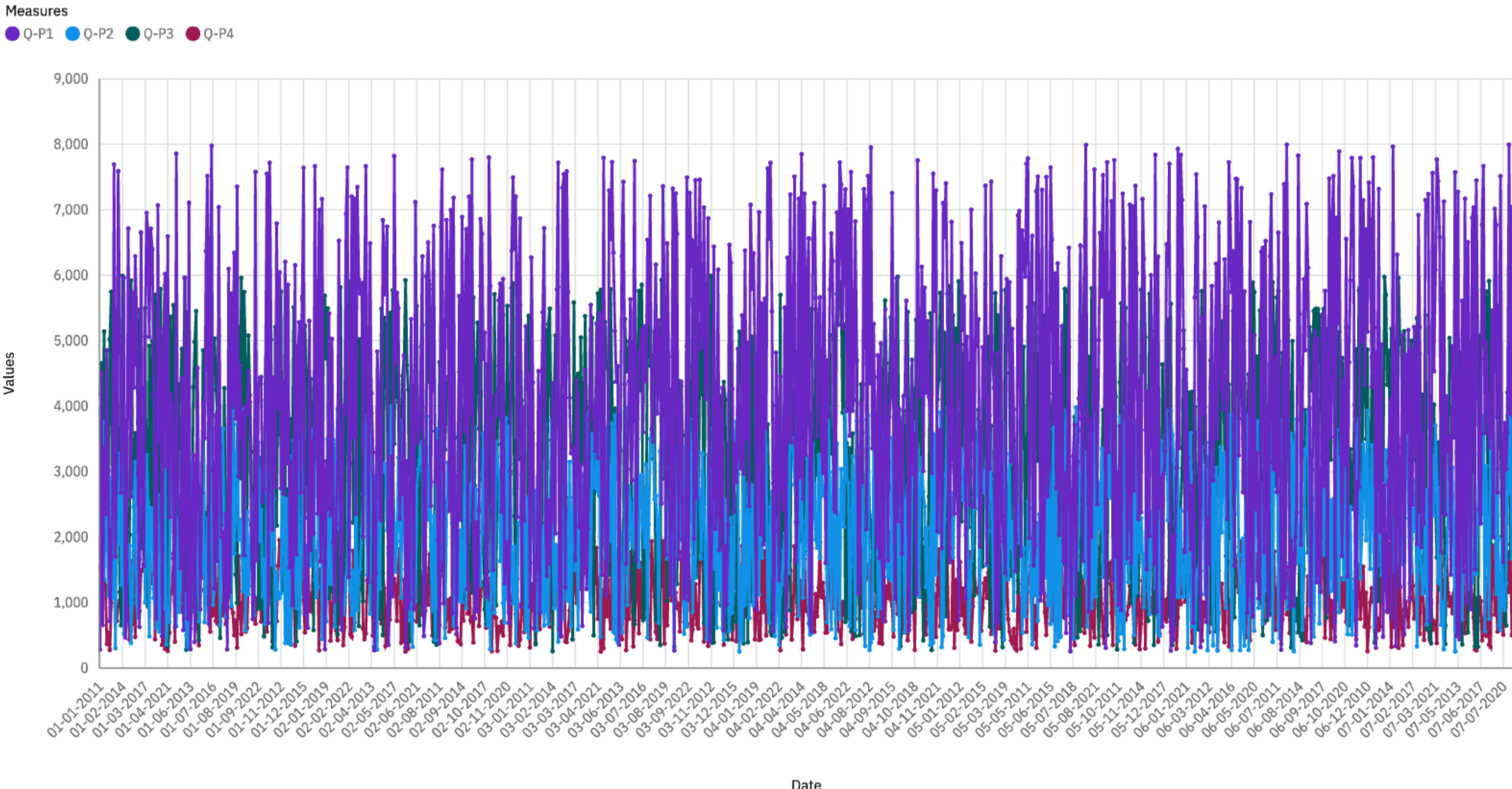


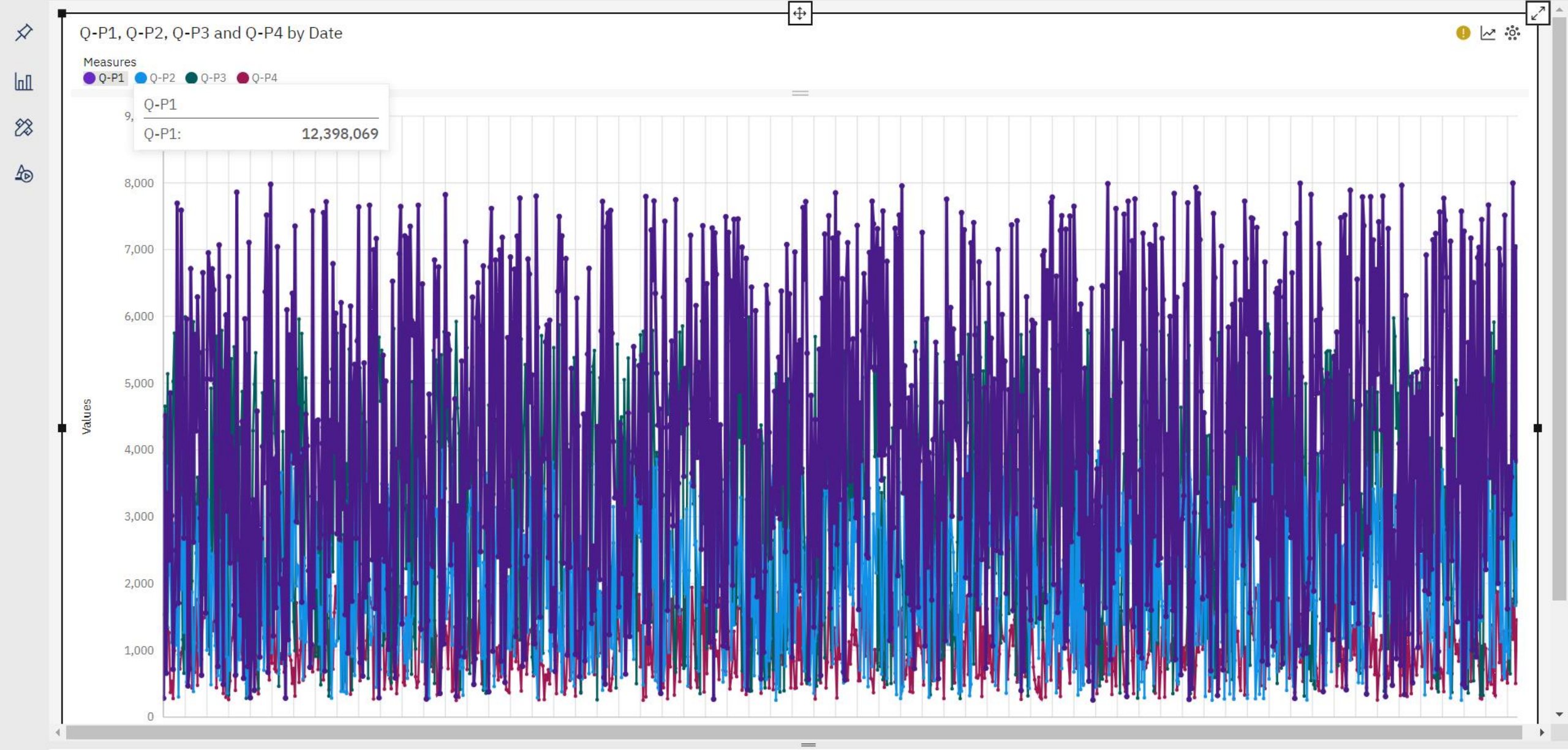
PRODUCT SALES ANALYSIS

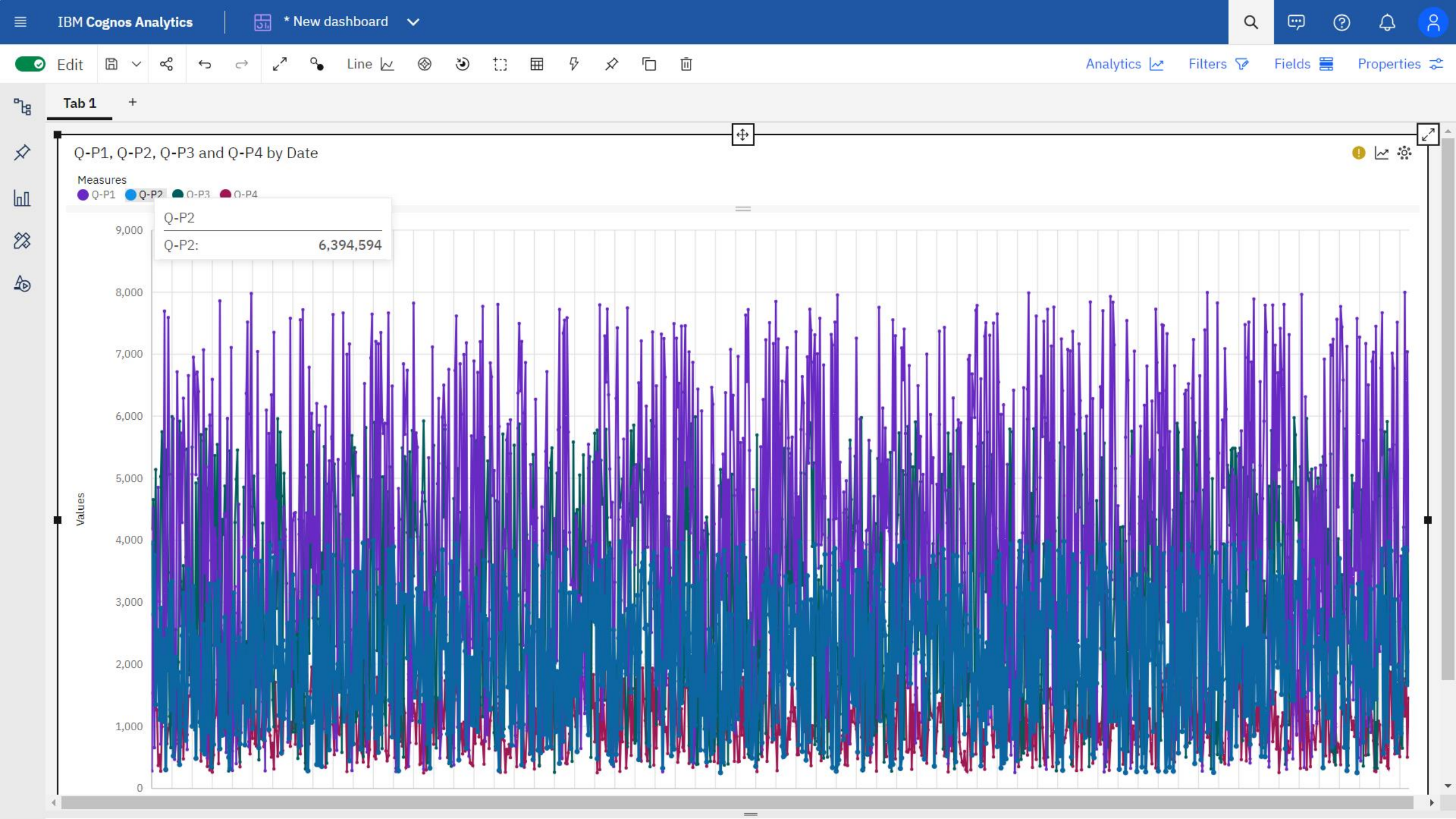
Phase 3: Development Part 1

Tab 1

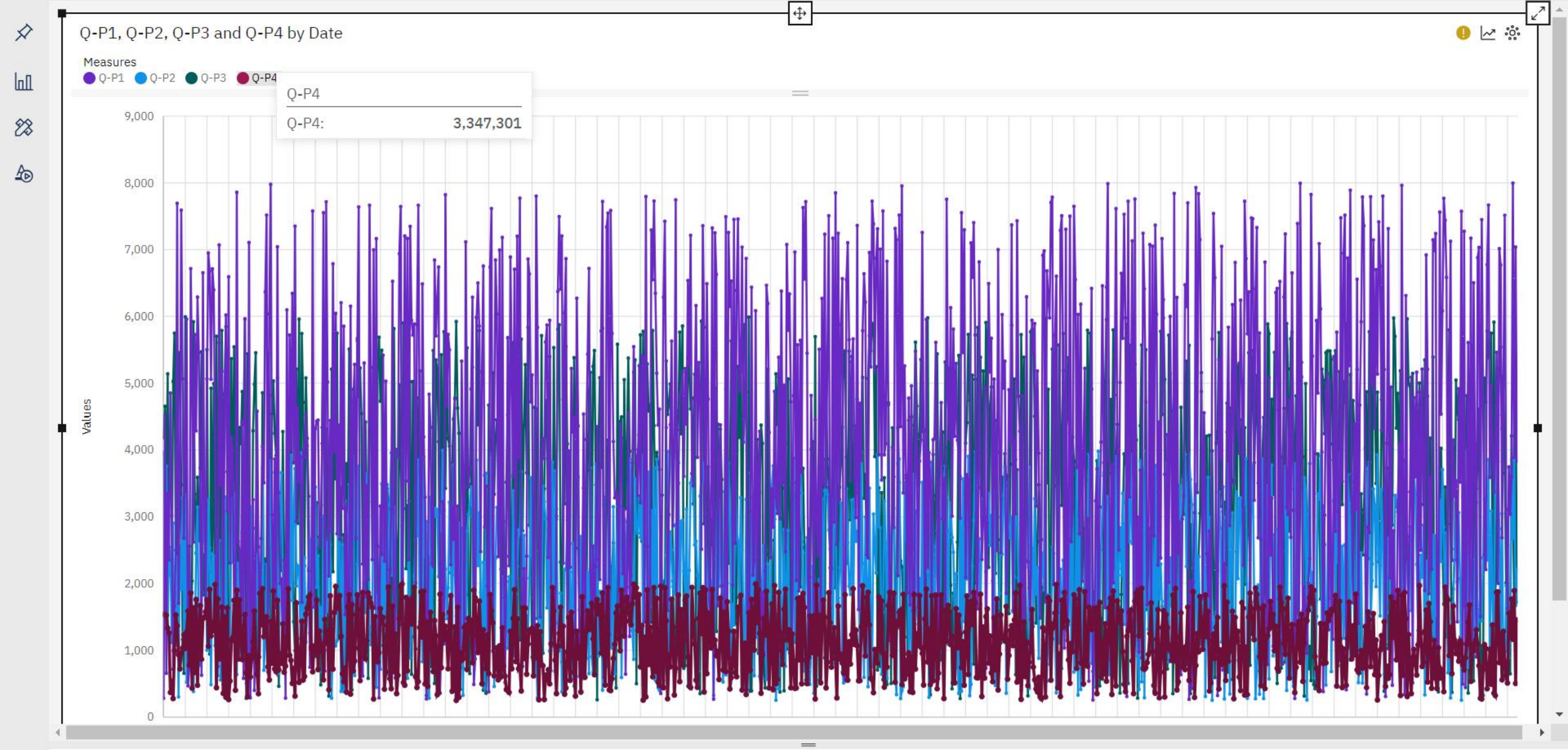
Q-P1, Q-P2, Q-P3 and Q-P4 by Date











****Title: Building a Product Sales Analysis with IBM Cognos****

****Introduction:****

In this presentation, we will walk through the process of building a comprehensive product sales analysis using IBM Cognos for visualization. Our primary objective is to gain actionable insights from the sales data, and we will outline the steps taken to collect, process, and analyze the data to achieve this goal.

****Analysis Objectives:****

Our analysis objectives are pivotal to guide our approach:

1. ****Sales Trend Analysis****: Understand the historical sales trends to identify patterns and anomalies.
2. ****Top-Selling Products Identification****: Determine the best-performing products in terms of sales.
3. ****Sales Channel Evaluation****: Assess the performance of various sales channels and identify opportunities for optimization.
4. ****Sales Forecasting****: Use historical data to create forecasts for future sales, aiding in inventory management and business planning.

****Data Collection:****

The first step in our analysis journey is collecting the sales data from a shared source. It's essential to ensure that the data source is reliable and contains all the necessary information. Depending on your data source, this may involve SQL queries, file imports, or ETL (Extract, Transform, Load) processes. We emphasize the need for proper data access rights during this phase.

****Data Preprocessing:****

1. ****Data Cleaning****: We clean the data to remove duplicates, correct errors, and handle missing values. This ensures that our analysis is based on accurate and reliable information.
2. ****Data Transformation****: Data may require transformations, such as converting data types, aggregating data by date or product, and creating new variables that are relevant to our objectives.
3. ****Data Integration****: If data is collected from multiple sources, we integrate it to form a unified dataset for analysis.

****IBM Cognos for Visualization:****

IBM Cognos is our chosen platform for visualization and analysis due to its robust capabilities in creating interactive and insightful visualizations. Key features include:

1. ****Data Connectivity****: IBM Cognos seamlessly connects to various data sources, enabling real-time updates.
2. ****Interactive Dashboards****: We create dynamic dashboards that allow users to interact with the data, providing an intuitive interface for exploring trends and insights.
3. ****Custom Reports****: Customizable reports help us present data in a meaningful way to meet our analysis objectives.
4. ****Predictive Analytics****: Utilize Cognos' predictive capabilities to perform sales forecasting and identify trends and outliers.

****Visualization and Analysis:****

With data loaded into IBM Cognos, we create a set of compelling visualizations, such as line charts, bar graphs, and pie charts, to represent sales trends, product performance, and sales channel efficiency. These visualizations are designed to provide actionable insights for decision-makers.

****Conclusion:****

In conclusion, our project to build a product sales analysis using IBM Cognos is well underway. By defining clear analysis objectives, collecting and processing the data to ensure accuracy and reliability, and utilizing IBM Cognos for visualization, we are on the path to extracting valuable insights that can inform strategic business decisions. This project showcases the power of data analysis and visualization in modern business intelligence and its ability to drive growth and success.

Thank you for your attention, and we look forward to sharing the results of our analysis in the near future