PRODUCT SALES ANALYSIS

Title: Leveraging IBM Cognos for Sales Data Analysis and Insights

Overview:

This project aims to harness the power of IBM Cognos to analyze sales data, extract valuable insights, and empower businesses to optimize inventory management and marketing strategies. By employing a design thinking approach, we will define clear analysis objectives, establish data collection methods, devise a visualization strategy, and ultimately derive actionable insights to enhance decision-making processes.

Analysis Objectives:

Our primary objectives are to identify top-selling products, discern sales trends over time, and gain a comprehensive understanding of customer preferences. These insights will serve as the foundation for data-driven decision-making, guiding businesses toward more effective and efficient operations.

Data Collection:

We will source sales data from various channels, including transaction records, product information databases, and customer demographics. By amalgamating these datasets, we will ensure a holistic view of the sales landscape, allowing for more accurate and insightful analysis.

Visualization Strategy:

Our strategy entails utilizing IBM Cognos to create compelling and interactive dashboards and reports. These visualizations will not only facilitate a clearer understanding of the data but also enable stakeholders to explore trends, patterns, and outliers intuitively. Visualization design will be closely aligned with the project's objectives to ensure the most impactful representation of insights.

Actionable Insights:

The ultimate goal of this project is to provide businesses with actionable insights that can drive improvements in inventory management and marketing strategies. These insights will empower organizations to make data-driven decisions, optimize product offerings, enhance customer engagement, and improve overall operational efficiency.

By adopting a systematic and user-centric design thinking approach, this project endeavors to unlock the potential within sales data, transforming it into a valuable asset for businesses seeking to thrive in today's competitive market landscape.

The dataset link that will be used for the same will be:

[**https://www.kaggle.com/datasets/ksabishek/product-sales-data**](https://www.kaggle.com/datasets/ksabishek/product-sales-data)