**Global Sales Data Analytics**

A PROJECT REPORT

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1. **INTRODUCTION**

Guesswork and intuition aren't your greatest allies if you want to consistently meet your sales targets. You must gather cold, hard facts and do a strategic sales study. You will learn the basics of data analysis, such as data collecting and data mining, and the data ecosystem. Guesswork and intuition aren't your greatest allies if you want to consistently meet your sales targets. You must gather cold, hard facts and do a strategic sales study. You will learn the basics of data analysis, such as data collecting and data mining, and the data ecosystem.

**1.1 PROJECT OVERVIEW:**

The automated, prospective analyses provided by data mining go beyond the analyses of historical events provided by the typically used decision support tools that are retrospective.

**1.2 PURPOSE:**

Regular sales data analysis helps you understand the goods that your consumers are purchasing and enables you to analyse why they are acting in particular ways. Your lead drop-offs and conversions can both reveal trends.

Making proactive, knowledge-driven decisions is possible for organisations thanks to data mining technologies, which forecast future trends and behaviours.

At your disposal are thousands of data points. Create, hone, and analyse your audience with our user-friendly platform. observe trends. Global Granular Analysis. 46 nations. Panelists number 17 million. Data Points: 40,000 Make Customized Segments. The technologies and procedures used to collect sales data and evaluate sales performance are referred to as sales analytics. These indicators are used by sales executives to create objectives, enhance internal procedures, and more precisely predict future sales and income.

**2.LITERATURE SURVEY**

**2.1 Existing Problem:**

1. There aren't enough leads and the global sales process is simply too drawn out.

2. Leads are unqualified and waste your time on prospects that are the wrong fit.

3. Devoting excessive time to low-value tasks

4. The phrase could refer to resource constraints, process bottlenecks, or more basic issues like a problem with comprehending a client base.

5. Select the crucial sales KPIs that you require, such as the win rate and average transaction size.

6. Use a solution to keep track of this information as leads go through your pipeline, such as Pipe drive's CRM. Put this information in visual dashboards.

**2.2 REFERANCES:**

**1.** Han Jiawei, Micheline Kamber and Jian Pei, "Data Mining Concepts and

Techniques" in , MK Publications, 2009.

**[https://scholar.google.com/scholar?as\_q=Data+Mining+Concepts+and+Techniques](https://scholar.google.com/scholar?as_q=Data+Mining+Concepts+and+Techniques&as_occt=title&hl=en&as_sdt=0%2C31)**

1. M. Tennekes and E. de Jonge, "Top-down Data Analysis with Tree maps",

Proceedings of the International Conference on Information Visualization

Theory and Applications (IVAPP' 11), pp. 236-241, March 2011.

**[https://scholar.google.com/scholar?as\_q=Top-down+Data+Analysis+with+TreemapsHYPERLINK "https://scholar.google.com/scholar?as\_q=Top-down+Data+Analysis+with+Treemaps&as\_occt=title&hl=en&as\_sdt=0%2C31" HYPERLINK](https://scholar.google.com/scholar?as_q=Top-down+Data+Analysis+with+Treemaps&as_occt=title&hl=en&as_sdt=0%2C31)**

1. P. Hoek, "Parallel Arc Diagrams: Visualizing Temporal Interactions", Journal of

Social Structure, vol. 12, 2011.

**[https://scholar.google.com/scholar?as\_q=Parallel+Arc+Diagrams%3A+Visualizing+Temporal+InteractionsHYPERLINK "https://scholar.google.com/scholar?as\_q=Parallel+Arc+Diagrams%3A+Visualizing+Temporal+Interactions&as\_occt=title&hl=en&as\_sdt=0%2C31" HYPERLINK](https://scholar.google.com/scholar?as_q=Parallel+Arc+Diagrams%3A+Visualizing+Temporal+Interactions&as_occt=title&hl=en&as_sdt=0%2C31)**

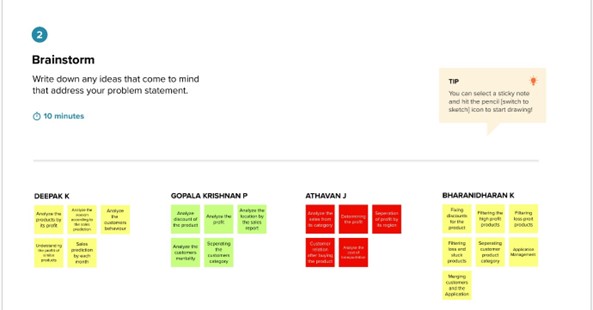
**2.3 Problem Statement definition:**

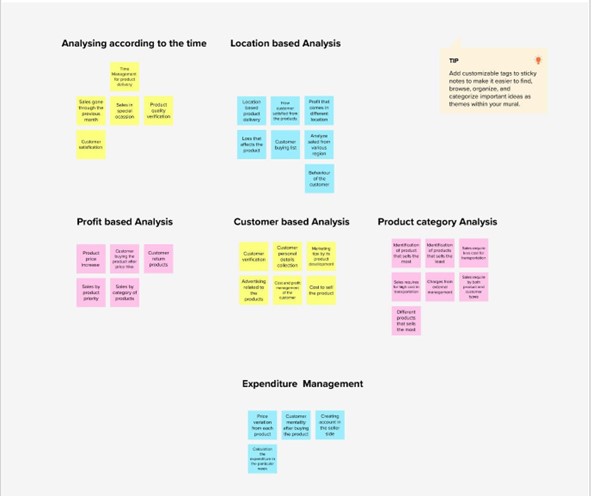
Businesses, people, and other organisations need problem statements to create projects that clearly outline the difficulties their clients are facing. To generate insightful conclusions that have a beneficial impact on your bottom line, you must examine the appropriate types of sales data. Finding weak points and bottlenecks in sales processes is essential for gathering and utilising sales data to further sales objectives.

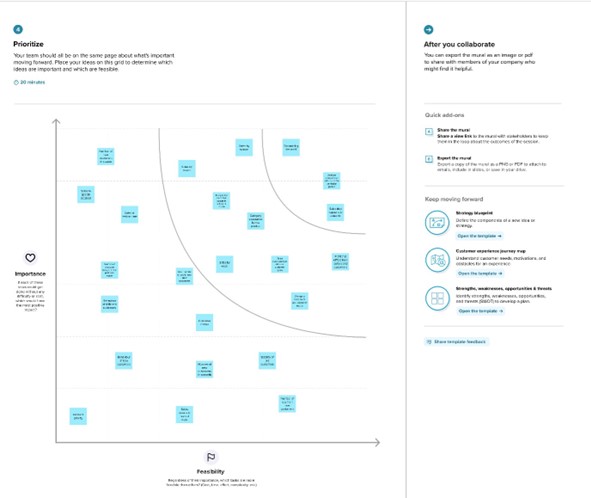
**3.IDEATION & PROPOSED SOLUTION**

**3.1 Empathy Map Canvas**

**3.2 Ideation & Brainstorming**







**3.3 Proposed Solution:**

|  |  |  |
| --- | --- | --- |
| **S.No** | **Parameter** | **Description** |
| 1. | Problem Statement  (Problem to be solved) | ● E-commerce decision-makers (Users) require a means to understand unprocessed data, analyse it, and come to better educated business judgments.  ● E- commerce companies(User) need a way to understand the shift in preferences of  customers and the current trend, so that they  can satisfy the customers. |
| 2. | Idea / Solution  description | A powerful and easy-to-use sales analytics tool that  automates and visualizes sales trends to optimize  business outcomes |
| 3. | Novelty / Uniqueness | ● Interactive Dashboard and simple UI  ● Dynamic and real time analytics  ● AI based predictions and forecasting |
| 4. | Social Impact / Customer  Satisfaction | ● Visible profits driven by informed decisions  ● Optimize sales and marketing  ● Ability to react to competitor’s strategies |
| 5. | Business Model(Revenue Model) | Three tier pricing- Basic, Standard, Enterprise  ● Basic: Limited features targeting startups and  individuals.  ● Standard: Limited premium features. Target  customers- Medium Scale businesses.  ● Enterprise with all premium features targeted  at Large corporations |
| 6. | Scalability of the Solution | ● More B2B customer services can be provided  alongside  ● Usable by all customer facing companies and  startups of all scale |

**3.4 Problem solution fit:**



**4. Requirement analysis:**

**4.1 Functional requirement :**

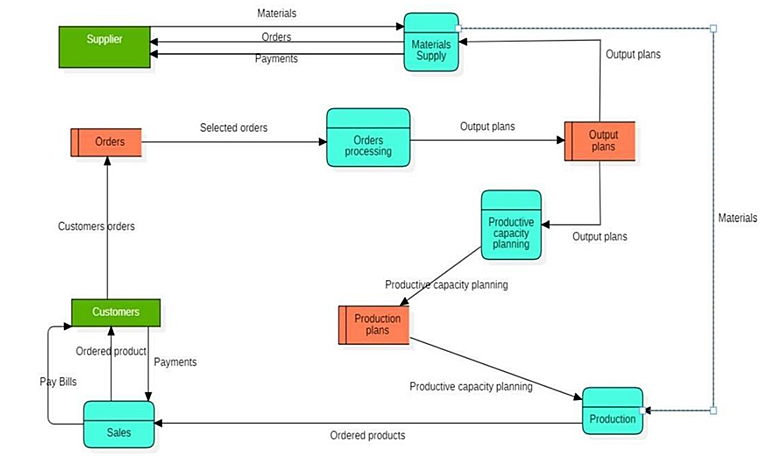
|  |  |  |
| --- | --- | --- |
| **Sl.No** | **Functional Requirements(Epic)** | **Sub Requirements(Sub Task)** |
| FR-1 | User Registration | Registration through Form Registration through Gmail Registration through Linked IN |
| FR-2 | User Confirmation | Confirmation via Email  Confirmation via OTP |
| FR-3 | Data Entry | User should be able to enter sales data |
| FR-4 | Data Generated | Sales reports should be generated 24 hours |
| FR- 5 | Exploring Data | API interface to invoice system |

**4.2 Non-Functional requirement:**

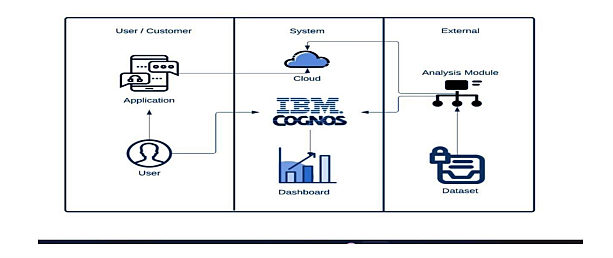
|  |  |  |
| --- | --- | --- |
| **FR No** | **Non-Functional Requirement** | **Description** |
| NFR 1 | Usability | The web application usability now user friendly.so easily understand user. |
| NFR 2 | Security | End to end encryption technique will be used our product |
| NFR 3 | Reliability | The web application must have a 99.9%uptime |
| NFR4 | Performance | The home page should load within 1.5 seconds |
| NFR 5 | Availability | The web application must have a 99.9% uptime |
| NFR 6 | Scalability | The web application will be compatible for both windows&mac machines |

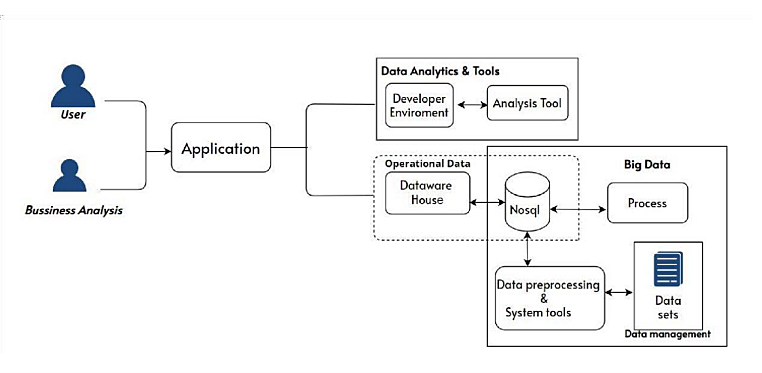
**5. Project Design:**

**5.1. Data Flow Diagram**:



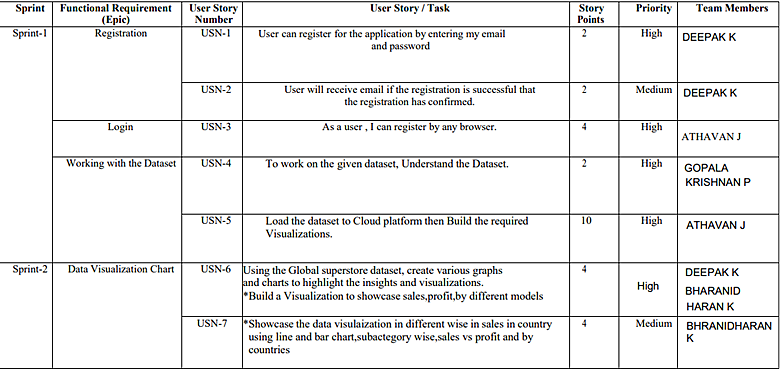
**5.2 Solution and Technical Architecture:**

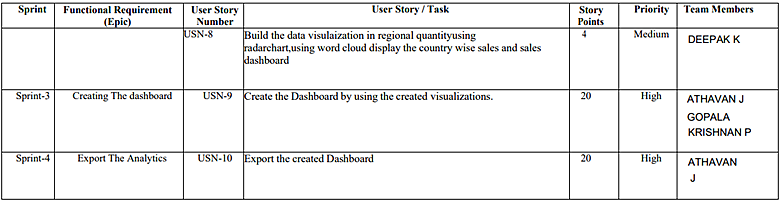




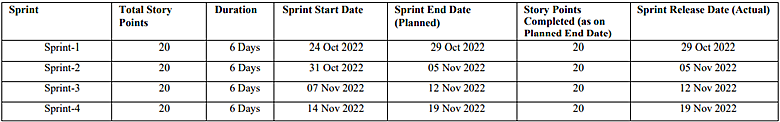
**6. Project Planning & Scheduling:**

**6.1 Sprint Planning & Estimation**





**6.2 Sprint Delivery Schedule :**



**Velocity:**

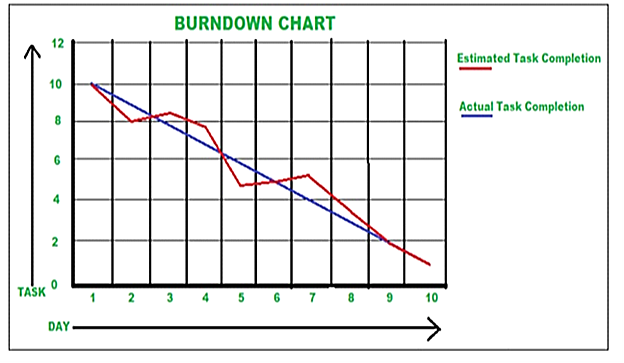
We have a 24-day sprint duration, and the velocity of the team is 20 (points per sprint). Let’s calculate the team’s average velocity (AV) per iteration unit (story

points per day)

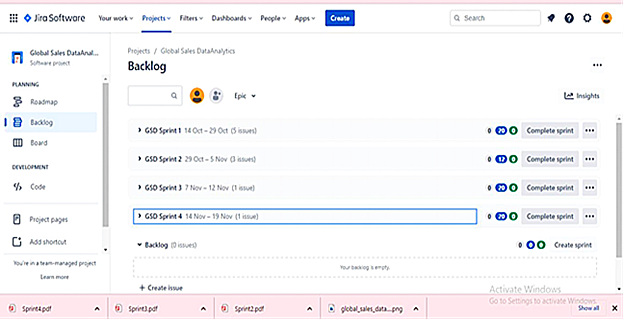
**AV = Sprint Duration / Velocity = 20 / 10 = 2**

**Burndown Chart:**

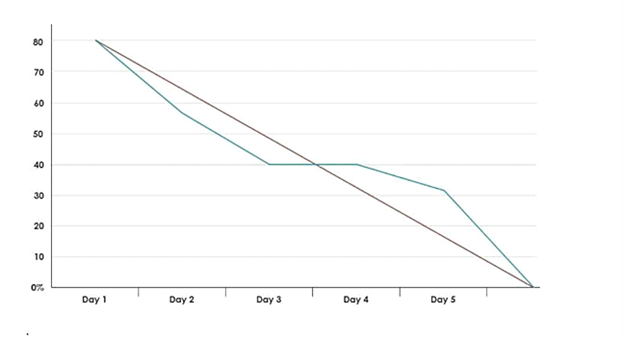
A burn down chart is a graphical representation of work left to do versus time. It is often used in agile software development methodologies such as Scrum. However, burn down charts can be applied to any project containing measurable progress over time.



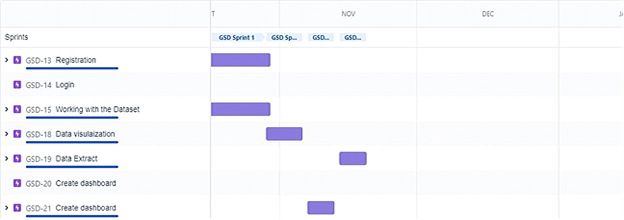
**6.3 Reports from JIRA:**



**Burndown chart:**



**Road Map:**



**7. Coding & Solution:**

**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

**Analysis using R Shiny Dashboard**

**●** Furniture company sales Dashboard R Shiny app

**Steps for Cereal Company Sales Analysis**

1**.** Download the Raw Data

2. Analysis code R file

3. Final Analysis R file

**Steps for Furniture company sales analysis**

1. Download the Raw Data

2. Analysis code R file

3. Dashboard Code HTML file

4. Final Dashboard PDF file

5. Final Analysis HTML file

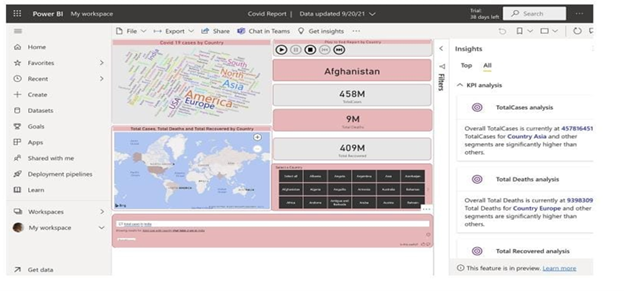
**Fearture-1:**

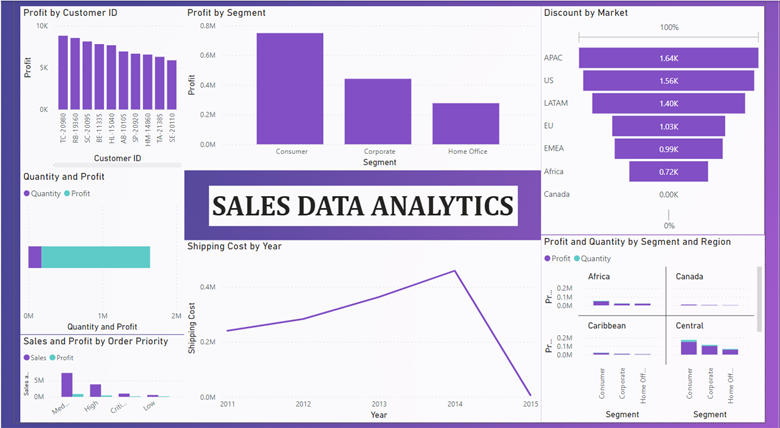
**Step 1: Understand the Business**

**Step 2: Get Your Data**

**Step 3: Explore and Clean Your Data**

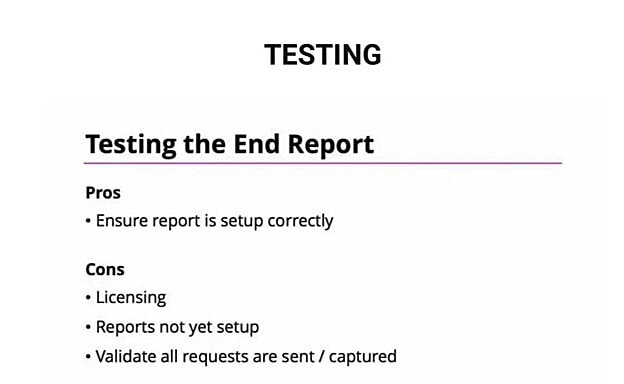
**Step 4: Enrich Your Datasets**





**8.Testing:**

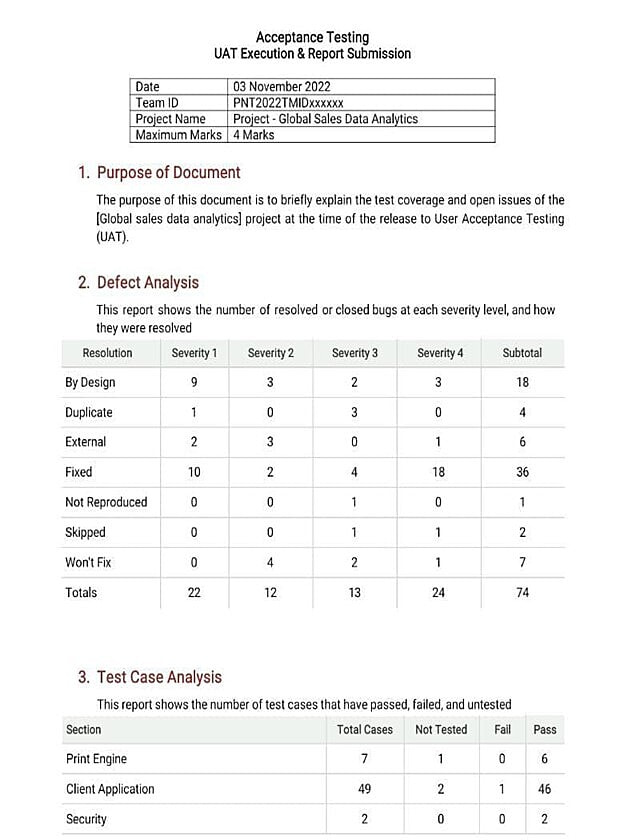
**8.1 Test cases:**

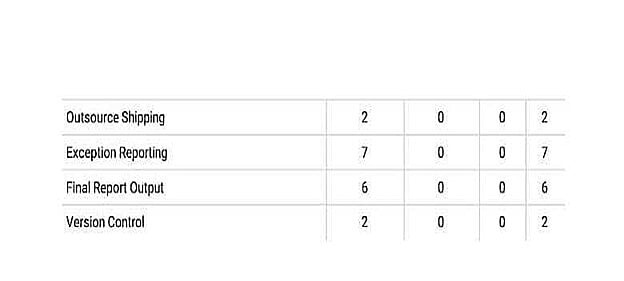


**8.2 USER ACCEPTANCE TESTING**

It takes a lot of time and is prone to error to copy and paste test result screenshots into Word or Excel. Improve your UAT testing with automated workflow, defect tracking, and documentation. The

With the right tool, you can speed up the process and minimise back and forth between the software development and testing teams while assisting with exploratory testing and being able to record tests using a recorder for playback as necessary.





**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.

**10. ADVANTAGES**

1. Cost efficiency
2. Receive full-scale services
3. Maximize presentation
4. Save time

**DISADVANTAGES**

1. Risk of choosing the wrong provider
2. Lack of on-site support
3. Less control
4. Data security

**11. CONCLUSION**

The organisation lowered expenses, improved the quality of their reporting and analysis, and brought its competitive and sales data reporting in-house by using this analytics system. The company's costs for sales reporting will probably drop by 50 to 70% when it implements this new solution. They may now independently assess raw data, react quicker to shifting market patterns, and carry out root cause analyses to identify those changes in the market. The new solution allowed the business to secure speedier access to their data while lowering the risk of responding slowly to market developments. The organisation can now produce sales reports more quickly with the new solution than with the outsourced solution, cutting turnaround time by between 50% and 60%. By combining more than 10 reports into one unified dashboard solution, the company's reporting requirements have been reduced. Having the capacity to gather the data themselves, the company's competition analysis division is also better prepared to respond to internal data requests in a timely manner. The organisation is better equipped to respond to developments in the industry and foresee prospects for its sales team thanks to this speedier reaction. Additionally, the company noticed an improvement in how well everyone inside the firm understood their sales statistics. The business can now present its sales and competitive data with a lot of flexibility, and it can also integrate sales data with other crucial organisational data points.

**12. FUTURE SCOPE**

Sales analytics refers to the use of technology to collect and use sales data to derive actionable insights. It is used to identify, optimize, and forecast sales. It uses different metrics and KPIs to plan an efficient sales model that generates higher revenue for the business.

**13. APPENDIX**

**SOURCE CODE:**

from flask import Flask, render\_template, request, redirect, url\_for, session

import ibm\_db

import re

app = Flask(\_name\_)

hostname = '2f3279a5-73d1-4859-88f0-a6c3e6b4b907.c3n41cmd0nqnrk39u98g.databases.appdomain.cloud'

uid = 'hmf80902'

pwd = 'oHzpnV88erkd09'

driver = "{IBM DB2 ODBC DRIVER}"

db\_name = 'bludb'

port = '30756'

protocol = 'TCPIP'

cert = "C:/Users/Deepak/Desktop/IBM/TEST/certi.crt"

dsn = (

"DATABASE ={0};"

"HOSTNAME ={1};"

"PORT ={2};"

"UID ={3};"

"SECURITY=SSL;"

"PROTOCOL={4};"

"PWD ={6};"

).format(db\_name, hostname, port, uid, protocol, cert, pwd)

connection = ibm\_db.connect(dsn, "", "")

print(dsn)

# query = "SELECT username FROM USER1 WHERE username=?"

# stmt = ibm\_db.prepare(connection, query)

# ibm\_db.bind\_param(stmt, 1, username)

# ibm\_db.execute(stmt)

# username = ibm\_db.fetch\_assoc(stmt)

# print(username)

try:

conn = ibm\_db.connect(dsn,"", "")

print("connected to database")

except:

print("unable to connect")

server = ibm\_db.server\_info(conn)

print("DBSNAME: ", server.DBMS\_NAME)

print("DBMS\_VER: ", server.DBMS\_VER)

print("DBNAME: ", server.DB\_NAME)

app.secret\_key = 'a'

@app.route('/', methods=['GET', 'POST'])

@app.route('/register', methods=['GET', 'POST'])

def register():

msg = " "

if request.method == 'POST':

username = request.form['username']

email\_id = request.form['email\_id']

phone\_no = request.form['phone\_no']

password = request.form['password']

query = "SELECT \* FROM USER1 WHERE username=?;"

stmt = ibm\_db.prepare(connection, query)

ibm\_db.bind\_param(stmt, 1, username)

ibm\_db.execute(stmt)

account = ibm\_db.fetch\_assoc(stmt)

if (account):

msg = "Account already exists!"

return render\_template('register.html', msg=msg)

# elif not re.match(r'[^@]+@[^@]+\.[^@]+', email\_id):

# msg = "Invalid email addres"

# elif not re.match(r'[A-Za-z0-9+', username):

# msg = "Name must contain only characters and numbers"

else:

query = "INSERT INTO USER1 values(?,?,?,?)"

stmt = ibm\_db.prepare(connection, query)

ibm\_db.bind\_param(stmt, 1, username)

ibm\_db.bind\_param(stmt, 2, email\_id)

ibm\_db.bind\_param(stmt, 3, phone\_no)

ibm\_db.bind\_param(stmt, 4, password)

ibm\_db.execute(stmt)

msg = 'You have successfully Logged In!!'

return render\_template('login.html', msg=msg)

else:

msg = 'PLEASE FILL OUT OF THE FORM'

return render\_template('register.html', msg=msg)

@app.route('/login', methods=['GET', 'POST'])

def login():

global userid

msg = ' '

if request.method == "POST":

username = request.form['username']

password = request.form['password']

query = "select \* from user1 where username=? and password=?"

stmt = ibm\_db.prepare(connection, query)

ibm\_db.bind\_param(stmt, 1, username)

ibm\_db.bind\_param(stmt, 2, password)

ibm\_db.execute(stmt)

account = ibm\_db.fetch\_assoc(stmt)

print(account)

if account:

session['Loggedin'] = True

session['id'] = account['USERNAME']

session['username'] = account['USERNAME']

msg = 'Logged in Successfully'

return render\_template('welcome.html', msg=msg, username=str.upper(username))

else:

msg = 'Incorrect Username or Password'

return render\_template('login.html', msg=msg)

else:

msg = 'PLEASE FILL OUT OF THE FORM'

return render\_template('login.html', msg=msg)

@app.route('/welcome', methods=['GET', 'POST'])

def welcome():

if request.method == 'POST':

username = request.form['username']

print(username)

return render\_template('welcome.html', username=username)

else:

return render\_template('welcome.html', username=username)

if "main" == \_name\_:

app.run()

**LOGIN PAGE:**

<!DOCTYPE html>

<html>

<head>

<meta name="viewport" content="width=device-width, initial-scale=1">

<title> Login Page </title>

<style>

Body {

font-family: Calibri, Helvetica, sans-serif;

background-color:rgb(242, 243, 182);

}

button {

.text-center {

text-align: center;

}

background-color:#c3e3dc;

width: center 50%;

color: purple;

padding: 15px;

margin: 5px 0px;

border: none;

cursor: pointer;

}

form {

border: 3px solid #f156189;

}

input[type=text], input[type=password] {

width: 100%;

margin: 8px 0;

padding: 12px 20px;

display: inline-block;

border: 2px white;

box-sizing: border-box;

}

button:hover {

opacity: 0.7;

}

.cancelbtn {

width: auto;

padding: 10px 18px;

margin: 10px 5px;

}

.container {

padding: 25px;

<!-- background-color:pink; -->

}

</style>

</head>

<body>

<center> <h1>Login Form </h1> </center>

<form>

<div class="container">

<label>Username : </label>

<input type="text" placeholder="Enter Username" name="username" required>

<label>Password : </label>

<input type="password" placeholder="Enter Password" name="password" required>

<button type="submit">Login</button>

<input type="checkbox" checked="checked"> Remember me

<button type="button" class="cancelbtn"> Cancel</button>

<a href="#"> Forgot password? </a>

</div>

</form>

</body>

</html>

**REGISTRATION PAGE**

<!DOCTYPE html>

<html>

<head>

<title></title>

<meta name="viewport" content="width=device-width, initial-scale=1.0">

<link rel="stylesheet" type="text/css" href="{{url\_for('static',filename='style.css')}}">

<link rel="stylesheet" href="https://cdnjs.cloudflare.com/ajax/libs/font-awesome/4.7.0/css/font-awesome.min.css">

<!-- jQuery library -->

<script src="https://ajax.googleapis.com/ajax/libs/jquery/3.2.1/jquery.min.js"></script>

<!-- Latest compiled JavaScript -->

<script src="https://maxcdn.bootstrapcdn.com/bootstrap/3.3.7/js/bootstrap.min.js"></script>

<script src="https://www.google.com/recaptcha/api.js" async defer></script>

<style type="text/css">

body{

margin: 10px 10px 10px 100px;

background-color: rgb(244, 247, 144);

}

.error {

color: red;

}

.fm1 {

text-align: center;

}

.lb1 {

text-align: center;

padding: 100px;

}

.lb2 {

margin-left: 100px;

}

.lb3 {

margin-right: 100px;

}

.container {

display: block;

}

.k{

border-radius: 50px;

}

</style>

</head>

<html>

<head>

<style>

table, th, td {

border: 1px solid black;

}

</style>

</head>

<body>

<?php

include 'header.php';

?>

<div class="heading fix">

<label class="lb1"> <h1>REGISTRATION<h4></label>

</div>

<div class="outerbox">

<div class="fixedbox">

<span class="content">

</span>

</div>

<div class="scrollbox">

<div class="registerdonor">

<form action="process.php" method="POST" id="myform">

<div class="login">

<h3>Login Details</h3>

<table class="fm1">

<tr>

<td colspan="2">

<label class="lb1" class="username">User Name</label>

<input type="text" name="user\_name" required pattern="^[A-Za-z0-9.\_%+-@]{5,10}$"

title="Enter a username between 5 to 10 letter" autocomplete="off">

</td>

</tr>

<tr>

<td>

<label class="lb1">Full Name</label>

<input type="text" name="user\_full\_name" required pattern="[A-z ]+$"

title="Use only character & whitespace" autocomplete="off">

</td>

</tr>

<tr>

<td>

<label class="lb1">Email Id</label>

<input type="email" name="user\_email" required

pattern="[A-Za-z0-9.\_%+-]+@[A-z0-9.-]+\.[a-z]{2,}$"

title="Email id is not Valid" autocomplete="off">

</td>

</tr>

<tr>

<td>

<label class="lb1">Password</label>

<input type="password" name="password" required

pattern="(?=.\d)(?=.[a-z])(?=.\*[A-Z]).{6,}"

title="Must contain at least one number and one uppercase and lowercase letter, and at least 6 or more characters"

id="password" autocomplete="off">

</td>

</tr>

<tr>

<td>

<label>Confirm Password</label>

<input type="text" name="confirm\_password" required

pattern="(?=.\d)(?=.[a-z])(?=.\*[A-Z]).{6,}"

title="Must contain at least one number and one uppercase and lowercase letter, and at least 6 or more characters"

id="confirm\_password" autocomplete="off">

</td>

</tr>

</table>

</div>

<div class="container">

<h3>Contact Details</h3>

<table class="fm1">

<tr>

<td>

<label>Mobile Number</label>

<input type="text" name="user\_number" required pattern="^[1-9]{1}[0-9]{9}$"

title="Number is not valid" autocomplete="off">

</td>

</tr>

<tr>

<td>

<label class="lb1">Pincode</label>

<input type="text" name="pincode" required pattern="^[0-9]{6}$"

title="Pincode is not valid" autocomplete="off">

</td>

</tr>

<tr>

<td rowspan="1">

<label class="lb1">Address</label>

<textarea name="Address" placeholder="Follow with pincode" required></textarea>

</td>

</tr>

<!-- <tr>

<td>

<label class="lb1">City:-</label >

<input type="text" name="city">

</td>

</tr> -->

<tr>

<td>

<label class="lb1">State</label>

<input type="text" name="state">

</td>

</tr>

</table>

</div>

<div class="personal">

<h3>Personal Details</h3>

<table class="fm1">

<tr>

<td>

<label>Date Of Birth</label>

<input type="date" name="date\_of\_birth" required autocomplete="off">

</td>

</tr>

<tr>

<td>

<div class="radio">

<label class="lb3">Gender</label>

<input type="radio" name="gender" class="radio1" value="Male"><span

class="radioname" required autocomplete="off">Male</span>

<input type="radio" class="radio2" name="gender" value="Female"><span

class="radioname" required autocomplete="off">Female</span>

</div>

</td>

</tr>

<tr>

<td>

<label class="lb1">Blood Group</label>

<input type="text" list="bloodgroup" name="blood\_group" placeholder="----Select----"

required autocomplete="off">

<datalist id="bloodgroup">

<option value="A+"></option>

<option value="A-"></option>

<option value="AB+"></option>

<option value="B+"></option>

<option value="B-"></option>

<option value="O+"></option>

<option value="O-"></option>

</datalist>

</td>

<!-- <tr>

<td>

<label class="lb1">Plasma Type</label >

<input type="text" list="plasmatype" name="plasma\_type" placeholder="----Select----"

required autocomplete="off">

<datalist id="plasmatype">

<option value="Hot"></option>

<option value="Warm"></option>

<option value="Cold"></option>

<option value="Ultra Cold"></option>

</datalist>

</td>

</tr> -->

<tr>

<td>

<label class="lb1">Weight In Kg </label>

<input type="number" name="weight" required autocomplete="off">

</td>

</tr>

</table>

</div>

<p class="lb2"><input type="checkbox" name="terms" id="checkbox" required autocomplete="off">

<!-- I agree to have my contact details broadcasted to the registered donors of PGHS.net -->

I agree that the above details are true </p>

<input type="reset" class="lb2 k" name="submit" value="Reset">

<a href="login.html">

<input type="button" class="lb2 k" onclick="href='login.html';" value="Submit"></a>

</div>

</form>

</div>

</div>

</div>

<! -- Responsive table -->

<div class="rregisterdonor">

<form action="process.php" method="POST" id="myform">

</html>

**Project Resource Links:**

GITHUB:

**<https://github.com/IBM-EPBL/SI-GuidedProject-13944-1667207034.git>**