 Oct – 5 Nov (3 issues)

0

0

10

Complete sprint

...

65-38

As a user, I can view the data of the products.

DATA PROCESSING

5

DONE ▾

DP

65-37

As a user, I need to filter it for Data visualization.

DATA PROCESSING

2

DONE ▾

KR

65-39

As a user, I can easily visualize the data in the form of charts.

DATA PROCESSING

3

DONE ▾

MB

Backlog

KRDPMBI

Epic

Insights

GS Sprint 3 7 Nov – 12 Nov (3 issues)

0010

Complete sprint

GS-40

As a user, I can view the summary of the product sales by the help dashboard.

DASHBOARD

5

DONE

KR

GS-41

As a user, I must plan visualizations in a way that I'm able to gain insights regarding the sales based up...

DASHBOARD

3

DONE

DP

GS-42

As a user, I must be able to gain insights from the charts/graphs through a variety of relationships esta...

DASHBOARD

2

DONE

I

Backlog

KRDPMBI

Epic

Insights

+ Create issue

GS Sprint 4 17 Nov – 19 Nov (3 issues)

009

Complete sprint

GS-43

As a user, I see the prediction of the specific product's future sales expectation.

FINAL

5

DONE

DP

GS-44

As a user, I can view the list of categorized products and their details as a report.

FINAL

3

DONE

KR

GS-45

As a user, I can view the product and customer description and more additional information as a story.

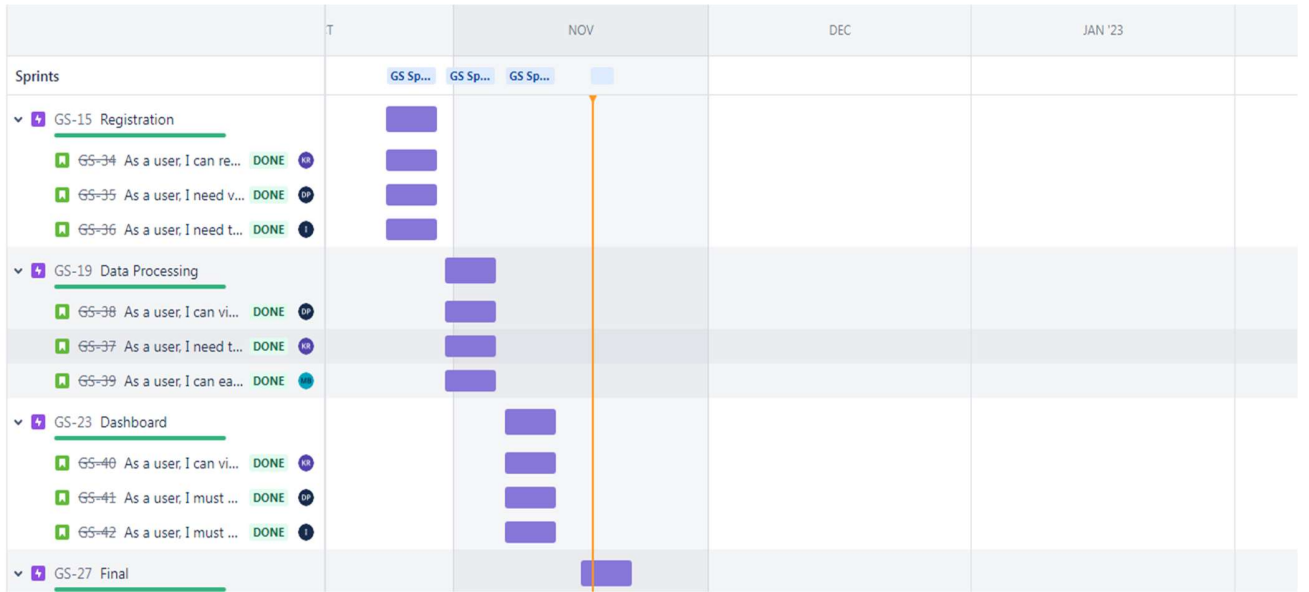
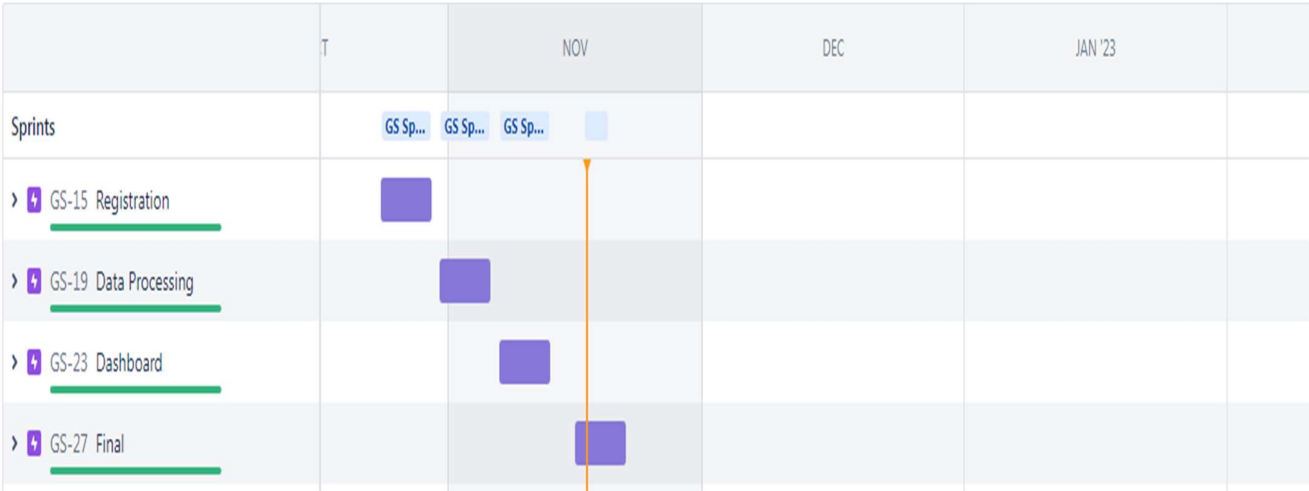
FINAL

1

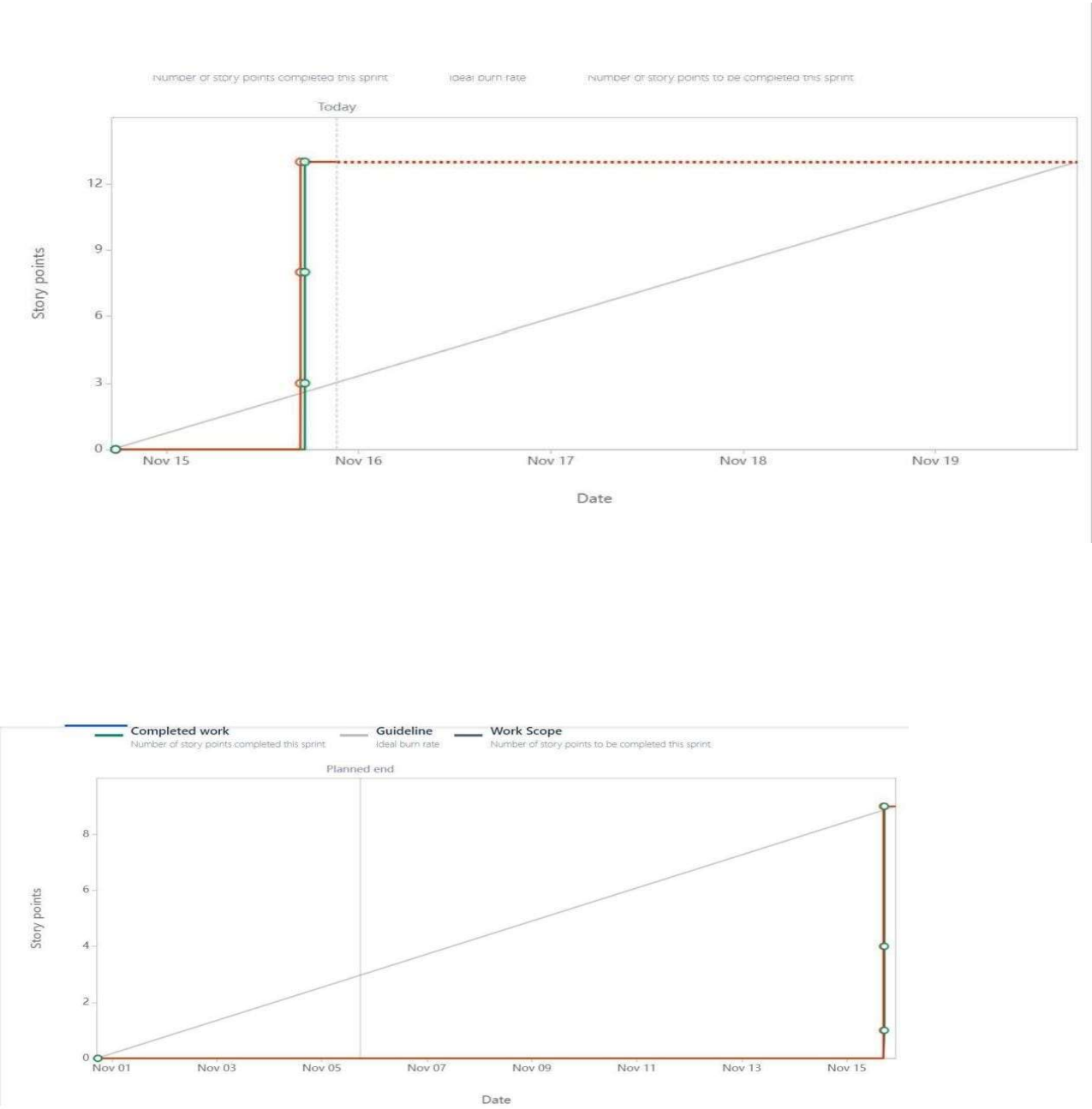
DONE

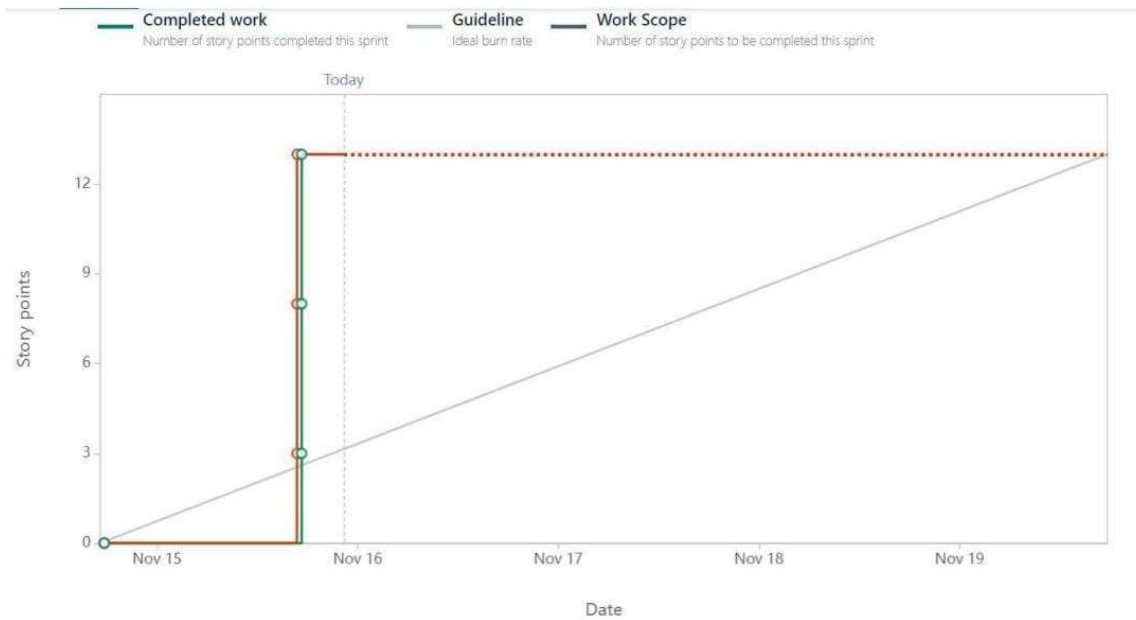
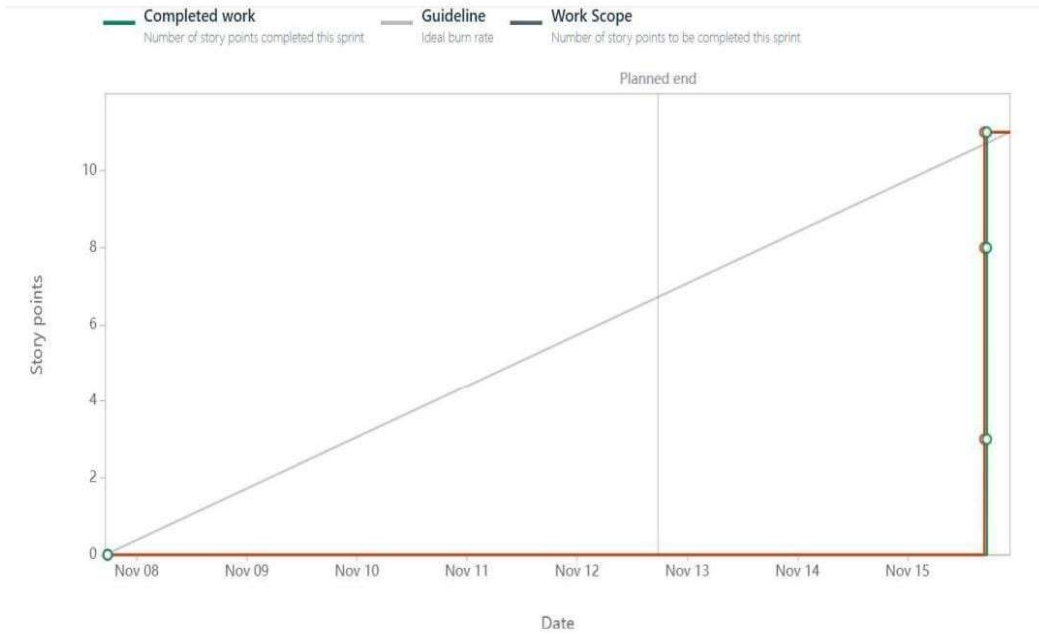
MB

6.3.2: ROADMAP :

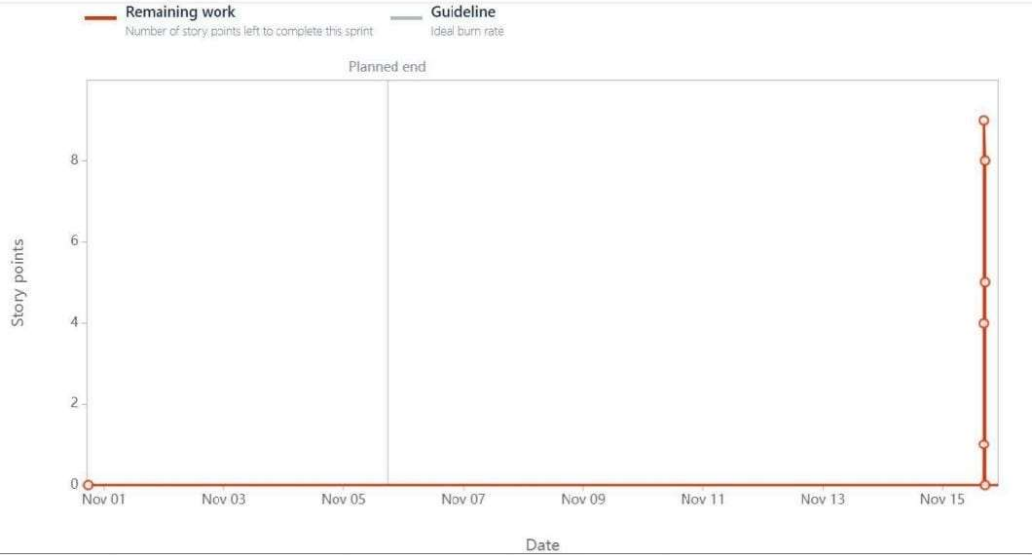


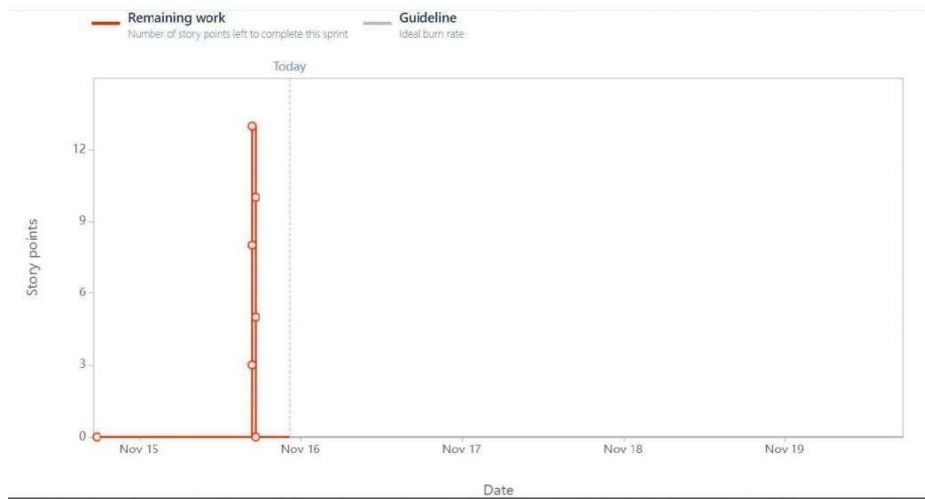
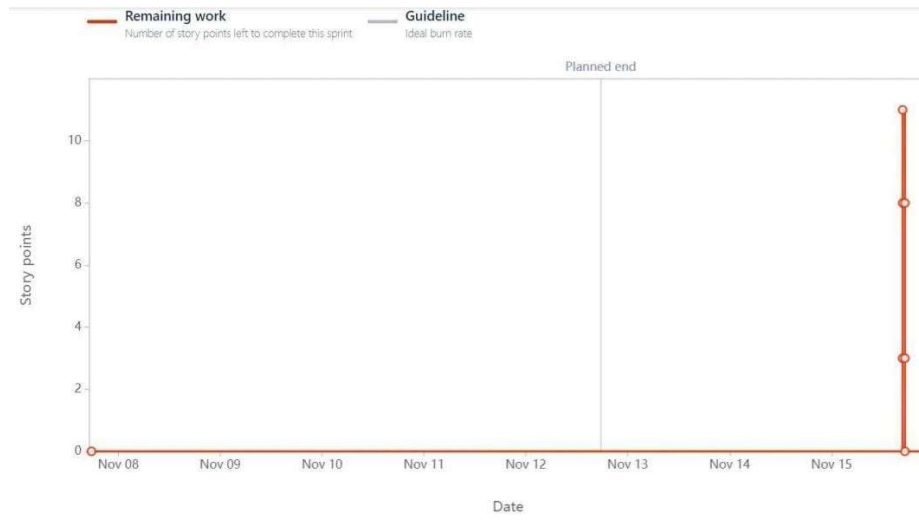
6.3.3: BURNUP CHARTS :





6.3.4: BURNDOWN CHARTS :





CHAPTER 7

CODING & SOLUTIONING

7.CODING & SOLUTIONING

7.1: FEATURE 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

Feature-1 :

Step 1: Understand the Business

Step 2: Get Your Data

Step 3: Explore and Clean Your Data

Step 4: Enrich Your Dataset

CHAPTER 8

TESTING

8.TESTING

8.1: TEST CASES :

S.NO	PARAMETER	SCREENSHOT/VALUES
1	Dashboard design	No.of visualizations/Graphs-7-8-visualization/6-7 graphs
2	Data Responsiveness	User 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.Visulizations/Graph-4 visualizations/6 graph

8.2: USER ACCEPTANCE TESTING :

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).

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

Resolution	Severity 1	Severity 2	Severity 3	Severity 4	Subtotal
By Design	10	4	2	3	20
Duplicate	1	0	3	0	4
External	2	3	0	1	6
Fixed	11	2	4	20	37
Not Reproduced	0	0	1	0	1
Skipped	0	0	1	1	2
Won't Fix	0	0	0	1	1
Totals	24	9	11	26	71

Test Case Analysis : This report shows the number of test cases that have passed, failed, and untested

Section	Total Cases	Not Tested	Fail	Pass
Print Engine	7	0	0	7
Client Application	51	0	0	51
Security	2	0	0	2
Outsource Shipping	3	0	0	3
Exception Reporting	9	0	0	9
Final Report Output	4	0	0	4
Version Control	2	0	0	2

CHAPTER 9

RESULTS

9.RESULTS :

9.1: PERFORMANCE METRICS :

The analysis covered the period from 2012 to 2015, with conversion to the Brazilian currency Real BRL (R\$). Some results:

- The US was the country with the highest profit. • The country that presented the biggest loss in sales was Turkey.
- There was greater demand for Superstore products to be shipped via the standard mode.
- The Technology Category presented better results in Profit and Sales.
- The Retail segment performed better for all the years evaluated.

CHAPTER 10

ADVANTAGES & DISADVANTAGES

10.ADVANTAGES & DISADVANTAGES :

ADVANTAGES :

☒ **Marketing Support :**

Sales of a certain product may require one_time marketing support or multiple times or seasonal support.Those decisions are taken based on Sales analysis.

☒ **Opportunities :**

It helps to identify missed opportunities,supports future decision-making,shows the current mark-rt trends,and enhances customer analysis.

☒ **Accessibility Improvements :**

Any organization has to be able to access its data and provide reliable reports from wherever .Sales analytics helps to view the same information on any device with an internet connection.There is no necessity to be concerned about accessibility.

DISADVANTAGES :

☒ **Cost :**

A detailed Sales Analysis along with its interpretation is outsourced by many companies.The dedicated firms or software may be costly which the company would have to bear regularly.

☒ **Technical Knowledge :**

High technical knowledge is required for Sales Analysis .Good Arithmetic skill along with high market knowledge are basic requirements and those may not be fulfilled by every Salesperson.

☒ **Reliability :**

A lot of times,Sales Analysis might have done in a haphazard way or the reasons for the increase in sales of a particular product may go up purely on the effort of Salespersons or offers rolled out.This may have nothing to do with customer or trends and relaying on those conclusions can be problematic for the company.

CHAPTER 11

CONCLUSION

11.CONCLUSION :

Sales analytics is an indispensable tool for businesses all over the globe. It keeps our Business updated. This is the must-have element, our business won't last long in a highly competitive industry. Provides better Insights via Data Visualization. Depending on the company we are managing, finding the right sales analytics software is crucial. With the benefits that sales analytics provides, making the most out of the tool will keep our business running efficiently and maintain superior productivity for years to come.

CHAPTER 12

FUTURE SCOPE

12.FUTURE SCOPE :

The future of sales analytics brings with it a more accurate yet dynamic picture of buyer behavior and needs, which will drive significantly more commercial impact for frontline sales teams and commercial leadership than is typically offered by sales analytics today. "Sales analytics functions that don't fully understand the information needs of the larger organization are missing the opportunity to share insights among commercial functions to drive more cohesive decision making", says Steve Rietberg, Senior Director Analyst, Garner. "Align stakeholders on a vision, prioritize use cases for the sales analytics, and then establish governance, elevate data literacy and prioritize analytics technologies" Knowing what will characterize valuable sales analytics going forward gives sales operations leaders a set of objectives to strive for so they can promise more value to their stakeholders.

CHAPTER 13

APENDIX

13.APPENDIX

SOURCE CODE :

Dashboard.html

```
<!DOCTYPE html>
```

```
<html lang="en">
```

```
<head>
```

```
<link rel="stylesheet" href="index.css">
```

```
</head>
```

```
<body>
```

```
<div class="whole-page">
```

```
<div class="navbar">
```

```
<div class="one">
```

```
<p>Global Sales Data Analytics</p>
```

```
</div>
```

```
<div class="two">
```

```
</div>
```

```
<divclass="three">
```

```
<a href="dashboard.html">Dashboard</a>
```

```
<a href="report1.html">Report</a>
```

```
<a href="story.html">Story</a>
```

```
</div>
```

```
</div>
```

```
<divclass="pic">
```

```
<div>
```

```
<imgsrc="dashboard.JPG">
```

```
</div>
```

```
</div>
```

```
</div>
```

```
</body>
```

```
</html>
```

Report.html

```
<!DOCTYPE html>
```



```
<html lang="en">
```

```
<head>
```

```
  <link rel="stylesheet" href="index.css">
```

```
</head>
```

```
<body>
```

```
  <div class="whole-page">
```

```
    <div class="navbar">
```

```
      <div class="one">
```

```
        <p>Global Sales Data Analytics</p>
```

```
      </div>
```

```
      <div class="two">
```

```
      </div>
```

```
      <div class="three">
```

```
        <a href="dashboard.html">Dashboard</a>
```

```
        <a href="report.html">Report</a>
```

```
        <a href="story.html">Story</a>
```

```
      </div>
```

</div>

<div class="pic">

<div>

<image src="dash1.JPG">

</div>

<div>

<image src="dash2.JPG">

</div>

<div>

<image src="dash3.JPG">

</div>

</div>

</div>

</body>

</html>

Story.html

<!DOCTYPE html>

```
<html lang="en">
```

```
<head>
```

```
  <link rel="stylesheet" href="index.css">
```

```
</head>
```

```
<body>
```

```
  <div class="whole-page">
```

```
    <div class="navbar">
```

```
      <div class="one">
```

```
        <p>Global Sales Data Analytics</p>
```

```
      </div>
```

```
      <div class="two">
```

```
      </div>
```

```
      <div class="three">
```

```
        <a href="dashboard.html">Dashboard</a>
```

```
        <a href="report1.html">Report</a>
```

```
        <a href="story.html">Story</a>
```

```
      </div>
```

```
</div>

<div class="pic">

  <div>

    <image src="story.JPG">

  </div>

</div>

</div>

</body>

</html>
```

Index.css

```
.whole-page{

  height:2200px;

  display:grid;

  grid-template-rows: 1fr 10fr;

}

.navbar{

  background-color: rgb(255, 255, 255);
```

```
display: grid;
```

```
grid-template-columns: 4fr 5fr 5fr;
```

```
}
```

```
.pic{
```

```
background-color: rgb(255, 255, 255);
```

```
display: grid;
```

```
grid-template-rows:1fr 1fr 1fr ;
```

```
}
```

```
image{
```

```
width:100%;
```

```
}
```

```
.one{
```

```
background-color: rgb(255, 255, 255);
```

```
text-align: center;
```

```
margin-top: 30px;
```

```
}
```

```
.two{
```

```
background-color: rgb(255, 255, 255);  
  
}
```

```
.three{  
  
background-color: rgb(255, 255, 255);  
  
display:grid;  
  
grid-template-columns: 1fr 1fr 1fr;  
  
text-align: center;  
  
margin-top: 30px;  
  
}
```

```
p{  
  
font-family:sans-serif;  
  
font-size: 25px;  
  
}
```

```
a{  
  
font-family:sans-serif;  
  
font-size: 25px;  
  
text-decoration: none;
```

color:black;

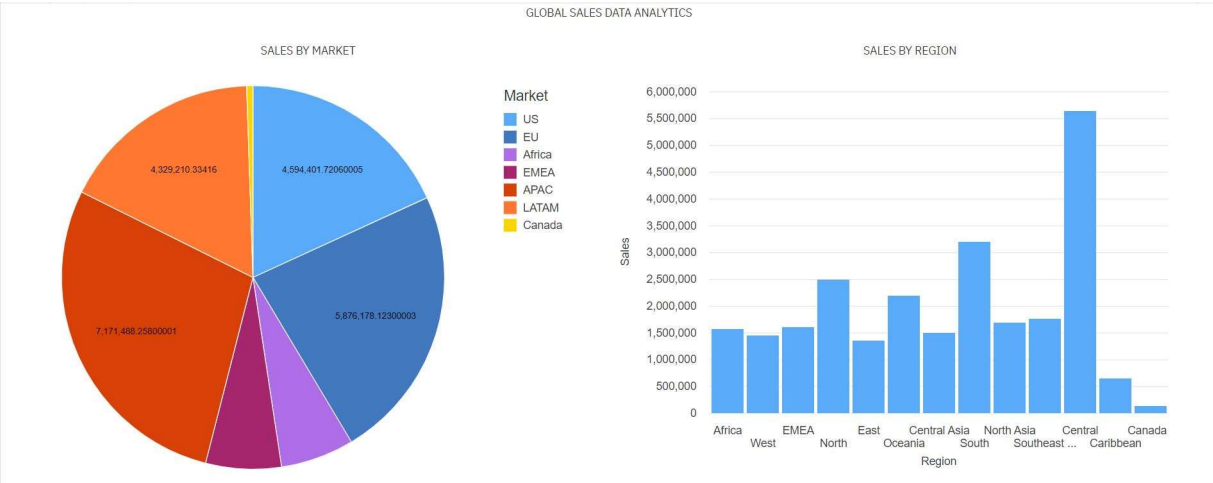
}

a:hover{

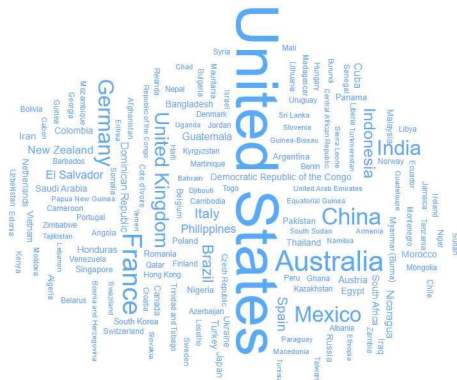
color:blue;

}

OUTPUT :

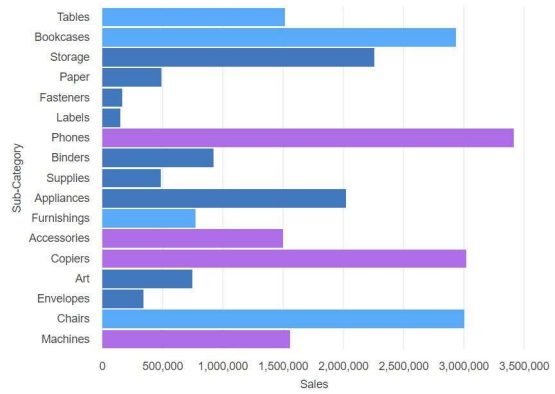


SALES BY COUNTRY



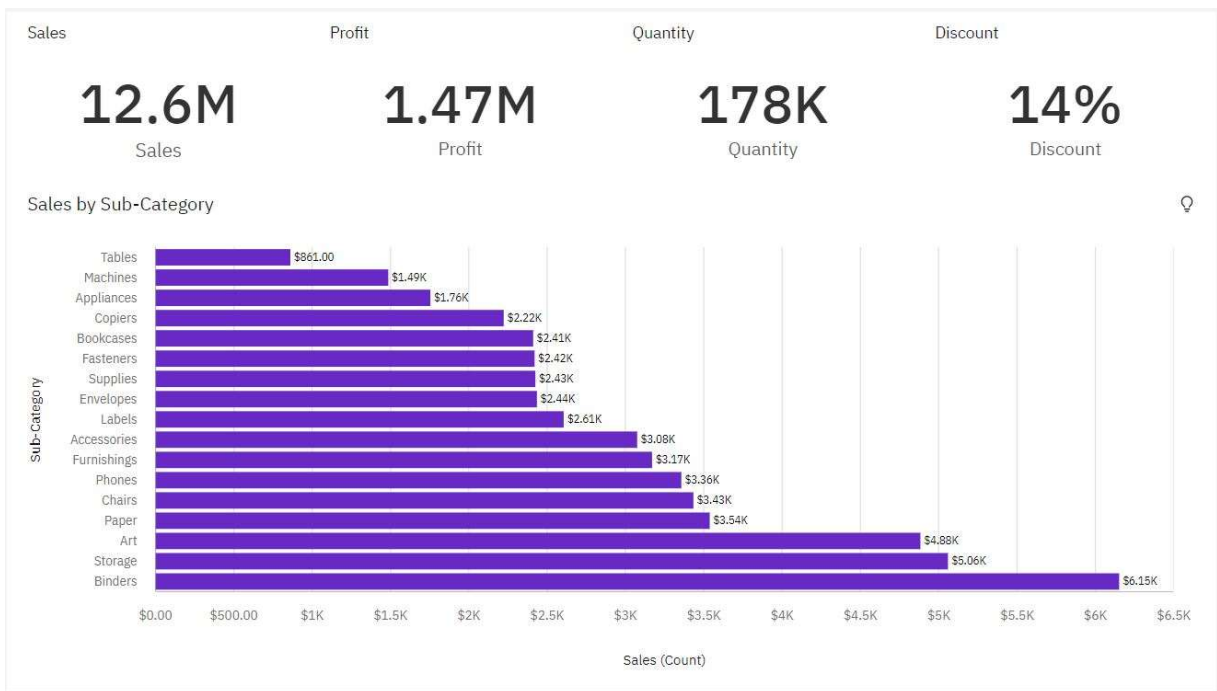
Nov 18, 2022

SALES BY SUB-CATEGORY

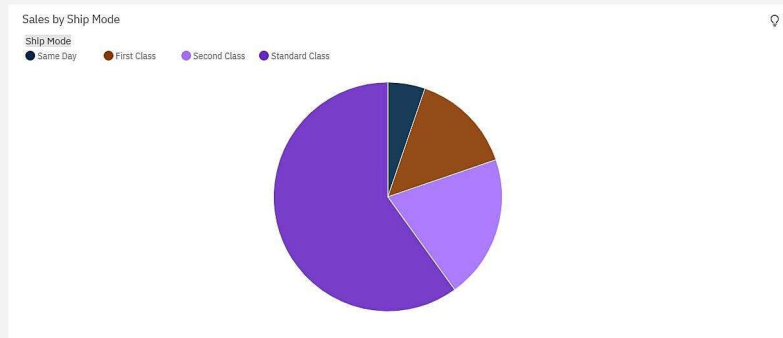


1

9:34:36 PM



Sales by Ship Mode



GITHUB Link : <https://github.com/IBM-EPBL/IBM-Project-6494-1658830123>

PROJECT DEMO LINK : <https://youtu.be/TpzGWMuWdGw>