

ASSIGNMENT DATE	01-10-2022
STUDENT NAME	KARPAGALAKSHMI.K
STUDENT ROLL NUMBER	811519104051
MAXIMUM MARKS	2 MARKS

QUESTION:

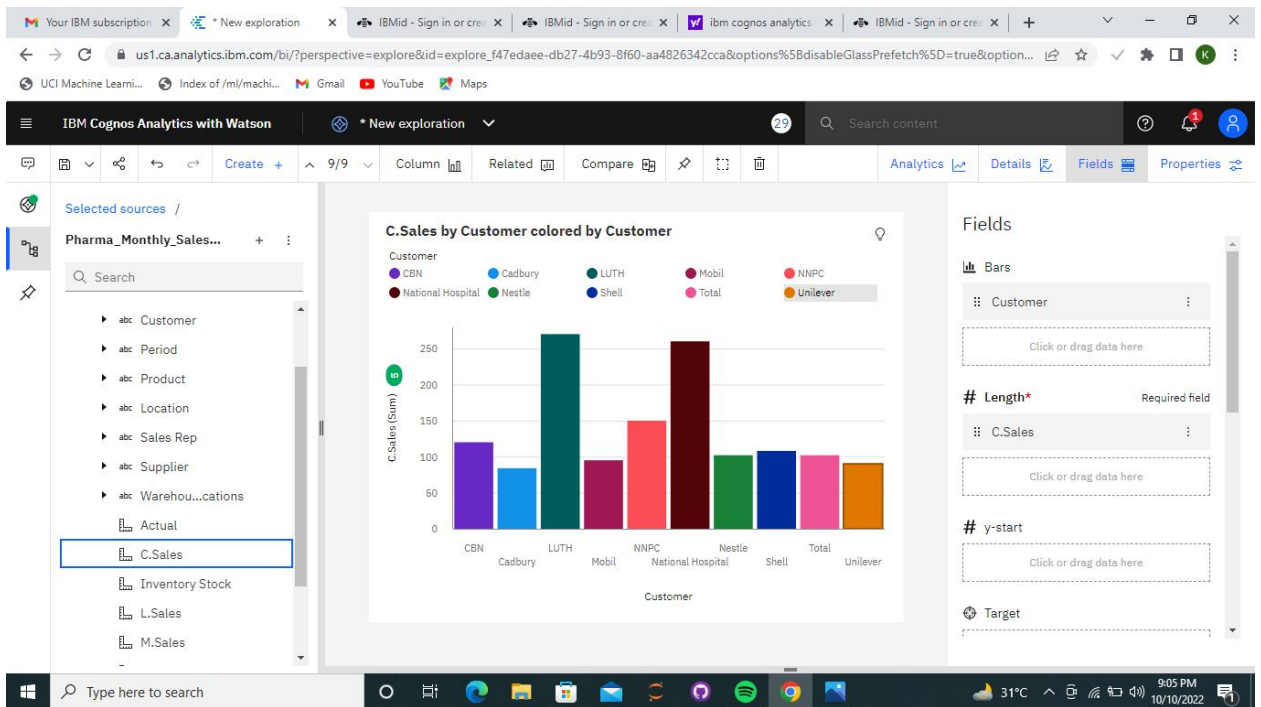
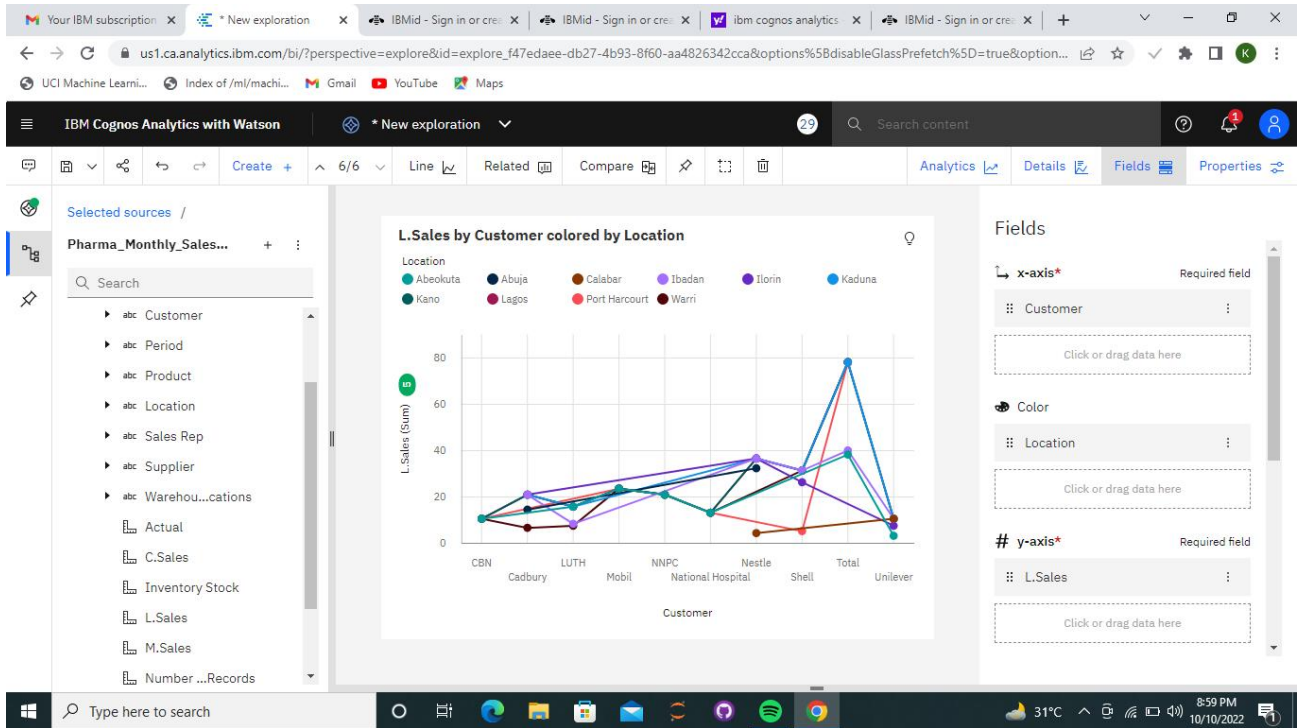
Sales of Pharmaceutical products, which may include medicines, surgical devices, consumables of any form, machines, and equipment used in surgeries are called Pharma Sales. The target audience is doctors of any kind, chemists, and/or purchase in charge in hospitals or pharmacies. Pharmaceutical sale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

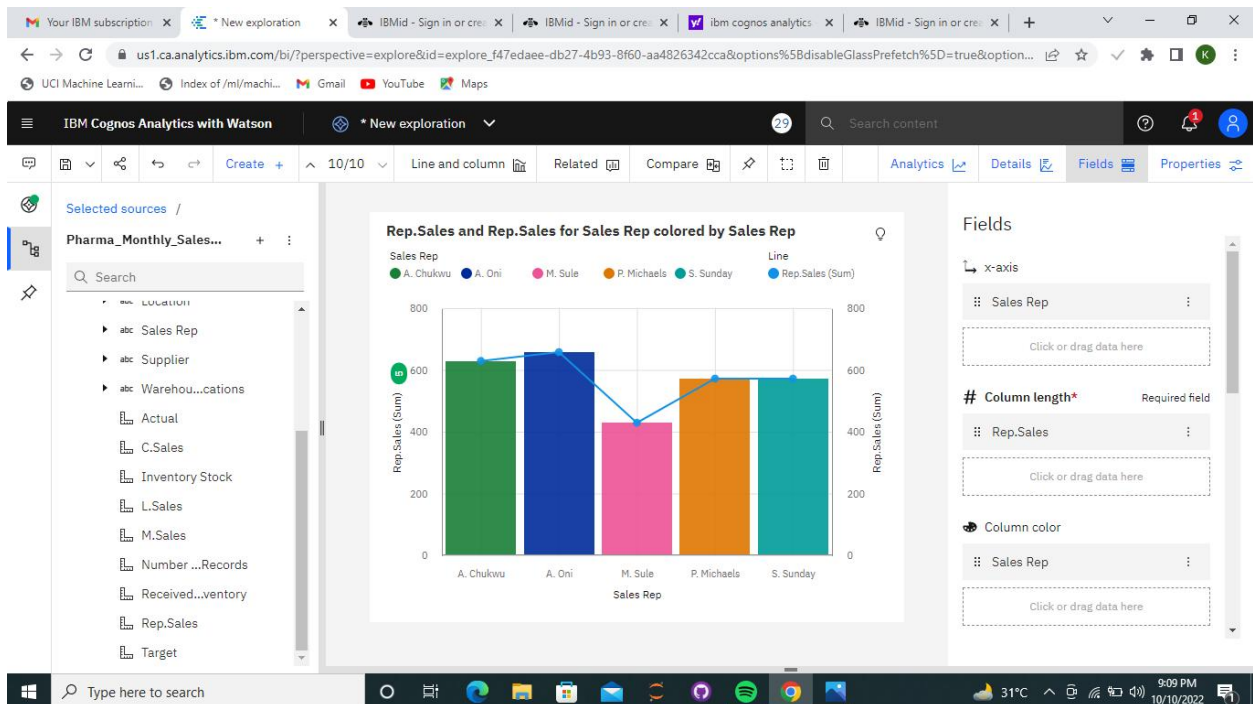
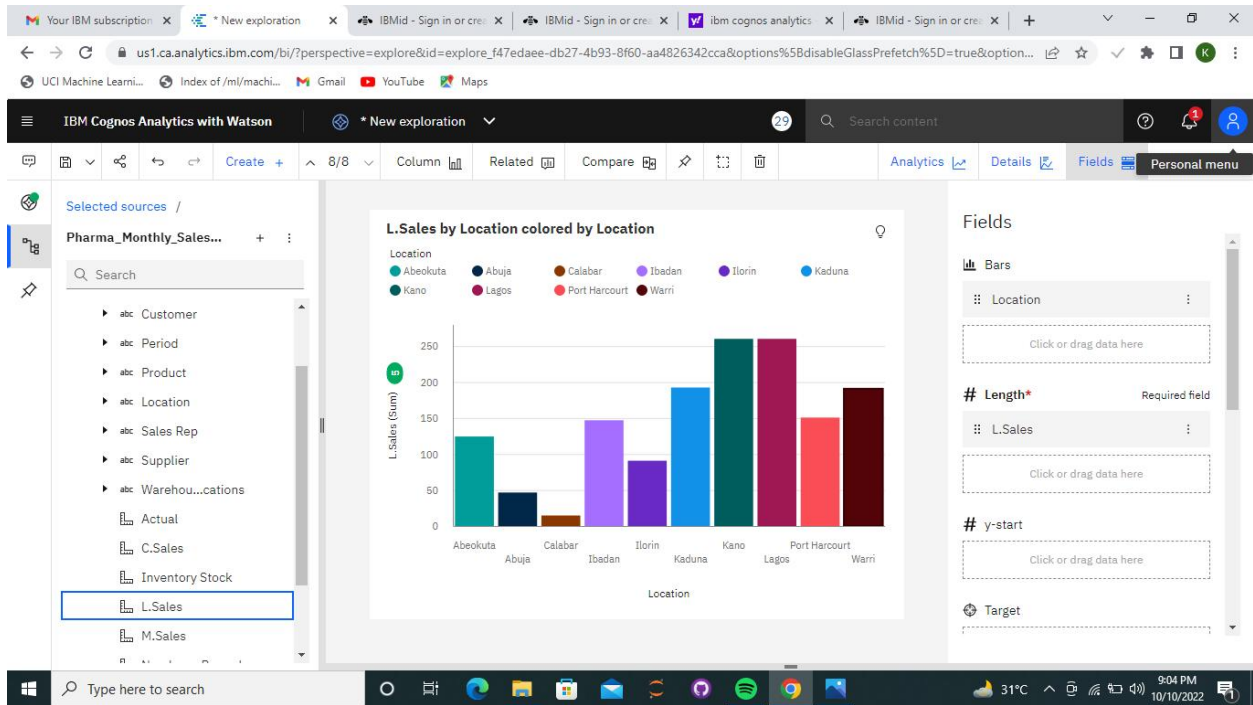
Pharmaceutical sales are considered to be one of the most lucrative and most challenging jobs requiring a lot of learning on the salesperson's part. Like every sale, there is a buyer and a seller. In this case, the buyer depends on the product of the manufacturer. We will consider all of the buyer kinds. 1. A buyer for medicines of any kind – Chemist, Distributor, Hospital Pharmacies 2. A buyer for medical devices, instruments, implants – Doctor, purchase officer 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

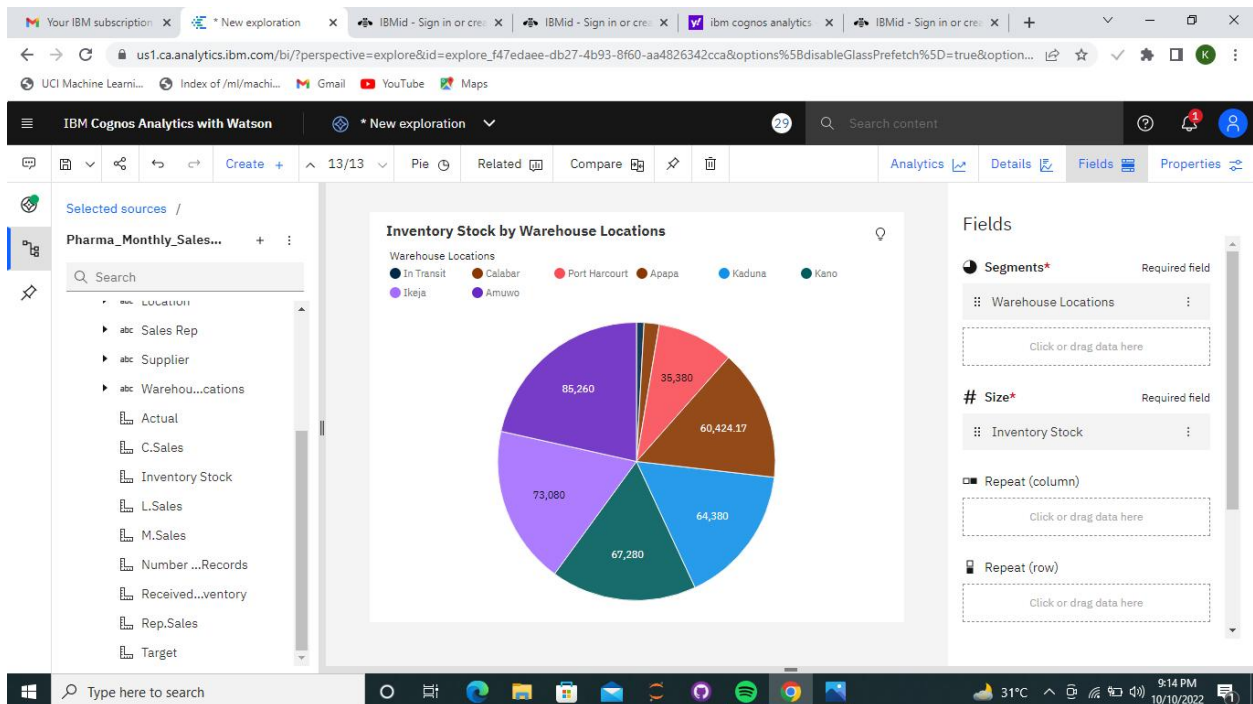
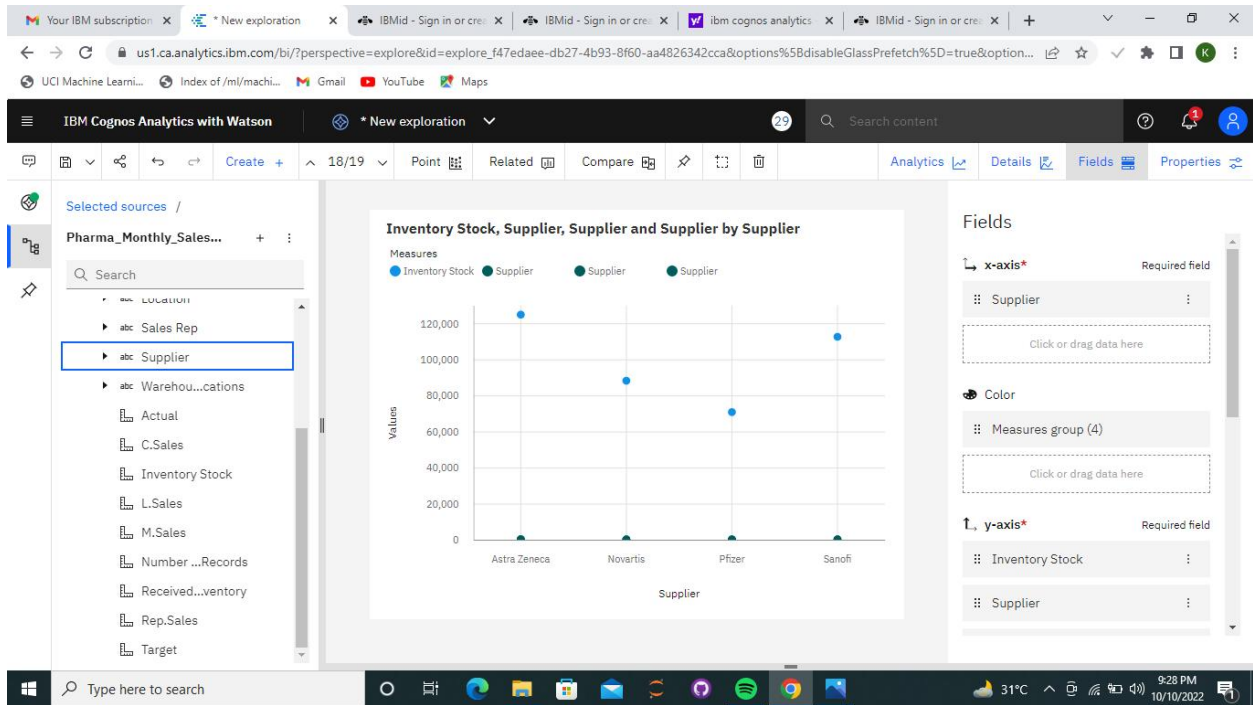
where companies storing goods. 9. Actual-Actual sales for the product. 10. C. Sales-Customer Sales for the product. 11. Inventory Stock: Inventory stock refers to the goods and materials that a business holds for the ultimate goal of resale. 12. L. Sales-Location Wise Sales for the product. 13. M. Sales-Monthly 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. Download Dataset: - Pharma-Sales-Dataset 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:

PHARAMA SALES DATA SET DASHBOARD







IBM Cognos Analytics with Watson

Selected sources / Pharma_Monthly_Sales...

Search

- Location
 - Sales Rep
 - Supplier
 - Warehou...cations
- Actual
- C.Sales
- Inventory Stock
- L.Sales
- M.Sales
- Number ...Records
- Received...ventory
- Rep.Sales
- Target

M.Sales

2.04K

M.Sales

Fields

Value* Required field

M.Sales

Local filters

Click or drag data here

IBM Cognos Analytics with Watson

Selected sources / Pharma_Monthly_Sales...

Search

- Location
 - Sales Rep
 - Supplier
 - Warehou...cations
- Actual
- C.Sales
- Inventory Stock
- L.Sales
- M.Sales
- Number of Records
- Received Inventory

Month, Actual and Rep.Sales 10

Month	Actual	Rep.Sales
February	591.65	260
January	591.65	260
July	851.98	260
June	709.98	260
March	591.65	260
May	709.98	260
November	817.9	200.2
October	817.9	208
September	681.58	202.8
Summary	8,573.72	2,860

Fields

Columns* Required field

Month

Actual

Rep.Sales

Local filters

Click or drag data here

