**NFT Sales Analytics Dashboard**

**Team name :** **DECISION MAKERS**

20nu1a4408 - G Jayaprakash

20nu1a4425 - S Praisy

20nu1a4229 - T Sai Tejaswini

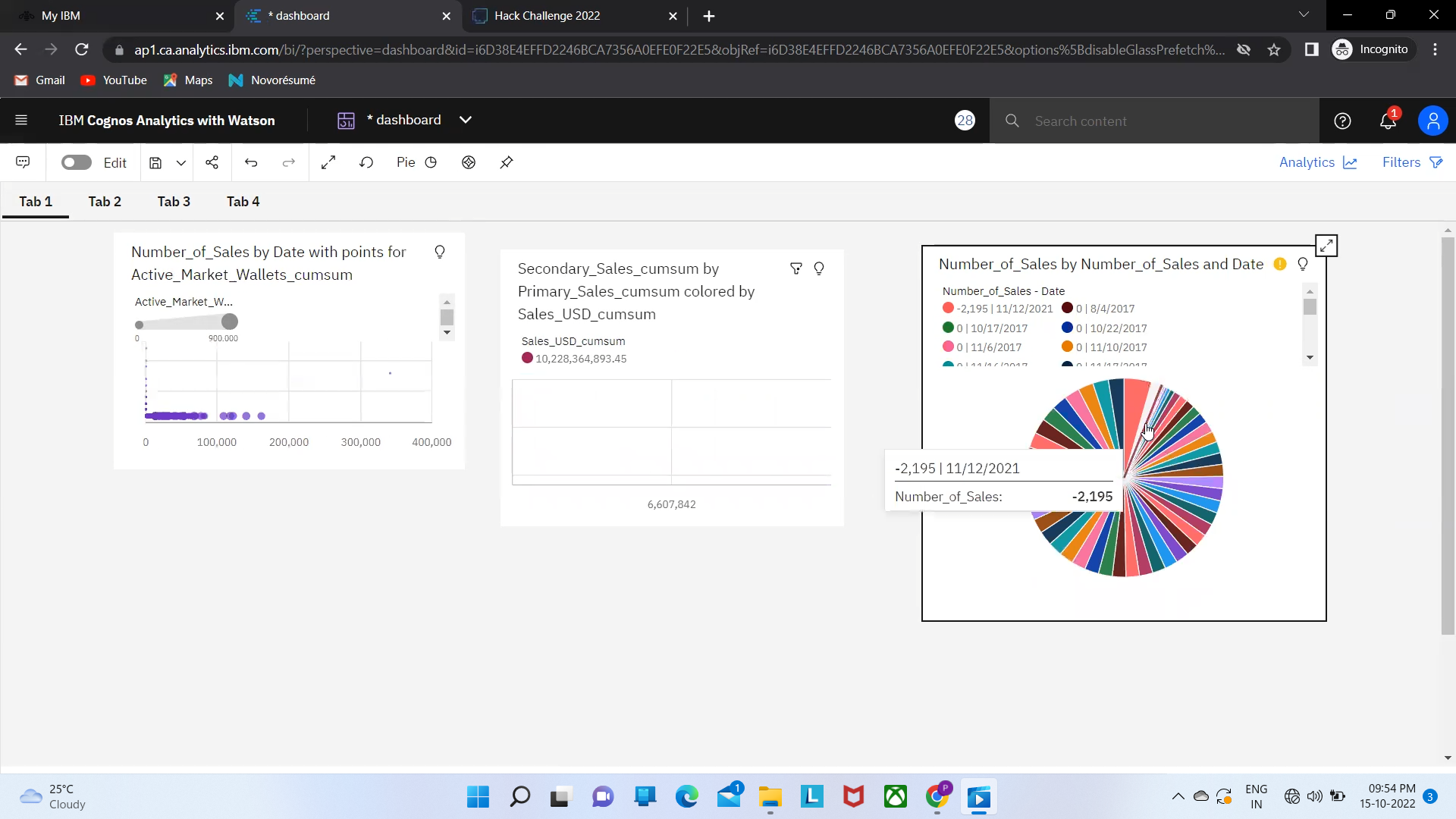
20nu1a4430 - V Karunakar

**General description :**

Non-Fungible Token(NFT) is irreplaceable and right now booming in the world. Token refers to a piece of data and consists of digital information in the form of media (music, video, image, games). This type of token is bound with virtual and digital properties which represent their unique identifications. Non-Fungible Tokens are unique cryptographic tokens that exist on a blockchain and cannot be replicated. Tokenizing these real-world tangible assets makes buying, selling, and trading them more efficient while reducing the probability of fraud. So to increase the NFT Sales for the future and to grab the insights from these predictions, we have created an interactive NFT sales dashboard. Our NFT sales dashboard is a sales prediction platform that aims to teach the value of NFTs. We have created an interactive NFT sales dashboard that gives insight into the success and failures of campaigns of sellers as well as buyers. Our Sales dashboard is a visual representation of NFT real-time sales data and used by managers and representatives to track their performance against key metrics and understand where they stand in comparison to their peers. This helps managers make business decisions when evaluating performance. This majorly comes into action when buyers and sellers evaluate performance and make business decisions [metrics](https://www.g2.com/articles/sales-metrics) when they are creating sales strategies, crafting compensation plans, awarding bonuses, and identifying areas that need improvement. However, it's not just a simple bar graph - buyers and sellers can dig into the data to see precisely how your sales performance compares with your competition and more importantly, how this data helps buyers and sellers make better Data Driven decisions. Depending on the primary goals of the NFT business, our sales dashboard might look completely different from other competitors by analyzing the historical data and predicting future sales. So by keeping the NFT sale priorities in mind. We have created a clear dashboard by analyzing the sales from the given historical data provided in the given NFT\_SALES dataset. So, by this the sales dashboard will offer value to the NFT team.The first step in creating our sales dashboard is to choose the metrics that will be included and the best way to do this is to look at the current goals of the NFT to display them on the dashboard.The point of having a sales dashboard is to be able to check progress on highly prioritized goals of NFT. One of the primary goals for the quarter is to improve the lead qualification process. For this we have created a sales dashboard with the preferred conversion rates and activity metrics. Both of these are primary factors in lead qualification, as they should be prioritized on the dashboard.Therefore, we have done this with the goal that we will be striving toward in the upcoming month, quarter, or year.

**Novelty / Uniqueness :**

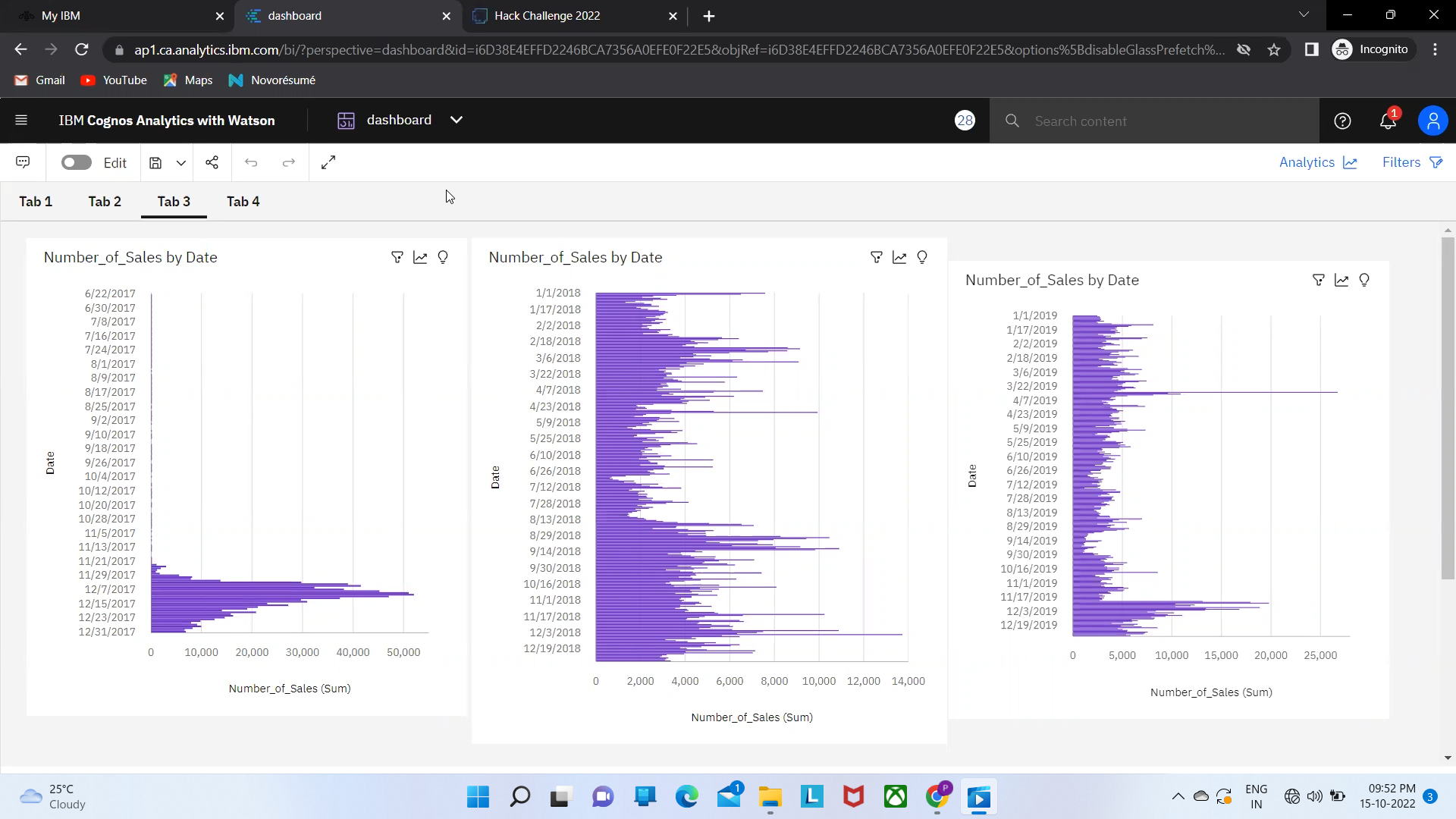
We have been used to represent ownership of a variety of assets—from cryptocurrencies to houses and even works of art. NFT cannot be interchanged with another NFT, just like how no two people are identical that makes NFT Unique.Investing in cryptocurrencies and NFTs can help you increase your income. It's the portal to the metaverse. It's an excellent place to start. Non-Fungible Tokens are unique cryptographic tokens that exist on a blockchain and cannot be replicated.Essential the same, or similar technology used for cryptocurrencies like bitcoin and ethereum is used to guarantee the uniqueness of each NFT and to prove who owns it. Unlike a unit of bitcoin, however, each NFT is completely unique. NFTs should create utility for owners, and unlockable content can be part of that. An NFT is a non-interchangeable unit of data stored in a blockchain with proof of ownership.Our NFT sales dashboard differs from NFT art as it is produced on a much larger scale.The purpose of our dashboard to keep reps up to speed on NFT’s individual goals, or to help managers easily pick out top performers,because the managers need to be able to pick out areas in the sales process that need to be improved and they will be more concerned with the conversion rate between each stage in the sales cycle.Our dashboard is effective because it clearly defines the

* the project goals
* the nature of the data
* The list of features which makes our dashboard unique are:-
* Our dashboard is clear about what the NFT sales are trying to achieve.
* Our dashboard is mainly Informative,Analytical,Operational,Strategic**.**
* It can communicate information quickly.
* It can display information clearly and efficiently.
* It shows trends and changes in data over time.
* It is easily customizable.
* The most important widgets and data components are effectively presented in a limited space.
* All essential information is immediately accessible.
* Data is prioritized.
* Information is displayed clearly in a visual hierarchy on one screen.
* Elements (chart, table, form) are displayed in a minimized view with the ability to bring up more details in a modal window or go to a page with more detail.
* The design improves usability with filters allowing users to customize how data is displayed and filters content using labels, categories.

Our dashboard is mainly beneficiary to the NFT sales because:-

* It Monitors sales performance trends over time
* It Centralizes data from multiple sources into one place with ease.
* It Gets real-time updates
* It Increases accountability and transparency

**Business / Social Impact :**

Our solution using NFT’s helps in trustful marketing. NFT is a digital platform for small businesses such as paintings, music, games, etc. They can buy or sell their products on this platform without third party i.e.without any middlemen interventions. So that people can reach their requirements and can have a direct deal with the producers. In our solution mostly NFT’s not only show impact on business but also in society. NFT’s acts as creators of our economy. With our solution we can create a community with loyal customers like sellers. According to their demand, we can buy it for a low price and sell it for higher. So there are many upper hands for NFT in business. Ultimately, our solution represents a new way of thinking about digital assets and communities. We provide a platform to explore our ideas with the world in the form of NFT.

* By using IBM cognos analytical tool,we have analyzed the historical sales data and visualized relevant and interesting data for collectors and investors.
* Our dashboard mainly represents the insights of the sales in the year 2017-2021.
* So the business people can make their decisions through our insights represented in the dashboard.
* It pulls the market place and analytical data from the open sea database of projects, purchases, assets and accounts.
* It influences society to use NFT in a wider range to explore the world.
* It helps in buying assets that have been tokenized into NFT’s through any NFT marketplace and some cryptocurrency exchanges. Many NFT marketplaces, such as Open Sea, are hosted on the Ethereum platform and may require you to own Ether(ETH) to buy an NFT.

**Technology Stack :**

The architectural flow of the proposed solution, with the mention of technologies to be used in developing the solution.

Our NFT sales dashboard is created from the **IBM software tool called Cognos Analytics**.IBM Cognos Analytics, a business intelligence solution, empowers users with AI-infused self-service capabilities that accelerate data preparation, analysis, and report creation. Cognos Analytics makes it easier than ever to visualize data and share actionable insights across the organization to foster more data-driven decisions.This dashboard pattern shows how you can visualize business data in Cognos Analytics for product performance analysis.

Features and technologies used for creating our NFT sales dashboard are:-

* **Dashboard requirements** - The most important component of our dashboard is the reporting requirements.We have identified the different users who will consume your dashboard as well as the key stakeholders who will sign off on the reporting requirements.

## **Determination of the type of dashboard** - The dashboard we have created using the IBM Cognos Analytics technology is an analytics dashboard.

## **Lucid Layout** - The another key feature of our dashboard is an [easy to understand layout](http://ubiq.co/business-intelligence-blog/5-key-principles-effective-dashboards/) of charts, graphs and tables.We have used the line graphs for analyzing the historical sales of the past years.we also used pie charts Visualization for analyzing the number of sales by dates.we have created the tables for the aggregation of total sum of profit on NFT sales. The dashboard mainly contains a vivid number of widgets that can display the data in a number of presentation styles, including simple numeric metrics, tables and charts.

## **Using Colors Sparingly** - Dashboards contain many visual elements and can be quite distracting so we have used only a Sparingly [color palette](http://ubiq.co/business-intelligence-blog/5-best-color-palettes-business-dashboard/) to show a coherent and consistent dashboard design.

## **Choosing the Right Visualization** - the most crucial components of a dashboard is to choose the right visualization to present the sales information.so in our dashboard we have used the correct Visualizations to represent data in understandable format for example we have used the line charts to represent the data historical data and show the variations in the sales for different years.We have represented number of sales wallet using column charts to show the amount of profit gained by the NFT sale customers.

## **Scope of Work :**

In our project, anyone can invest in NFT’s . If we invest in tokenized assets, anyone can access it. It is accessible to all of the people so that anyone can sell or buy the items in this platform.and trading can be of more profit. We can perform real estate even on this online platform. The ownership of an asset is secured with Ethereum blockchain so that no one can modify the record of ownership or copy a new NFT into existence. On Analyzing the dashboard

Updatedly users can make Strategic Decisions and can conclude to a point. The main feature of any NFT marketplace is a smart contract. A smart contract is a digital self-executing document that specifies the agreement between the customer and the seller as well as the metadata of a token. It is not a regular document as all the data is encoded and based on blockchain, so it’s safe to say that it is impossible to forge the information.It also helps to sell and buy virtually anything.

**Techniques:**

Our solution is confined with uniqueness and meets the ideologies of businessmen.Here,we create a NFT Sales Dashboard for providing a solution for the businessmen for analyzing the future insights about the sales.We have created a clear dashboard by analyzing the sales from the given historical data provided in the given NFT\_SALES dataset.By this we have came to the conclusion of prediction.Our dashboard is sales that provides a visual representation of the most recent NFT performance metrics. It gives you a concise view of results-based data like sales-to-date, lead conversion rate, sales growth, and so on.Dashboards are an essential tool for any business with plans to increase revenue and set ambitious growth goals so we have created our dashboard in such a way that it can analyze the NFT sales for future growth.Our dashboard is a good sales dashboard as the solution organizes NFT’s most recent sales-specific data into easily understandable visual graphics—saving the teams precious time and increasing understanding, motivation, and accuracy.