

GLOBAL SALES DATA ANALYTICS

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OBJECTIVE

- **To Know fundamental concepts and can work on IBM Cognos Analytics.**
- **To Gain a broad understanding of plotting different visualizations to provide a suitable solution.**
- **Able to create meaningful Visualizations and Dashboard(s).**

LITERATURE REVIEW

1. 2016 World Conference on Futuristic Trends in Research and Innovation for Social Welfare (WCFTR'16)

➤ This paper focuses on a system which will visualize sales data which will help users in applying intelligence in business, revenue generation, and decision making, managing business operation and tracking progress of tasks.

➤ 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 a system is required which will effectively analyze and visualize data.

LITERATURE REVIEW Contd...

2. Walmart's Sales Data Analysis

- To read and analyse the Walmart's available datasets to produce insights and the company's overall overview.
- The retail stores sell products and gain profit from it. There are a lot of subsidiaries of the stores network which are scattered on various geographical locations.
- As the network of stores is huge and located at different geographical locations, the company would not fully understand the customer needs and market potentials at these various locations.

REFERENCES

- 1. 2016 World Conference on Futuristic Trends in Research and Innovation for Social Welfare (WCFTR'16)**
Data Analysis and Visualization of Sales Data
- 2. Walmart's Sales Data Analysis –uploaded by Manpreet Singh on 04 October 2021.**

THANK YOU