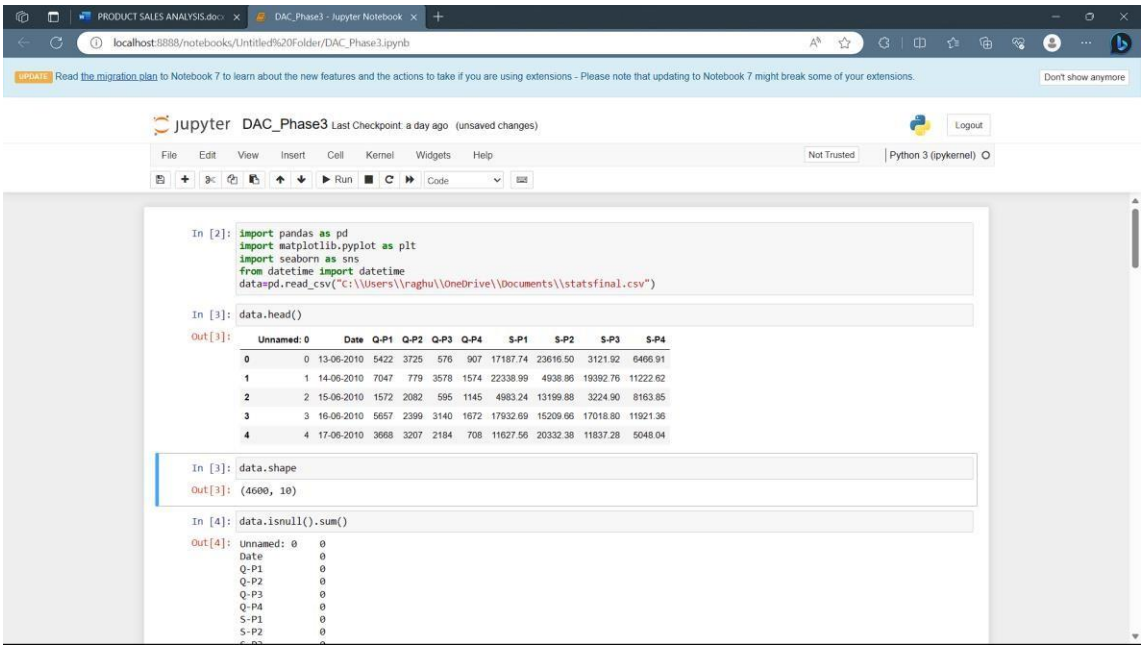
PRODUCT SALES ANALYSIS

Product sales analysis is a systematic examination and evaluation of the performance and results associated with the sales of a particular product or a group of related products. This analysis involves gathering and studying data and information to gain insights into how well a product is selling in the market. It aims to understand various aspects of product sales.

The conclusion of this project is to extract from the sale data, such as identifying top-selling products, analyzing sales trends, and understanding customer preferences.

Visualize using python

First, import the CSV file using the function “pd.read_csv()”.

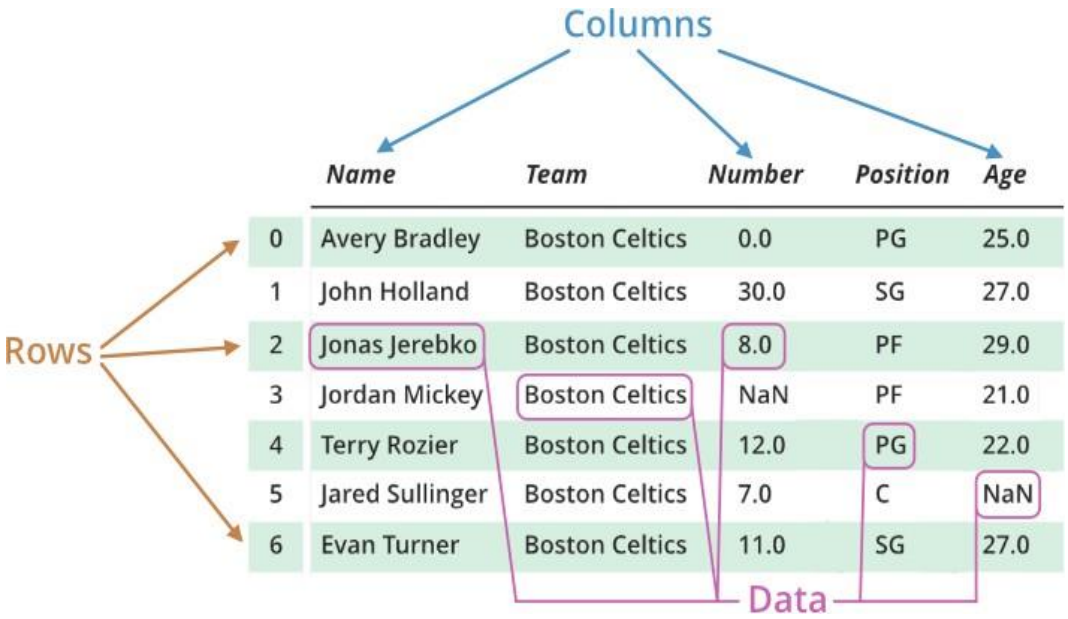


By using shape() function, when it comes to the analysis of data and its variants, it is extremely important to realize the volume of data. That is, before we plan to analyze the data and perform synthesis on it, we need to be aware of the dimensions of the data.

This is when the Python shape() method comes into the picture.

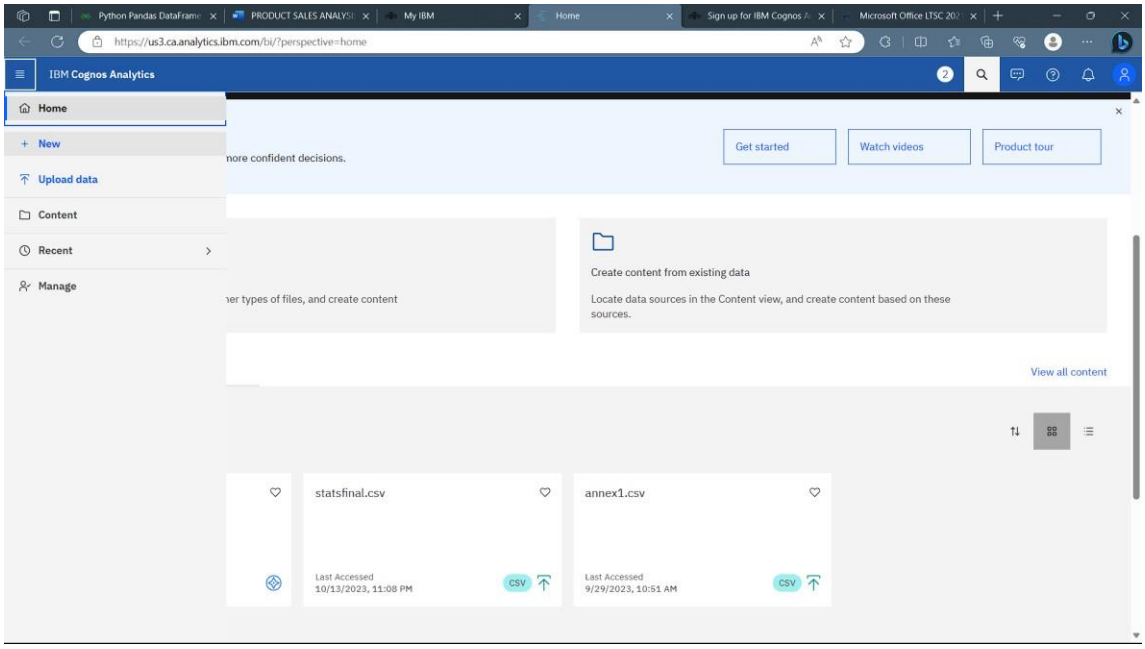
With the shape() method, comes the flexibility to obtain the dimensions of any Python object. Yes, it returns a tuple value that indicates the dimensions of a Python object.

Data Frame in Pandas is two-dimensional size-mutable, potentially heterogeneous tabular data structure with labeled axes (rows and columns). A Data frame is a two- dimensional data structure, i.e., data is aligned in a tabular fashion in rows and columns. Pandas Data Frame consists of three principal components, the data, rows, and columns.

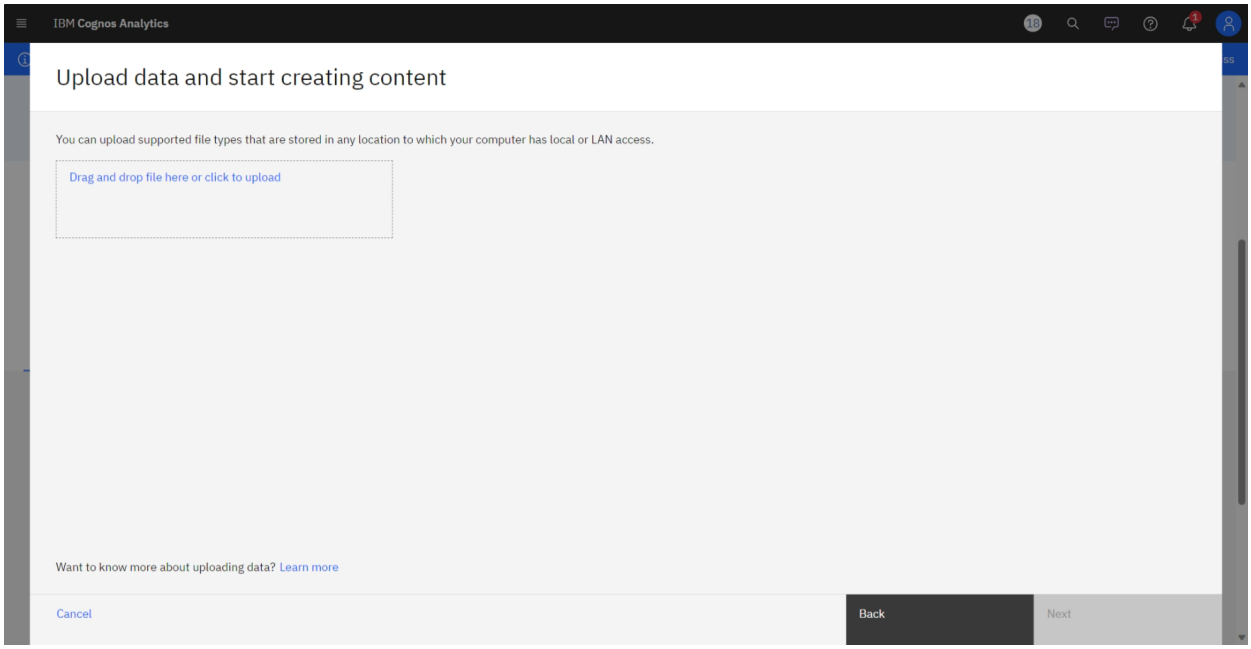


Working with IBM Cognos Analytics:

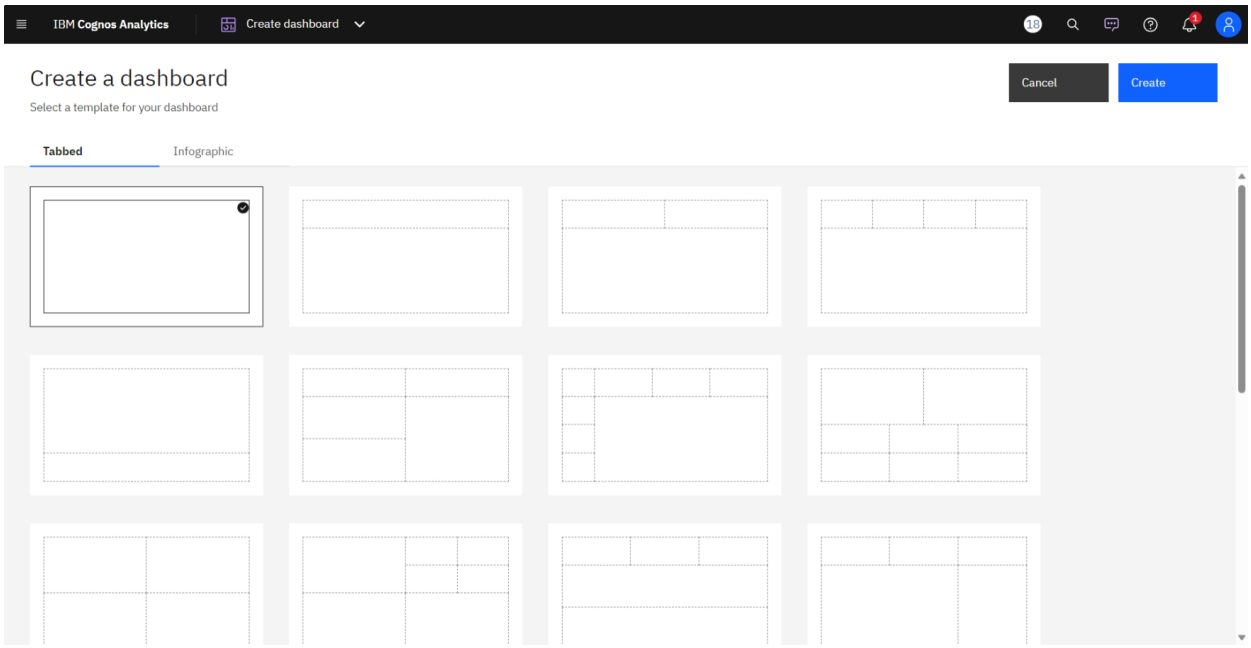
First, open IBM Cognos analytic in browser. In the top left corner, click the option button. Then select "New".



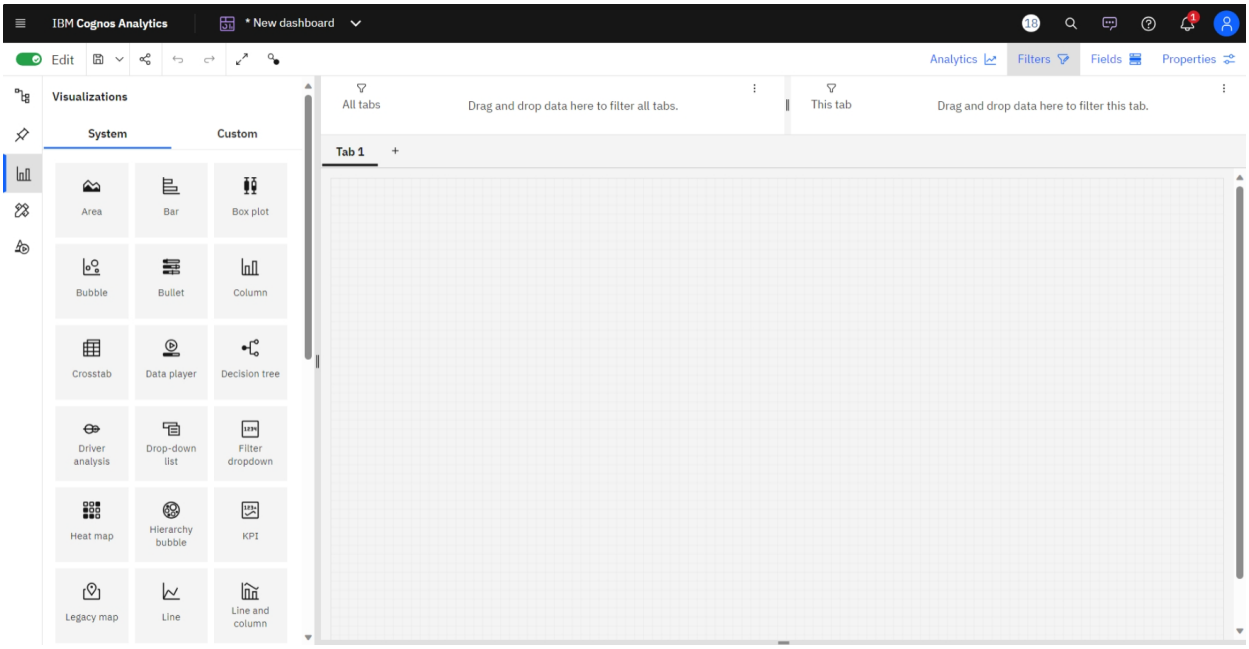
Select the dataset.



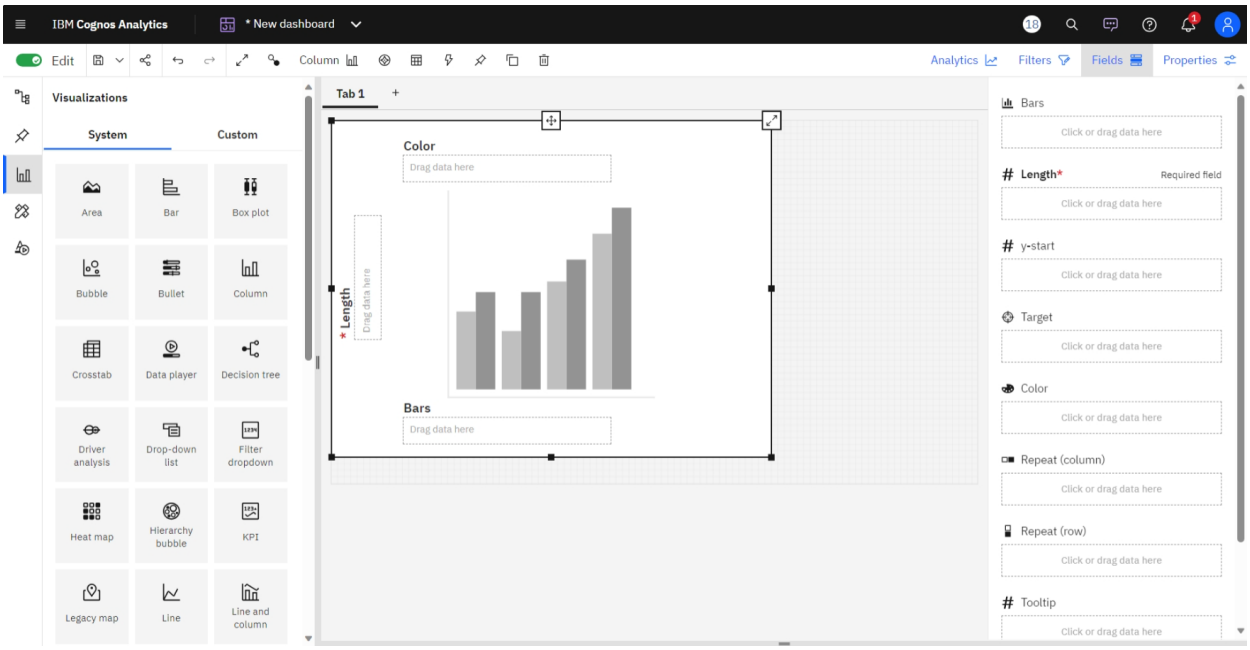
After that, choose the Visualization or Exploration techniques and method to Analyse your dataset and select template to create the dashboard for your visualization.



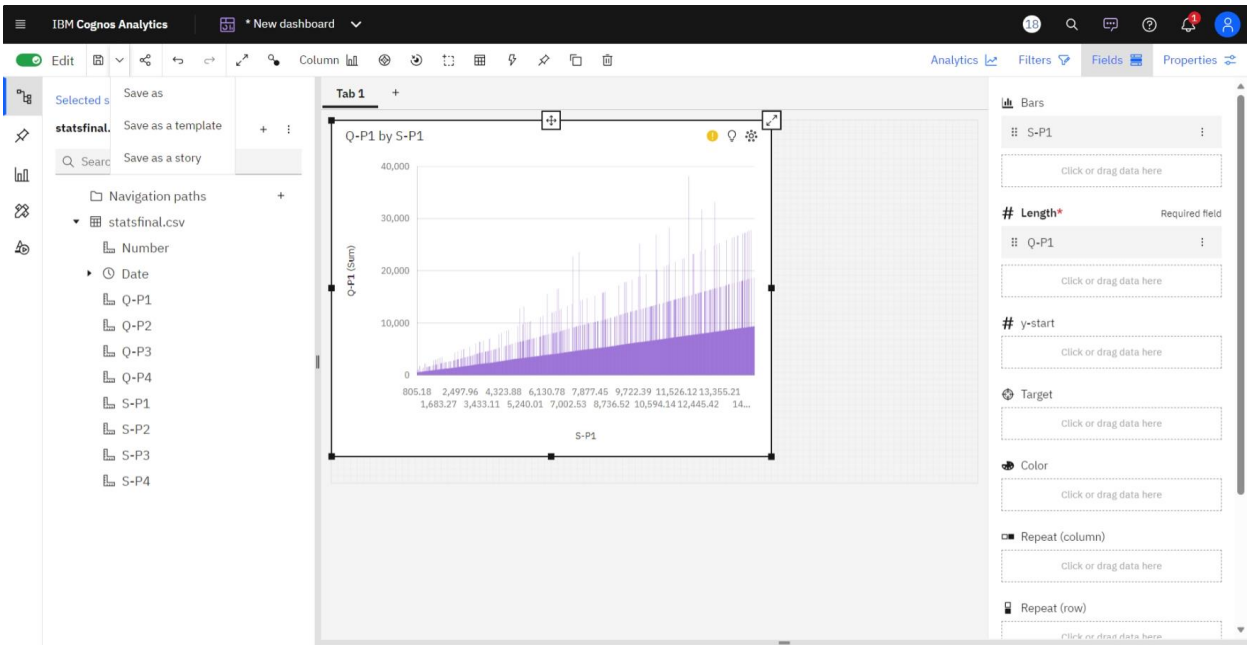
Then, after select the visualization option in the left tabular column.



Then, select any visualization you want. For example, select the column option.



Then, after that the required data for Visualization from your dataset.



You can add additional visualization options by clicking plus symbol in the tab row. Then you should select a template to create another visualization.

Conclusion

Hereby,

- Outline the project's objective, design thinking process, and development phases.
- Describe the analysis objectives, data collection process, data visualization using IBM Cognos, and derived actionable insights.

Had done.