

**KGiSL Institute Of Technology**

**NAAN MUDHALVAN**

**Project Title:**

**Project Sales**  **Analysis**

**Team Members:**

**1.Ashika.S**

**2.Dharshana.V**

**3.Aswitha.M**

**4.Dinesh Vishnu.S**

**PROJECT DESCRIPTION**

**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. The objective is to help businesses improve inventory management and marketing strategies by understanding sales trends and customer behavior. This project includes defining analysis objectives, collecting sales data, designing relevant visualizations in IBM Cognos, and deriving actionable insights.**

**1.Introduction:**

* + **Provide a brief overview of the project and its objectives.**
  + **Mention the importance of analyzing sales data for business improvement**.

1. **Project Objectives:**
   * **Clearly define the main objectives of the project:**
     + **Analyze sales data to identify top-selling products.**
     + **Determine peak sales periods and seasonal trends.**
     + **Understand customer preferences and buying behavior.**
     + **Provide actionable insights to improve inventory management and marketing strategies**.

**3.Stakeholder Analysis:**

* + **Identify key stakeholders and their roles in the project.**
  + **Highlight how each stakeholder will benefit from the project's outcomes.**

**4.Design Thinking Approach:**

* + **Explain the utilization of Design Thinking principles in this project.**
  + **Emphasize the need for empathy with end-users and stakeholders to drive meaningful insights.**

**5.Data Sources:**

* + **Describe the sources of sales data, including databases, CRM systems, or other data repositories.**
  + **Mention any data collection methods or data providers if applicable.**

**6.Data Collection**:

* + **Outline the process for collecting sales data, including the frequency and volume of data to be collected.**
  + **Ensure data privacy and security measures are in place.**

**7.Data Preparation:**

* + **Discuss data cleaning and preprocessing steps to ensure data quality and consistency.**
  + **Address any potential challenges related to data preparation.**

**8.IBM Cognos Integration:**

* + **Explain how IBM Cognos will be integrated into the project for data analysis and visualization.**
  + **Highlight any specific features or tools within IBM Cognos that will be used.**

**9.Analysis Goals:**

* + **Specify the goals of the data analysis phase:**
    - **Identify top-selling products and their performance metrics.**
    - **Determine patterns and trends in sales data to find peak periods.**
    - **Segment customers based on preferences and buying behavior.**
    - **Translate data findings into actionable insights.**

**10.Design Thinking Workshop:**

* + **Plan and schedule Design Thinking workshops involving team members and stakeholders.**
  + **Detail the activities and exercises to be conducted during these workshops.**

**11.Timeline:**

* + **Provide a preliminary project timeline, including major milestones for Phase 1.**

**12.Resources:**

* + **List the human and technical resources required for this phase.**
  + **Include roles such as data analysts, data engineers, and designers.**

**13.Risks and Mitigations:**

* + **Identify potential risks associated with this phase and propose mitigation strategies**.

**14.Budget:**

* + **Estimate the budget required for Phase 1 activities, including data collection, tools, and workshops**.

**15.Conclusion:**

* + **Summarize the key points of Phase 1, emphasizing the importance of project definition and Design Thinking in.**