

SMART INTERNZ

Cognos Analytics Dashboard For Sales

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1.INTRODUCTION

1.1 Overview:

In this project, we will be building a Product review Analytics Dashboard using IBM Cognos Analytics and Watson discovery.

It is a business intelligence tool that allows the creation of interactive dashboards to make informed business decisions as it can predict the changes in the market beforehand. Nowadays, almost every company uses Cognos for their analytical tasks as taking key business decisions at the right time is necessary to survive in this every challenging market.

By this cognos analytics we can easily analyse the sales of a company and profits by using dash board

1.2 Purpose

IBM Cognos Analytics integrates reporting, modelling, analysis, dashboards, stories, and event management so you can understand your organization's data, and make effective business decisions.

A dashboard helps you to monitor events or activities at a glance by providing key insights and analysis about your data on one or more pages or screens.

2. Literature Survey

2.1 Existing problem

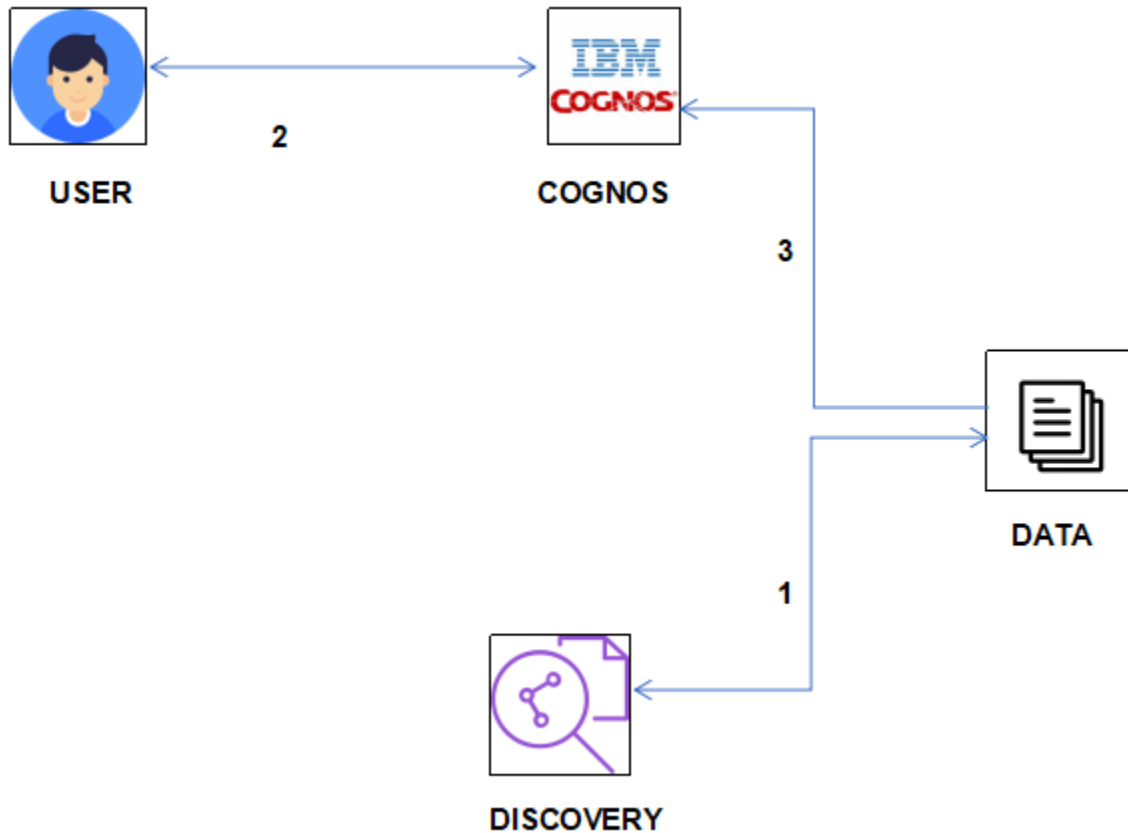
Now a days it is difficult to the customer to give a review about a particular product and he can't analyze the product particularly. So, we can rectify the problem by using dashboard of IBM Cognos Analytics. It gives a better way for understanding and analysing of a product.

2.2 Proposed solution

Cognos Analytics makes it easier than ever to visualize data and share actionable insights across your organization to foster more data driven decisions. This developer code pattern shows how you can visualize business data in Cognos Analytics for product performance analysis.

3.Theoretical Analysis

3.1 Block diagram



3.2 Hardware / Software designing

Software Requirements:

OS-WindowsXP 7,8,10

IBM Account

IBM Cognos Analytics Account

Hardware Requirements:

The processor-i3 And RAM consist of 1gb

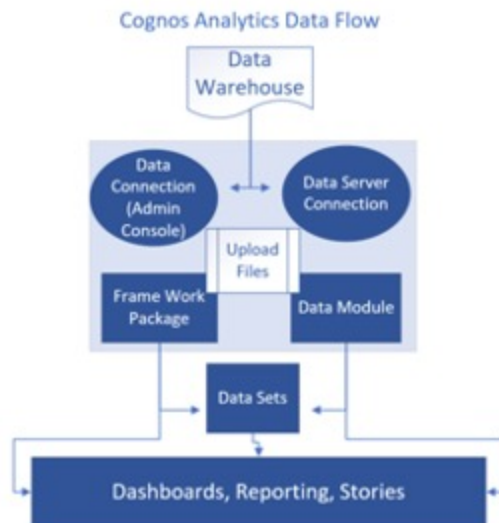
4.EXPERIMENTAL INVESTIGATION

Target the sales generation based on their interests, behaviours, location and more. Connect with the Sales & Trading apps where so many are making sales by trading the shares across the world.

On an average, 100 million people use the sales by trading apps everyday. the

trading apps reaches 65% of millennials and Gen Z. On an average, people spend at least 45 mins on sales everyday

5.FLOW CHART



Create
account in IBM
cognos
analytics



upload data
sets into IBM
cognos



Create a
DataModule for
the DataSets



create
relationship
among
datasets



create dash
board and add
required
features for
visualization

6.RESULT

- In this the theme of this code pattern is built around data for a small coffee manufacturer that sells their products in local markets.
- In this the statistics will consist of evaluations and scores for their specific coffee flavors.
- In this the product Review records are loaded into Watson Discovery for enrichment. Results consist of sentiment evaluation and key-word discovery.
- In this user runs Cognos Analytics.
- In this the data files are loaded directly into Cognos Analytics.

7.ADVANTAGES & DISADVANTAGES

Advantages:

- 1.High performance data access across all sources.
- 2.Complete connectivity regardless of environment.
- 3.Faster results—shortens reporting time due to seamless integration and adaptive Authoring
- 4.Improved decision making—reports and dashboards present data in easily understood formats
- 5.Adaptive authoring automatically adjusts report layout when objects are added, Moved or removed

DISADVANTAGES:

- 1.Won't work smoothly with large data sets having many parameters.
- 2.Cross-browser compatibility is often problematic.
- 3.Visualizations--more personalization capabilities (like graphs)

8.APPLICATIONS:

- 1.Accelerate data prep with AI. View Accelerate data prep with AI.
- 2.Automate data exploration. View Automate data exploration. ...
- 3.Visualize and report on data. View Visualize and report on data. .
- 4.Scale and integrate. View Scale and integrate. ...

5. Protect your data. View Protect your data. ...
6. Modernize and maximize your investment.

9.CONCLUSION:

In this project, we will be building a Product review Analytics Dashboard using IBM Cognos Analytics and Watson discovery. Target the proper clients with the right product and proper marketing. Know the place to make investments in your business to power income and customer adoption. The theme of this code pattern is built around data for a small coffee manufacturer that sells their products in local markets.

10.FUTURE SCOPE:

It has a huge scope in the analytical eco-space, and it depends and its scope depends on the scalability of its usage.

It has three options –

The Trial Version of the Premium edition.

The Premium edition, which has the full capabilities of Cognos.

The Enterprise edition, which is mostly used in big industries, meet there needs in a particular environments

11.BIBLIOGRAPHY:

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<https://garysmithpartnership.com/salesforce-dashboards/>

<https://dms-systems.com/dx-system/products/sales-link>

<https://www.datapine.com/dashboard-examples-and-templates/sales>

12.APPENDIX:

12.1 Source code

- Creation Of IBM Cloud Account
- Create Cognos Analytics Account
- Understand The Dataset
- Build A Data Module In Cognos Analytics
 - Upload Files Into Cognos Analytics
 - Create A New Data Module

- Create A Cognos Analytics Dashboard
 - Create A Dashboard
 - Add visualizations to the dash board.
 - Include visualizations and Implement all the graphs at dashboard

12.2 UI output Screen shot.

The screenshot displays the Cognos Analytics dashboard editor. The main workspace contains a table titled "Sales, Order Quantity and Profit" with the following data:

Profit	Sales	Order Quantity
1521767.96	14913600.824	214777

The right-hand sidebar shows the "Dashboard properties" panel with the following settings:

- Canvas:** Layout positioning set to "Relative".
- Page size:** Preset set to "Infographic". Fit page is disabled.
- Grid:** Show grid, Snap to grid, and Snap to objects are all enabled.
- Footer:** Show footer is enabled.
- Color and theme:** (Section header)
- Tabs:** (Section header)
- Advanced:** (Section header)

The top navigation bar includes tabs for "KPI", "Profit Across Various Regions", "Sales and profits over years", "Sales over product catageory", "Percentage of profit across various region", and "Prof".

