# Global Sales Data Analytics

Smart bridge Data Analytics Final Project

by Team-201


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# INDEX

# 1. INTRODUCTION:

The purpose of this report is to provide an introduction to global sales data analytics using Tableau. In today's data-driven business landscape, organizations need to harness the power of data to gain insights, make informed decisions, and drive sales growth on a global scale. Tableau, a leading data visualization and business intelligence tool, offers robust features that enable organizations to analyse and visualize their sales data effectively.

## 1.1 Overview:

Sales data analytics involves collecting, analysing, and interpreting sales data to uncover patterns, trends, and insights that can drive business growth. Global sales data analytics goes beyond analysing sales data from a single region or country. It encompasses the analysis of sales data from various geographical locations to gain a holistic view of sales performance, customer behaviour, and market trends.

## 1.2 Purpose:

Understanding global sales performance is crucial for organizations operating in multiple regions. It helps identify high-performing markets, opportunities for expansion, and areas that require improvement. Global sales data analytics enables organizations to:

- Gain insights into sales performance across different regions and countries
- Identify trends, patterns, and correlations in sales data
- Optimize sales strategies and resource allocation
- Forecast future sales trends and demand
- Improve decision-making through data-driven insights
- Identify customer behaviour and preferences in different markets
- Evaluate the effectiveness of marketing campaigns and promotional activities

## 2. LITERATURE SURVEY

A literature survey on global sales data analytics using Tableau reveals several valuable studies. The application of Tableau for visualizing and analysing sales data from multiple regions, highlighting its benefits in uncovering insights into sales performance and market trends. On leveraging Tableau for global sales forecasting and analysis, emphasizing its features such as data integration and visual exploration to improve accuracy. Tableau with other tools, demonstrating its strengths in visual exploration and geographic analysis of global sales data and enhances sales performance through data analytics, showcasing its use in identifying trends and optimizing sales strategies. Comprehensive review of Tableau's applications and best practices in global sales data analytics, covering visualization, geographic analysis, and forecasting. This survey collectively contributes to understanding the potential and best practices of Tableau in global sales data analytics, facilitating improved decision-making and business growth.

### 2.1 Existing problem:

Existing problems in global sales data analytics using Tableau is the challenge of data integration and quality. Organizations often encounter difficulties in consolidating sales data from multiple sources across different regions. This can include data from various systems, databases, and even external sources. Integrating and harmonizing this data can be complex, leading to issues such as data inconsistencies, duplication, and missing information. These problems can affect the accuracy and reliability of the analysis performed using Tableau, hindering decision-making processes. Ensuring data integration and quality is crucial for obtaining meaningful insights and making informed business decisions based on global sales data in Tableau.

### 2.2 Proposed solution:

To overcome the existing problems in global sales data analytics using Tableau, we implement the following solutions:

1. Data Integration and Quality:

Establish a standardized data integration process to consolidate sales data from various sources.

2. Scalability and Performance:

Optimize data models by employing efficient data structures and aggregations.

3. Complex Geographic Analysis:

Preprocess and cleanse geospatial data to ensure consistency and compatibility with Tableau.

4. User Adoption and Training:

Establish a community of Tableau users within the organization to facilitate knowledge exchange and collaboration.

5. Interpretation and Actionability of Insights:

Present insights in a visually compelling and easy-to-understand manner using interactive dashboards and storytelling techniques in Tableau.

## 3. THEORITICAL ANALYSIS;

Global sales data analytics using Tableau is grounded in several theoretical concepts and frameworks. Data visualization principles guide the effective representation of data through visual elements, enhancing the understanding of global sales data. Exploratory data analysis techniques enable the exploration of patterns and relationships within the data. Geographic information systems theory facilitates the analysis of geospatial aspects in global sales data using Tableau's mapping capabilities. Decision support systems provide a theoretical foundation for leveraging Tableau's interactive visualizations, data exploration, and forecasting features to support decision-making processes. By applying these theoretical concepts, organizations can effectively analyse and derive valuable insights from their global sales data using Tableau.

## Data Collection & Extraction from Database:

Data collection and extraction from databases is a crucial step in the data analytics process. It involves identifying the relevant data sources, understanding the database schema, defining data requirements, establishing a connection to the database, writing SQL queries to extract the desired data, and performing data transformation and cleaning as needed. The extracted data is then stored in a suitable format for further analysis. This process ensures that organizations have access to the necessary data from databases to derive meaningful insights and make informed decisions.

## Collect The Dataset:

We collect our dataset form Kaggle which contains of 25000+ sales.

https://www.kaggle.com/datasets/apoorvaappz/global-super-store-dataset

## Data preparation:

Data preparation is a crucial step in global sales data analytics using Tableau, where the data is cleaned, integrated, transformed, formatted, enriched, and sampled to ensure its quality and usability. This involves identifying and addressing data inconsistencies, integrating data from various sources, transforming it into a standardized format, formatting variables for consistency, enriching it with additional relevant information, and working with representative data subsets. By effectively preparing the data, organizations can ensure that it is in a suitable state for analysis and visualization, leading to more accurate and insightful global sales data analytics using Tableau.

## Data Visualization:

Tableau offers a wide range of visualizations, including charts, graphs, maps, and dashboards, that enable users to gain valuable insights and make data-driven decisions. Through visually appealing and interactive visualizations, users can explore sales data from various dimensions such as region, product, and time, identify trends and patterns, and uncover actionable insights. The ability to drill down into specific details, apply filters, and interact with the data enhances the analysis process, allowing users to extract meaningful information and communicate findings effectively. With Tableau's powerful data visualization capabilities, organizations can derive valuable insights from their global sales data and drive business success.

## 3.1 Hardware / Software:

To successfully undertake a project on global sales data analytics using Tableau, certain hardware and software requirements should be considered.

The hardware requirements include a computer system with a multicore processor, sufficient RAM (8 GB or more), ample storage space, and a graphics card that supports hardware acceleration.

On the software side, Tableau Desktop is essential for data analysis and visualization, along with the required database software such as Microsoft SQL Server or Oracle. Internet connectivity is necessary for accessing online resources and cloud-based data sources if applicable. It is important to consult Tableau's official documentation for the most accurate and up-to-date information on system requirements based on the specific project's needs and dataset complexity. Visual studio code required for web integration and flask deployment.

## EXPERIMENTAL INVESTIGATIONS:

Calculated Fields

Total CY Sales = IF YEAR([Order Date])={MAX(YEAR([Order Date]))} THEN [Sales] END

Total CY Profit = IF YEAR([Order Date])={MAX(YEAR([Order Date]))} THEN [Profit] END

Total CY Quantity = IF YEAR([Order Date])={MAX(YEAR([Order Date]))} THEN [Quantity] END

Total PY Sales = IF YEAR([Order Date])={MAX(YEAR([Order Date]))}-1 THEN [Sales] END

Total PY Profit = IF YEAR([Order Date])={MAX(YEAR([Order Date]))}-1 THEN [Profit] END

Total PY Quantity = IF YEAR([Order Date])={MAX(YEAR([Order Date]))}-1 THEN [Quantity] END

YOY Profit = (SUM([Total CY Profit])-SUM([Total PY Profit]))/SUM([Total PY Profit])

YOY Quantity = (SUM([Total CY Quantity])-SUM([Total PY Quantity]))/SUM([Total PY Quantity])

YOY Sales = (SUM([Total CY Sales])-SUM([Total PY Sales]))/SUM([Total PY Sales])

YOY Profit Indicator = IF [YOY Profit]>0 THEN "▲" ELSE "▼" END

YOY Quantity Indicator = IF [YOY Quantity]>0 THEN "▲" ELSE "▼" END

YOY Sales Indicator = IF [YOY Sales]>0 THEN "▲" ELSE "▼" END

Dynamic Measure = CASE [Select Measur]

WHEN 'Total CY Sales' THEN [Total CY Sales]

WHEN 'Total CY Profit' THEN [Total CY Profit]

WHEN 'Total CY Quantity' THEN [Total CY Quantity]

END

Min Max Month =

if SUM([Total CY Sales])=WINDOW_MAX(SUM([Total CY Sales])) THEN SUM([Total CY Sales])

ELSEIF SUM([Total CY Sales])=WINDOW_MIN(SUM([Total CY Sales])) THEN SUM([Total CY Sales])

ELSE null

END

1

Min Max Month Profit =

if SUM([Total CY Profit])=WINDOW_MAX(SUM([Total CY Profit])) THEN SUM([Total CY Profit])

ELSEIF SUM([Total CY Profit])=WINDOW_MIN(SUM([Total CY Profit])) THEN SUM([Total CY

Profit])

ELSE null

END

Min Max Month Quality =

if SUM([Total CY Quantity])=WINDOW_MAX(SUM([Total CY Quantity])) THEN SUM([Total CY

Quantity])

ELSEIF SUM([Total CY Quantity])=WINDOW_MIN(SUM([Total CY Quantity])) THEN SUM([Total

CY Quantity])

ELSE null

END

Visualizations

Sales KPI - Marks = SUM(Total CY Sales), AGG(YOY Sales), AGG(YOY Sales Indicator)

Profit KPI - Marks = SUM(Total CY Profit), AGG(YOY Profit), AGG(YOY Profit Indicator)

Quantity KPI - Marks = SUM(Total CY Quantity), AGG(YOY Quantity), AGG(YOY Quantity

Indicator)

Sales Sparkline - Columns = Month(Order Date)

Rows = Measure Values + Min Max Month

Filters = Measure Names

Marks = SUM(Total CY Sales), SUM(Total PY Sales)

Measure Values = SUM(Total CY Sales), SUM(Total PY Sales)

Profit Sparkline - Columns = Month(Order Date)

Rows = Measure Values + Min Max Month

2

Filters = Measure Names

Marks = SUM(Total CY Profit), SUM(Total PY Profit)

Measure Values = SUM(Total CY Profit), SUM(Total PY Profit)

Quantity Sparkline - Columns = Month(Order Date)

Rows = Measure Values + Min Max Month

Filters = Measure Names

Marks = SUM(Total CY Quantity), SUM(Total PY Quantity)

Measure Values = SUM(Total CY Quantity), SUM(Total PY Quantity)

Map - Columns = Longitude (generated)

Rows = Latitude (generated)

Marks = Country - [SUM(Total CY Sales), Country], YOY Profit

Pie Chart - Marks = Country, SUM(Total CY Sales)

Sheet 9 - Columns = Segment, Month(Order Date)

Rows = SUM(Dynamic Measure)

Filters = Country

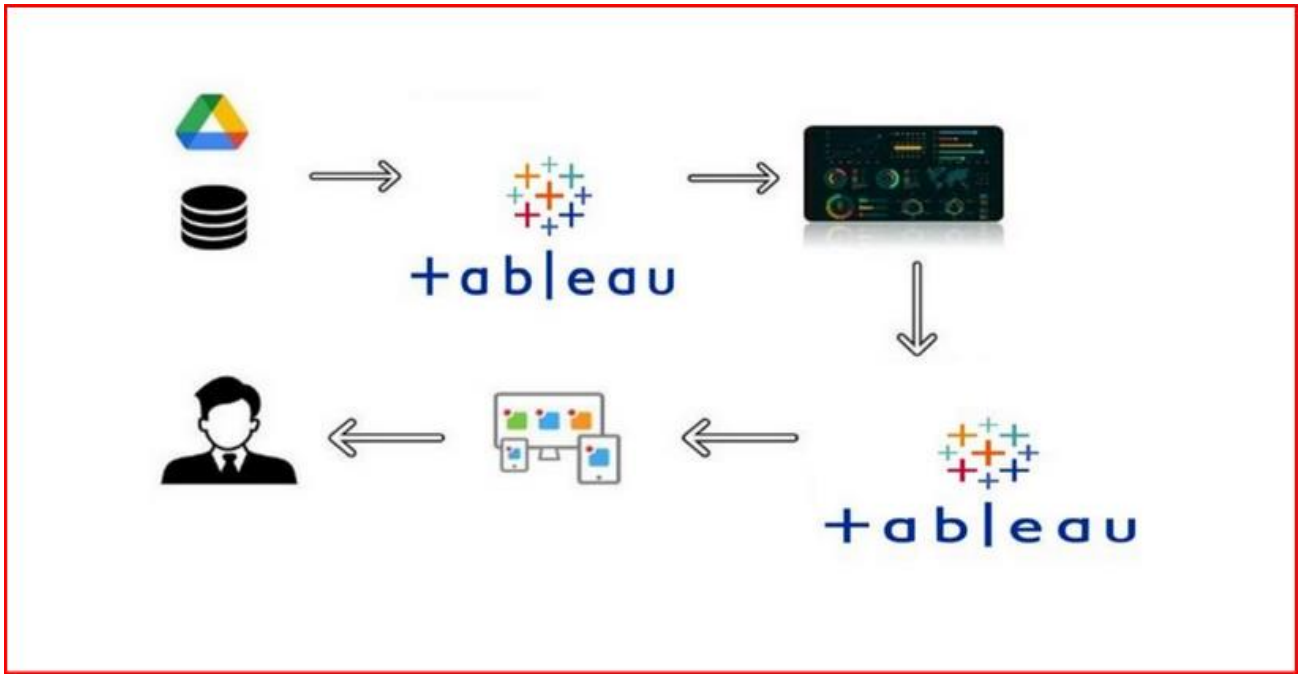
Marks = SUM(Dynamic Measure)

Sales, Profit, Quantity / Region - Columns = SUM(Total CY Sales), SUM(Total CY Profit),

SUM(Total CY Quantity)

Rows = Region

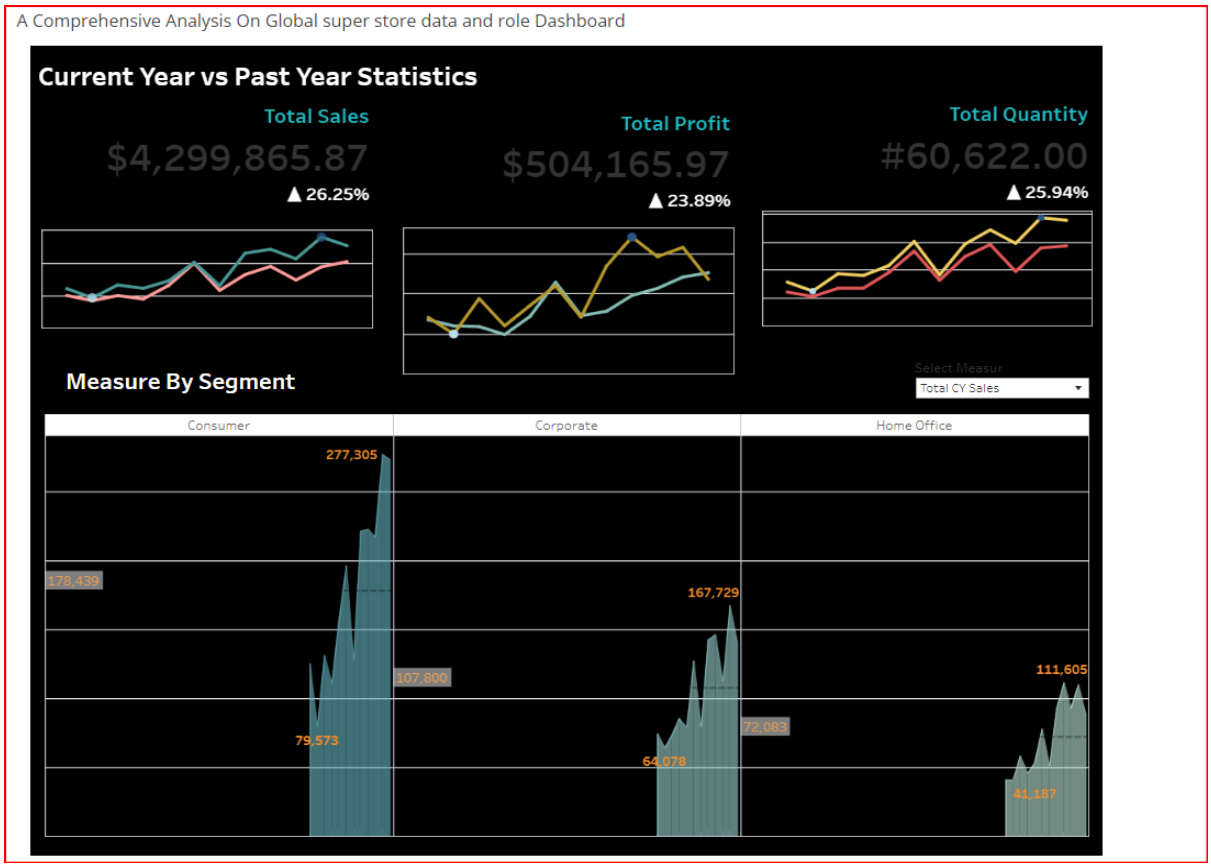
## FLOW CHART:

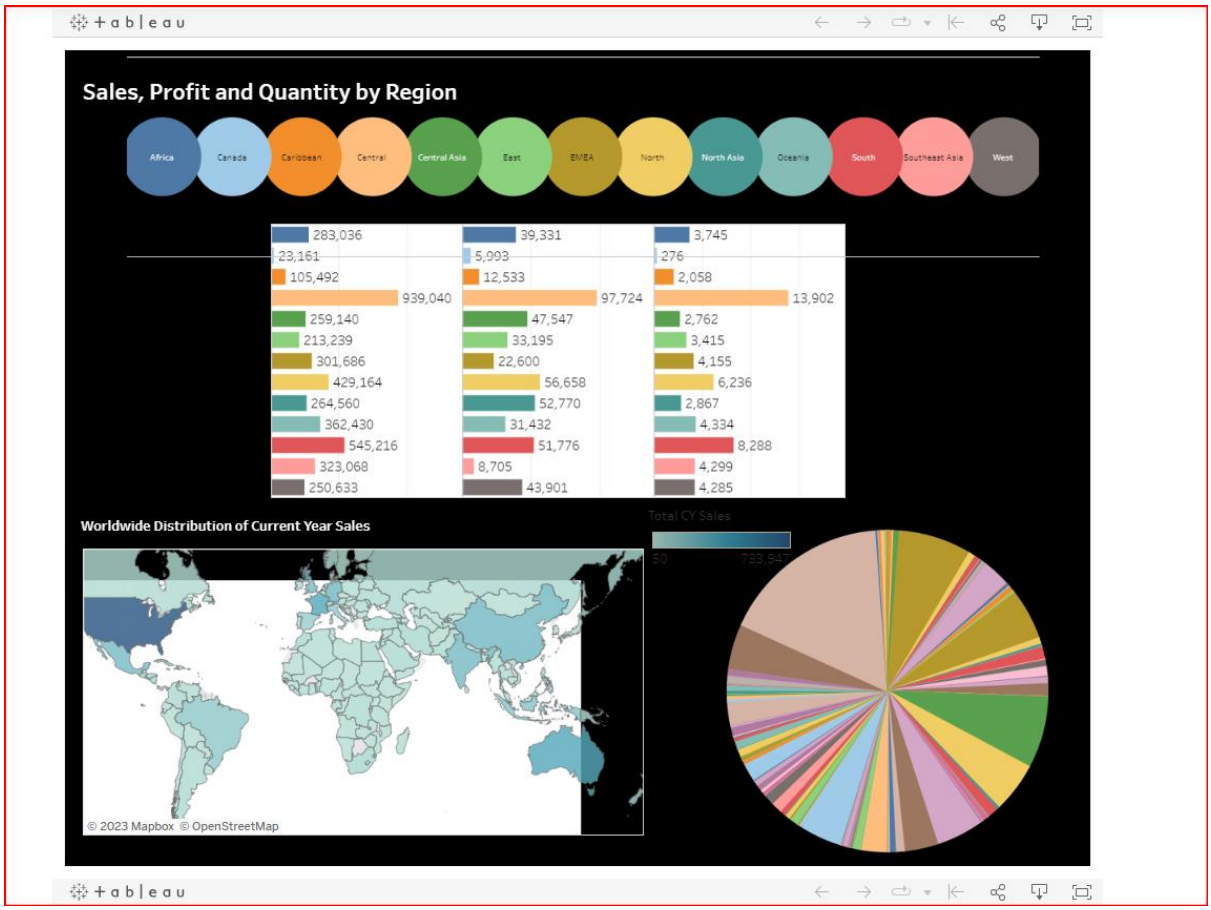



The project flow in global sales data analytics using Tableau typically involves several key stages. It begins with identifying the data sources and defining the data requirements for analysis. The next step is to collect and extract the relevant sales data from databases, followed by data preparation, including cleaning, integration, transformation, and formatting. Once the data is prepared, it is loaded into Tableau, where various visualizations, dashboards, and reports are created to analyse and explore the sales data. This involves performing analyses such as sales performance, trend analysis, customer segmentation, product analysis, market analysis, and more.

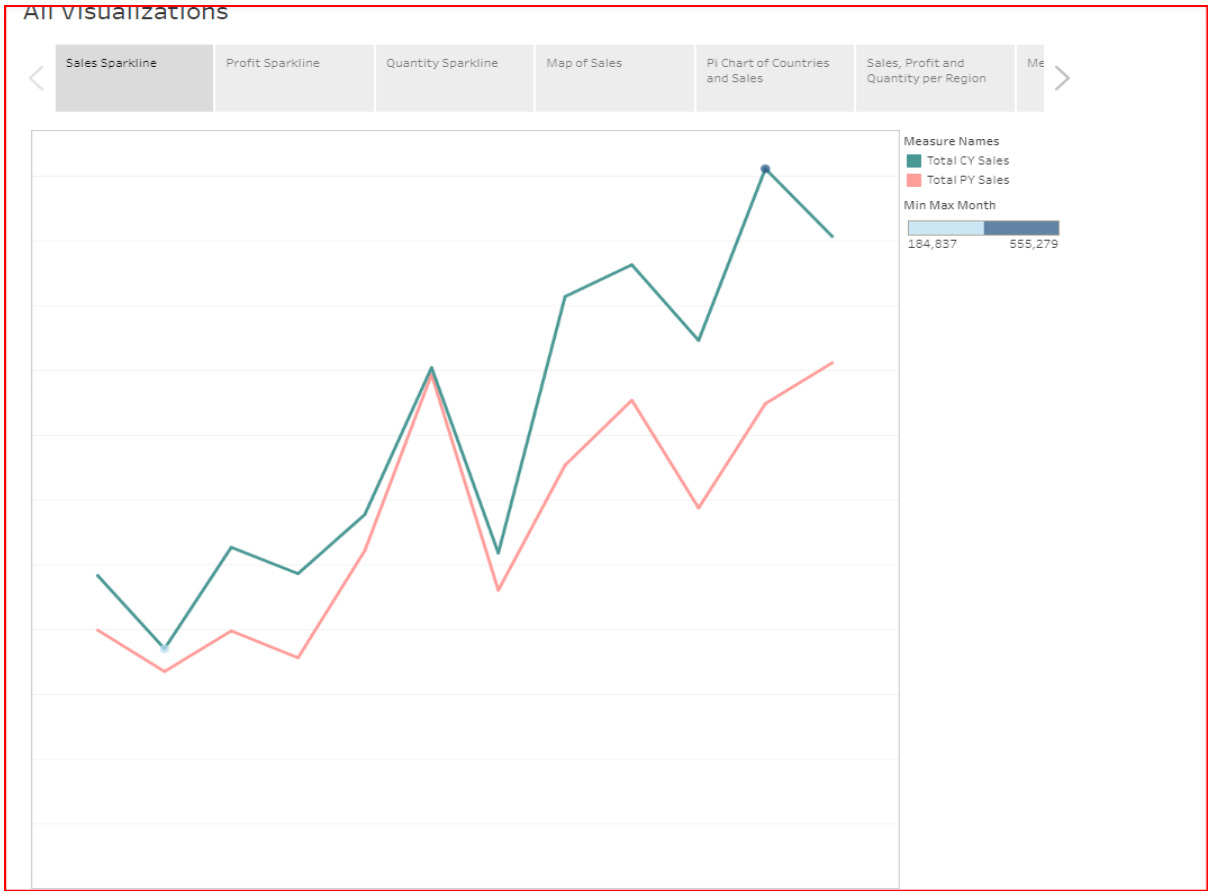
Then we create a dash board and story with the analyses then we embed it with UI and flask.

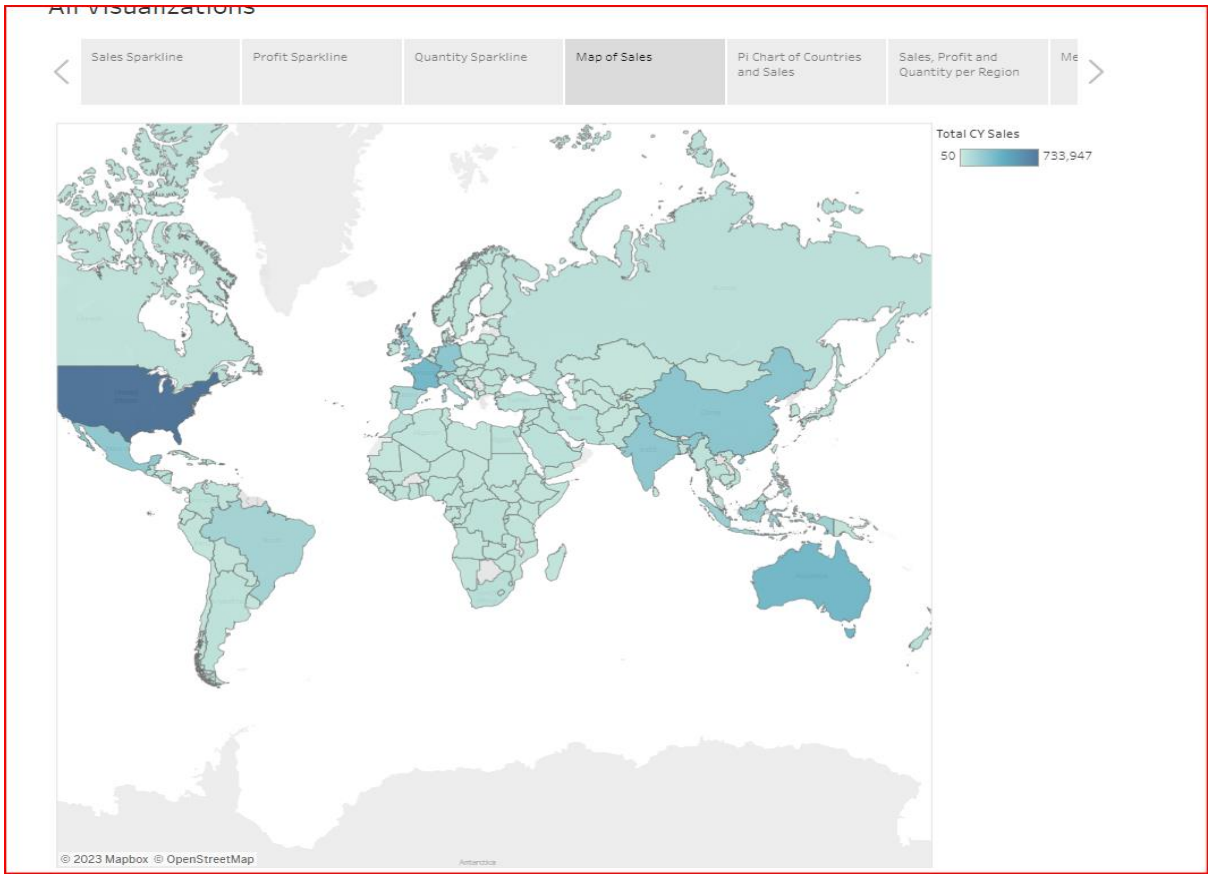
# RESULT: Dash board

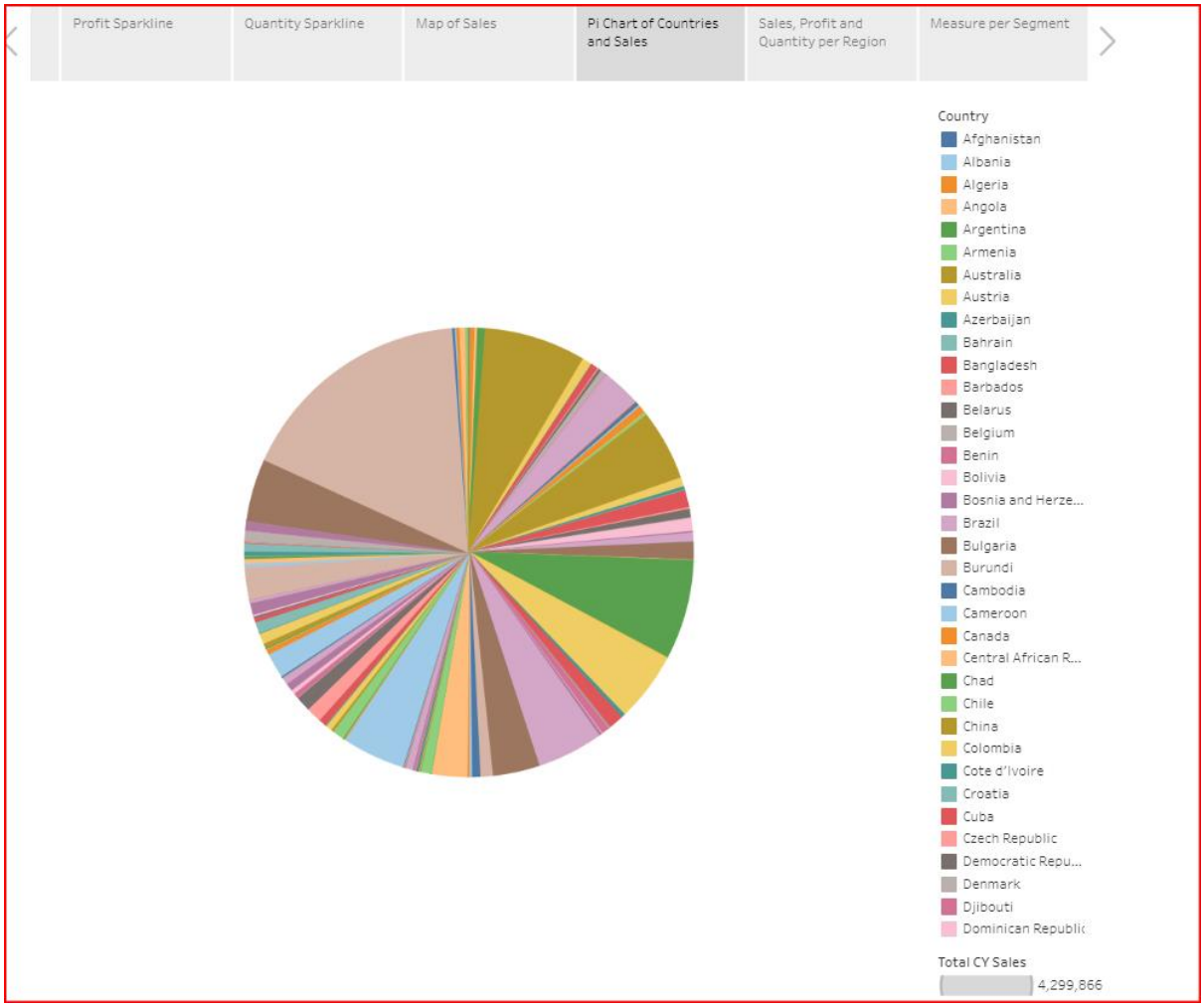


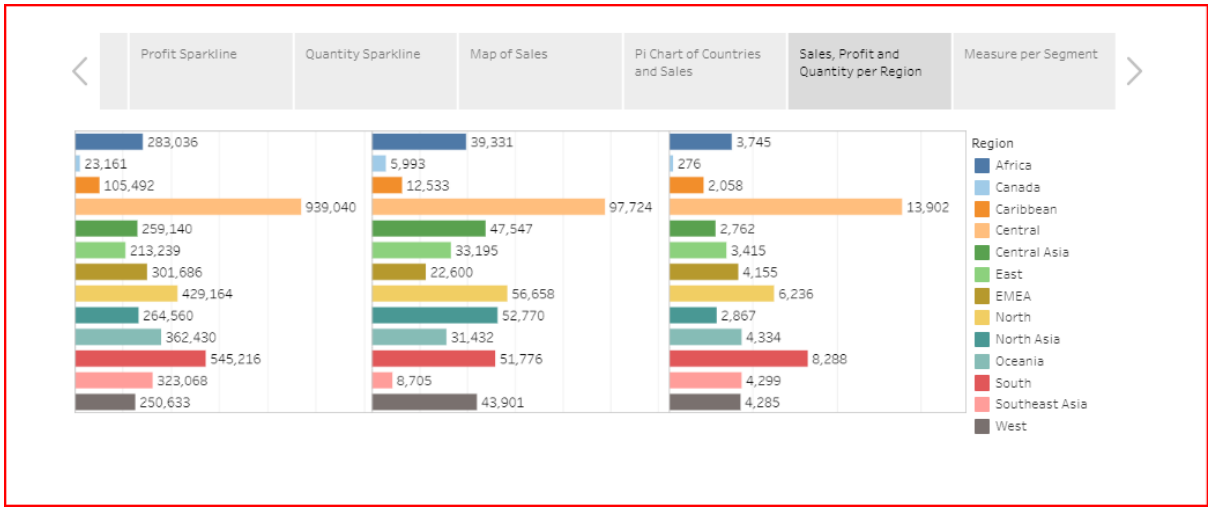



# Story:


All Visualizations
Sales Sparkline
Profit Sparkline
Quantity Sparkline
Map of Sales
Pi Chart of Countries and Sales
Sales, Profit and Quantity per Region
Measure Names
Total CY Sales
Total PY Sales
Min Max Month
184,837
555,279


All Visualizations
Sales Sparkline
Profit Sparkline
Quantity Sparkline
Map of Sales
Pi Chart of Countries and Sales
Sales, Profit and Quantity per Region
Total CY Sales
50
733,947
© 2023 Mapbox © OpenStreetMap


Profit Sparkline
Quantity Sparkline
Map of Sales
Pi Chart of Countries and Sales
Sales, Profit and Quantity per Region
Measure per Segment
Country
Afghanistan
Albania
Algeria
Angola
Argentina
Armenia
Australia
Austria
Azerbaijan
Bahrain
Bangladesh
Barbados
Belarus
Belgium
Benin
Bolivia
Bosnia and Herze...
Brazil
Bulgaria
Burundi
Cambodia
Cameroon
Canada
Central African R...
Chad
Chile
China
Colombia
Cote d'Ivoire
Croatia
Cuba
Czech Republic
Democratic Repu...
Denmark
Djibouti
Dominican Republi
Total CY Sales
4,299,866


Profit Sparkline
Quantity Sparkline
Map of Sales
Pi Chart of Countries and Sales
Sales, Profit and Quantity per Region
Measure per Segment
283,036
23,161
105,492
939,040
259,140
213,239
301,686
429,164
264,560
362,430
545,216
323,068
250,633
39,331
5,993
12,533
97,724
47,547
33,195
22,600
56,658
52,770
31,432
51,776
8,705
43,901
3,745
276
2,058
13,902
2,762
3,415
4,155
6,236
2,867
4,334
8,288
4,299
4,285
Region
Africa
Canada
Caribbean
Central
Central Asia
East
EMEA
North
North Asia
Oceania
South
Southeast Asia
West


Profit Sparkline
Quantity Sparkline
Map of Sales
Pi Chart of Countries and Sales
Sales, Profit and Quantity per Region
Measure per Segment
Consumer
Corporate
Home Office
277,305
178,439
79,573
167,729
107,800
64,078
111,605
72,083
41,187
Dynamic Measure
41,187
277,305
Select Measur
Total CY Sales


Profit Sparkline
Quantity Sparkline
Map of Sales
Pi Chart of Countries and Sales
Sales, Profit and Quantity per Region
Measure per Segment
Measure Names
Total CY Quantity
Total PY Quantity
Min Max Month Quantity
2,482
7,706

## ADVANTAGES & DISADVANTAGES:

**Advantages of using Tableau for global sales data analytics:**

**Intuitive Data Visualization:** Tableau provides a user-friendly and intuitive interface for creating visually appealing and interactive data visualizations. Users can easily explore and analyse sales data, identify trends, patterns, and outliers, and gain actionable insights.

**Interactive Dashboards:** Tableau allows the creation of interactive dashboards that consolidate multiple visualizations and filters. This enables users to dynamically interact with the data, drill down into specific details, and customize the view based on their needs.

**Wide Range of Data Connectivity:** Tableau offers extensive connectivity options, allowing users to connect to various data sources, including databases, spreadsheets, cloud services, and big data platforms. This enables comprehensive analysis by accessing and integrating data from multiple sources.

**Disadvantages of using Tableau for global sales data analytics:**

**Cost:** Tableau is a commercial software, and the cost of licensing can be high, especially for enterprise-level deployments. This can be a limitation for organizations with budget constraints or smaller teams.

**Learning Curve:** While Tableau offers a user-friendly interface, mastering its advanced features and functionalities may require time and training. Users need to invest in learning resources and build expertise to leverage the full potential of Tableau.

**Performance with Large Datasets:** Tableau's performance may be impacted when working with large or complex datasets. Processing and rendering times can increase, affecting the responsiveness and user experience, particularly when dealing with extensive data or complex calculations.

## APPLICATIONS:

**Sales Performance Analysis**: Tableau enables organizations to analyse sales performance across different regions, products, and time periods. It helps identify top-performing regions, product categories, and sales trends, allowing businesses to optimize their sales strategies and drive growth.

**Customer Segmentation and Analysis:** With Tableau, organizations can segment their customers based on various criteria such as demographics, buying behaviour, or customer lifetime value. This helps in understanding customer preferences, tailoring marketing strategies, and improving customer satisfaction and retention.

**Market Analysis:** Tableau's data visualization capabilities allow organizations to analyse market trends, competitive landscape, and market share in different regions or markets. This helps businesses make informed decisions regarding market expansion, targeting new market segments, or optimizing sales efforts in specific regions.

## CONCLUSION:

The project on Global Sales Data Analytics using Tableau has successfully utilized the power of Tableau software to analyse and derive insights from global sales data. Through the stages of data collection, extraction, preparation, visualization, and analysis, we have gained valuable findings that contribute to informed decision-making and business success. The comprehensive data collection and preparation processes ensured the accuracy and reliability of the dataset, while Tableau's visual analytics capabilities provided intuitive and interactive visualizations to uncover trends, patterns, and relationships within the sales data. These insights have enabled organizations to optimize sales strategies, enhance customer segmentation, and identify growth opportunities in the global marketplace. Despite challenges, such as data quality and the learning curve associated with Tableau, the advantages of using Tableau in global sales data analytics have proven its value in driving business performance and achieving success in the highly competitive global landscape.

**Connect MySQL and Tableau with the dataset**

Explanation video link:

https://drive.google.com/file/d/1uworSYNAEGB2IEWL-xrB3JeSKsToITXB/view?usp=sharing

**Integrating with bootstrap website**

Explanation video link:
https://drive.google.com/file/d/1ffy6FPRk2gUVcVvLn5YnFlUbnVRlDbST/view?usp=sharing

**Flask deployment**

Explanation video link:

https://drive.google.com/file/d/1i9iHt2Wk-s3mfmcU-M01aKNFiumFsx7y/view?usp=sharing

## FUTURE SCOPE:

The future of Global Sales Data Analytics using Tableau is promising, with possibilities for advanced analytics, real-time data analysis, integration with big data technologies, mobile analytics, improved collaboration, CRM integration, and industry-specific solutions. These advancements would further empower businesses to harness the power of global sales data and make data-driven decisions for enhanced sales performance and business growth.

## BIBILOGRAPHY: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**APPENDIX:**

**Source code:**

```
<!DOCTYPE html>
<html lang="en">

<head>
  <meta charset="utf-8">
  <meta content="width=device-width, initial-scale=1.0" name="viewport">

  <title>Bethany Bootstrap Template - Index</title>
  <meta content="" name="description">
  <meta content="" name="keywords">

  <!-- Favicons -->
  <link href="static/assets/img/favicon.png" rel="icon">
  <link href="static/assets/img/apple-touch-icon.png" rel="apple-touch-icon">

  <!-- Google Fonts -->
  <link
href="https://fonts.googleapis.com/css?family=Open+Sans:300,300i,400,400i,600,
600i,700,700i|Raleway:300,300i,400,400i,500,500i,600,600i,700,700i|Poppins:300
,300i,400,400i,500,500i,600,600i,700,700i" rel="stylesheet">

  <!-- Vendor CSS Files -->
  <link href="static/assets/vendor/aos/aos.css" rel="stylesheet">
  <link href="static/assets/vendor/bootstrap/css/bootstrap.min.css"
rel="stylesheet">
  <link href="static/assets/vendor/bootstrap-icons/bootstrap-icons.css"
rel="stylesheet">
  <link href="static/assets/vendor/boxicons/css/boxicons.min.css"
rel="stylesheet">
  <link href="static/assets/vendor/glightbox/css/glightbox.min.css"
rel="stylesheet">
  <link href="static/assets/vendor/remixicon/remixicon.css" rel="stylesheet">
  <link href="static/assets/vendor/swiper/swiper-bundle.min.css"
rel="stylesheet">

  <!-- Template Main CSS File -->
  <link href="static/assets/css/style.css" rel="stylesheet">

  <!-- =======================================================
  * Template Name: Bethany
  * Updated: May 30 2023 with Bootstrap v5.3.0
```

```
  * Template URL: https://bootstrapmade.com/bethany-free-onepage-bootstrap-theme/
  * Author: BootstrapMade.com
  * License: https://bootstrapmade.com/license/
  ======================================================== -->
</head>

<body>

  <!-- ======= Header ======= -->
  <header id="header" class="fixed-top d-flex align-items-center">
    <div class="container">
      <div class="header-container d-flex align-items-center justify-content-between">
        <div class="logo">
          <h1 class="text-light"><a href="index.html"><span>Super store</span></a></h1>
          <!-- Uncomment below if you prefer to use an image logo -->
          <!-- <a href="index.html"><img src="assets/img/logo.png" alt="" class="img-fluid"></a>-->
        </div>

        <nav id="navbar" class="navbar">
          <ul>
            <li><a class="nav-link scrollto active" href="#hero">Home</a></li>
            <li><a class="nav-link scrollto" href="#about">About</a></li>
            <li><a class="nav-link scrollto" href="#services">Services</a></li>
            <li><a class="nav-link scrollto " href="#portfolio">Dashboard</a></li>
            <li><a class="nav-link scrollto" href="#team">story</a></li>

            <li><a class="nav-link scrollto" href="#contact">Contact</a></li>
            <li><a class="getstarted scrollto" href="#about">Get Started</a></li>
          </ul>
          <i class="bi bi-list mobile-nav-toggle"></i>
        </nav><!-- .navbar -->

      </div><!-- End Header Container -->
    </div>
  </header><!-- End Header -->

  <!-- ======= Hero Section ======= -->
  <section id="hero" class="d-flex align-items-center">
    <div class="container text-center position-relative" data-aos="fade-in" data-aos-delay="200">
      <h1>Global Sales Data Analytics</h1>
```

```
      <h2>We are team of Consumer and product Analytics on Global Super Store
Data.</h2>
      <a href="#about" class="btn-get-started scrollto">Get Started</a>
    </div>
  </section><!-- End Hero -->

  <main id="main">

    <!-- ======= Clients Section ======= -->

    </section><!-- End Clients Section -->

    <!-- ======= About Section ======= -->
    <section id="about" class="about">
      <div class="container">

        <div class="row content">
          <div class="col-lg-6" data-aos="fade-right" data-aos-delay="100">
            <h2>About Data </h2>
            <h3>
              Shopping online is currently the need of the hour. Because of
this COVID, it's not easy to walk in a store randomly and buy anything you
want. I this I am trying to understand a few things like

Customers Analysis and Product Analysis
            </h3>
          </div>
          <div class="col-lg-6" data-aos="fade-left" data-aos-delay="200">
            <p>
              Customers Analys is :-
Profile the customers based on their frequency of purchase - calculate
frequency of purchase for each customer
Do the high frequent customers are contributing more revenue
Are they also profitable - what is the profit margin across the buckets
Which customer segment is most profitable in each year.
How the customers are distributed across the countries- -
            </p>

            <p class="col-lg-6">
              Product Analys is :-
Which country has top sales?
Which are the top 5 profit-making product types on a yearly basis
How is the product price varying with sales - Is there any increase in sales
with the decrease in price at a day level
What is the average delivery time across the counties - bar plot
            </p>
          </div>
        </div>
```

```
      </div>
    </section><!-- End About Section -->

    <!-- ======= Counts Section ======= -->

    </section><!-- End Counts Section -->

    <!-- ======= Why Us Section ======= -->
    <section id="why-us" class="why-us">
      <div class="container">

        <div class="row">
          <div class="col-lg-4 d-flex align-items-stretch" data-aos="fade-
right">
            <div class="content">
              <h3>content</h3>
              <p>
                The details of the order done online by people across the
globe in the time frame 1-jan-2011 to 31-dec-2014.
              </p>
              <div class="text-center">
                <a href="#" class="more-btn">Learn More <i class="bx bx-
chevron-right"></i></a>
              </div>
            </div>
          </div>
          <div class="col-lg-8 d-flex align-items-stretch">
            <div class="icon-boxes d-flex flex-column justify-content-center">
              <div class="row">
                <div class="col-xl-4 d-flex align-items-stretch" data-
aos="zoom-in" data-aos-delay="100">
                  <div class="icon-box mt-4 mt-xl-0">
                    <i class="bx bx-receipt"></i>
                    <h4>Orders</h4>
                    <p>25,035</p>
                  </div>
                </div>
                <div class="col-xl-4 d-flex align-items-stretch" data-
aos="zoom-in" data-aos-delay="200">
                  <div class="icon-box mt-4 mt-xl-0">
                    <i class="bx bx-cube-alt"></i>
                    <h4>Total sales</h4>
                    <p>12,642,502</p>
                  </div>
                </div>
                <div class="col-xl-4 d-flex align-items-stretch" data-
aos="zoom-in" data-aos-delay="300">
```

```
                <div class="icon-box mt-4 mt-xl-0">
                  <i class="bx bx-images"></i>
                  <h4>Total Profit</h4>
                  <p>1,467,457</p>
                </div>
              </div>
            </div>
          </div><!-- End .content-->
        </div>
      </div>

    </div>
  </section><!-- End Why Us Section -->

  <!-- ======= Cta Section ======= -->
  <section id="cta" class="cta">
    <div class="container">

      <div class="text-center" data-aos="zoom-in">
        <h3>Call To Action</h3>
        <p> Unleash the Power of Data Analytics Today! Are you ready to unlock the true potential of your data? Take the leap into the world of data analytics and revolutionize your business decisions. Here's your call to action</p>
        <a class="cta-btn" href="#">Call To Action</a>
      </div>

    </div>
  </section><!-- End Cta Section -->

  <!-- ======= Services Section ======= -->
  <section id="services" class="services section-bg">
    <div class="container">

      <div class="row">
        <div class="col-lg-4">
          <div class="section-title" data-aos="fade-right">
            <h2>Services</h2>
            <p>Data analytics services encompass a range of offerings designed to help organizations leverage their data for insights and decision-making. Here are some of our common services offered in data analytics.</p>
          </div>
        </div>
        <div class="col-lg-8">
          <div class="row">
            <div class="col-md-6 d-flex align-items-stretch">
              <div class="icon-box" data-aos="zoom-in" data-aos-delay="100">
                <div class="icon"><i class="bx bxl-dribbble"></i></div>
```

```
                <h4><a href="">Sales Performance Analysis</a></h4>
                <p>This service evaluates the performance of sales teams, individual sales representatives, and products. It involves analyzing key metrics such as conversion rates, average order value, customer acquisition costs, and sales cycle duration to identify areas of improvement and optimize sales strategies.</p>
              </div>
            </div>

            <div class="col-md-6 d-flex align-items-stretch mt-4 mt-lg-0">
              <div class="icon-box" data-aos="zoom-in" data-aos-delay="200">
                <div class="icon"><i class="bx bx-file"></i></div>
                <h4><a href="">Predictive Analytics</a></h4>
                <p>Predictive analytics uses statistical models and algorithms to forecast future sales trends. It leverages historical data to identify patterns and make predictions about potential sales outcomes, customer behavior, market demand, and product performance</p>
              </div>
            </div>

            <div class="col-md-6 d-flex align-items-stretch mt-4">
              <div class="icon-box" data-aos="zoom-in" data-aos-delay="300">
                <div class="icon"><i class="bx bx-tachometer"></i></div>
                <h4><a href="">Descriptive Analytics</a></h4>
                <p>Descriptive analytics focuses on summarizing historical sales data to understand trends, patterns, and key performance indicators (KPIs). It involves analyzing metrics like sales volume, revenue, profit margins, customer segments, and geographical distribution</p>
              </div>
            </div>

            <div class="col-md-6 d-flex align-items-stretch mt-4">
              <div class="icon-box" data-aos="zoom-in" data-aos-delay="400">
                <div class="icon"><i class="bx bx-world"></i></div>
                <h4><a href="">Sales Data Integration</a></h4>
                <p>Integrating sales data with other relevant datasets, such as marketing data or customer relationship management (CRM) data, allows businesses to gain a comprehensive view of their sales operations. This integration helps in identifying correlations, uncovering insights, and improving overall business performance.</p>
              </div>
            </div>

          </div>
        </div>
      </div>

    </div>
```

```
    </section><!-- End Services Section -->

    <!-- ======= Portfolio Section ======= -->
    <section id="portfolio" class="portfolio">
      <div class="container">

        <div class="section-title" data-aos="fade-left">
          <h2>Dashboard </h2>
          <p>A Comprehensive Analysis On  Global super store data and role
Dashboard</p>

          <div class='tableauPlaceholder' id='viz1687677610887'
style='position: relative'><noscript><a href='#'><img alt='Dashboard 4 '
src='https:&#47;&#47;public.tableau.com&#47;static&#47;images&#47;pr&#47;proje
ct_7_16876756242300&#47;Dashboard4&#47;1_rss.png' style='border: none'
/></a></noscript><object class='tableauViz'  style='display:none;'>
            <param name='host_url' value='https%3A%2F%2Fpublic.tableau.com%2F'
/>
            <param name='embed_code_version' value='3' />
            <param name='site_root' value='' />
            <param name='name' value='project_7_16876756242300&#47;Dashboard4'
/>
            <param name='tabs' value='no' /><param name='toolbar' value='yes'
/>
            <param name='static_image'
value='https:&#47;&#47;public.tableau.com&#47;static&#47;images&#47;pr&#47;pro
ject_7_16876756242300&#47;Dashboard4&#47;1.png' />
            <param name='animate_transition' value='yes' />
            <param name='display_static_image' value='yes' />
            <param name='display_spinner' value='yes' />
            <param name='display_overlay' value='yes' />
            <param name='display_count' value='yes' />
            <param name='language' value='en-US' />
          </object></div>
                      <script type='text/javascript'>
                                    var divElement =
document.getElementById('viz1687677610887');
                                                        var vizElement =
divElement.getElementsByTagName('object')[0];
                                                                    if (
divElement.offsetWidth > 800 ) {
vizElement.style.width='1000px';vizElement.style.height='827px';} else if (
divElement.offsetWidth > 500 ) {
vizElement.style.width='1000px';vizElement.style.height='827px';} else {
vizElement.style.width='100%';vizElement.style.height='1577px';}
      var scriptElement =
document.createElement('script');                    scriptElement.src =
'https://public.tableau.com/javascripts/api/viz_v1.js';                    viz
```

```
Element.parentNode.insertBefore(scriptElement,
vizElement);                </script>

<div class='tableauPlaceholder' id='viz1687675920839' style='position:
relative'>
  <noscript><a href='#'><img alt='Dashboard 5 '
src='https:&#47;&#47;public.tableau.com&#47;static&#47;images&#47;pr&#47;proje
ct_5_16876751181670&#47;Dashboard5&#47;1_rss.png' style='border: none'
/></a></noscript><object class='tableauViz'  style='display:none;'><param
name='host_url' value='https%3A%2F%2Fpublic.tableau.com%2F' />
    <param name='embed_code_version' value='3' />
    <param name='site_root' value='' />
    <param name='name' value='project_5_16876751181670&#47;Dashboard5' />
    <param name='tabs' value='no' />
    <param name='toolbar' value='yes' />
    <param name='static_image'
value='https:&#47;&#47;public.tableau.com&#47;static&#47;images&#47;pr&#47;pro
ject_5_16876751181670&#47;Dashboard5&#47;1.png' />
    <param name='animate_transition' value='yes' />
    <param name='display_static_image' value='yes' />
    <param name='display_spinner' value='yes' />
    <param name='display_overlay' value='yes' />
    <param name='display_count' value='yes' />
    <param name='language' value='en-US' />
  </object></div>
          <script type='text/javascript'>
                           var divElement =
document.getElementById('viz1687675920839');
                                          var vizElement =
divElement.getElementsByTagName('object')[0];
                                                  if (
divElement.offsetWidth > 800 ) {
vizElement.style.width='1000px';vizElement.style.height='827px';} else if (
divElement.offsetWidth > 500 ) {
vizElement.style.width='1000px';vizElement.style.height='827px';} else {
vizElement.style.width='100%';vizElement.style.height='1577px';}
      var scriptElement =
document.createElement('script');                    scriptElement.src =
'https://public.tableau.com/javascripts/api/viz_v1.js';                    viz
Element.parentNode.insertBefore(scriptElement,
vizElement);                </script>

    </section><!-- End Portfolio Section -->

    <!-- ======= Testimonials Section ======= -->

    </section><!-- End Testimonials Section -->
```

```
    <!-- ======= Team Section ======= -->
    <section id="team" class="team">
      <div class="container">

        <div class="row">
          <div class="col-lg-4">
            <div class="section-title" data-aos="fade-right">
              <h2>Story</h2>
              <p>A Comprehensive Analysis On  Global super store data and
roles  story </p>
              <div class='tableauPlaceholder' id='viz1687675281132'
style='position: relative'><noscript><a href='#'>
                <img alt='All Visualizations '
src='https:&#47;&#47;public.tableau.com&#47;static&#47;images&#47;pr&#47;proje
ct_3_168767195228 90&#47;AllVisualizations&#47;1_rss.png' style='border: none'
/></a></noscript><object class='tableauViz'  style='display:none;'>
                  <param name='host_url'
value='https%3A%2F%2Fpublic.tableau.com%2F' />
                  <param name='embed_code_version' value='3' />
                  <param name='site_root' value='' />
                  <param name='name'
value='project_3_168767195228 90&#47;AllVisualizations' />
                  <param name='tabs' value='no' />
                  <param name='toolbar' value='yes' />
                  <param name='static_image'
value='https:&#47;&#47;public.tableau.com&#47;static&#47;images&#47;pr&#47;pro
ject_3_168767195228 90&#47;AllVisualizations&#47;1.png' />
                   <param name='animate_transition' value='yes' />
                   <param name='display_static_image' value='yes' />
                   <param name='display_spinner' value='yes' />
                   <param name='display_overlay' value='yes' />
                   <param name='display_count' value='yes' />
                   <param name='language' value='en-US' />
                  </object></div>                <script
type='text/javascript'>                    var divElement =
document.getElementById('viz1687675281132');                    var vizElement
=
divElement.getElementsByTagName('object')[0];                    vizElement.st
yle.width='1016px';vizElement.style.height='991px';                    var
scriptElement =
document.createElement('script');                    scriptElement.src =
'https://public.tableau.com/javascripts/api/viz_v1.js';                    viz
Element.parentNode.insertBefore(scriptElement,
vizElement);                </script>

    </section><!-- End Team Section -->

    <!-- ======= Contact Section ======= -->
```

```
    <section id="contact" class="contact">
      <div class="container">
        <div class="row">
          <div class="col-lg-4" data-aos="fade-right">
            <div class="section-title">
              <h2>Contact</h2>
              <p></p>
            </div>
          </div>

          <div class="col-lg-8" data-aos="fade-up" data-aos-delay="100">
            <iframe
src="https://www.google.com/maps/embed?pb=!1m18!1m12!1m3!1d11272.7873023877!2d
79.15877348212159!3d12.969026063948498!2m3!1f0!2f0!3f0!3m2!1i1024!2i768!4f13.1
!3m3!1m2!1s0x3bad479f0ccbe067%3A0xfef222e5f36ecdeb!2sVellore%20Institute%20of%
20Technology!5e0!3m2!1sen!2sin!4v1687681670464!5m2!1sen!2sin" width="600"
height="450" style="border:0;" allowfullscreen="" loading="lazy"
referrerpolicy="no-referrer-when-downgrade"></iframe>
            <div class="info mt-4">
              <i class="bi bi-geo-alt"></i>
              <h4>Location:</h4>
              <p> katpadi,Vellore,TN 632001.India </p>
            </div>
            <div class="row">
              <div class="col-lg-6 mt-4">
                <div class="info">
                  <i class="bi bi-envelope"></i>
                  <h4>Email:</h4>
                  <p>pardha.20mis7077@vitap.ac.in</p>
                  <p>kndheerendra.kumar2020@vitstudent.ac.in</p>
                  <p>veerendranath.kms2020@vitstudent.ac.in</p>
                  <p>venkatalokeshwara.g2020@vitstudent.ac.in</p>

                </div>
              </div>
              <div class="col-lg-6">
                <div class="info w-100 mt-4">
                  <i class="bi bi-phone"></i>
                  <h4>Call:</h4>
                  <p>6304883033</p>
                  <p>8639845268</p>
                  <p>9494984515</p>
                  <p>7997537521</p>
                </div>
              </div>
            </div>
```

```
            <form action="forms/contact.php" method="post" role="form"
class="php-email-form mt-4">
              <div class="row">
                <div class="col-md-6 form-group">
                  <input type="text" name="name" class="form-control"
id="name" placeholder="Your Name" required>
                </div>
                <div class="col-md-6 form-group mt-3 mt-md-0">
                  <input type="email" class="form-control" name="email"
id="email" placeholder="Your Email" required>
                </div>
              </div>
              <div class="form-group mt-3">
                <input type="text" class="form-control" name="subject"
id="subject" placeholder="Subject" required>
              </div>
              <div class="form-group mt-3">
                <textarea class="form-control" name="message" rows="5"
placeholder="Message" required></textarea>
              </div>
              <div class="my-3">
                <div class="loading">Loading</div>
                <div class="error-message"></div>
                <div class="sent-message">Your message has been sent. Thank
you!</div>
              </div>
              <div class="text-center"><button type="submit">Send
Message</button></div>
            </form>
          </div>
        </div>

      </div>
    </section><!-- End Contact Section -->

  </main><!-- End #main -->

  <!-- ======= Footer ======= -->
  <footer id="footer">

    <div class="footer-top">
      <div class="container">
        <div class="row">

          <div class="col-lg-3 col-md-6 footer-contact">
            <h3>Super store </h3>
            <p>
              katpadi <br>
```

```
              Vellore,TN 632001<br>
              India <br><br>
              <strong>Phone:</strong> 6304883033<br>
               <strong>Phone:</strong> 8639845268<br>
                <strong>Phone:</strong> 9494984515<br>
                <strong>Phone:</strong> 7997537521<br>

              <strong>Email:</strong> pardha.20mis7077@vitap.ac.in<br>
              <strong>Email:</strong>
kndheerendra.kumar2020@vitstudent.ac.in<br>
              <strong>Email:</strong> veerendranath.kms2020@vitstudent.ac.in
<br>
              <strong>Email:</strong>
venkatalokeshwara.g2020@vitstudent.ac.in<br>
            </p>
          </div>

          <div class="col-lg-2 col-md-6 footer-links">
            <h4>Useful Links</h4>
            <ul>
              <li><i class="bx bx-chevron-right"></i> <a
href="#">Home</a></li>
              <li><i class="bx bx-chevron-right"></i> <a href="#">About
us</a></li>
              <li><i class="bx bx-chevron-right"></i> <a
href="#">Services</a></li>
              <li><i class="bx bx-chevron-right"></i> <a href="#">Terms of
service</a></li>
              <li><i class="bx bx-chevron-right"></i> <a href="#">Privacy
policy</a></li>
            </ul>
          </div>

          <div class="col-lg-3 col-md-6 footer-links">
            <h4>Our Services</h4>
            <ul>
              <li><i class="bx bx-chevron-right"></i> <a href="#">Web
Design</a></li>
              <li><i class="bx bx-chevron-right"></i> <a href="#">Web
Development</a></li>
              <li><i class="bx bx-chevron-right"></i> <a href="#">Product
Management</a></li>
              <li><i class="bx bx-chevron-right"></i> <a
href="#">Marketing</a></li>
              <li><i class="bx bx-chevron-right"></i> <a href="#">Graphic
Design</a></li>
            </ul>
          </div>
```

```
          <div class="col-lg-4 col-md-6 footer-newsletter">
            <h4>Join Our Newsletter</h4>
            <p>Students with a passion for data analytics from Vellore
Institute of Technology (VIT) University equipped with a strong foundation in
analytics and the skills needed to navigate the data-driven world.</p>
            <form action="" method="post">
              <input type="email" name="email"><input type="submit"
value="Subscribe">
            </form>
          </div>

        </div>
      </div>
    </div>

    <div class="container d-md-flex py-4">

      <div class="me-md-auto text-center text-md-start">
        <div class="copyright">
          &copy; Copyright <strong><span>Bethany</span></strong>. All Rights
Reserved
        </div>
        <div class="credits">
          <!-- All the links in the footer should remain intact. -->
          <!-- You can delete the links only if you purchased the pro version.
-->
          <!-- Licensing information: https://bootstrapmade.com/license/ -->
          <!-- Purchase the pro version with working PHP/AJAX contact form:
https://bootstrapmade.com/bethany-free-onepage-bootstrap-theme/ -->
          Designed by <a href="https://bootstrapmade.com/">BootstrapMade</a>
        </div>
      </div>
      <div class="social-links text-center text-md-right pt-3 pt-md-0">
        <a href="#" class="twitter"><i class="bx bxl-twitter"></i></a>
        <a href="#" class="facebook"><i class="bx bxl-facebook"></i></a>
        <a href="#" class="instagram"><i class="bx bxl-instagram"></i></a>
        <a href="#" class="google-plus"><i class="bx bxl-skype"></i></a>
        <a href="#" class="linkedin"><i class="bx bxl-linkedin"></i></a>
      </div>
    </div>
  </footer><!-- End Footer -->

  <a href="#" class="back-to-top d-flex align-items-center justify-content-
center"><i class="bi bi-arrow-up-short"></i></a>

  <!-- Vendor JS Files -->
```

```
  <script
src="static/assets/vendor/purecounter/purecounter_vanilla.js"></script>
  <script src="static/assets/vendor/aos/aos.js"></script>
  <script
src="static/assets/vendor/bootstrap/js/bootstrap.bundle.min.js"></script>
  <script src="static/assets/vendor/glightbox/js/glightbox.min.js"></script>
  <script src="static/assets/vendor/isotope-
layout/isotope.pkgd.min.js"></script>
  <script src="static/assets/vendor/swiper/swiper-bundle.min.js"></script>
  <script src="static/assets/vendor/php-email-form/validate.js"></script>

  <!-- Template Main JS File -->
  <script src="static/assets/js/main.js"></script>

</body>

</html>
```

**Flask:**

```
from flask import Flask, redirect, url_for, render_template

app = Flask(__name__)

@app.route("/")
def home():
    return render_template("index.html")

if __name__ == "__main__":
    app.run(debug = False, port = 8000)
```