

## **1. INTRODUCTION**

### **a. Overview**

With the increase in consumer demand , the E-commerce space has boomed. This also leads to an increase in fierce competition in today's online marketplace. The ecommerce industry sells a diverse product line of grocery items and merchandise products, such as food, pharmaceuticals, apparel, games and toys, hobby items, furniture and appliances. The analysis of such industry is of great importance as it gives insights for the sales and profits of various products.

### **b. Purpose**

E-commerce brings convenience for customers as they do not have to leave home and only need to browse website online,especially for buying the products which are not sold in near by shops.It could help customers buy wider range of products and save customers time.Consumers also gain power through online shopping.

## **2. LITERATURE SURVEY**

### **2.1 Existing problem**

- 1.Micro -target an online Audience
- 2.Personalize
- 3.Integrate Across Channels
- 4.Tap into logistics
- 5.Consider subscription commerce
- 6.Opt for Flexible Technology
- 7 .integrate Add REAL
- 8.Look For Social Commerce Opputunities
- 9.Support Cross-boarder and Global Sales

## 10.Create a Seamless Brand

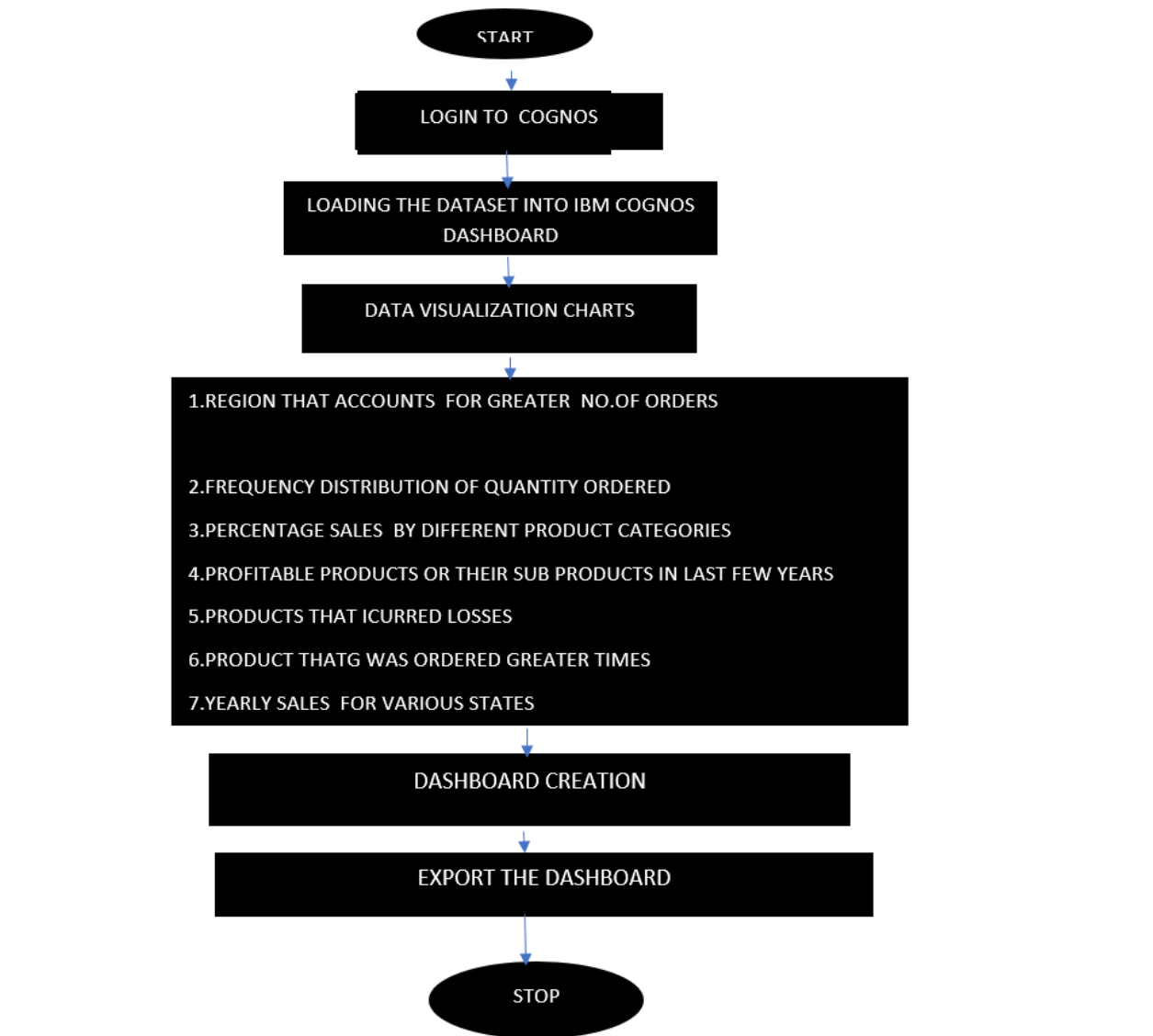
### 2.2 Proposed solution

**Service Used:** IBM Cognos Analytics



## 3. THEORITICAL ANALYSIS

### 3.1 Block diagram



### 3.2 HARDWARE/SOFTWARE DESIGNIN

#### SOFTWARE SPECIFICATIONS

REQUIREMENT	SPECIFICATION
IBM ACCOUNT	You must have an account in IBM prior to begin.
IBM cognos analytics dashboard	1.Contains Different Visualization 2.One Should Launch the cognos analytics dashboard.
Web browser	For all web browsers,the following must be enabled: <ul style="list-style-type: none"><li>• Cookies</li><li>• Java Script</li></ul>

#### HARDWARE SPECIFICATIONS

<u>REQUIREMENTS</u>	<u>SPECIFICATIONS</u>
Operating System	<u>Microsoft Windows</u> <u>Unix</u> <u>Linux</u>
processing	Minimum:4 CPU cores for one user.For each deployment,a sizing exercise is highly recommended.
RAM	Minimum 8GB

## 4 EXPERIMENTAL IVESTIGATIONS

Analysis or the investigation made while working on the solution:

While working on the solution we investigated on what is E-commerce analysis, IBM cloud, IBM Watson studio, Ibm cognos service, Cloud Object Storage. The key role on investigation is collection of dataset.

## **IBM CLOUD ACCOUNT**

IBM Acquired soft layer, a public cloud platform, to serve as the foundation for its IaaS offering. In October 2016, IBM rolled the soft layer brand under its Blue mix brand of PaaS offerings, giving users to access both IaaS and PaaS resources from a single console. IBM cloud provides a full-stack, public cloud platform with various products in the catalog, including options for compute, storage, networking, end to end developer solutions for app development, testing and deployment, security databases, and cloud native services.

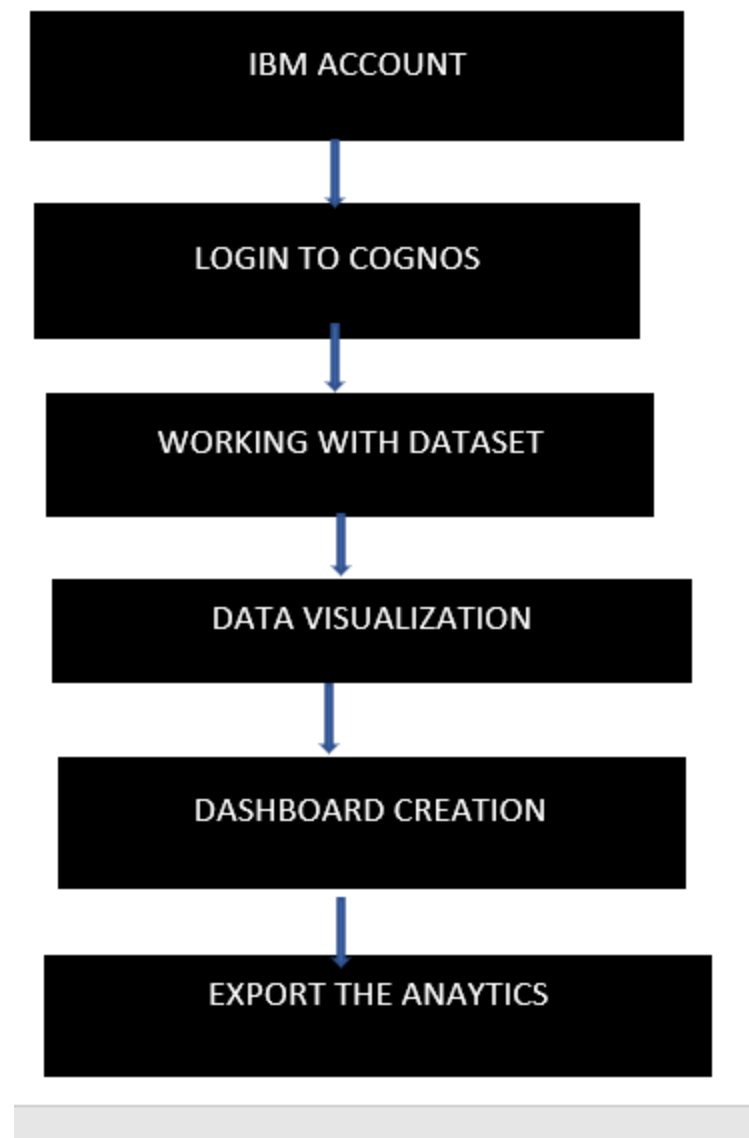
Creating the IBM cloud account by going to the IBM cloud login page and click create on IBM cloud account. Enter our IBM id and an ID is created based on the email that we enter. Completing the remaining fields with our information and click create account by this the account is created.

## **DATASET COLLECTION:**

The data collection on E-commerce analysis by:

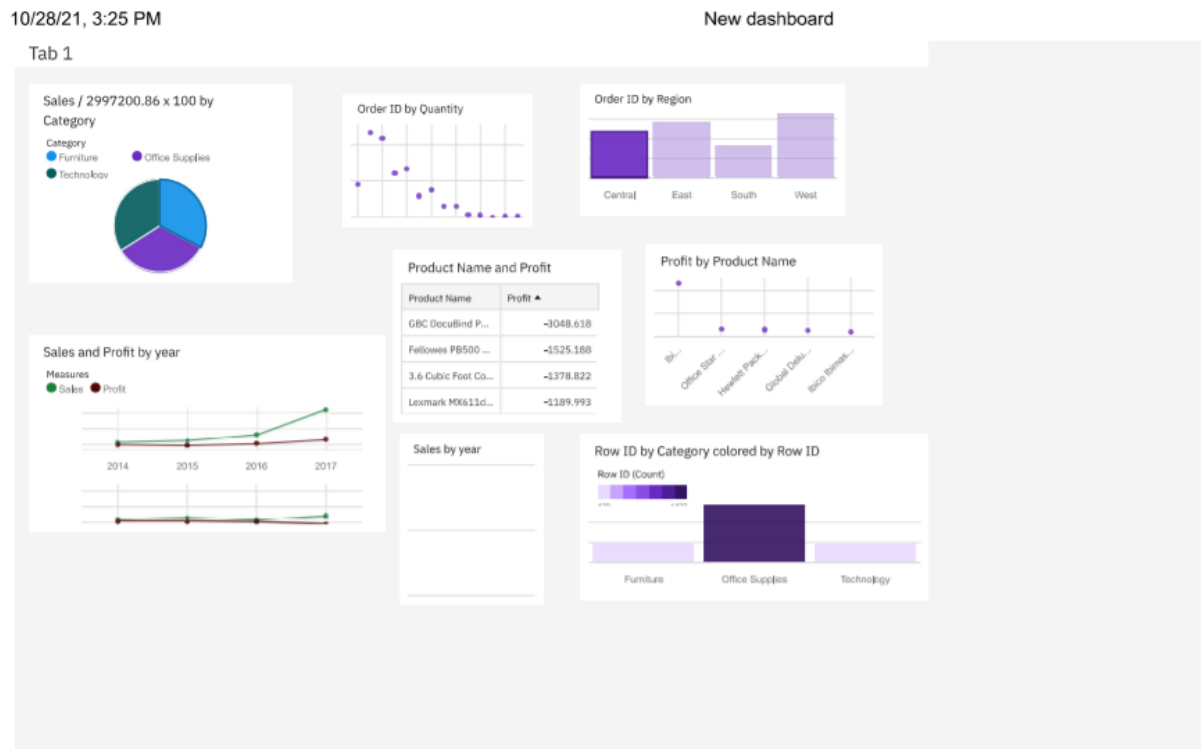
- Articulate the problem early.
- Establish data collection
- Check our data quickly.
- Reduce the data
- Take the required data

## 5 FLOWCHART



## 6 RESULT

This is the final Dashboard snippet of E-commerce



## 7 ADVANTAGES AND DISADVANTAGES

### ADVANTAGES

1. Lower Costs- reduces maintenance due to complete report coverage and a zero-footprint environment.
2. Faster results- shortens reporting time due to seamless integration and adaptive authoring.
3. Ability to use a variety of charts- Cross tabs, bar or 3D bar, pie or doughnut, line, gauge

funnel, scatter, dot density, waterfall, and so forth.

4. High performance data access across all sources
5. Improved decision making – reports and dashboards present data in easily- understood formats.

### **DISADVANTAGES**

1. Total Cost of Ownership (TCO) is more significant than other tools.
2. Minimal forecast capabilities.
3. Investment in Cognos R&D by IBM is declining.
4. Won't work smoothly with large data sets having many parameters.
5. Cross-browser compatibility is often problematic.

## **8 APPLICATIONS**

The areas where this solutions can be applied:

1. E-commerce analysis using IBM Cognos Dashboard
2. The Visualizations can be done by using Visualizations Tools.

## **9 CONCLUSION:**

From this entire we know fundamental concepts and work on IBM COGNOS.

1. Gain a board understanding of visualization.
2. Learn to build stunning modles on IBM cloud.
3. To create data visualizations to understand.



## 10 FUTURE SCOPE:

Enhancements that can be made in the future:

1. This model can be further developed to suggest any analysis can be done by using IBM Cognos Dashboard. And E-Commerce analysis were done by this Visualizations based on the input parameters.
2. We can scope the better job in future with the easy experience.

## 11 BIBLIOGRAPHY

Reference of previous works or websites visited/books referred for analysis about the project, previous solution findings.

## APPENDIX

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