

# **PRODUCT SALES ANALYSIS**

## **PHASE 4 : DEVELOPMENT PART -2**

### **VISUALIZATION USING IBM COGNOS**

#### **INTRODUCTION**

In This phase we have Continue building the analysis by creating visualizations using IBM Cognos and generating actionable insights. Use IBM Cognos to design interactive dashboards and reports that display insights such as top-selling products, sales trends, and customer preferences. Derive insights from the visualizations, such as identifying products with the highest sales, peak sales periods, and customer preferences for specific products.

#### **CREATING INTERACTIVE DASHBOARDS:**

To build an interactive dashboard in IBM Cognos, follow these steps:

- Create a New Dashboard
- Add Content ( database)
- Filter and Interactivity
- Customize Layout

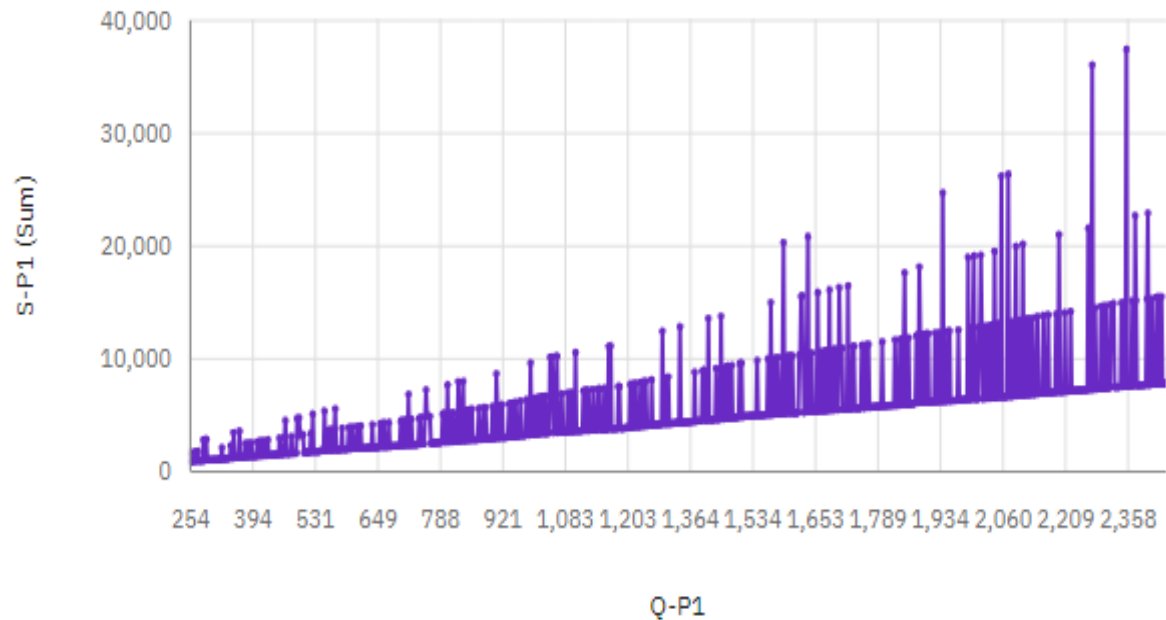
#### **DASHBOARD OBJECTIVE:**

In this dashboard , we have to analyze the product sales comparison by comparing the quantity and sales to determine the trending product and maximum selling product , most profiting product .

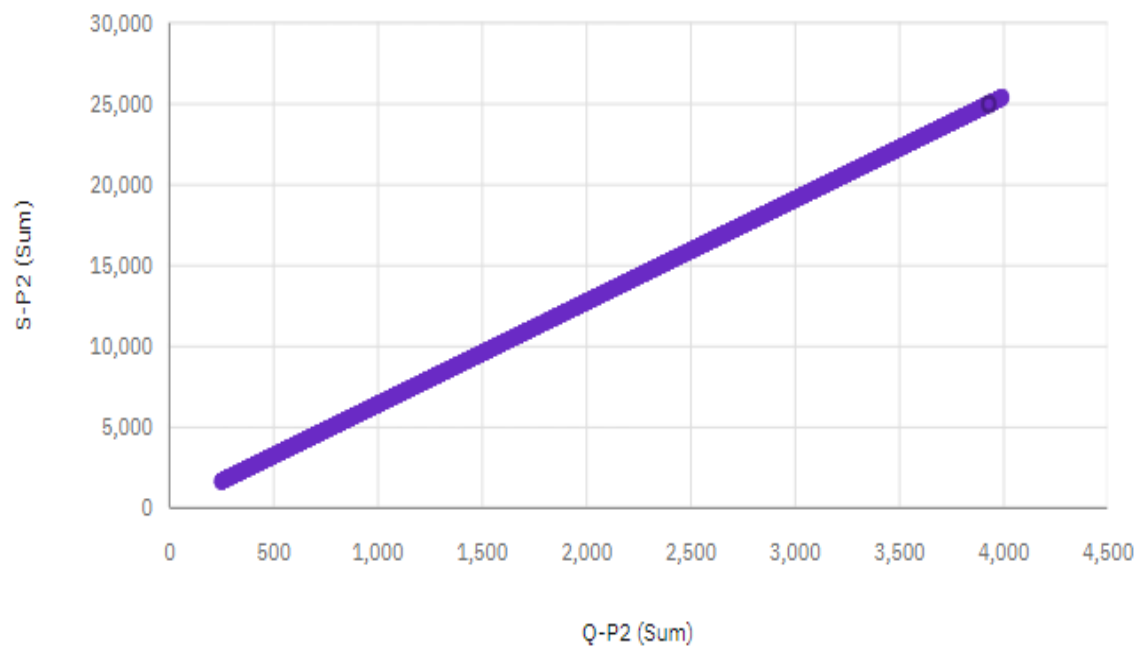
Let us we have,

## The Quantity & Sales Analysis For All The Products

### QUANTITY & SALES OF PRODUCT 1



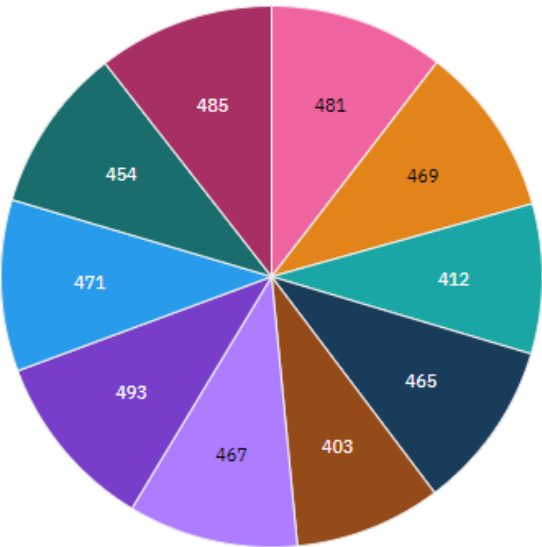
### QUANTITY & SALES OF PRODUCT 2



QUANTITY & SALES OF PRODUCT 3



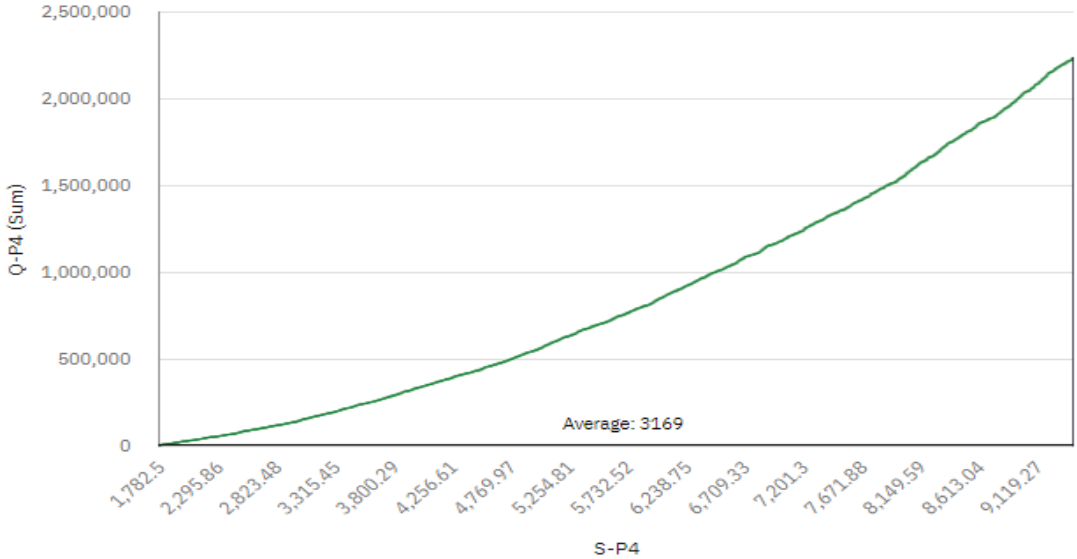
- S-P3 (Group)
- less than 4471.500
  - 4471.500 to < 7588.000
  - 7588.000 to < 10704.500
  - 10704.500 to < 13821.000
  - 13821.000 to < 16937.500
  - 16937.500 to < 20054.000
  - 20054.000 to < 23170.500
  - 23170.500 to < 26287.000
  - 26287.000 to < 29403.500
  - 29403.500 and above



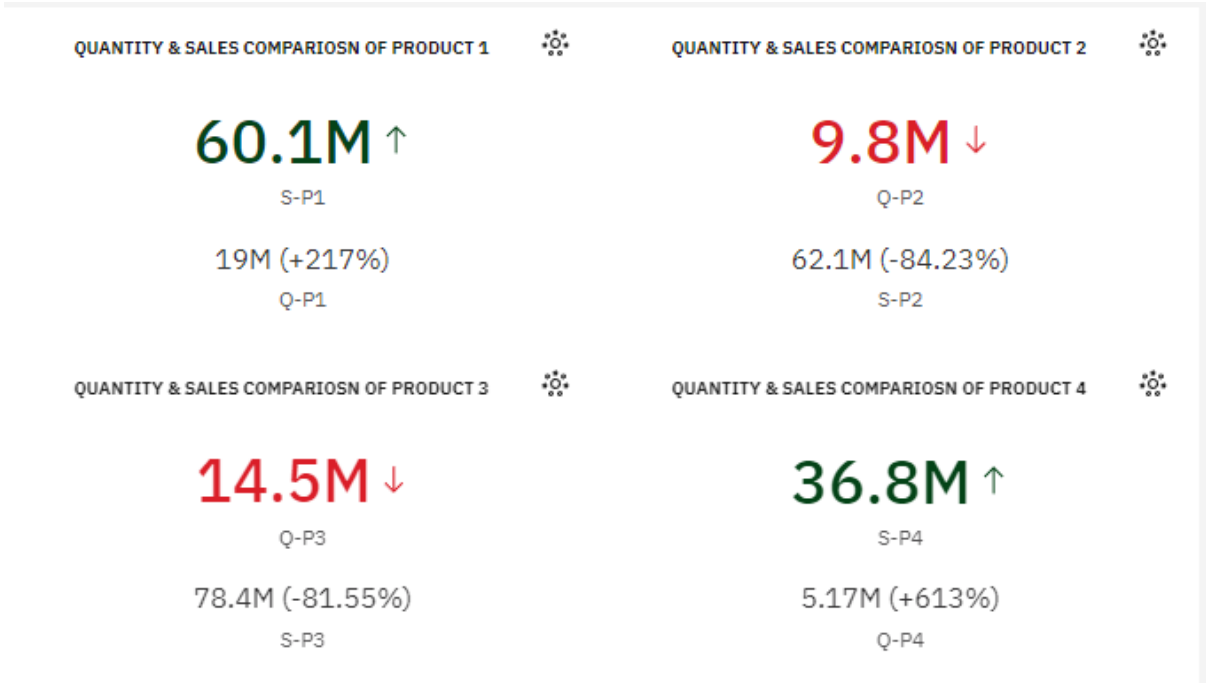
QUANTITY & SALES OF PRODUCT 4



- Column values
- Increase
  - Decrease
  - Total



# OVERVIEW OF PRODUCT SALES ANALYSIS



## RESULTS:

From analysing the products using visualizing interactive dashboards we have

### PRODUCT 1 :

The product sales has quantity of 19M and sales of 60.1M , it yields sales which is equal to  $3.1 \times (\text{quantity})$

### PRODUCT 2 :

The product sales has quantity of 9.8M and sales of 62.1M , it yields sales which is equal to  $6.3 \times (\text{quantity})$

### PRODUCT 3 :

The product sales has quantity of 14.5M and sales of 78.4M , it yields sales which is equal to  $5.4 \times (\text{quantity})$

### PRODUCT 4 :

The product sales has quantity of 5.17M and sales of 36.8M , it yields sales which is equal to  $7.1 \times (\text{quantity})$

## **THE HIGH PROFITABLE PRODUCT**

Product 4 > Product 2 > Product 3 > Product 1

## **TRENDING PRODUCT ( MOST REQUIRED )**

Product 1> Product 3 > Product 2 > Product 4

## **PRODUCT WITH MOST SALES**

Product 3> Product 2 > Product 1 > Product 4

## **CONCLUSION**

In conclusion, product sales analysis provides valuable insights that can inform critical business decisions and strategies using interactive dashboard using IBM Cognos to determine some factors of product sales analysis such as Trending product , High profitable product , Most required product etc... to obtain future prediction to sustain in market , gain profit and also meet customer needs and satisfaction

## **DATASET**

**Dataset Link :**

( <https://www.kaggle.com/datasets/ksabishek/product-sales-data> )

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