Project Title: Sales Data Analysis and Optimization using IBM Cognos

Project Code: SDAT-2023-IBMCOG

Project Objective:
The objective of this project is to utilize IBM Cognos to analyze sales data and extract valuable insights to enhance inventory management and marketing strategies. This will be achieved through a comprehensive understanding of sales trends and customer behavior.

Project Scope:

Analysis Objectives Definition:
Define specific objectives for the analysis, including identifying top-selling products, pinpointing peak sales periods, and understanding customer preferences.

Data Collection and Integration:
Gather sales data from various sources, including transaction records, customer databases, and marketing campaigns.
Integrate the collected data into a unified dataset for analysis.

Data Cleaning and Preprocessing:
Identify and rectify any inconsistencies, duplicates, or missing values in the dataset.
Normalize and preprocess the data for effective analysis.

IBM Cognos Configuration:
Set up and configure IBM Cognos environment for data analysis.
Connect the integrated sales data to IBM Cognos.

Visualization Design:
Design relevant and insightful visualizations in IBM Cognos, including charts, graphs, and dashboards.
Ensure the visualizations are intuitive and provide a clear representation of the sales data.

Analysis and Insights Generation:
Conduct in-depth analysis using IBM Cognos to extract insights regarding:
Top selling products/categories.
Peak sales periods (monthly, quarterly, etc.).
Customer preferences and purchasing behavior.

Actionable Recommendations:
Translate insights into actionable recommendations for inventory management and marketing strategies.
Provide clear and data-backed suggestions for optimizing sales performance.

Documentation and Reporting:
Prepare a comprehensive report documenting the entire process, including data sources, preprocessing steps, analysis techniques, and insights gained.
Include visual representations of the findings for easy reference.

Presentation and Stakeholder Meeting:
Present the findings and recommendations to stakeholders, explaining the significance of the insights for business improvement.

Project Deliverables:

Detailed Project Proposal
Integrated and Preprocessed Sales Data
IBM Cognos Visualization Designs
Analysis Report with Insights and Recommendations
Presentation Deck for Stakeholder Meeting