

GLOBAL SALES DATA ANALYTICS USING IBM COGNOS

Smart bridge Data Analytics Final Project by Team – 112

Website Link: <https://global-sales-data-analytics.web.app/>

TEAM MEMBERS:

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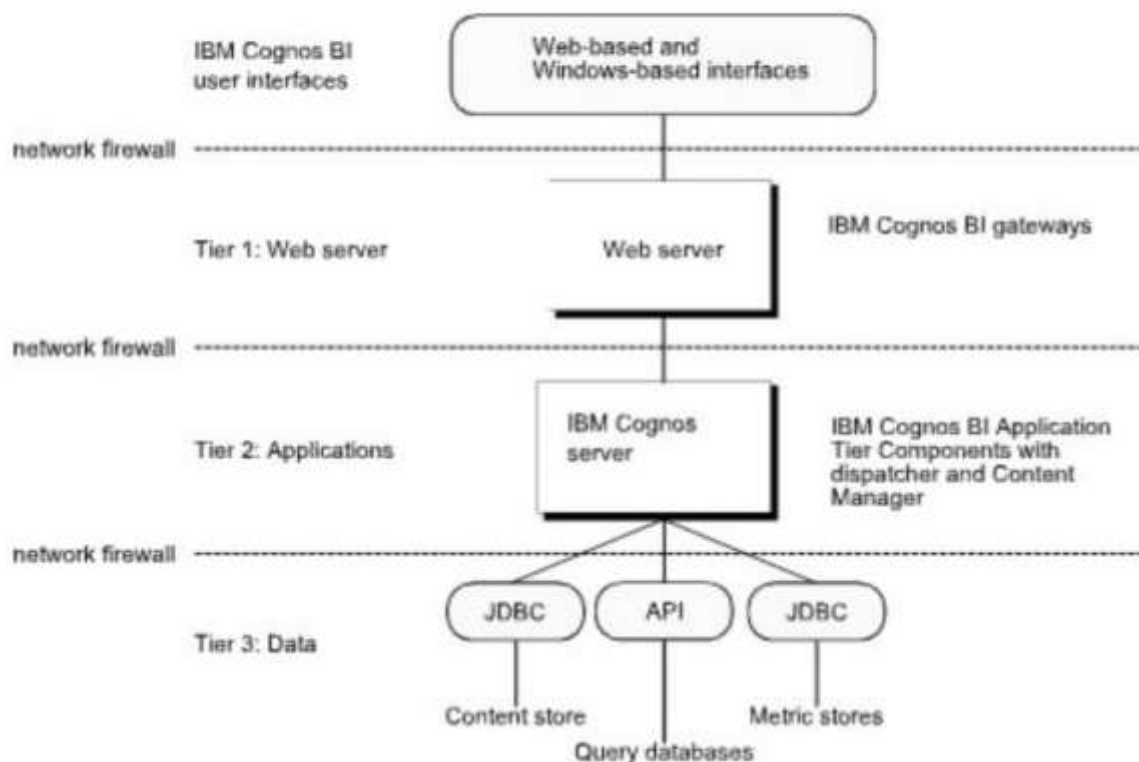
IBM Cognos Introduction

IBM Cognos is a business intelligence and performance management software suite developed by IBM. It provides a range of tools and features to help organizations analyze data, generate reports, and make informed business decisions. Cognos offers a comprehensive set of capabilities for data analytics, including data integration, reporting, dashboarding, and predictive analytics.

IBM Cognos Architecture

- IBM “Cognos” is a solution designed to address the challenges of enterprise-scale reporting, analysis, scorecarding, and event notification
- The web-based IBM Cognos architecture was designed for scalability, availability, and openness. It uses platform independent, industry proven technology, such as Extensible Markup Language (XML), Sim

IBM Cognos server between a Web server and a Data tier



- As shown in the following diagram, the IBM Cognos architecture is based on a typical three-tiered web architecture that consists of the following components
- IBM Cognos server between a Web server and a Data tier
- IBM Cognos components communicate with each other, and with any additional applications integrated with IBM Cognos, using the BI Bus API.
- The BI Bus API is an open, documented, SOAP API that supports WSDL, providing platform-independent access to all IBM Cognos functionality.

Reporting and Dashboards

- IBM Cognos offers robust reporting and dashboarding capabilities, allowing you to create visually appealing and interactive reports and dashboards to present your sales data. These reports can be customized to show key performance indicators (KPIs), sales trends, market share, and other relevant metrics.

Dataset:

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

This Dataset contains information of Global Super Store Dataset

DATASET PREPARATION:

Data preparation for Tableau involves the process of organizing, cleaning, and transforming raw data into a format that can be effectively visualized and analysed within the Tableau software. This includes tasks such as data cleaning, data integration, data formatting, and data aggregation. The goal is to ensure that the data is accurate, consistent, and structured in a way that enables meaningful insights and visualizations in Tableau.

Prepare The Data For Visualization: Preparing the data for visualization involves cleaning the data to remove irrelevant or missing data, transforming the data into a format that can be easily visualized, exploring the data to identify patterns and trends, filtering the data to focus on specific subsets of data, preparing the data for visualization software, and ensuring the data is accurate and complete. This process helps to make the data easily understandable and ready for creating visualizations to gain insights into the performance and efficiency.

DATA VISUALIZATION:

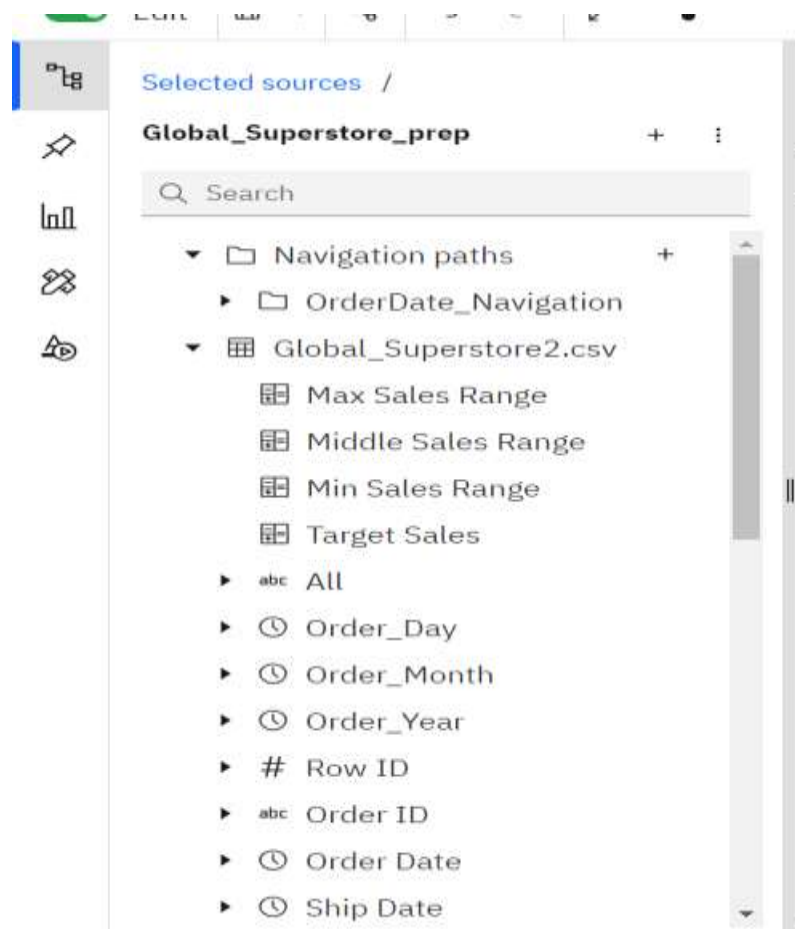
Data visualization is the process of creating graphical representations of data in order to help people understand and explore the information. The goal of data visualization is to make complex datasets more accessible, intuitive, and easier to interpret. By using visual elements such as charts, graphs, and maps, data visualizations can help people quickly identify patterns, trends, and outliers in the data.

The following visualizations are made using IBM Cognos:

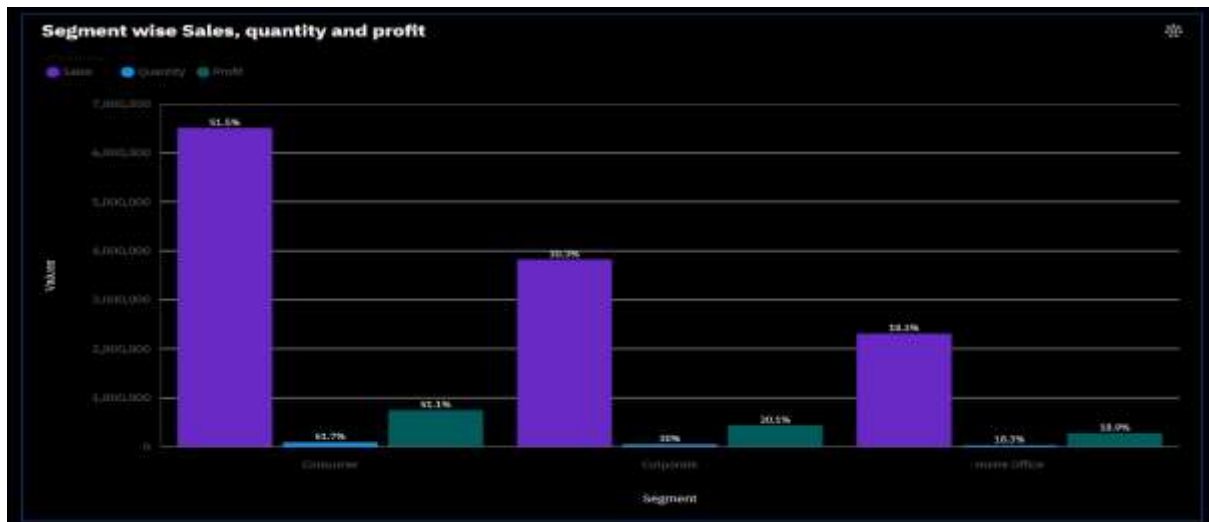
- 1.Date Calculations and Navigation path.
- 2.Segment wise Sales, Profit and Qty.
- 3.Use Pie to showcase Sales by Order Priority and Sales by Market.
- 4.Use a Tree Map to present Sales by Sub-Category
- 5.Using a Bar chart present Sales by Region by Sales order.

6. Present Regional Sales using Map Country points -- Show case Top 10 countries.
7. Present Sales (Bar), Profit (line) by Sub-Category using Line and Column Chart.
8. Sales vs Profit Scatter Plot with Sub-Category points and Region in Colour.
9. Sales and Profit Forecast by Month Country as Region and Region as Filter.
10. Sales vs Profit forecast by Month by Order Priority.
11. Show the Min, Max, Avg Sales by Sub-Category using Box plot.
12. By setting 10% extra Target for Sales Present Segment-wise Sales use Bullet Chart.
13. Present Sales using Hierarchy Bubbles by Market / Region.
14. Using a Legacy Map Present Sales vs Profit by Country / Region.
15. Show case Quantity Sold by Radar Chart across various Regions.
16. Present Monthly Sales by Sub-Category using Waterfall chart.
17. Present Sales Vs Profit of Countries by Word Cloud.

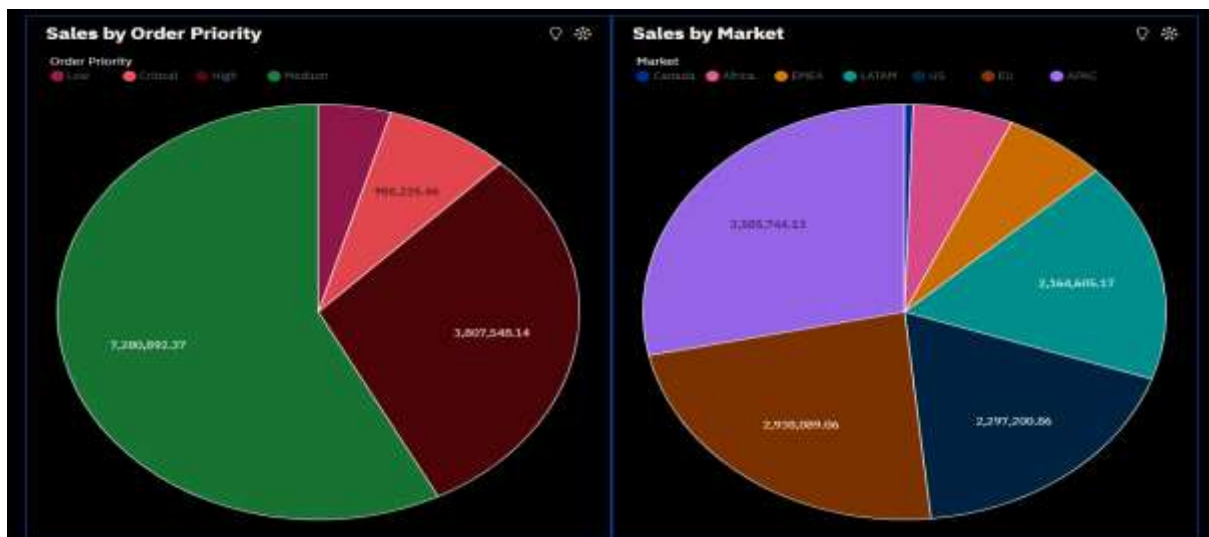
1. Date Calculations and Navigation path.



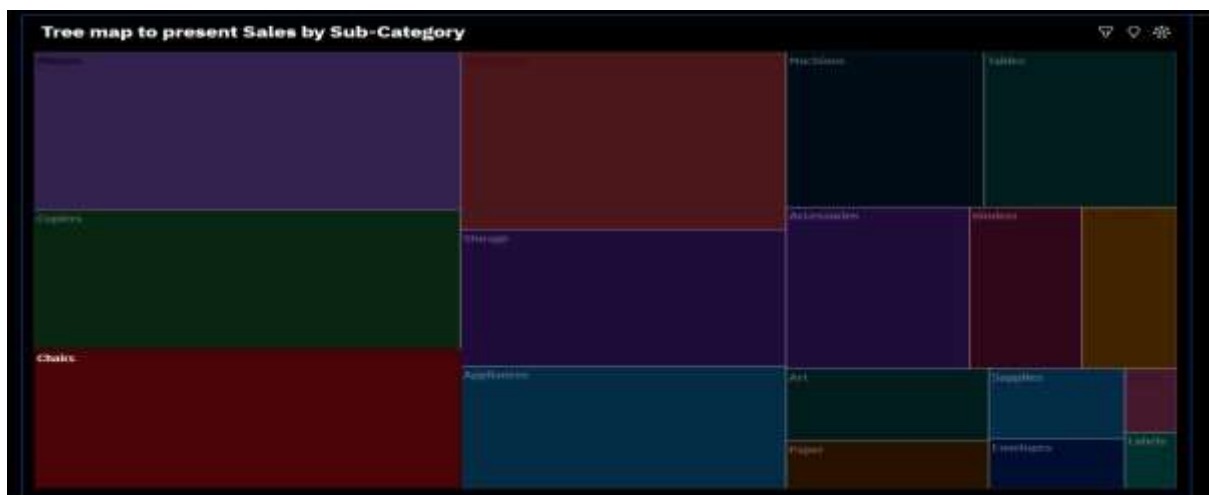
2. Segment wise Sales, Profit and Qty.



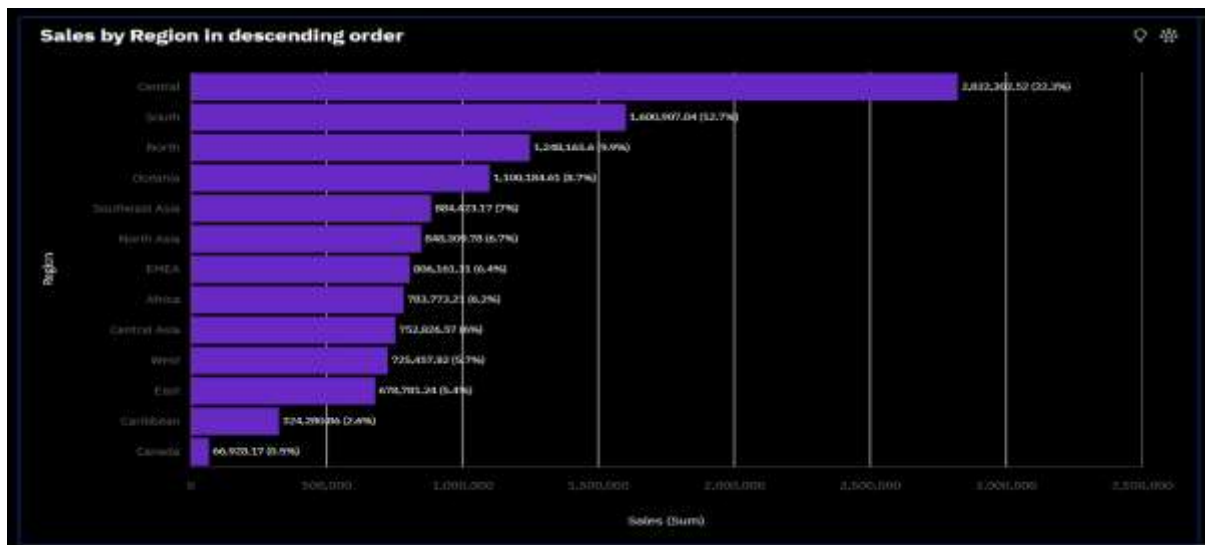
3. Use Pie to showcase Sales by Order Priority and Sales by Market.



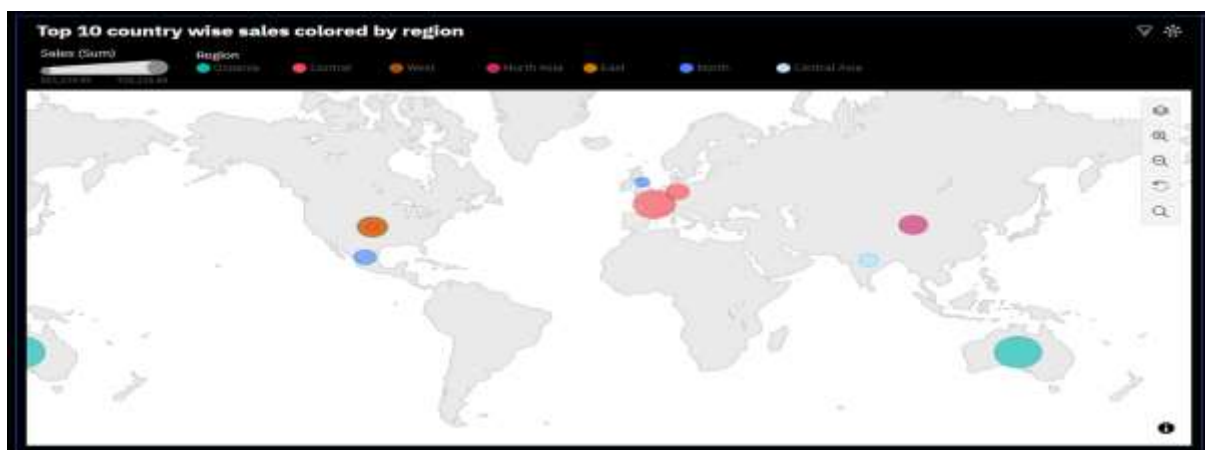
4. Use a Tree Map to present Sales by Sub-Category



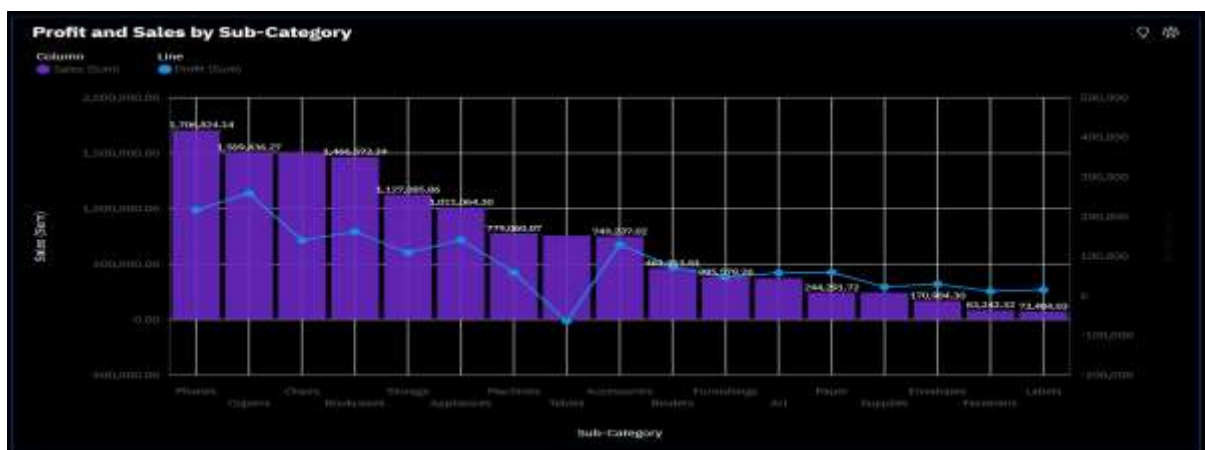
5.Using a Bar chart present Sales by Region by Sales order.



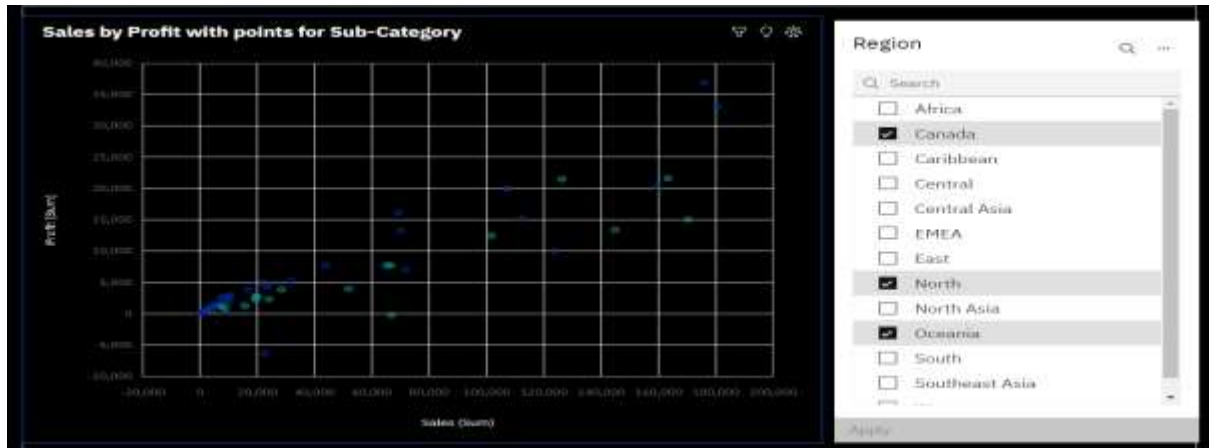
6. Present Regional Sales using Map Country points -- Show case Top 10 countries.



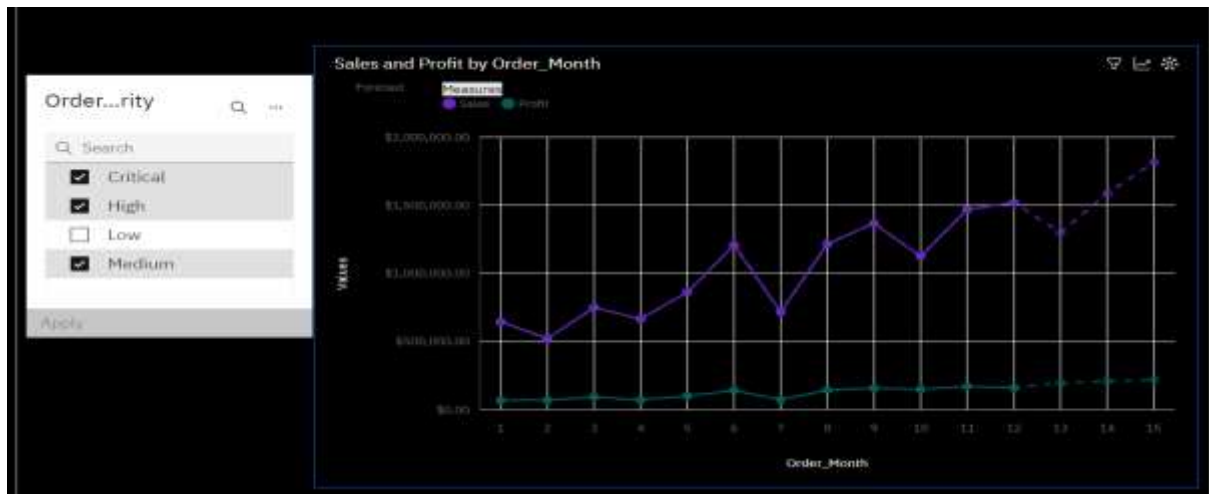
7. Present Sales (Bar), Profit (line) by Sub-Category using Line and Column Chart.



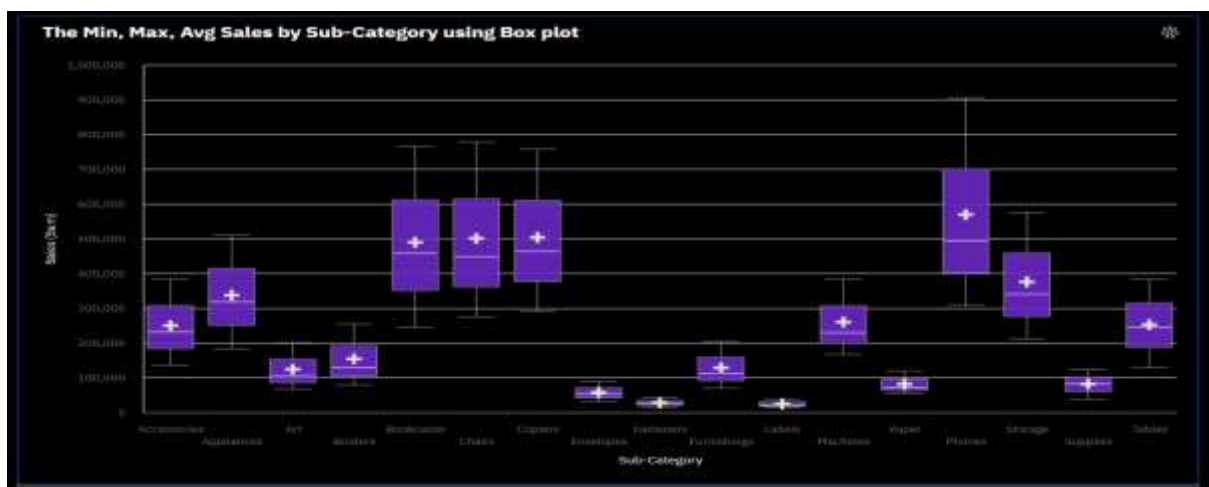
9.Sales and Profit Forecast by Month Country as Region and Region as Filter.



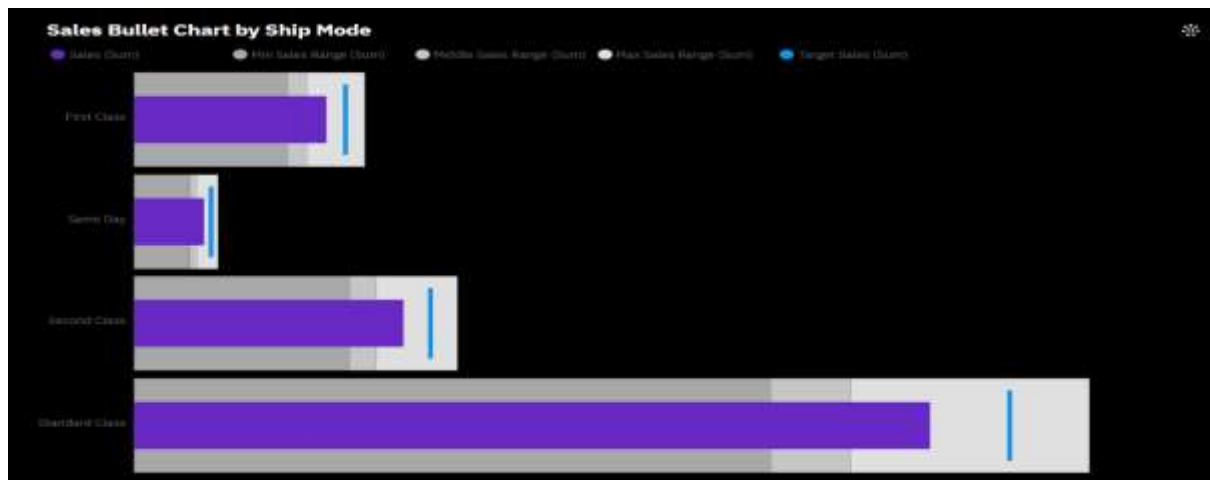
10.Sales vs Profit forecast by Month by Order Priority.



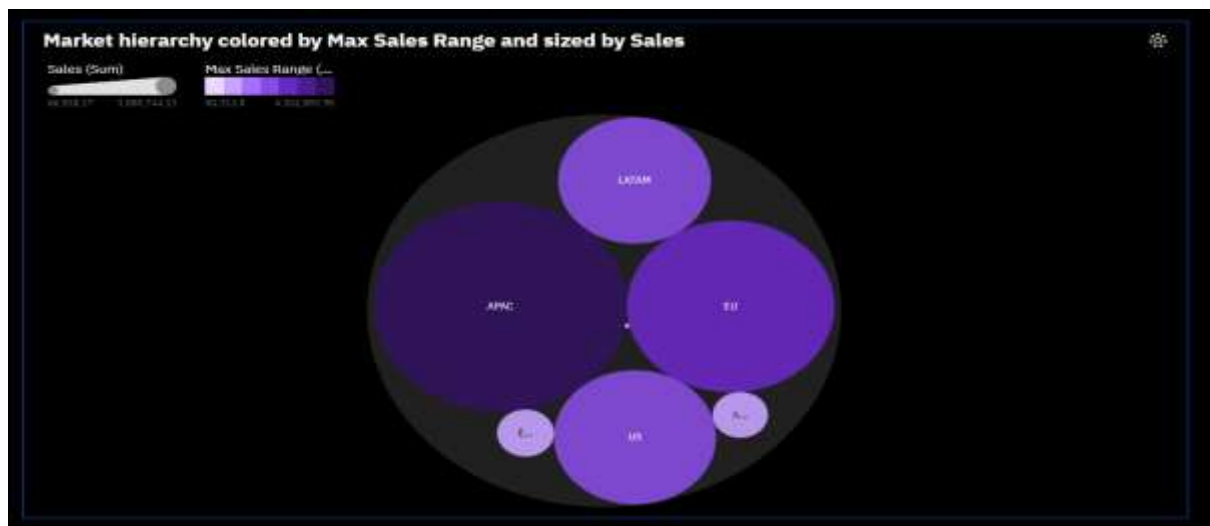
11. Show the Min, Max, Avg Sales by Sub-Category using Box plot.



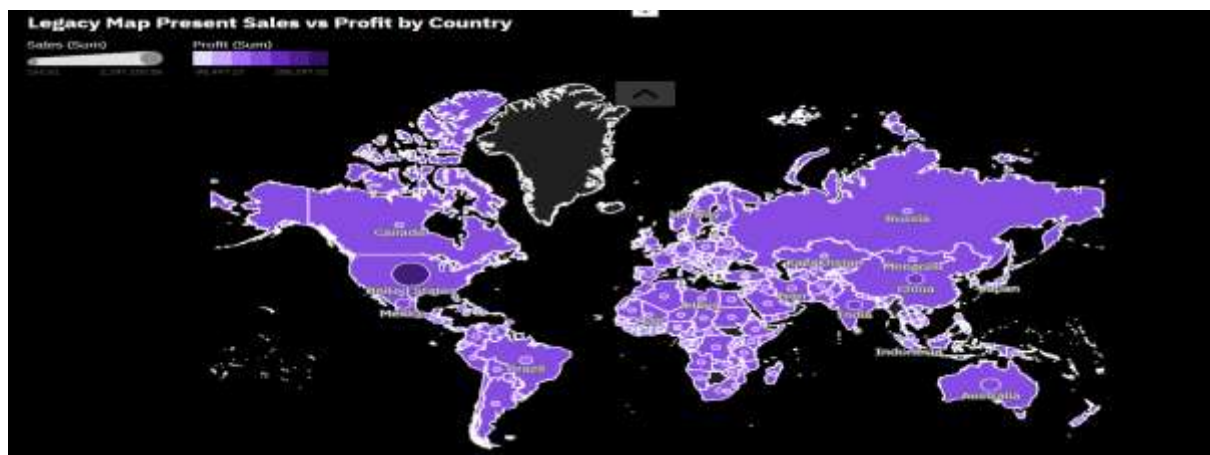
12.By setting 10% extra Target for Sales Present Segment-wise Sales use Bullet Chart.



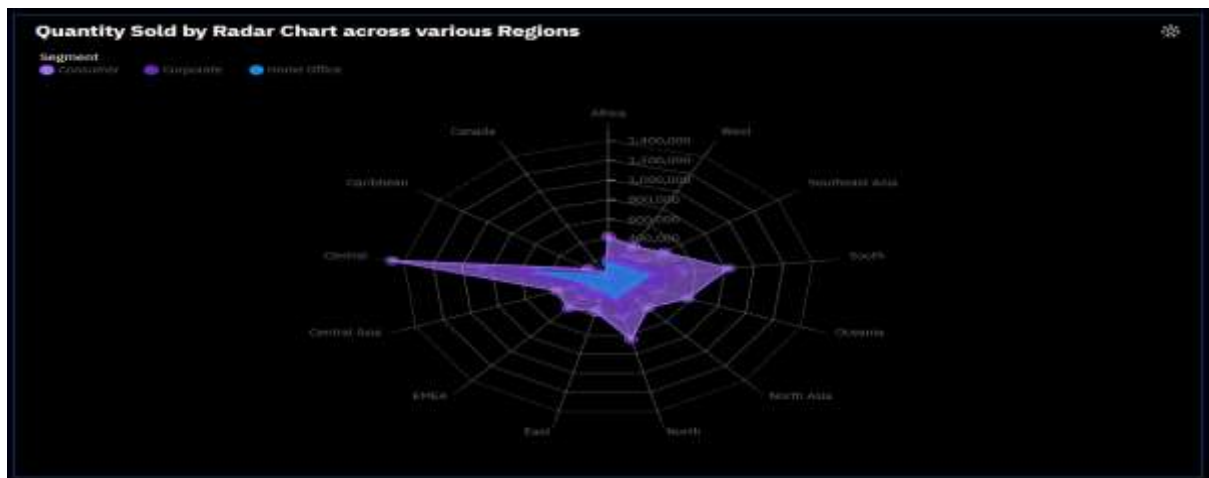
13.Present Sales using Hierarchy Bubbles by Market / Region.



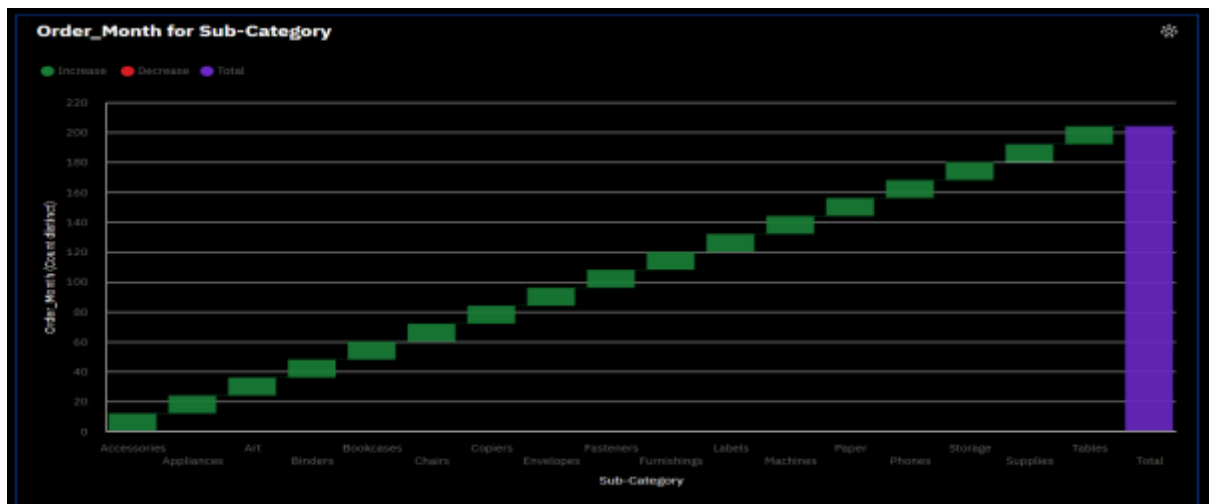
14.Using a Legacy Map Present Sales vs Profit by Country / Region.



15.Show case Quantity Sold by Radar Chart across various Regions.



16.Present Monthly Sales by Sub-Category using Waterfall chart.



17.Present Sales Vs Profit of Countries by Word Cloud.



Link:

https://us1.ca.analytics.ibm.com/bi/?perspective=dashboard&pathRef=.my_folders%2FGlobal%2BSuperstore%2Bteam%2B112%2Bdashboard&action=view&mode=dashboard&subView=model00000188f8e2e363_00000000

Explanation link:

https://drive.google.com/file/d/1VTiESuaHL9aWbb_zAa5pwOg1ujqjx_ND/view?usp=s_haring

DASHBOARD:

A dashboard is a visual representation of important information and data, typically displayed in a single screen or interface. It provides a consolidated view of key metrics, performance indicators, and data points relevant to a specific domain or context.

The main purpose of a dashboard is to provide users with a real-time or near real-time snapshot of data, allowing them to quickly assess the current status, identify trends, and make informed decisions. Dashboards often include charts, graphs, tables, and other visualizations.

IBM COGNOS DASHBOARD:

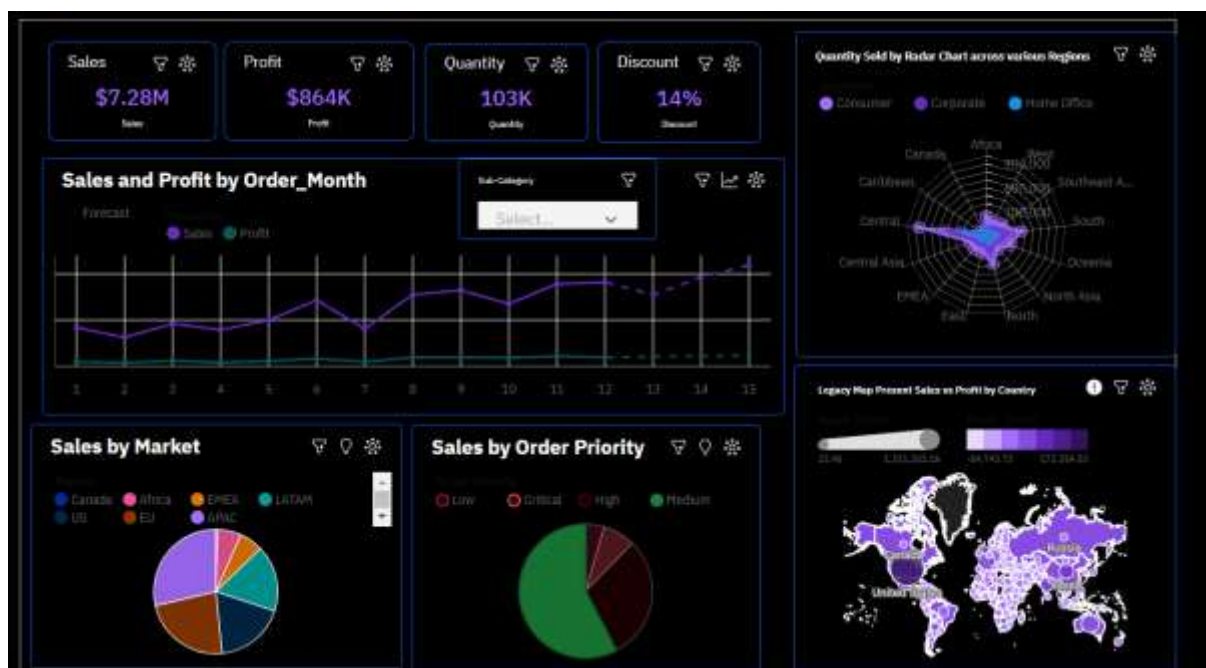


TABLEAU PUBLIC DASHBOARD:

link:

https://public.tableau.com/app/profile/tungala.veda.spandana/viz/GlobalSalesDashboard_16880459587830/Dashboard1?publish=yes

STORY:

In Tableau, a "story" refers to a feature that allows you to create interactive and dynamic presentations or narratives using your visualizations and data. It enables you to guide your audience through a sequence of dashboards, visualizations, and insights to tell a compelling data-driven story.

With Tableau's story feature, you can arrange and organize individual dashboards or worksheets into a logical sequence, creating a storyboard-like experience. You can combine different visualizations, text, images, and annotations to highlight key findings, trends, or insights within your data.

IBM COGNOS STORY:

Link:

https://us1.ca.analytics.ibm.com/bi/?perspective=story&pathRef=.my_folders%2FGlobal%2BSuperstore%2BStory&action=view&sceneId=model00000188fdea6304_00000001&sceneTime=0

TABLEAU PUBLIC STORY:

Link:

https://public.tableau.com/app/profile/tungala.veda.spandana/viz/GlobalSalesStory_16880460503030/Story1?publish=yes

DASHBOARD AND STORY EXPLANATION LINK:

<https://drive.google.com/file/d/1Nex9vUZ0BAz5pT6DC9h9eov2WaiBBtqp/view?usp=sharing>

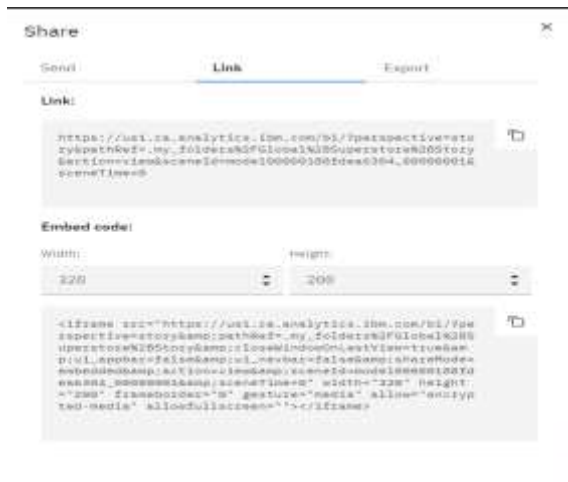
TABLEAU DASHBOARD AND STORY EXPLANATION LINK:

https://drive.google.com/file/d/1Qi_Ds8oio04gw3Um4Rc8BOH11hnN_dRk/view?usp=sharing

WEB INTEGRATION:

Publishing helps us track and monitor key performance metrics, to communicate results and progress. Help a publisher stay informed, make better decisions, and communicate their performance to others. Integrating dashboard/reports/stories to web

Step 1: Go to Dashboard/story/report, click on share button on the top ribbon



INTEGRATION WITH BOOTSTRAP:

Explanation video: <https://drive.google.com/file/d/1S9eiYOX-wOK1Ht9U1HpQefLXYQXQRwNX/view?usp=sharing>

IMPLEMENTING FLASK:

Explanation video:

https://drive.google.com/file/d/1GdCKOmcMmJu_31a6gCbt5hCYdPbRh5II/view?usp=sharing

WEBSITE LINK:

<https://global-sales-data-analytics.web.app/>

ADVANTAGES AND DISADVANTAGES:

ADVANTAGES:

1)**Improved Decision Making:** Global sales data analytics provides valuable insights into sales performance across different regions and markets. By analyzing this data, businesses can make more informed decisions regarding pricing, marketing strategies, inventory management, and resource allocation.

2)**Performance Tracking:** Global sales data analytics allows businesses to track and monitor sales performance across different geographical locations. It helps identify high-performing regions and sales teams, as well as areas that require improvement. This information can be

DISADVANTAGES:

1)**Data Quality and Consistency:** Global sales data analytics relies on the availability of accurate and consistent data from different regions. However, data quality issues, such as incomplete or inconsistent data, can affect the reliability and accuracy of the analysis. Ensuring data quality and consistency can be challenging, especially when dealing with multiple sources and data integration.

2)**Data Accessibility and Integration:** Gathering and integrating global sales data from various sources can be complex and time-consuming. Different systems, formats, and data structures may exist across regions, making data integration a challenge. Ensuring data accessibility and compatibility for analysis can require significant effort and technical expertise.

APPLICATIONS OF DATA ANALYTICS:

Data analytics has a wide range of applications across various industries and domains. Here are some common applications of data analytics:

- **Marketing and Customer Analytics:** Data analytics enables businesses to understand customer behavior, preferences, and buying patterns. By analyzing customer data, businesses can segment their target audience, personalize marketing campaigns, optimize pricing strategies, and improve customer retention and satisfaction.
- **Fraud Detection and Risk Management:** Data analytics plays a crucial role in detecting and preventing fraudulent activities in various industries such as finance, insurance, and e-commerce. It helps identify patterns, anomalies, and suspicious behaviors to mitigate risks and protect businesses from fraudulent transactions.

CONCLUSION:

In conclusion, global sales data analytics using IBM Cognos offers significant advantages for businesses operating in a global market. By leveraging the capabilities of IBM Cognos, organizations can gain valuable insights into their sales performance across different regions, enabling them to make informed decisions, identify growth opportunities, and optimize their sales strategies.

IBM Cognos provides robust tools and features for analyzing and visualizing sales data, allowing businesses to track and monitor sales performance in real-time. This helps them identify high-performing regions, sales teams, and products, as well as areas that require improvement or additional focus. By understanding sales trends, market dynamics, and customer preferences across different geographies, organizations can tailor their strategies to specific markets, optimize pricing, and allocate resources effectively.

BIBLIOGRAPHY:

DataSet link: [Global Super Store Dataset | Kaggle](https://www.kaggle.com/datasets/global-superstore-dataset)

<https://www.zendesk.com/in/blog/guide-sales-analytics/>

<https://youtu.be/YdHcpuuv6WY>

<https://youtu.be/oAlubTqg-Kw>

APPENDIX:

A.SOURCE CODE:

Index.html

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="utf-8">
  <meta content="width=device-width, initial-scale=1.0" name="viewport">
  <title>Super Store data analysis</title>
  <meta content="" name="description">
  <meta content="" name="keywords">
  <link href="assets/img/favicon.png" rel="icon">
  <link href="assets/img/apple-touch-icon.png" rel="apple-touch-icon">
  <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">
  <link href="assets/vendor/aos/aos.css" rel="stylesheet">
  <link href="assets/vendor/bootstrap/css/bootstrap.min.css" rel="stylesheet">
  <link href="assets/vendor/bootstrap-icons/bootstrap-icons.css" rel="stylesheet">
  <link href="assets/vendor/boxicons/css/boxicons.min.css" rel="stylesheet">
  <link href="assets/vendor/glightbox/css/glightbox.min.css" rel="stylesheet">
  <link href="assets/vendor/remixicon/remixicon.css" rel="stylesheet">
  <link href="assets/vendor/swiper/swiper-bundle.min.css" rel="stylesheet">
  <link href="assets/css/style.css" rel="stylesheet">
</head>
<body>
  <header id="header" class="fixed-top ">
    <div class="container d-flex align-items-center justify-content-between">
      <h1 class="logo"><a href="index.html">Global Super Store</a></h1>
      <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="#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>
    </div>
  </header>
  <section id="hero">
    <div class="hero-container" data-aos="fade-up" data-aos-delay="150">
```

```

<h1>GLOBAL SUPER STORE DATA ANALYSIS </h1>
<h2>We are team of talented designers making website with dashboard and story made using Tableau and
IBM cognos </h2>
<div class="d-flex">
  <!-- <a href="#about" class="btn-get-started scrollto"></a> -->
</div>
</div>
</section>
<main id="main">
  <section id="about" class="about">
    <div class="container" data-aos="fade-up">
      <div class="row justify-content-end">
        <div class="col-lg-11">
          <div class="row justify-content-end">
            <div class="col-lg-3 col-md-5 col-6 d-md-flex align-items-md-stretch">
            </div>
            <div class="col-lg-3 col-md-5 col-6 d-md-flex align-items-md-stretch">
            </div>
            <div class="col-lg-3 col-md-5 col-6 d-md-flex align-items-md-stretch">
            </div>
            <div class="col-lg-3 col-md-5 col-6 d-md-flex align-items-md-stretch">
              <div class="count-box">
            </div>
            </div>
            </div>
            </div>
            </div>
            </div>
            <div class="row">
              <div class="col-lg-6 video-box align-self-baseline" data-aos="zoom-in" data-aos-delay="100">
                <h2 style="color: rgb(25, 65, 151);text-align: center;"><b>Our Demo Video</b> </h2>
                <video width="600" height="400" controls>
                  <source src="assets/img/Tableau__1__AdobeExpress.mp4" >
                  Your browser does not support the html video tag.
                </video>
              </div>
              <div class="col-lg-6 pt-3 pt-lg-0 content">
                <h3>VISUALIZATIONS</h3>
                <p class="fst-italic">
                  We used IBM cognos to create different visualizations for our Global super store Dataset. Here are the
list of visualizations:
                </p>
                <ul>
                  <li><i class="bx bx-check-double"></i>Segment wise Sales, Profit and Qty.Segment wise Sales,Profit
and Qty.</li>
                  <li><i class="bx bx-check-double"></i>Use Pie to showcase Sales by Order Priority and Sales by
Market.</li>
                  <li><i class="bx bx-check-double"></i>Use a Tree Map to present Sales by Sub-Category </li>

```

```

    <li><i class="bx bx-check-double"></i>Sales and Profit Forecast by Month Country as Region and
Region as Filter. </li>
    <li><i class="bx bx-check-double"></i>Sales vs Profit forecast by Month by Order Priority.</li>
    <li><i class="bx bx-check-double"></i>Min, Max, Avg Sales by Sub-Category using Box plot.</li>
    <li><i class="bx bx-check-double"></i>Legacy Map Present Sales vs Profit by Country / Region</li>
    <li><i class="bx bx-check-double"></i>Present Monthly Sales by Sub-Category using Waterfall
chart.</li>
    <li><i class="bx bx-check-double"></i>Present Sales using Hierarchy Bubbles by Market /
Region.</li>
    <li><i class="bx bx-check-double"></i>Present Sales (Bar), Profit (line) by Sub-Category using Line
and Column Chart.</li>
</ul>
<p>
we can also use Tableau to design all the above visualisations.
</p>
</div>
</div>
</section>
<section id="about-boxes" class="about-boxes">
<div class="container" data-aos="fade-up">

<div class="row">
<div class="col-lg-4 col-md-6 d-flex align-items-stretch" data-aos="fade-up" data-aos-delay="100">
<div class="card">

<div class="card-icon">
<i class="ri-brush-4-line"></i>
</div>
<div class="card-body">
<h5 class="card-title"><a href="">Our Mission</a></h5>
<p class="card-text">Our mission is to harness the power of global sales data analytics to drive
business growth, optimize operations, and enhance decision-making processes. By leveraging advanced data
analytics techniques, we aim to extract valuable insights from diverse sales data sources worldwide, enabling
our organization to make data-driven strategic choices, improve customer satisfaction, optimize resource
allocation, and ultimately achieve sustainable competitive advantage in the global marketplace." </p>
</div>
</div>
</div>
<div class="col-lg-4 col-md-6 d-flex align-items-stretch" data-aos="fade-up" data-aos-delay="200">
<div class="card">

<div class="card-icon">
<i class="ri-calendar-check-line"></i>
</div>
<div class="card-body">

```



```

<h5 class="card-title"><a href="">Our Plan</a></h5>
<p class="card-text">Define objectives,<br>
Gather data,<br>
Clean and prepare the data,<br>
Design data model,<br>
Import data into Tableau.<br>
Create visualizations,dashboards and story in Tableau.<br>
Analyze and explore the data.<br>
Create reports and presentations in Tableau.<br>
Utilize IBM Cognos for advanced analysis.<br>
Review, iterate, and share ...finally we deploy it.</p>
</div>
</div>
</div>
<div class="col-lg-4 col-md-6 d-flex align-items-stretch" data-aos="fade-up" data-aos-delay="300">
<div class="card">

<div class="card-icon">
<i class="ri-movie-2-line"></i>
</div>
<div class="card-body">
<h5 class="card-title"><a href="">Our Vision</a></h5>
<p class="card-text">Our vision for the Global Sales Data Analytics Project is to leverage the
powerful capabilities of IBM Cognos and Tableau to gain valuable insights and make data-driven decisions that
drive business growth and optimize sales performance on a global scale. By combining the advanced analytics
capabilities of IBM Cognos with the intuitive visualizations of Tableau, we aim to create a comprehensive and
user-friendly analytics solution that empowers stakeholders across the organization. </p>
</div>
</div>
</div>
</div>
</div>
</div>
</section>
<section id="portfolio" class="portfolio">
<div class="container" data-aos="fade-up">
<div class="section-title">
<h2>DASHBOARD</h2>
<p>Check our Dashboard using Tableau</p>
<div class='tableauPlaceholder' id='viz1688055267806' style='position: relative'><noscript><a
href='#><img alt='DashBoard of Different Types of Visualizations Using Global Sales Data Set '
src='https://&#47;&#47;public.tableau.com&#47;static&#47;images&#47;Gl&#47;GlobalSalesDashboard_1688
0459587830&#47;Dashboard1&#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='GlobalSalesDashboard_16880459587830&#47;Dashboard1' /><param name='tabs' value='no' /><param

```

```

name='toolbar' value='yes' /><param name='static_image'
value='https://public.tableau.com/static/images/GI/GlobalSalesDashboard_16
880459587830/Dashboard1.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' /><param name='filter' value='publish=yes' /></object></div>
<script
type='text/javascript'>
    var divElement =
document.getElementById('viz1688055267806');
    var vizElement =
divElement.getElementsByTagName('object')[0];
    if ( divElement.offsetWidth > 800 ) {
vizElement.style.width='1366px';vizElement.style.height='795px';} else if ( divElement.offsetWidth > 500 ) {
vizElement.style.width='1366px';vizElement.style.height='795px';} else {
vizElement.style.width='100%';vizElement.style.height='1277px';}
    var scriptElement =
document.createElement('script');
    scriptElement.src =
'https://public.tableau.com/javascripts/api/viz_v1.js';
    vizElement.parentNode.insertBefore(scriptEle
ment, vizElement);
</script>

</div>
</div>
</div>
</section>
<section id="team" class="team section-bg">
    <div class="container" data-aos="fade-up">

        <div class="section-title">
            <h2>STORY</h2>
            <p>Check our Story</p>
        </div>

        <div class='tableauPlaceholder' id='viz1688055460194' style='position: relative'><noscript><a
href='#><img alt='Story Using Different Types of Visualizations '
src='https://public.tableau.com/static/images/GI/GlobalSalesStory_168804605
03030/Story1/1_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='GlobalSalesStory_16880460503030/Story1'
/><param name='tabs' value='no' /><param name='toolbar' value='yes' /><param name='static_image'
value='https://public.tableau.com/static/images/GI/GlobalSalesStory_1688046
0503030/Story1/1.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('viz1688055460194');
                var vizElement =
divElement.getElementsByTagName('object')[0];
                vizElement.style.width='1016px';vizElement.style
.height='991px';
                var scriptElement = document.createElement('script');
                scriptElement.src
=
'https://public.tableau.com/javascripts/api/viz_v1.js';
                vizElement.parentNode.insertBefore(scriptEle
ment, vizElement);
            </script>

        </div>
    </div>

```

```

</div>
</section>
<section id="contact" class="contact">
  <div class="container" data-aos="fade-up">
<div class=" section-title">
  <h2>Contact</h2>
  <p>Contact Us</p>
</div>
<div class="row">
  <div class="col-lg-6">
    <div class="row">
      <div class="col-md-12">
        <div class="info-box">
          <i class="bx bx-map"></i>
          <h3>Our Address</h3>
          <p>VIT-AP University, Amaravati, 522237</p>
        </div>
      </div>
      <div class="col-md-6">
        <div class="info-box mt-4">
          <i class="bx bx-envelope"></i>
          <h3>Email Us</h3>
          <p>harshini.20mis7073@vitap.ac.in<br>spandana.20bcd7035@vitap.ac.in</p>
        </div>
      </div>
      <div class="col-md-6">
        <div class="info-box mt-4">
          <i class="bx bx-phone-call"></i>
          <h3>Call Us</h3>
          <p>+91 6281971530<br>+91 9494766944</p>
        </div>
      </div>
    </div>
</div>
<div class="col-lg-6 mt-4 mt-lg-0">
  <form action="forms/contact.php" method="post" role="form" class="php-email-form">
    <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>
</main>
<footer id="footer">
  <div class="footer-top">
    <div class="container">
      <div class="row">
        <div class="col-lg-3 col-md-6">
          <div class="footer-info">
            <h3>TEAM MEMBERS</h3>
            <p>
              JULURI HARSHINI - 20MIS7073 <br>
              TUNGALA VEDA SPANDANA - 20BCD7035<br>
              YEPURI AARTHI HASITHA-20BCE7110<br>
              T DEVI SAI JNANESWAR VUNDAVILLI-20BCD7274<br>
              <strong>Phone:</strong> +91 679172233<br>
              <strong>Email:</strong> harshini.20mis7073@vitap.ac.in<br>
            </p>
            <div class="social-links mt-3">
              <a href="https://twitter.com/" class="twitter"><i class="bx bxl-twitter"></i></a>
              <a href="https://www.facebook.com/" class="facebook"><i class="bx bxl-facebook"></i></a>
              <a href="https://www.instagram.com/" class="instagram"><i class="bx bxl-instagram"></i></a>
              <a href="https://www.skype.com/en/" class="google-plus"><i class="bx bxl-skype"></i></a>
              <a
href="https://www.linkedin.com/authwall?trk=qf&original_referer=https://www.google.com/&sessionRedirect=
https%3A%2F%2Fin.linkedin.com%2F" class="linkedin"><i class="bx bxl-linkedin"></i></a>
            </div></div></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</a></li>
                <li><i class="bx bx-chevron-right"></i> <a href="#">DashBoard</a></li>
                <li><i class="bx bx-chevron-right"></i> <a href="#">Story</a></li>

```

```

        <li><i class="bx bx-chevron-right"></i> <a href="#">Contact</a></li>
    </ul>
</div>
<div class="col-lg-3 col-md-6 footer-links">
    
</div>
</div>
</div>
</div>
<div class="container">
    <div class="copyright">
        &copy; Copyright <strong><span>SmartBridge</span></strong>. All Rights Reserved
    </div>
    <div class="credits">
        Designed by <a href="">Team-112</a>
    </div>
</div>
</div>
<div id="preloader"></div>
<a href="#" class="back-to-top d-flex align-items-center justify-content-center"><i class="bi bi-arrow-up-short"></i></a>
<script src="assets/vendor/purecounter/purecounter_vanilla.js"></script>
<script src="assets/vendor/aos/aos.js"></script>
<script src="assets/vendor/bootstrap/js/bootstrap.bundle.min.js"></script>
<script src="assets/vendor/glightbox/js/glightbox.min.js"></script>
<script src="assets/vendor/isotope-layout/isotope.pkgd.min.js"></script>
<script src="assets/vendor/swiper/swiper-bundle.min.js"></script>
<script src="assets/vendor/php-email-form/validate.js"></script>
<script src="assets/js/main.js"></script>
</body>
</html>

```

FLASK: (App.py)

```

from flask import Flask, redirect, url_for, render_template
app = Flask(__name__)
@app.route("/")
def main():
    return render_template("index.html")
if __name__ == "__main__":
    app.run(debug=False, port=5502)

```