

# *DATA ANALYTICS WITH COGNOS*

# *PRODUCT SALES ANALYSIS*

## **PHASE 1 PROJECT**



# **GROUP 6**

## **GROUP MEMBERS**

---

**MONIKAR  
PREETHI G  
THILAGAVATHI T  
VIJAYALAKSHMIS  
PRATHIBAM**

**GUIDED BY MRS B MOOHAMBIKAI**

# AGENDA

INTRODUCTION  
THE PROBLEM  
THE SOLUTION  
DATA VISUALIZATION  
PREDICTIVE ANALYSIS  
IMPLEMENTATION  
SOURCE CODE  
BENEFITS  
REFERENCES

# Introduction

---

Welcome to the presentation on Revolutionizing Product Sales Analysis. In this presentation, we will discuss a comprehensive approach to analyzing product sales, including problem identification, solution implementation, and source code. We will also include images to illustrate our points.



# The Problem

---

**The current approach to product sales analysis is often fragmented and lacks a comprehensive view of the sales process. This leads to missed opportunities and lost revenue. There is a need for a more cohesive approach to sales analysis that provides a complete picture of the sales process.**



# The Solution

---

Our solution involves a comprehensive approach to sales analysis that includes data visualization, machine learning algorithms, and predictive analytics. By using these tools, we can gain insights into the sales process that were previously impossible to obtain.





## Data Visualization

---

Data visualization is a key component of our approach. By using charts and graphs, we can identify trends and patterns in the sales data that might not be immediately apparent. This allows us to make informed decisions about product sales and marketing strategies.



## Predictive Analytics

---

Predictive analytics takes data analysis to the next level. By using machine learning algorithms, we can predict future sales trends and adjust our strategies accordingly. This allows us to stay ahead of the competition and maximize our revenue potential.

# Product Sales Charts

Editable Presentation Graphics



Get these slides & icons at [www.WingDiagram.com](http://www.WingDiagram.com)

## Sales Analysis

Set up for success with sales analysis methods and techniques



## Implementation

Implementing our approach to sales analysis requires a combination of technical expertise and business acumen. We will work closely with your team to ensure a smooth implementation process and provide ongoing support to ensure that you get the most out of our solution.

# SOURCE CODE

```
import pandas as pd # Load sales data from a CSV
file data = pd.read_csv('sales_data.csv') #
Calculate total revenue per product
product_revenue = data.groupby('Product Name')
['Revenue'].sum().reset_index() # Display the top-
selling products top_products =
product_revenue.sort_values(by='Revenue',
ascending=False) print(top_products.head())
```



# Benefits

---

## Data-Driven Decision-Making:

- *It empowers businesses to make informed decisions based on concrete data rather than intuition.*

## Improved Product Strategy:

- *Identifying top-performing products and understanding customer preferences can guide product development and innovation.*



# THANK YOU

---

