PROJECT DEVELOPMENT PHASE

SPRINT -3

Team ID	PNT2022TMID04990
Project Name	Global Sales Data Analytics

DATA VISUALIZATION AND PRESENTATION PHASE

1. Login into the Cognos Analytics account
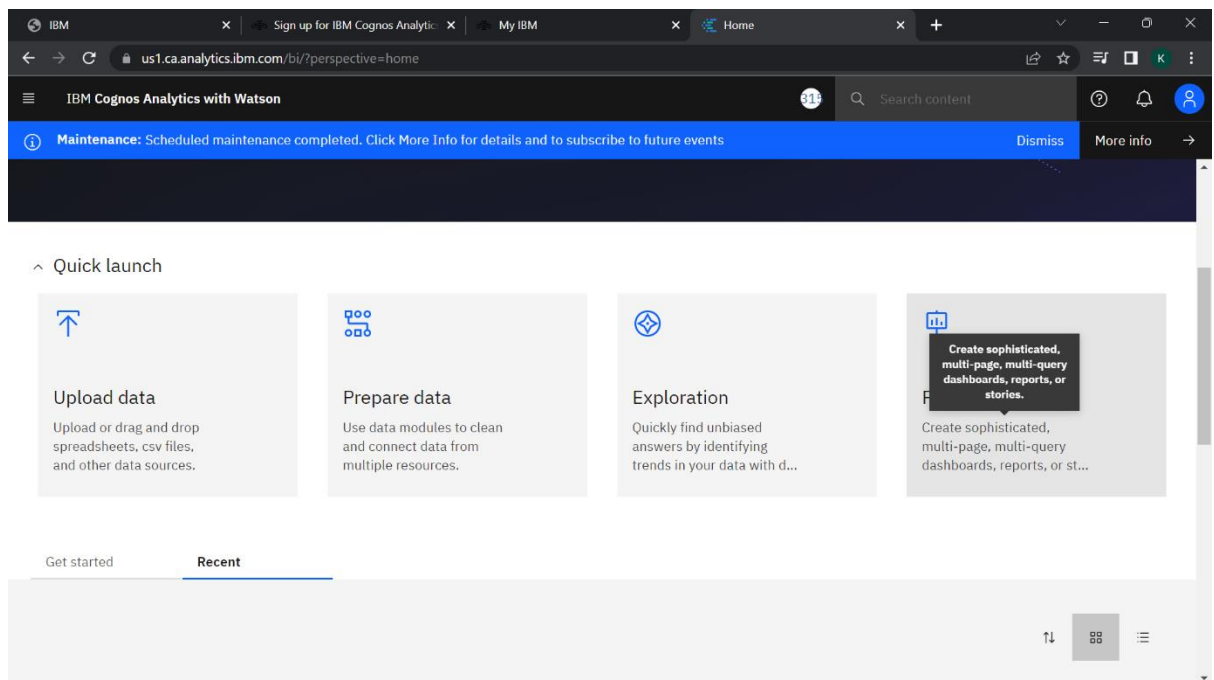

Login into the IBM Cognos Analytics Dashboard by providing the right credentials on the login page. To access the Cognos dashboard for creating the data presentation charts and Dashboards.
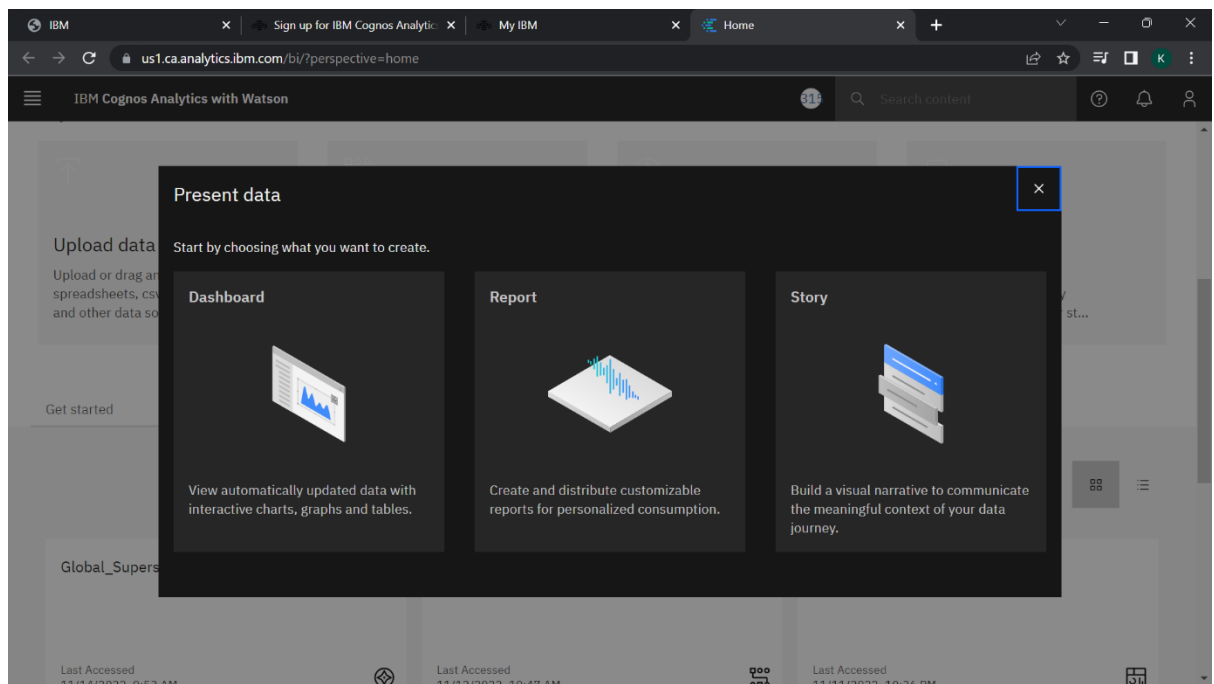
2. Launch the Cognos Analytics
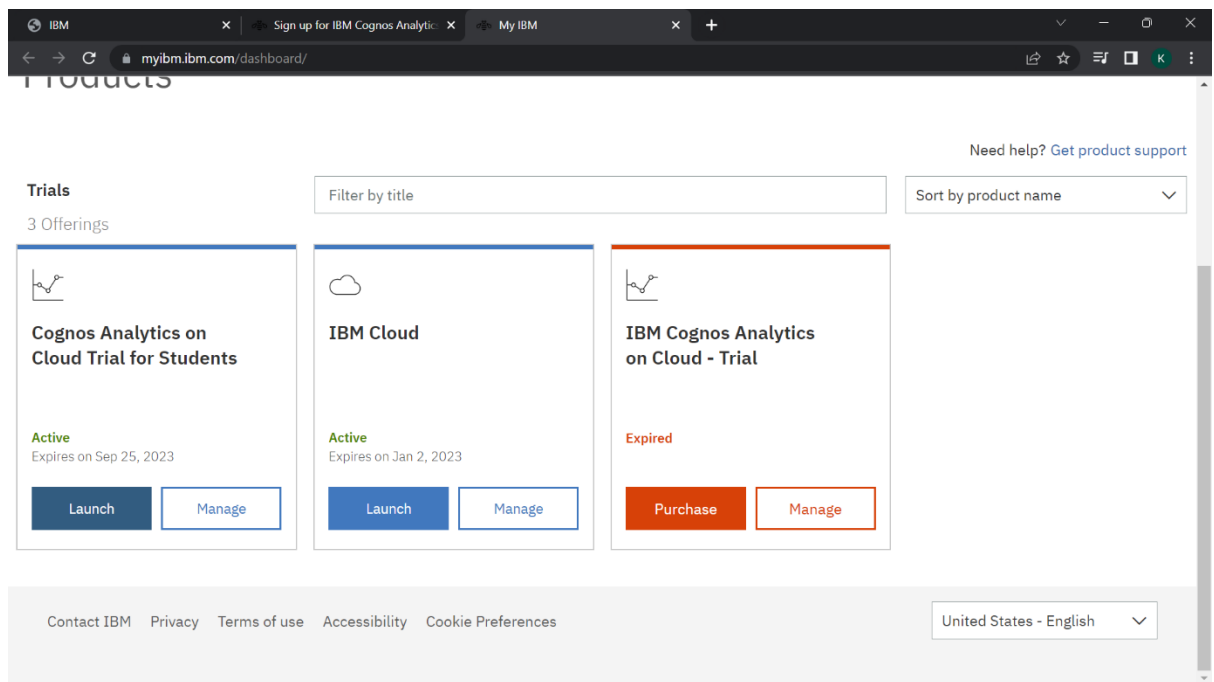
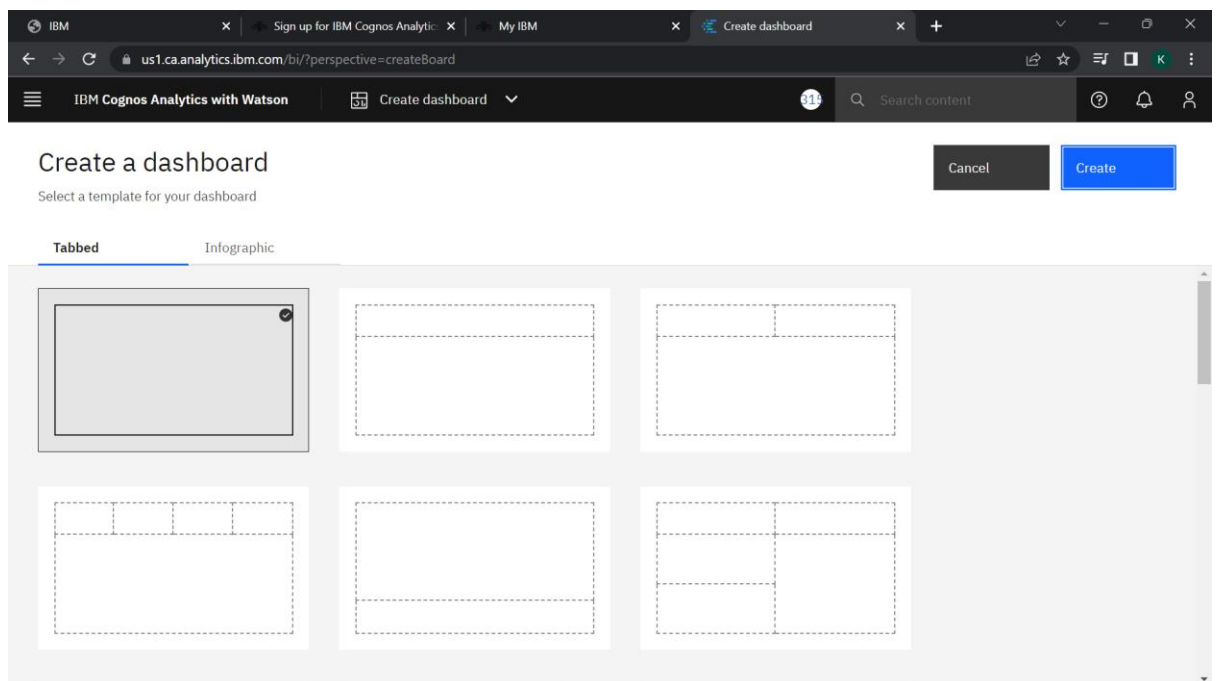## 3. After launching the Cognos Analytics, click on the present data to create the dashboards

The dashboards are used to get insights from the data and understand the business problems and create the analytical solutions to it and understand the data of the organization.

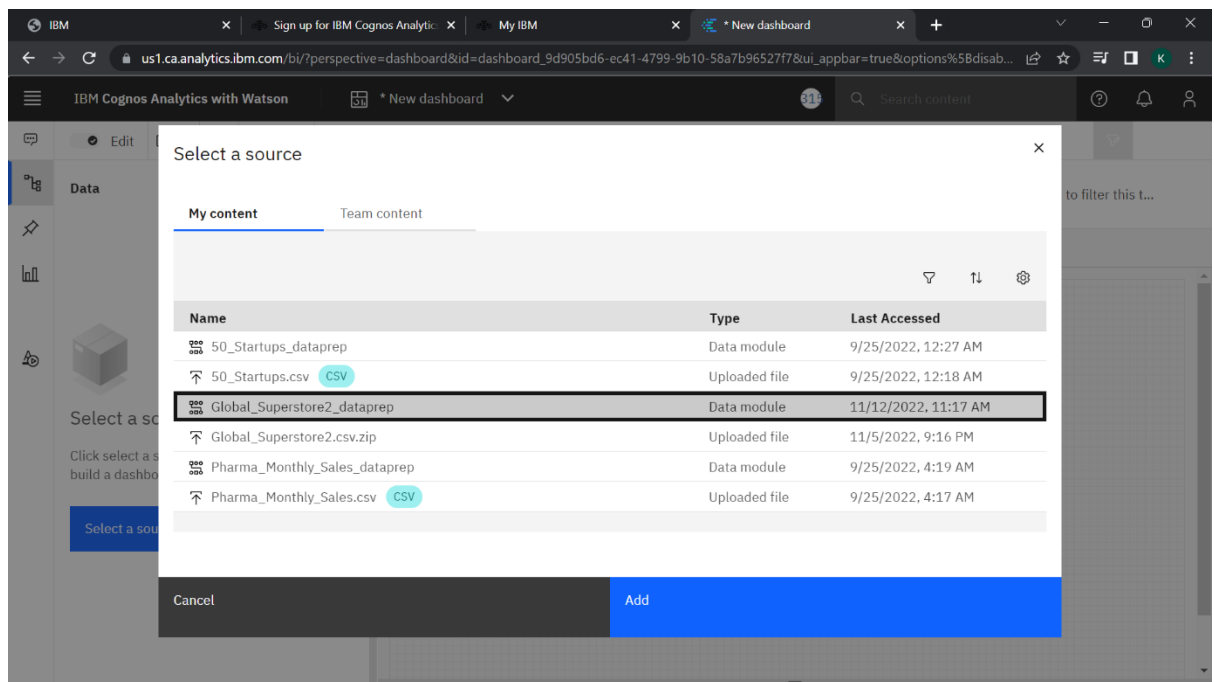**4. Start by clicking on the create dashboard**

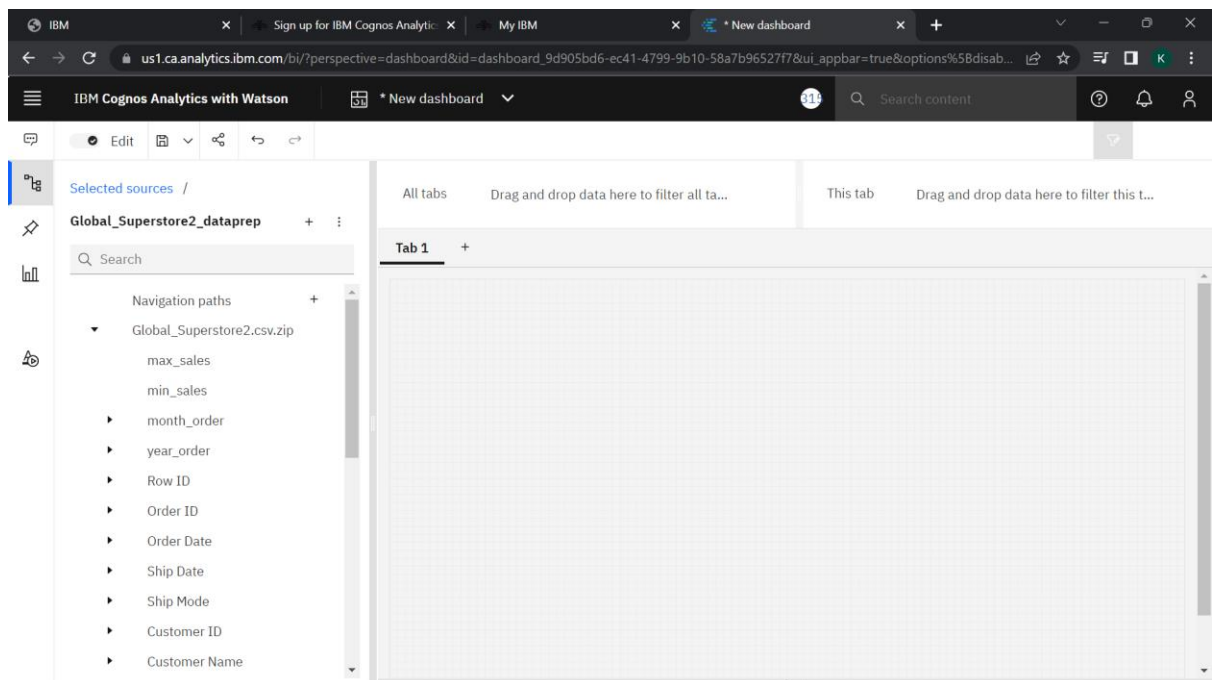
5. Select the Dashboard template to be created

Now click on " create" to create the empty dashboard.

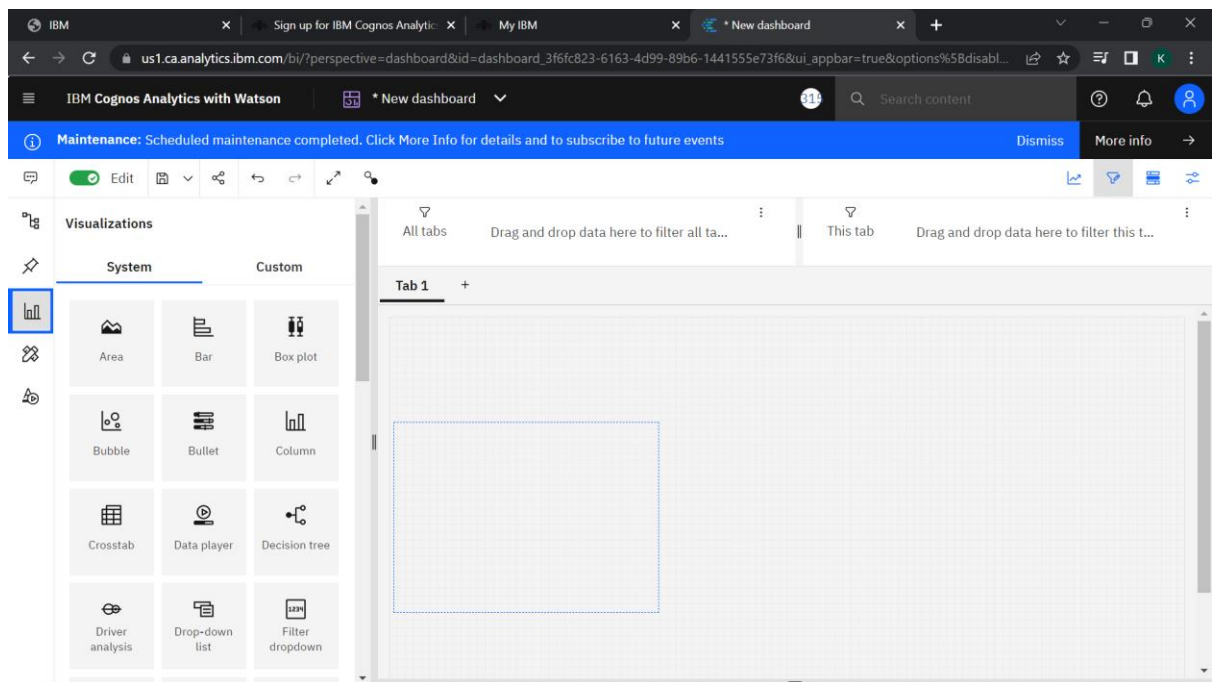## 6. Select the data source to create the dashboard

Now select the data source and click on" Add" to add the data source in order to visualize the data to get valuable insights from it.
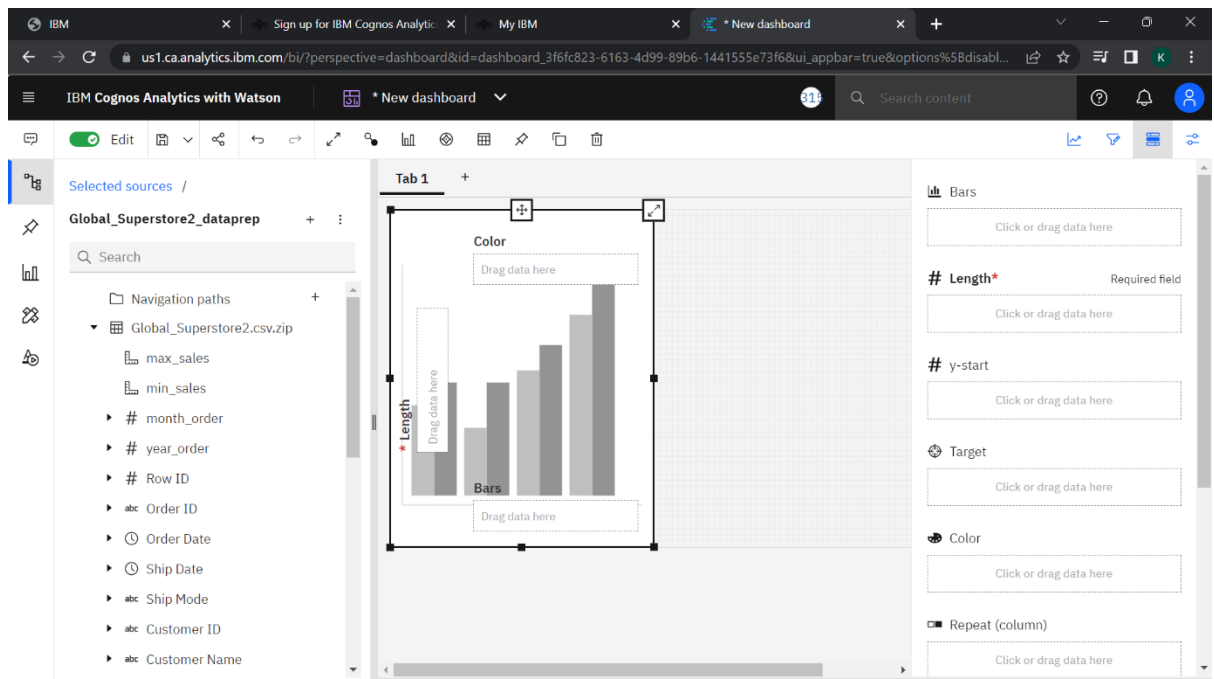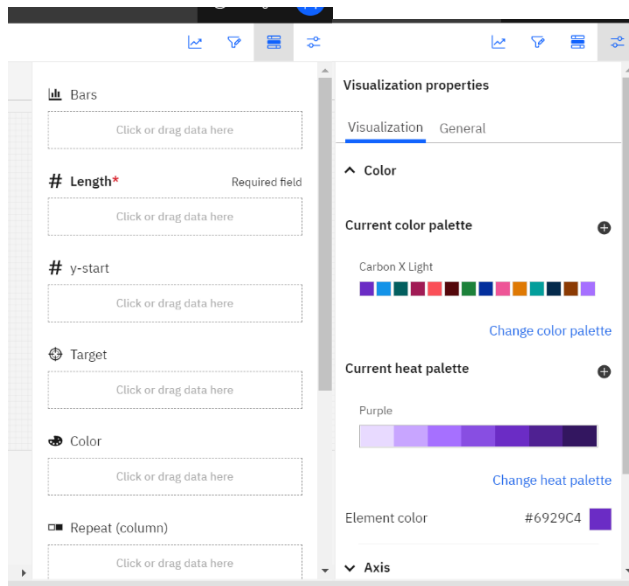
7. Exploring the dashboard

8. Now click on the visualizations options to create the charts

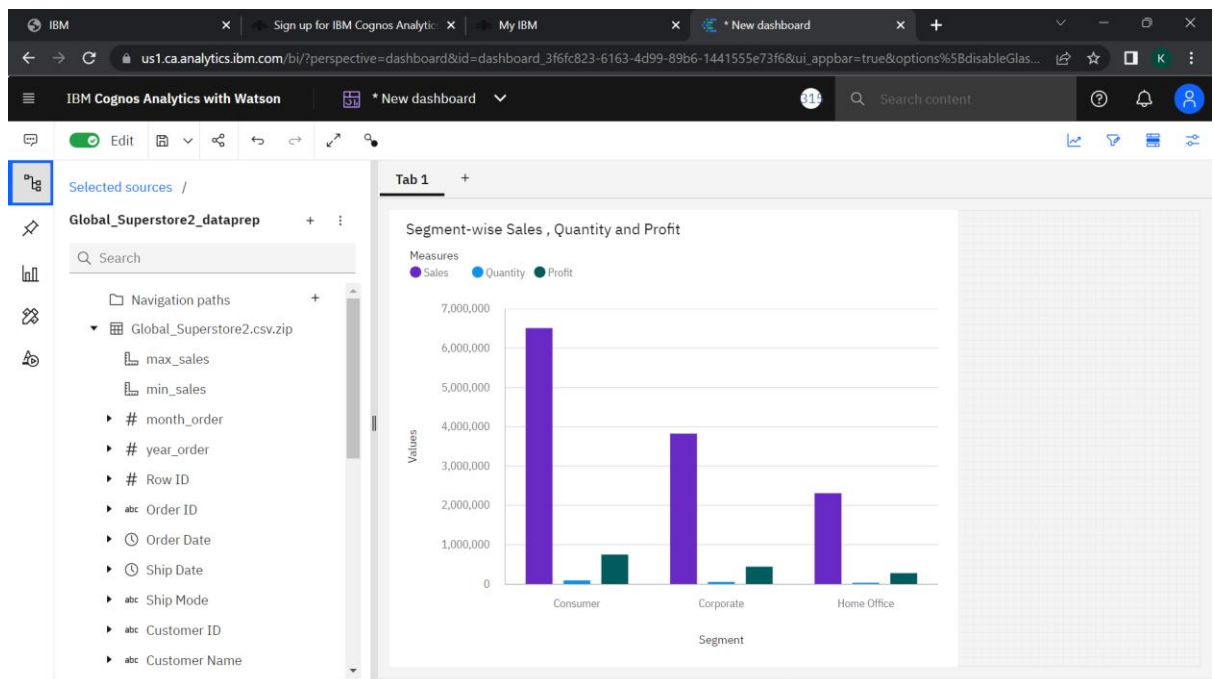Select the visualization charts based on the requirements.
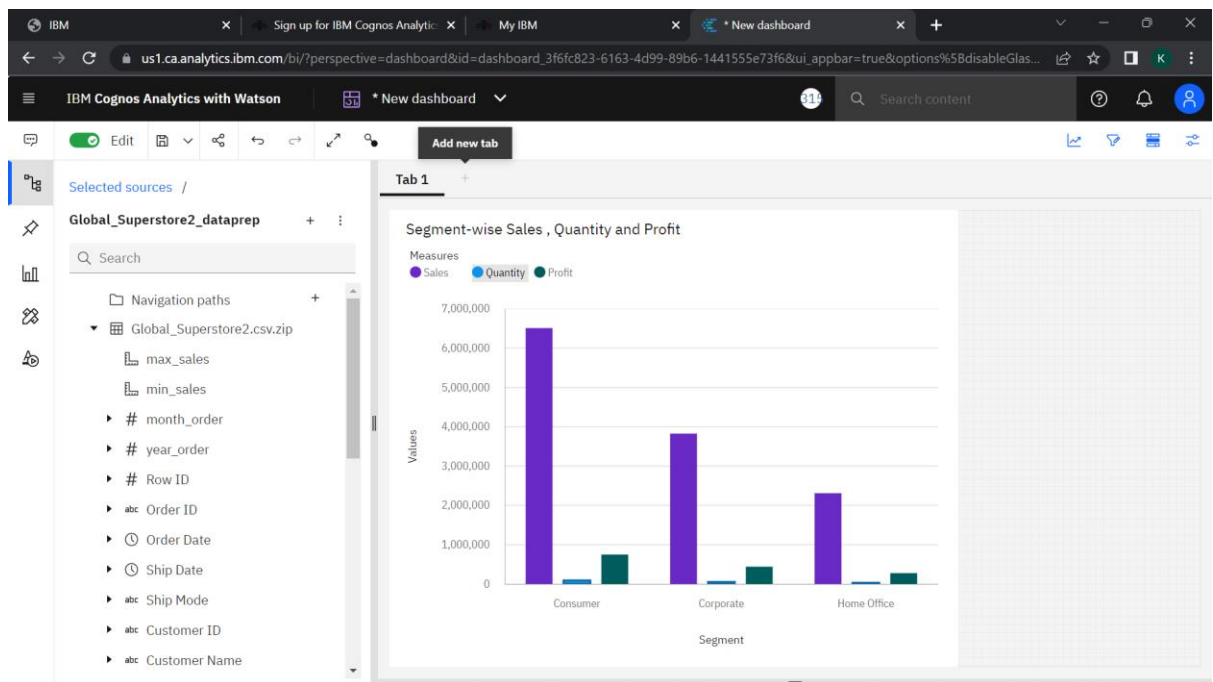
9. Chart fields and properties

A dd the data to the fields to understand and visualize the data In terms of the selected graph.
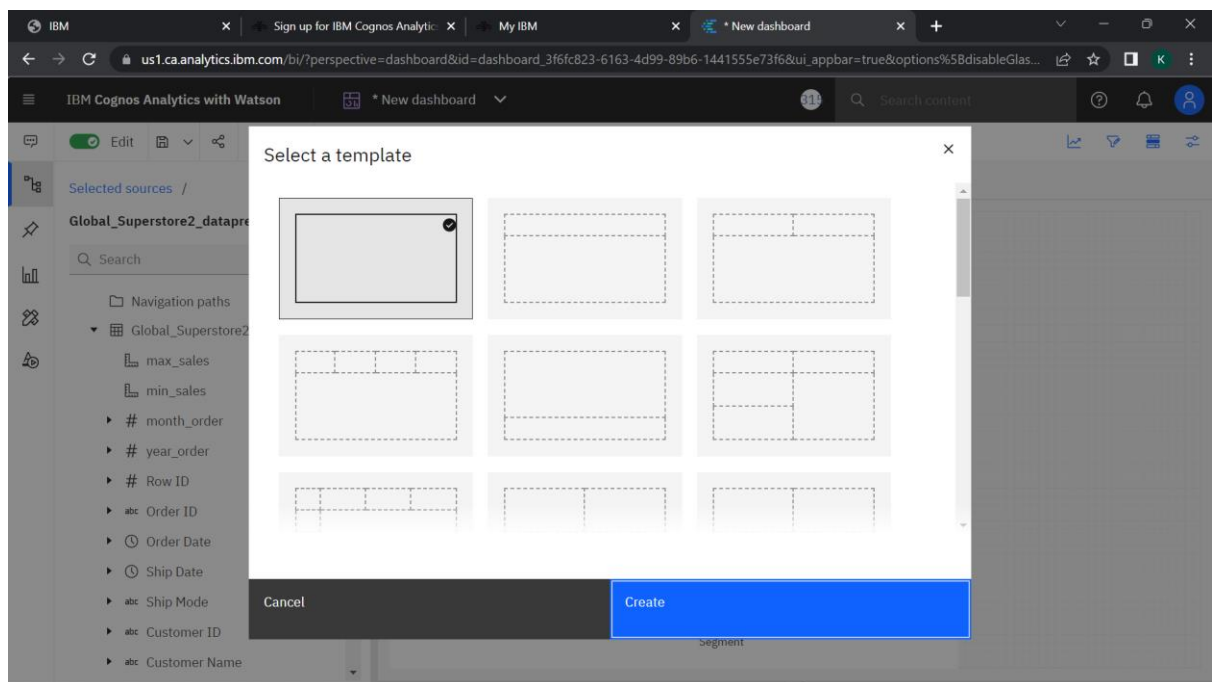
10. Segment-wisewise sales, profit and quantity analysis
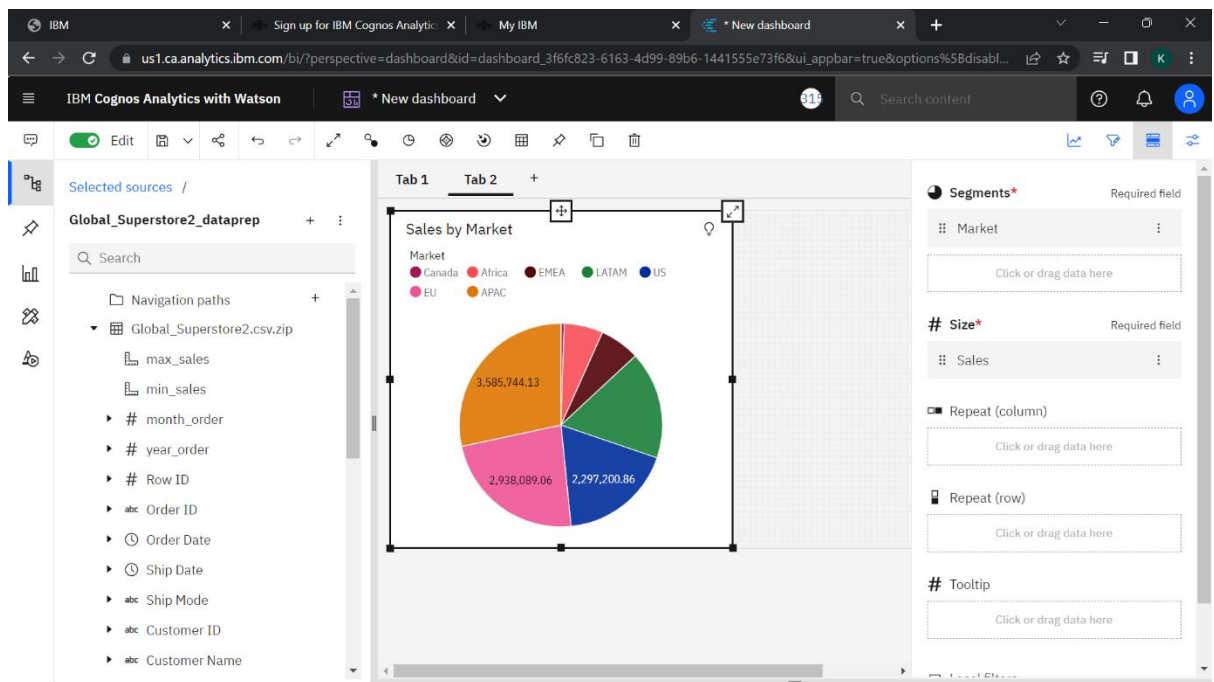
11. Create a New tab

Click on the new tab options as shown in the above figure to create a new tab for creating another chart. We can have any number of tabs in this dashboard.

Select a template for the new tab and click on " create".

12. Sales by market

The above pie chart shows the Market wise sales analysis. Through this visualization, we can get an understanding of the data and the insights.
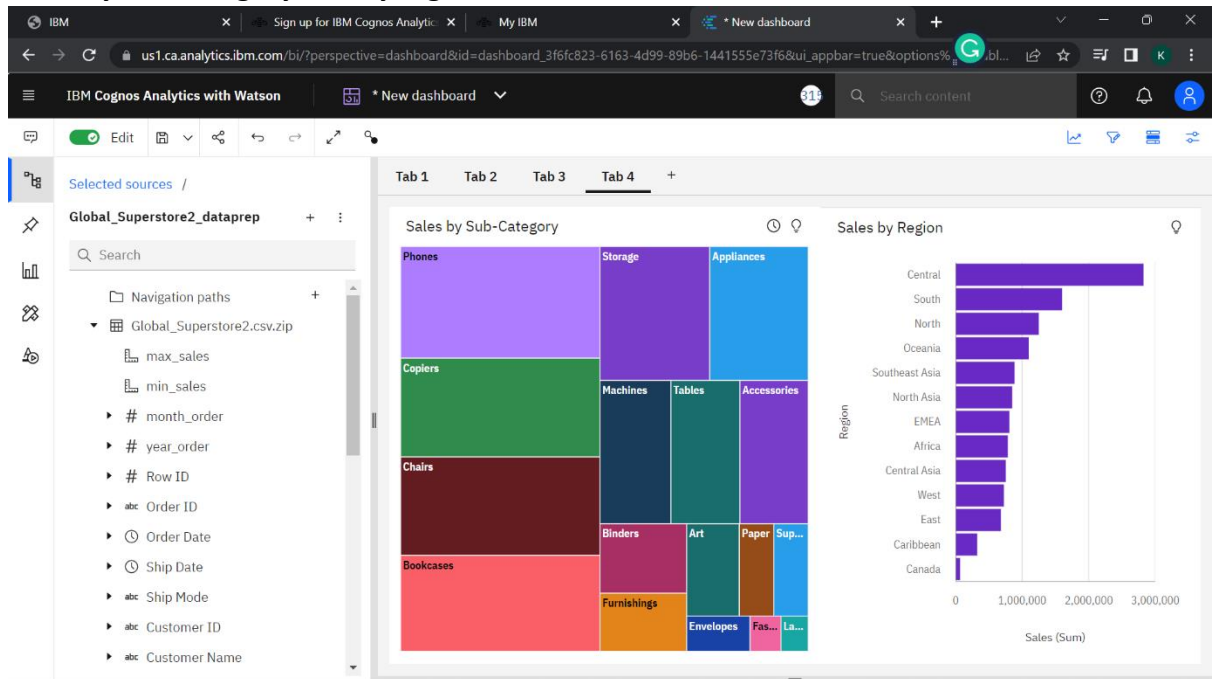
13. Getting insights from the charts   .

Now click on the Analytics option at the right-hand top of the menu bar and enable the insights option to get valuable insights out of the data. As shown in the below figure
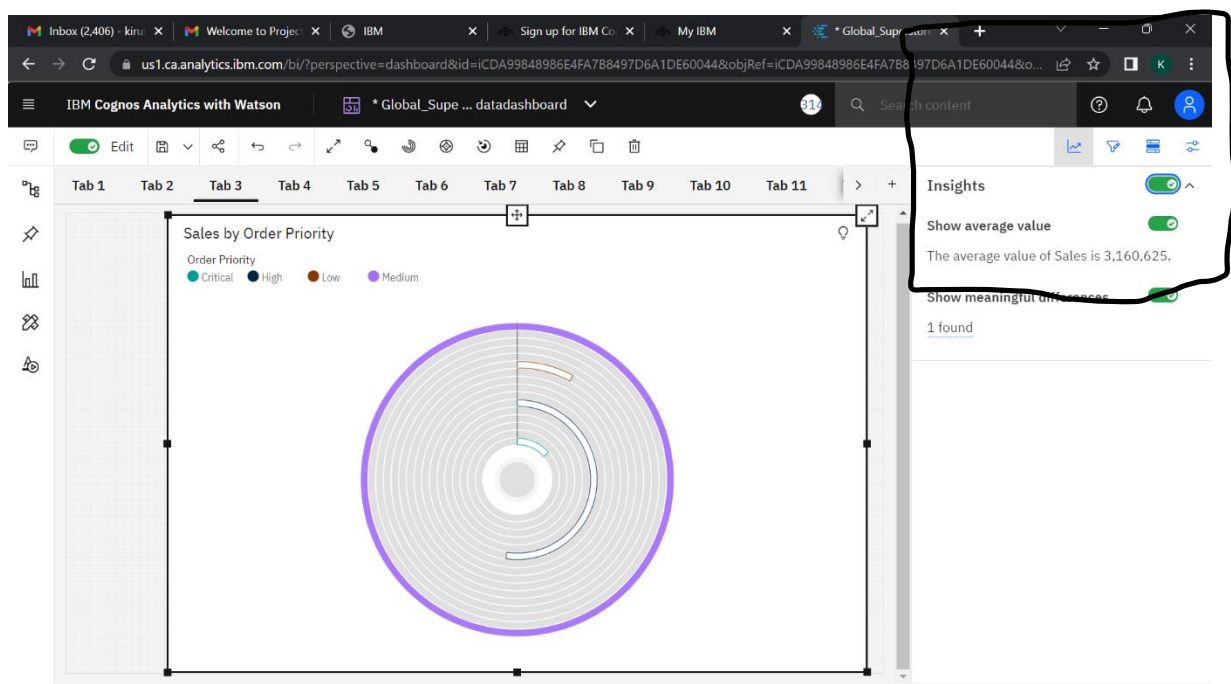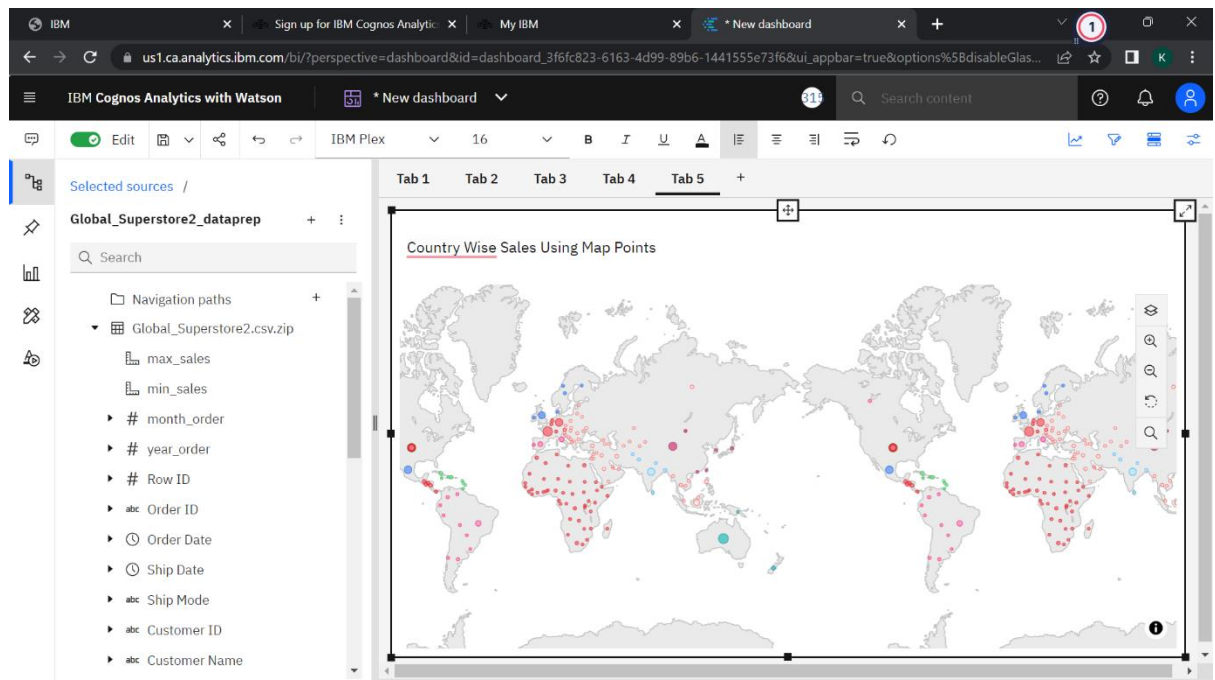
The insights about the data give a lot of information about the business problems.
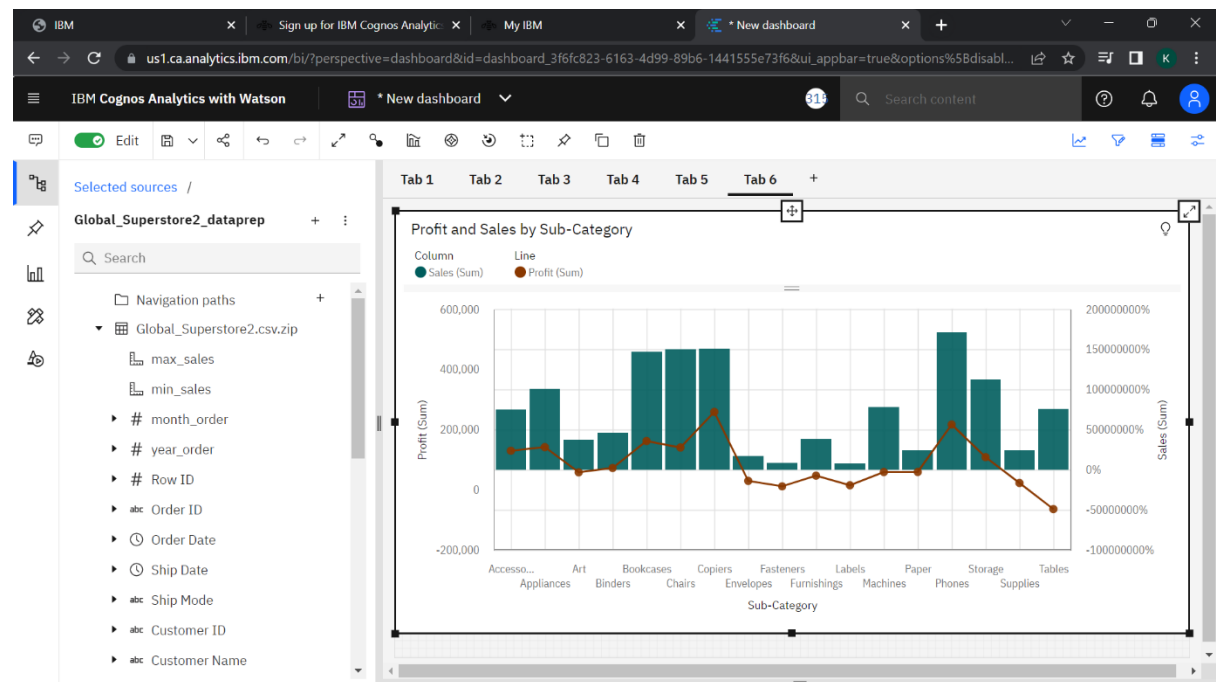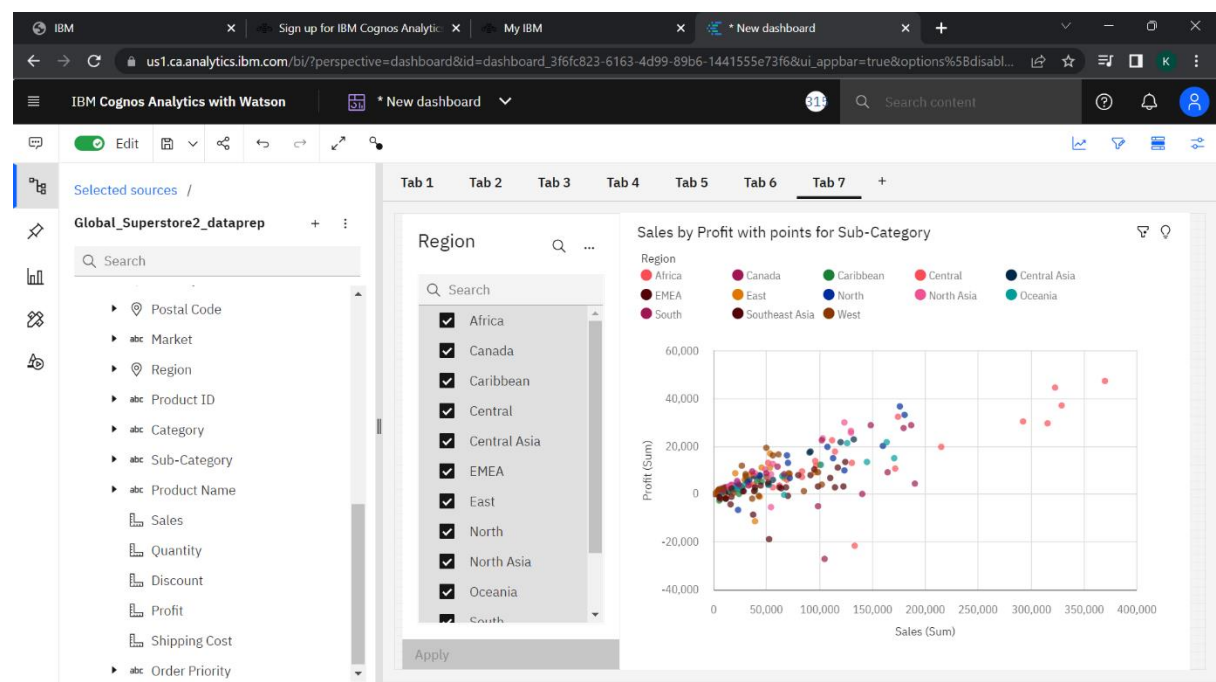
14. Sales by sub-category and by region

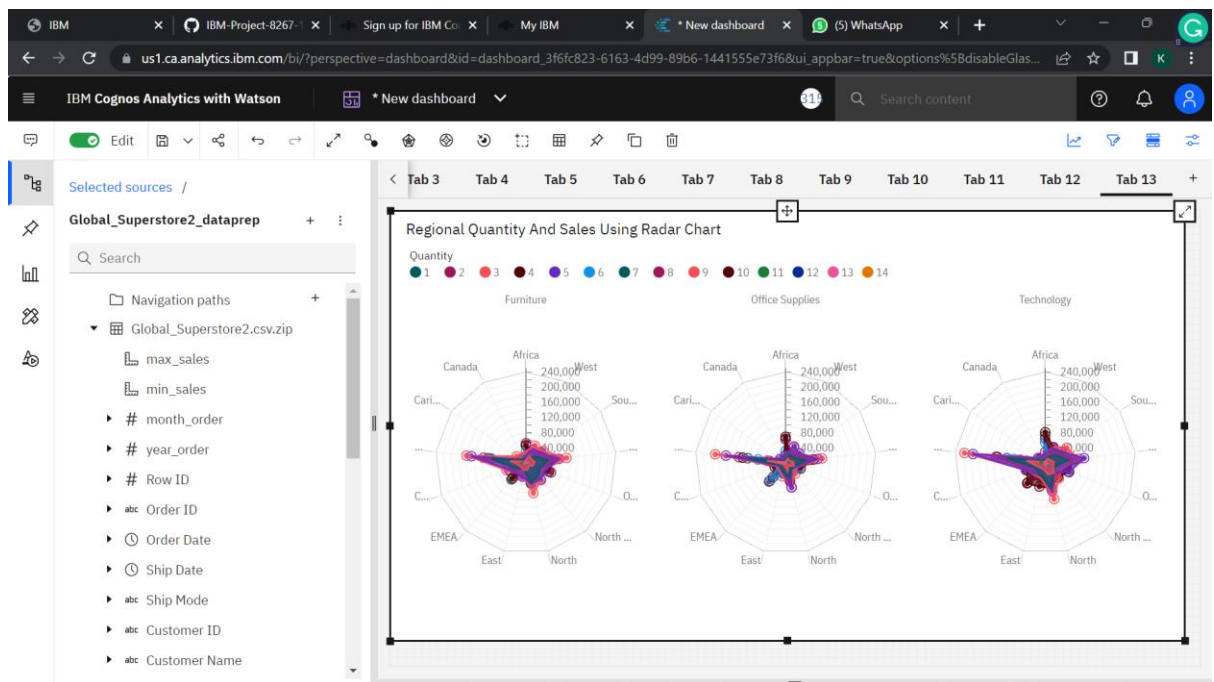## 15. Country-wise sales using the Map points

16. Sub-category-wise sales and profits using line and bar charts
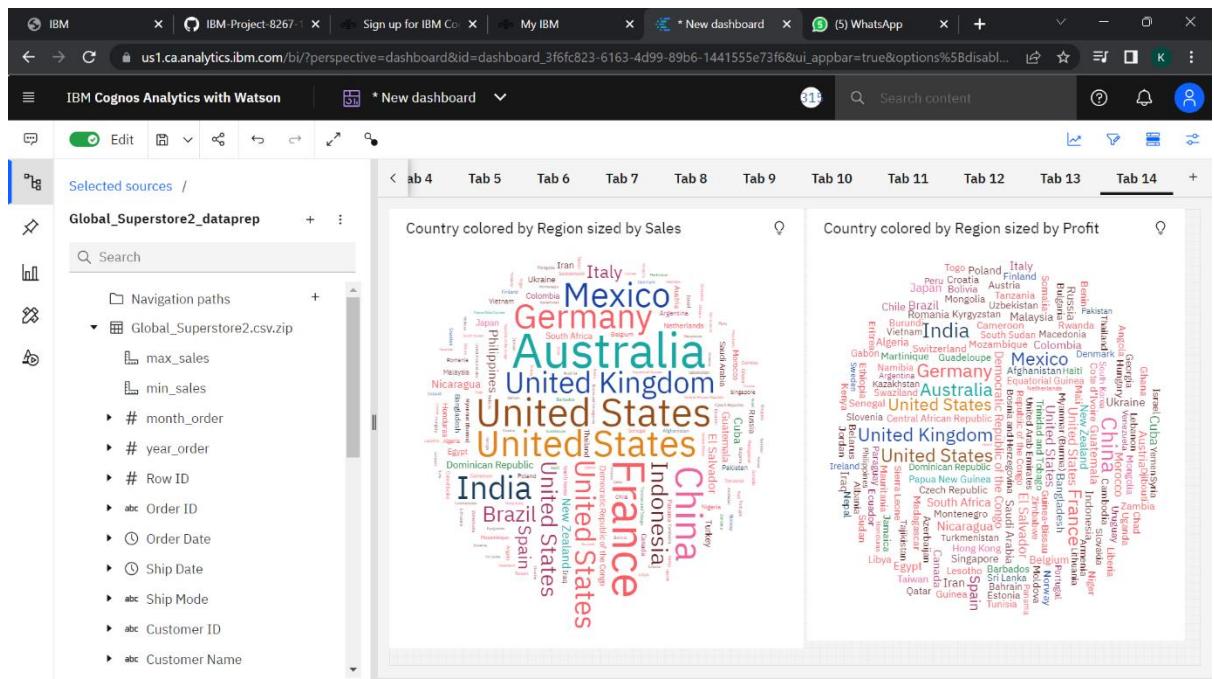

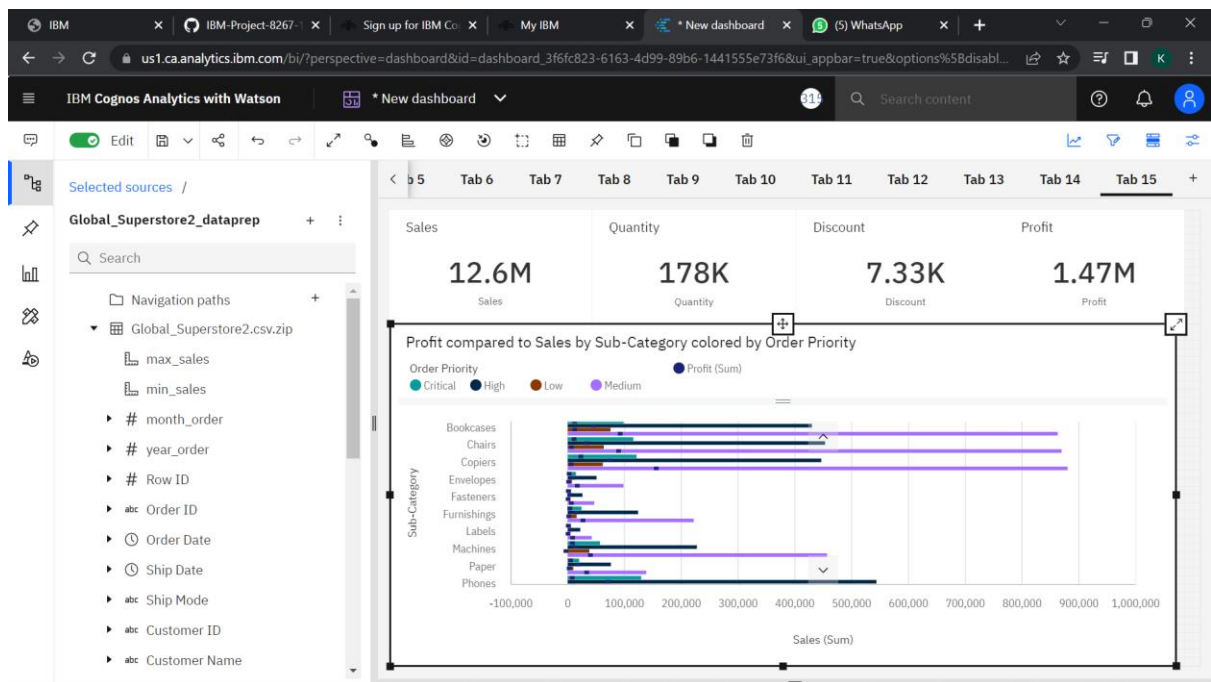## 17. Sales Vs Profit Scatter Plot With Sub Categories And Regions

18. Regional Quantity and sales radar chart

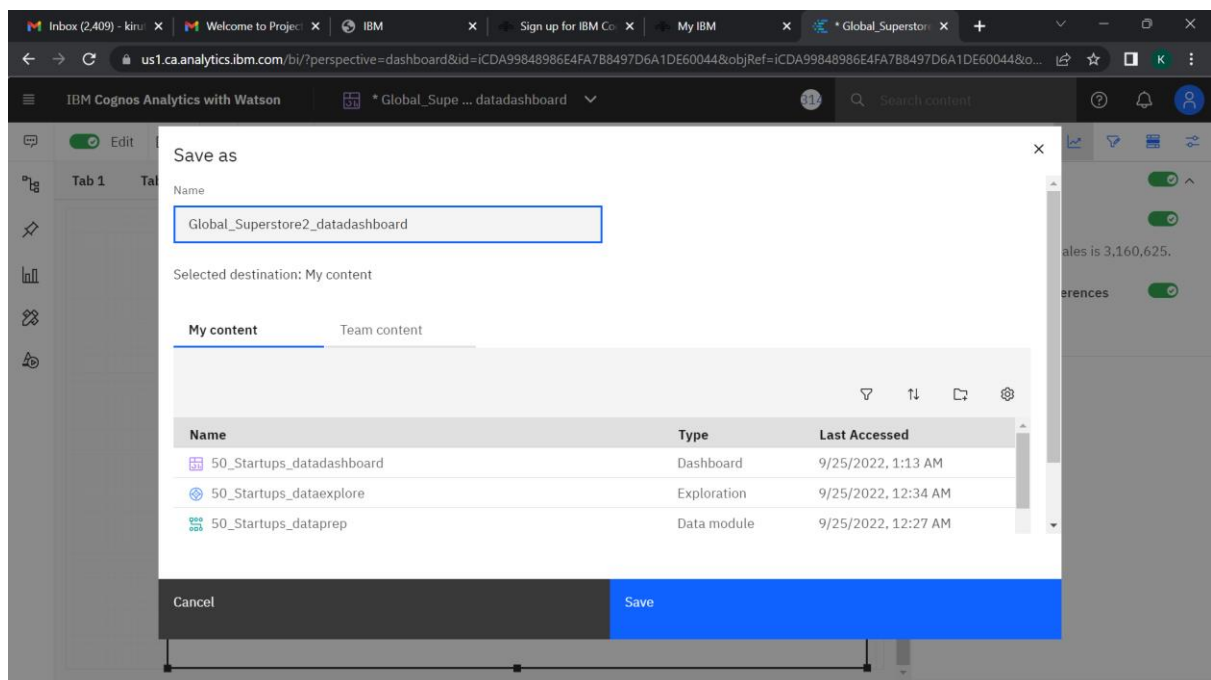## 19. Country-wise sales vs profit using word cloud

20. Creating a Dashboard

Through this Dashboard, we can analyse the sales, Profit, Quantity, and Discount of a product. And we can see the sales in terms of sub-category wise.

21. Saving the Dashboard

Finally, after giving the name to the Dashboard, click the save button to save the dashboard.