

# **PRODUCT SALES ANALYSIS**

## **PHASE 1 : Problem Definition And Thinking**

In this part you will need to understand the problem statement and create a document on what have you understood and how will you proceed ahead with solving the problem. Please think on a design and present in form of a document.

### **Project Definition:**

The project involves using IBM Cognos to analyze sales data and extract insights about top selling products, peak sales periods, and customer preferences. This project includes defining analysis objectives, collecting sales data, designing relevant visualizations in IBM Cognos, and deriving actionable insights

### **Analysis Objectives:**

Define the specific insights you want to extract from the sale data, such as identifying top-selling products, analyzing sales trends, and understanding customer preferences.

### **Data Collection:**

Determine the sources and methods for collecting sales data, including transaction records, product information, and customer demographics.

This project includes defining analysis objectives, collecting sales data, designing relevant visualizations in IBM Cognos, and deriving actionable insights

**Dataset Link:** Dataset Link: <https://www.kaggle.com/dfsets/anuvagoyal/sales-storeproduct-details>