PROJECT REPORT

TEAM SYNERGY

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1 INTRODUCTION

1.1 Overview
The Project is primarily based upon Cognos Analytics. We have developed a Dashboard consisting of 11 Tabs catering to various dimensions of an E-Commerce Platform.

1.2 Purpose
1.The objective of this challenge is to develop an Analytical Dashboard where the owner/user will understand the growth/potential of the business in the market.

2.Ultimate goal is to drive Business Decisions which -

I) Increase Revenue

ii) Improve Operational Efficiency

iii) Gain Competitive Advantage over Business Competition

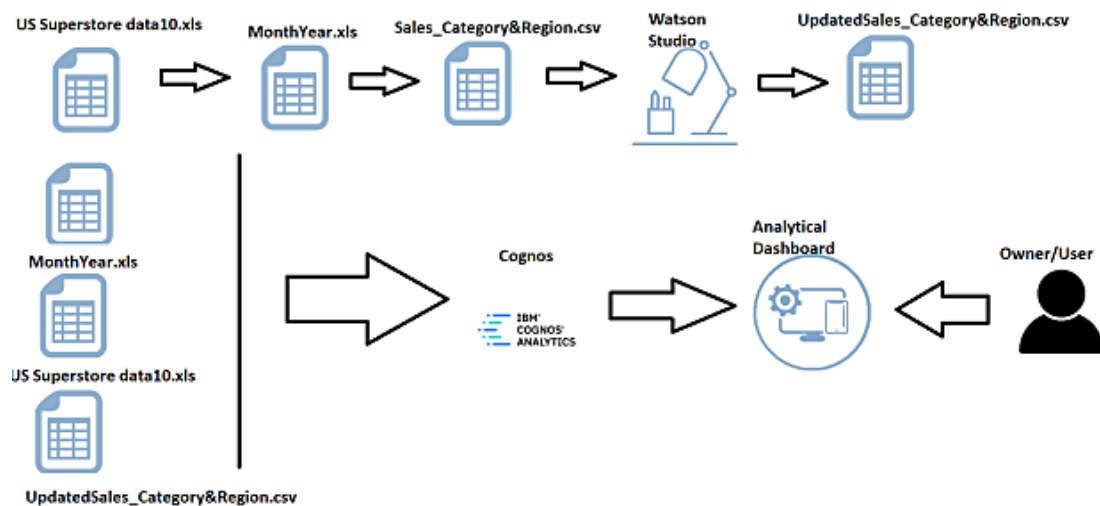# 2 LITERATURE SURVEY

2.1 Existing approaches
Google Analytics, Adobe Analytics, Glew.Io are used to make analytical dashboards for E-Commerce Platforms.

2.2 Proposed solution

We have made use of IBM Cognos Analytics, IBM Cloud and IBM Watson Studio to make a One-Stop Solution for all E-Commerce Analytical Dashboard Needs.

3 THEORETICAL ANALYSIS
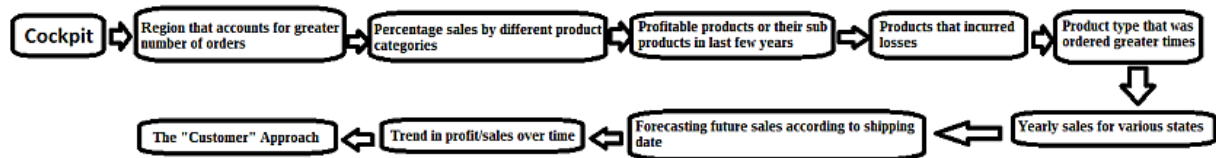
3.1 Block diagram

3.2 Software designing

IBM Cognos Analytics, IBM Cloud, IBM Watson Studio.

4 EXPERIMENTAL INVESTIGATIONS

Analyzed Performance of Sales, Profit, Profit Margins, Number of Orders with respect to Region, State and Time. Also, investigated the Data-Sets in terms of the 3 Approaches – Product-based, Customer-based & Order-based.

5 FLOWCHART

6 RESULT

7 ADVANTAGES & DISADVANTAGES

Advantages -

1. The E-Commerce Platform can identify various aspects of the shopping pattern and take measures accordingly.
2. Business as well as Societal Impact on the E-Commerce Platform, Sellers & Customers.
3. Owner is better able to understand the growth & potential of the Platform.
4. Future Sales Prediction in $(USD).

Disadvantages -

1. Large amount of various types of Data is required.
2. Raw data requires to be cleansed before using.

8 APPLICATIONS

As Analytical Dashboard for E-Commerce Platform.

Also, can be used as Analytical Dashboard by Sellers on the Platform.

9 CONCLUSION

Thus, We have developed an Analytical Dashboard for E-Commerce Businesses which will help them gain a better understanding of their business, allowing them to optimize, generate more profits and clock better revenues.

10 FUTURE SCOPE

The Dashboard shall expand into an Automated Suggesting Platform, which by analyzing the various parameters of the E-Commerce Business, its Market & its Competitors shall generate a set of Steps that the Owner could simply bring into action by the tap of a button.

11 BIBLIOGRAPHY

1. Quote - https://www.ibm.com/ibm/history/documents/pdf/quotes.pdf

2. Data-Set - https://www.kaggle.com/juhi1994/superstore-analysis

3. SmartInternz Bootcamps – Day 1 to Day 4

Day 1 - https://www.youtube.com/watch?v=ASGjw8yHA2g

Day 2 - https://www.youtube.com/watch?v=usX1PuOht_w

Day 3 - https://www.youtube.com/watch?v=Yn2fM1bOSqw

Day 4 - https://www.youtube.com/watch?v=UEUnCLLT8Xo