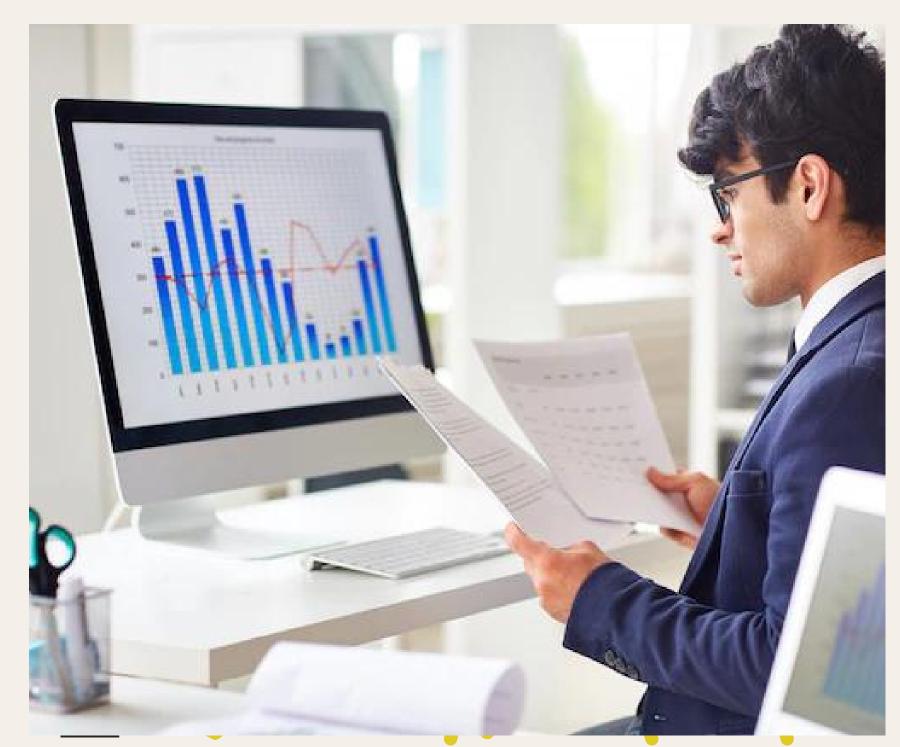
PRODUCT SALES ANALYSIS

Principles and tips on data analysis



01 - Problem Definition

02 - Project Definition

03 - Design Thinking

(Product

Sales



01 -PROBLEM DEFINITION

To analyze and improve product sales performance, this project aims to gather, process, and interpret sales data to gain insights into key metrics such as revenue, profit margins, product popularity, and customer behavior. The objective is to identify trends, opportunities, and areas for optimization in order to enhance overall product sales and profitability.

The primary goal is to understand how well each product is performing in terms of sales. Analyzing data enables informed decision-making

Product

Sales

01 - PROBLEM DEFINITION

Problem definition play a crucial role in data analysis

The company [Company Name] is seeking to analyze its product sales data to make informed decisions anddrive business growth. The primary goal is to understandhow well each product is performing in terms of sales, identify factors influencing sales, and develop strategies to increase revenue and profitability.

Product

Sales

02 - PROJECT DEFINITION

The product sales analysis project aims to comprehensively assess and analyze the sales performance of a company's product portfolio over a specific period. This analysis will involve collecting, organizing, and interpreting sales data to provide actionable insights and recommendations for optimizing product sales strategies, identifying top-performing products, and addressing areas of improvement. Ultimately, the project's goal is to enhance revenue generation and maximize profitability through data-driven decision-making.



02 - PROJECT DEFINITION



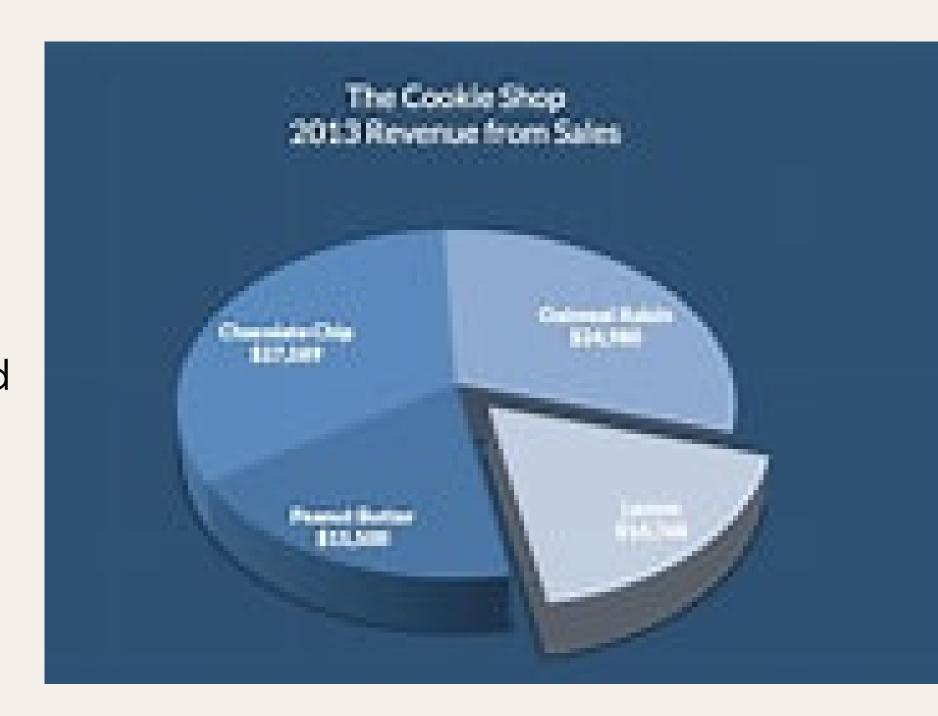
The Product Sales Analysis project is aimed at gaining valuable insights into a company's sales performance by examining and analyzing the sales data for its products. This analysis will help the organization make informed decisions, optimize sales strategies, and identify opportunities for growth.

Develop sales forecasts for various products to aid in production planning and inventory management.



03 - DESIGN THINKING

Design thinking is a problem-solving approach that emphasizes empathy, creativity, and iterative prototyping to develop innovative solutions. When applied to product sales analysis, it can help you gain a deep understanding of your customers and identify opportunities for improving your sales processes. Here's a step-by-step guide on how to apply design thinking to product sales analysis:



- Analysis Objectives
- Data Collection
- Visualization Strategy
- Actionable Insights



03 - DESIGN THINKING

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

• Visualization Strategy:

Plan how to visualize the insights using IBM cognos to create interactive dashboards and reports

Actionable Insights:

Identify how the derived insights can guide inventory management and marketing strategies



Data analysis facilitates predictive modeling and forecasting

Thank You



FlowChart

PRODUCT

SALES

ANALYSIS



1.COLLECT SALES DATA

Sales data is a term that includes a large array of metrics but, broadly speaking, if you can measure something in relation to the sales process, it's viable sales data



2.CLEAN AND PREPARE DATA

Data cleaning is the process of fixing or removing incorrect, corrupted, incorrectly formatted, duplicate, or incomplete data within a dataset



3.PRODUCT TO ANALYSIS

Product analysis is "the process of gathering, defining, and analyzing data about a product or service to make better decisions."



4.DATA CLEANING

Data cleaning is the process that removes data that does not belong in your dataset. Data transformation is the process of converting data from one format or structure into another.



5.PERFORM ANALYSIS

Performance Analysis is the process of studying or evaluating the performance of a particular scenario in comparison of the objective which was to be achieved.



6.FINALIZE REPORT

A complete **and accuratepipelineis a** musthave. Without one, you can't
assess the sales health of your
company.