

## **Design Thinking Document**

Project: Product Sales Analysis

Phase 1: Problem Definition and Design Thinking

In this phase, we will outline our approach to solving the problem of analyzing sales data for improving inventory management and marketing strategies.

Design Thinking Steps

Step 1: Analysis Objectives

- Identify top-selling products.
- Analyze sales trends.
- Understand customer preferences.

Step 2: Data Collection

We will collect data from the following sources:

- Transaction records.
- Product information.
- Customer demographics.

Step 3: Visualization Strategy

To visualize our insights, we will utilize IBM Cognos to create interactive dashboards and reports.

Step 4: Actionable Insights

The insights derived from our analysis will guide inventory management and marketing strategies.