

Global Sales Data Analytics Using Ibm Cognos

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Introduction

Overview

This project was about analysis sales data for a big company using IBM Cognos. We analysed the data by making various visualizations

Purpose

The purpose of this project was to get all the business facts straight and easy to understand for the stakeholders

Theoretical Analysis

Block Diagram



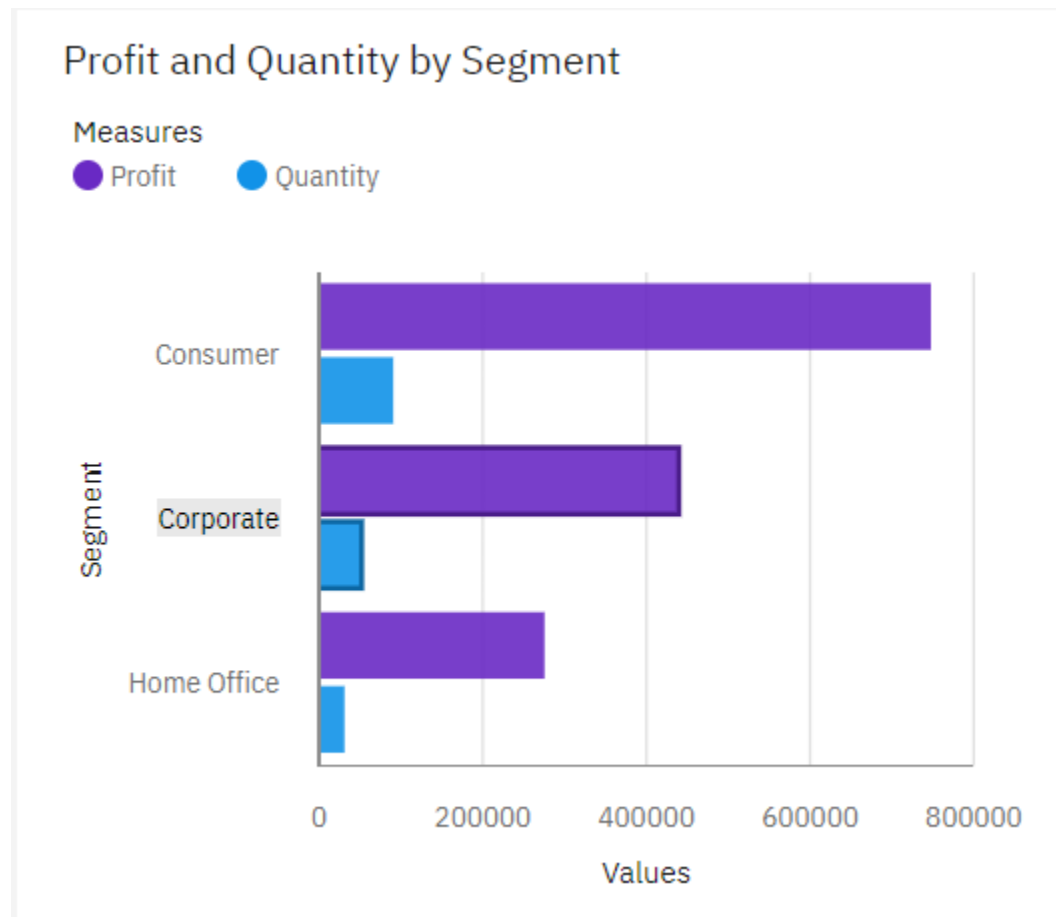
Software Used

IBM Cognos

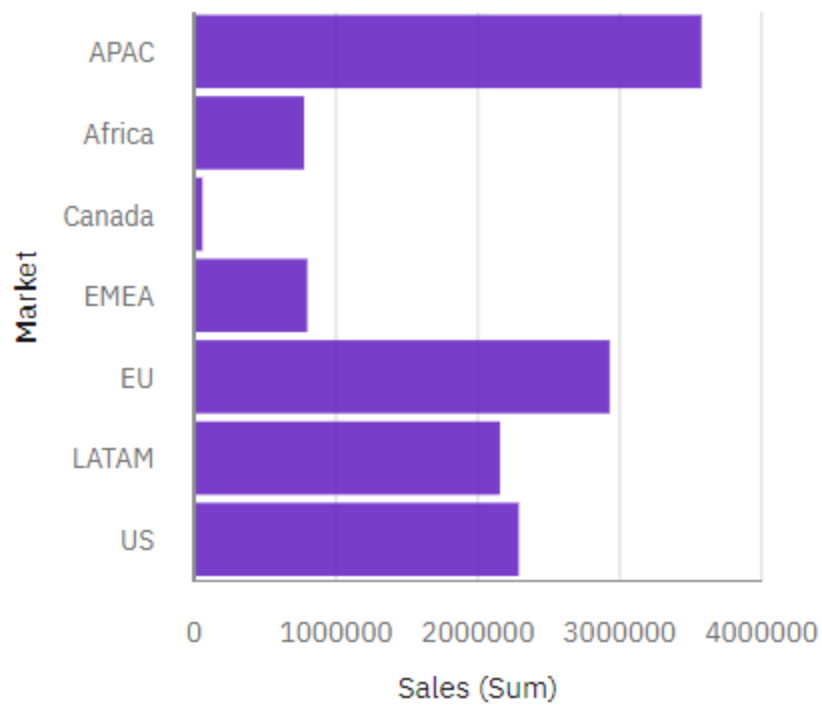
Experimental Investigation

In this project data was investigated and how the affects that the impact that the data had on the company's profits. Opportunities were explored on what is best for business.

Results



Sales by Market



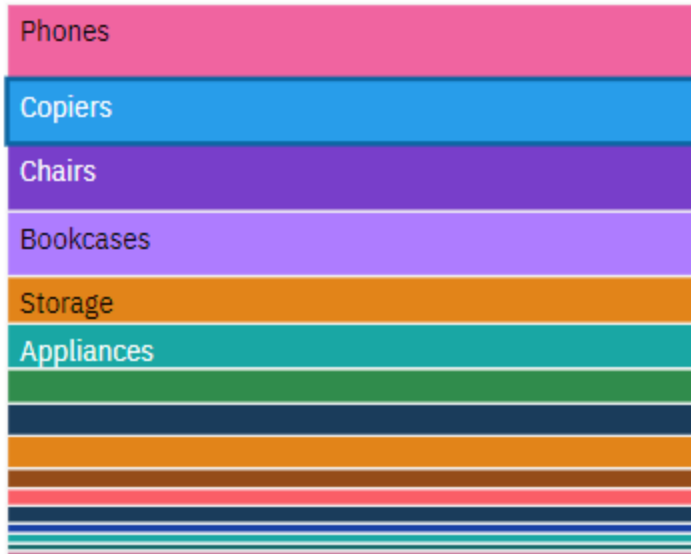
Sales by Market



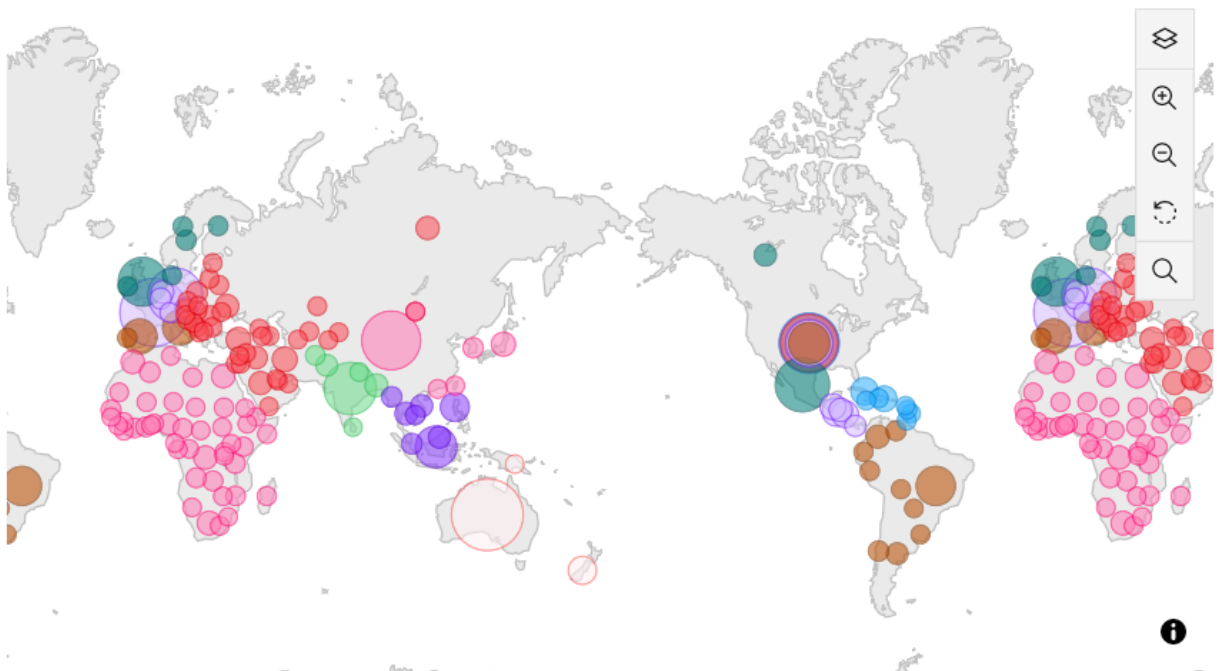
Market



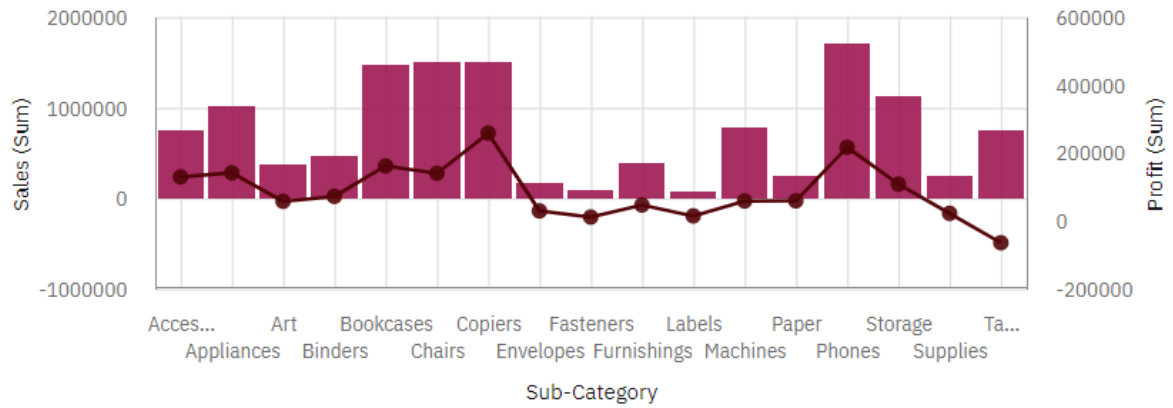
Sales for Sub-Category and Sub-Category hierarchy



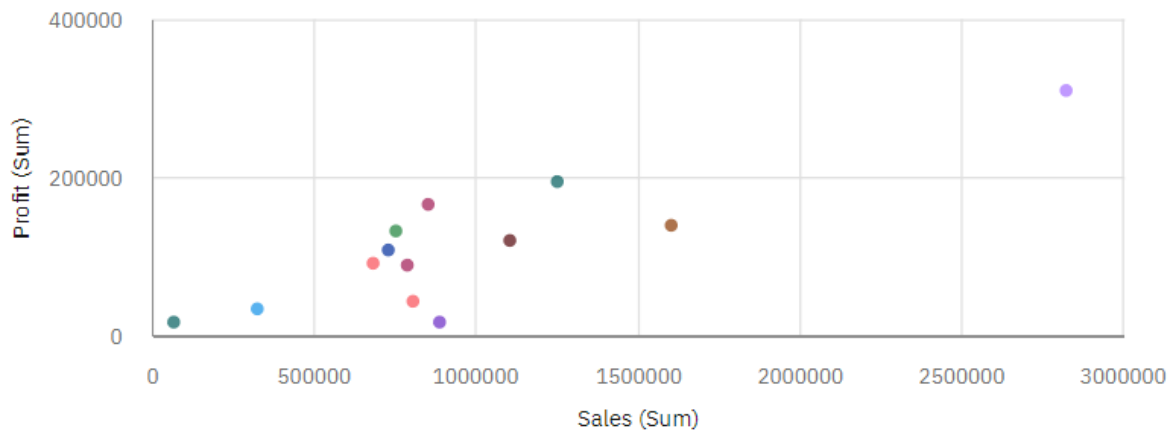
Region and Sales for Country points



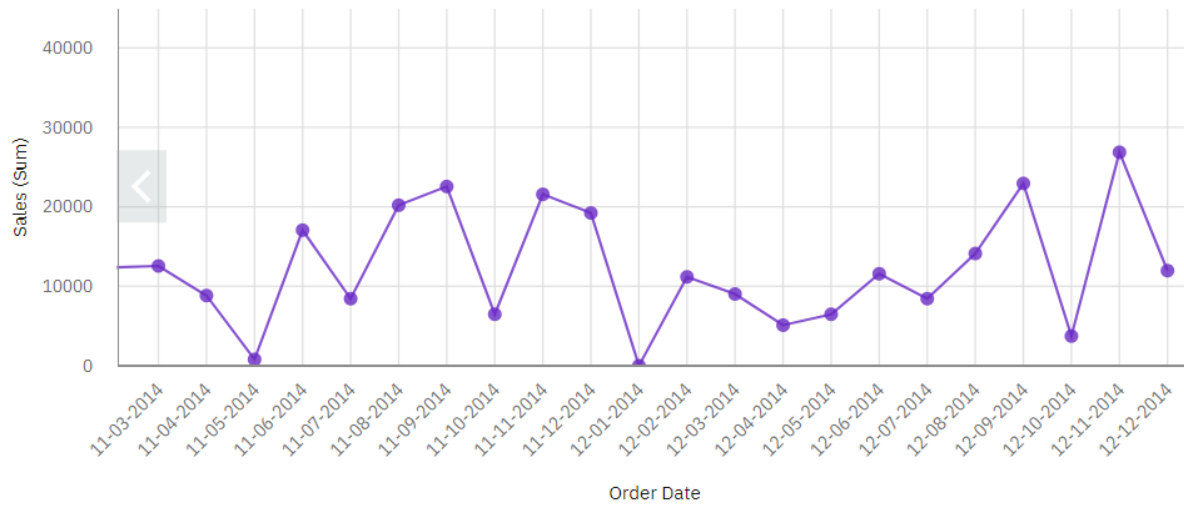
Profit and Sales by Sub-Category



Sales by Profit with points for Region



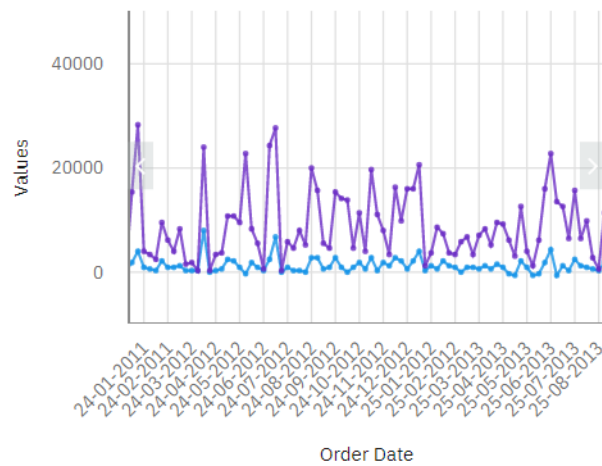
Sales by Order Date



Sales and Profit by Order Date



Measures
● Sales ● Profit



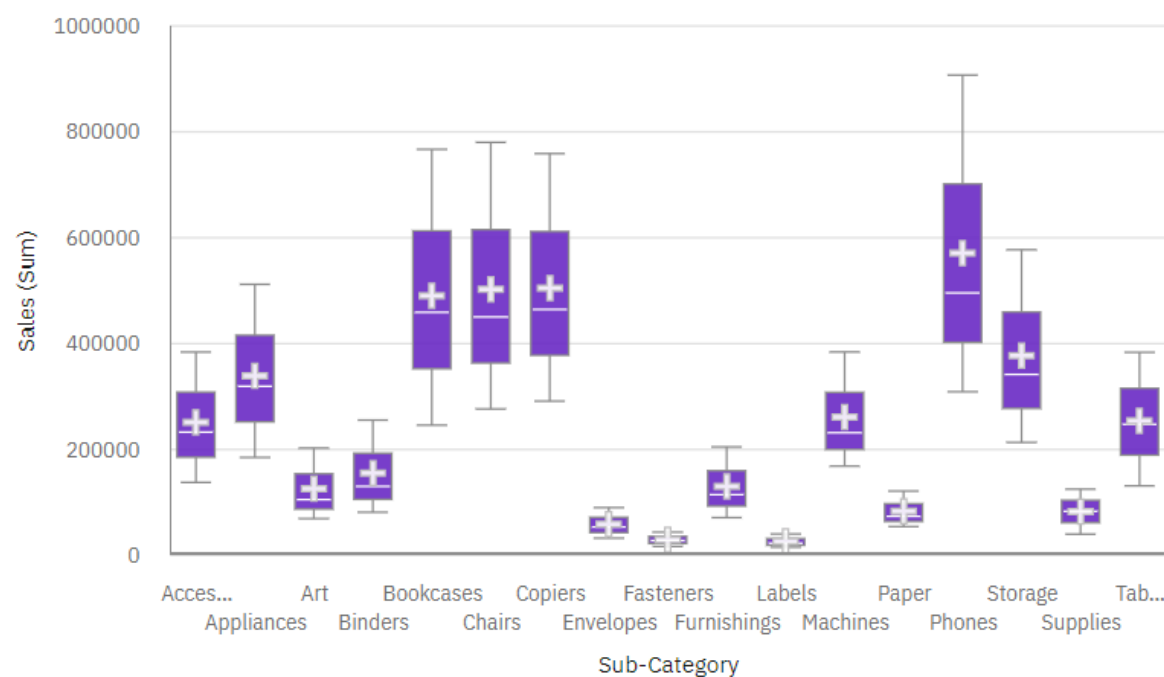
Order Priority



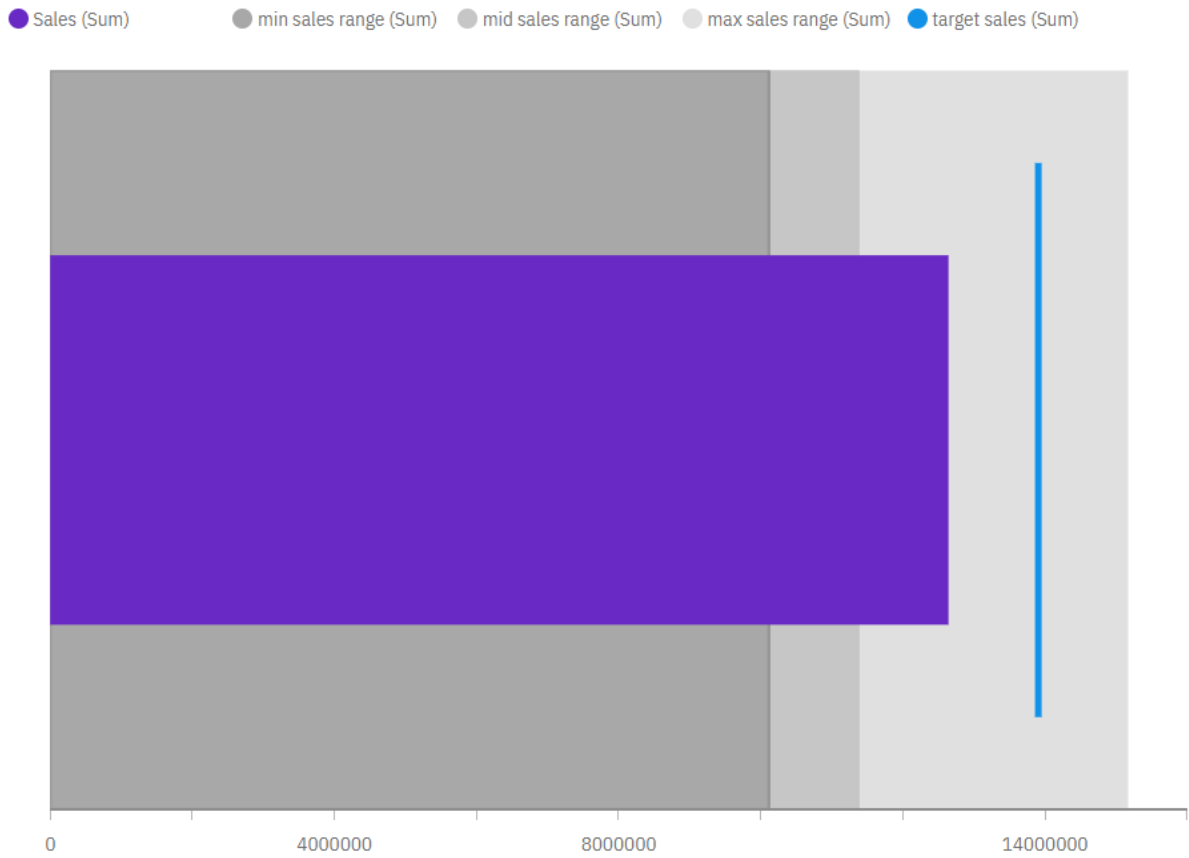
Search

- ☒ Critical
- ☒ High
- ☒ Low
- ☒ Medium

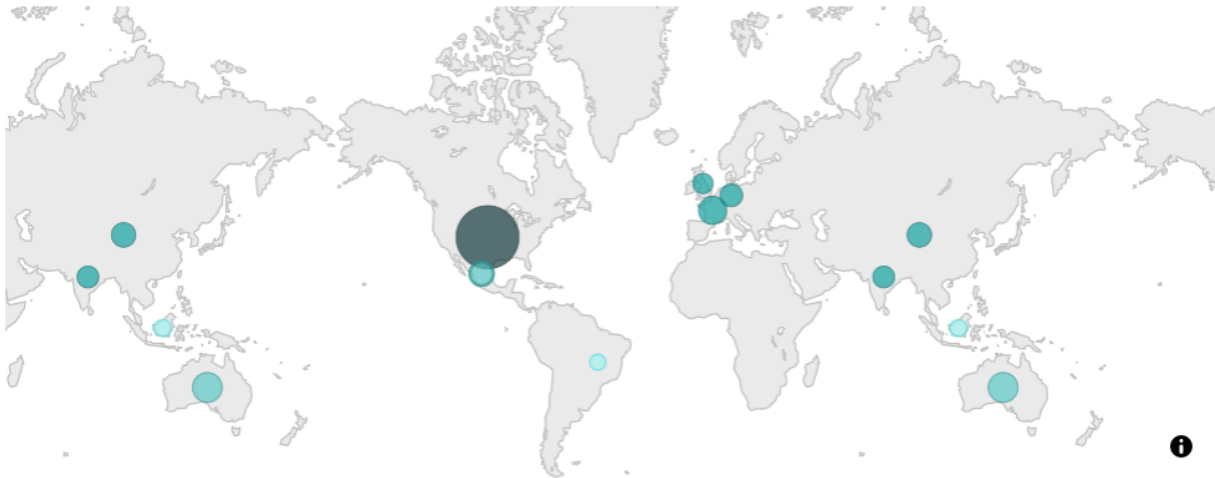
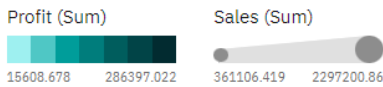
Sub-Category, Sales, Segment



target sales to Sales with min sales range, mid sales range and max sales range

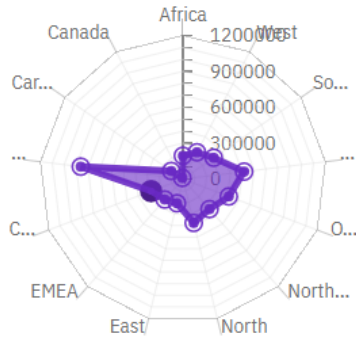


Profit and Sales for top 10 Countries

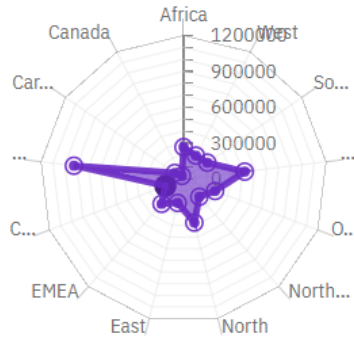


Sales by Region

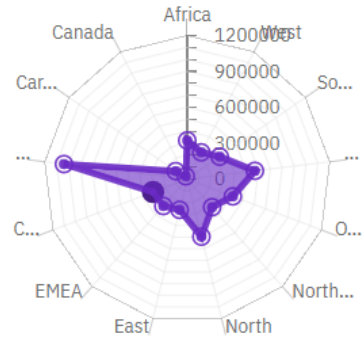
Furniture



Office Supplies

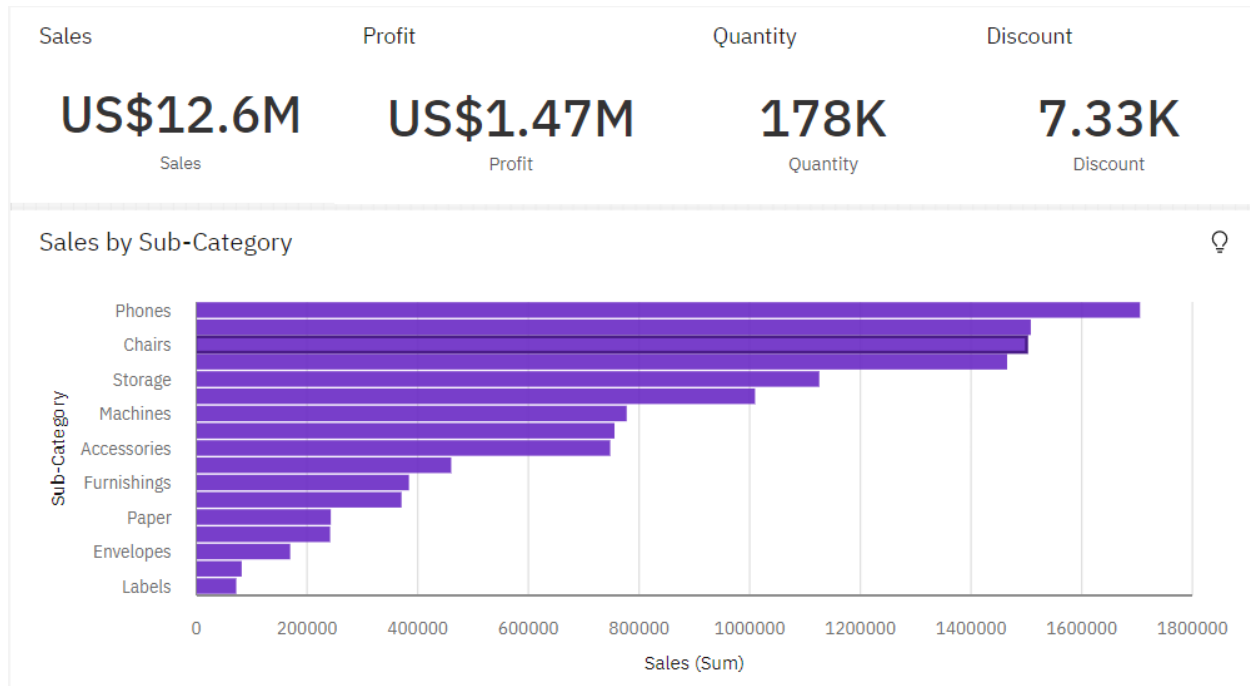


Technology



Country colored by Region sized by Sales





Advantages and disadvantages

Advantages of this experiment were

- Better understanding of the business
- Easy to visualize information
- A lot of information to make business decisions
- Presentable information

There are no disadvantages

Applications

This information can be used for taking useful business decisions.

Conclusion

This experiment allowed us to show important details of the business and highlighted all the minute details that would have otherwise been overlooked. This project has a lot of value in terms of all the good decisions it will help the stakeholders take.