

**Synopsis Report
on**

Sales Insight

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Student's Declaration

I / we hereby declare that the work being presented in this report entitled “**Sales Insight**” is an authentic record of my/ our own work carried out under the supervision of Mr. Tarun Kumar Gautam, **Assistant Professor, CSE-DS**. The matter embodied in this report has not been submitted by us for the award of any other degree.

Date:

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This is to certify that the above statement made by the candidate(s) is correct to the best of my knowledge.

Signature of HOD

.....

CSE-DS

Date:

Signature of Supervisor

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Assistant Professor

CSE-DS

Acknowledgement

We would like to convey our sincere thanks to **Mr. Tarun Kumar Gautam** for giving the motivation, knowledge and support throughout the course of the project. The continuous support helps in a successful completion of project. The knowledge provided is very useful for us.

We also like to give a special thanks to the department of Information and Technology for giving us the continuous support and opportunities for fulfilling our project.

We would also like to extend our sincere obligation to....., Head of Department, Information Technology for providing this opportunity to us.

Signature of student

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Table of Contents

S. No.	Contents	Page No.
	Student's Declaration	i
	Acknowledgement	ii
	List of Figures	iv
	List of Tables	v
	Abstract	vi
Chapter 1:	Introduction	1
Chapter 2:	Related Work/Methodology	2
2.1:	Existing Approaches	2
2.2:	Existing Tools	
Chapter 3:	Project Objective	3
Chapter 4:	Proposed Methodology	4
Chapter 5:	Design and Implementation	5
Chapter 6:	Results and Discussion	6
Chapter 7:	Conclusion and Future Scope	7
	References	8

ABSTRACT

Sales Insights is a RollWorks feature that helps Sales Managers better prioritize accounts for outreach by using data science to uncover signals of account engagement. It provides account, and contact spiking insights to your sales team.

Chapter 1 Introduction

This project has been made to fulfill the following objectives of the following businesses:

B2B sales, or business-to-business sales :

B2B are sales that occur between other buyers or services. They're frequently more complex, involve more players, and take longer than B2C (business-to-consumer) sales. They also typically deal with larger amounts of revenue than B2C sales and tend to focus on long-term relationships rather than one-time purchases.

There are two main of types of B2B sales:

- Supply sales: Businesses sell supplies needed to run other businesses (office supplies, cleaning supplies, etc.)
- Distribution sales: Businesses sell products to distributors who will then sell that same product to the consumer (groceries, pharmaceuticals, Walmarts, etc.)

Service sales: Businesses sell services (tangible or digital) needed to run other businesses (consultants, software, etc.)

It's worth noting that many B2B businesses can also deal in B2C sales. Office supply stores perform B2C transactions every day, but they also sell wholesale to businesses through their advantage program.

Enterprise sales (also called complex sales) :

They are a type of B2B sale that specifically targets large companies. Enterprise sales come with high stakes. Most of them entail lengthy processes that end with a huge revenue deal, a complicated implementation, or a multi-cycle complex contract.

Because enterprise sales have such a long pipeline and can continue over many years, they frequently stop being about the products. When a business buys in an enterprise sale, it's not just buying a product: it's buying a system. That system comes with the product(s), support staff, a liaison, an implementation team, and a promise that future use of the product is dependent upon a healthy B2B relationship.

That isn't to say other B2B sales can't involve relationships or implementation. Enterprise sales simply refer to the negotiations and relationships with extraordinarily lucrative clients. A SaaS sale (discussed in the next section) to a general retailer ranks differently than a sale to a Fortune 500 company.

Chapter 2

Related Work

The related work associated with our project is given below:

1.1. Existing Approaches

Data analysis is a core practice of modern businesses. Choosing the right data analytics tool is challenging, as no tool fits every need. To help you determine which data analysis tool best fits your organization, let's examine the important factors for choosing between them and then look at some of the most popular options on the market today.

1.2. Existing Tools

1. **Microsoft Power BI** is a top business intelligence platform with support for dozens of data sources. It allows users to create and share reports, visualizations, and dashboards. Users can combine a group of dashboards and reports into a Power BI app for simple distribution. It allows users to build automated machine learning models and integrates with Machine Learning.
2. **Sisense** is a data analytics platform aimed at helping both technical developers and business analysts process and visualize all of their business data. It boasts a large collection of drag-and-drop tools and provides interactive dashboards for collaboration. A unique aspect of the Sisense platform is its custom In-Chip technology, which optimizes computation to utilize CPU caching rather than slower RAM. For some workflows, this can lead to 10–100x faster computation.
3. **TIBCO Spotfire** is a data analytics platform that provides natural language search and AI-powered data insights. It's a comprehensive visualization tool that can publish reports to both mobile and desktop applications. Spotfire also provides point-and-click tools for building predictive analytics models.
4. **Thoughtspot** is an analytics platform that allows users to explore data from various types of sources through reports and natural language searches. Its AI system, SpotIQ, finds insights automatically to help users uncover patterns they didn't know to look for. The platform also allows users to automatically join tables from different data sources to help break down **data silos**.
5. **Tableau** is a data visualization and analytics platform that allows users to create reports and share them across desktop and mobile platforms, within a browser, or embedded in an application. It can run on the cloud or on-premises. Much of the Tableau platform runs on top of its core query language, VizQL. This translates drag-and-drop dashboard and visualization components into efficient back-end queries and minimizes the need for end-user performance optimizations. However, Tableau lacks support for advanced SQL queries.

Chapter 3 Project Objective

The motto is to help businesses to grow exponentially. In order to grow businesses you need insight into the business. You can make a good strategy in only a case when you have a minute detail of your business. This app will help you to find insights and present them visually. So, you can see the performance of your business visually.

Sales analysis gives you the insights you need to dissect every aspect of your sales process. You can drill down into factors such customers, products, margins, revenues, volumes, budgets, targets, sales people, geographies, orders, deliveries, invoices and forward order books.

Having this level of sales analysis at the fingertips can allow you to keep much closer control over profitability and the overall performance of your business.

Chapter 4

Proposed Methodology

SOTWARE USED:

TABLEAU:

Tableau was founded in 2003 as a result of a computer science project at Stanford that aimed to improve the flow of analysis and make data more accessible to people through visualization. Tableau helps people and organizations be more data-driven

Continuously invested in research and development at an unrivaled pace, developing solutions to help anyone working with data to get to answers faster and uncover unanticipated insights. This includes making machine learning, statistics, and smart data prep more useful to augment human creativity in analysis. And we not only offer a complete, integrated analytics platform, but also proven enablement resources to help customers deploy and scale a data-driven culture that drives resilience and value through powerful outcomes.

MYSQL:

MySQL Workbench is a unified visual tool for database architects, developers, and DBAs. MySQL Workbench provides data modeling, SQL development, and comprehensive administration tools for server configuration, user administration, backup, and much more. MySQL Workbench is available on Windows, Linux and Mac OS X.

Develop: MySQL Workbench delivers visual tools for creating, executing, and optimizing SQL queries. The SQL Editor provides color syntax highlighting, auto-complete, reuse of SQL snippets, and execution history of SQL.

Administer: Workbench provides a visual console to easily administer MySQL environments and gain

better visibility into databases.

HTML

HTML stands for Hyper Text Markup Language. HTML is the standard markup language for creating Web pages. HTML describes the structure of a Web page. HTML consists of a series of elements. HTML elements tell the browser how to display the content. HTML elements label pieces of content such as "this is a heading", "this is a paragraph", "this is a link", etc.

CSS

CSS is the language we use to style an HTML document. CSS describes how HTML elements should be displayed. This tutorial will teach you CSS from basic to advanced.

JAVASCRIPT

JavaScript is the world's most popular programming language. JavaScript is the programming language of the Web. JavaScript is easy to learn. This tutorial will teach you JavaScript from basic to advanced.

Fig.1. Proposed Approach

Chapter 5 Design and Implementation

The design and implementation of our project is as follows:

WEBPAGE:

```
mini_project_3rd_yr.html X
C:\Users\karakshi> OneDrive\ Desktop > mini_project_3rd_yr.html > ...
1 <!DOCTYPE html>
2 <html lang="en">
3 <head>
4 <meta charset="UTF-8">
5 <meta http-equiv="X-UA-Compatible" content="IE=edge">
6 <meta name="viewport" content="width=device-width, initial-scale=1.0">
7 <title>Sales Insight</title>
8 <style>
9
10 @import url('https://fonts.googleapis.com/css2?family=Anton&family=Kanit:ital,wght@1,300&display=swap');
11 body{
12     background-image: url("https://image.shutterstock.com/image-vector/abstract-financial-chart-line-graph-260nw-1240192321.jpg");
13 }
14 input[type=text], select {
15     width: 100%;
16     padding: 12px 20px;
17     margin: 8px 0;
18     display: inline-block;
19     border: 1px solid #ccc;
20     border-radius: 4px;
21     box-sizing: border-box;
22 }
23 input[type=email], select {
24     width: 100%;
25     padding: 12px 20px;
26     margin: 8px 0;
27     display: inline-block;
28     border: 1px solid #ccc;
29     border-radius: 4px;
30     box-sizing: border-box;
31 }
32
33 input[type=submit] {
34     width: 100%;
35     background-color: #4CAF50;
36     color: white;
37     padding: 14px 20px;
38     margin: 8px 0;
39     border: none;
40     border-radius: 4px;
```

MY SQL:

DATA IMPORT

DATA
CONNECTING WITH TABLEAU

REFINING

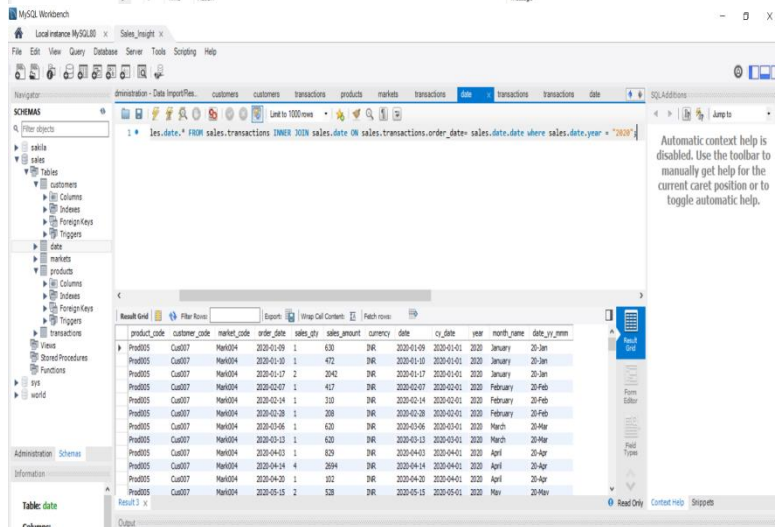
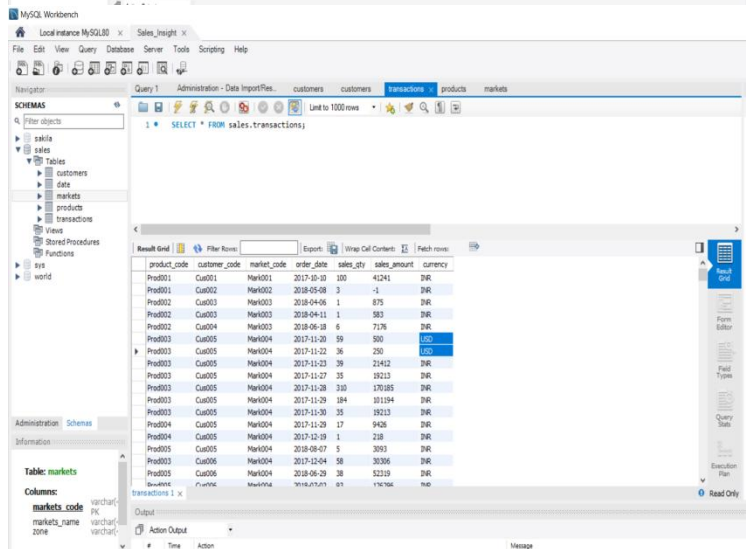
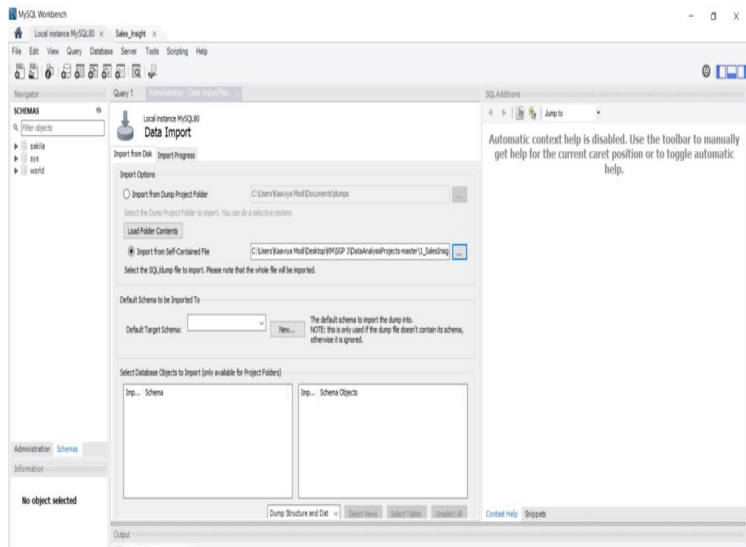
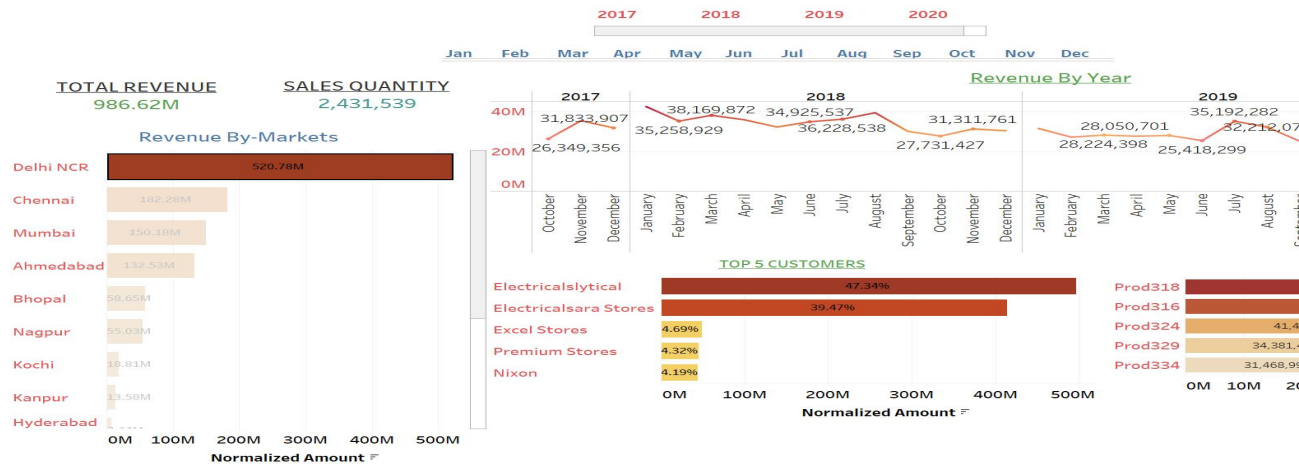


TABLEAU:



Chapter 6 EXPECTED OUTCOMES

Opportunities to Expand your Reach

By analyzing the sales data helps us to see the opportunities that we have missed or couldn't claim it in the past and how we can achieve it in the future.

It also helps us to make better decisions like which product to keep (continue) and which to discontinue. Or rearrange market activities, change in the manufacturing process, inventory management and which scheme or offer to be launched or not.

Product Mix Analysis

Whenever a company plans to launch a new product; it is actually based on the sales analysis which tells us market trends and customer's buying pattern. Sale analysis also tells the timing of the product to be launched, seasonally or off seasonal, holidays or festivals, because customer's buying pattern changes depending upon the timing and situation.

Customer Analysis

It would be absolutely right if we say that sales analysis equals to customer analysis because it tells us the buying and shopping of our targeted customer and how he reacts to our product or service.

Decision Making

All the top management decisions are based on the sales analysis, for instance, if a product isn't selling then the company will decide to discontinue the product. Back in 2005-2006, Nokia button pad phones were at their peak but the management of Nokia ignored sales analysis reports and growth of upcoming touchpad phones at the time. What happened? 10 years later, Samsung captured the whole market of touchpad phones which were once belonged to Nokia's button pad phones. Why? Nokia's management refused to make a decision based on the sales analysis report.

Chapter 7 Conclusion and Future Scope

For new businesses, sales analytics is indispensable. As you begin to experience growth in the years ahead, you can express it in specifics — with numbers and stats to back you up — instead of using general terms.

Even if your company has been around for a few years, it's never too late to start tracking your sales analytics. Having a long-term record of data also gives you more comparison points to look back on, such as how your company performed five, 10, or even 15 years ago.

References

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- <https://www.geeksforgeeks.org/overview-of-data-science/>