

**NAAN MUDHALVAN**

**DATA ANALYTICS**

**PHASE-3**

**PROJECT-1**

**PROJECT TITLE:PRODUCT SALES ANALYSIS**

**DOMAIN:DATA ANALYTICS**

**NAME:VINOTH.R**

## **AGENDA:**

**INTRODUCTION**

**PROJECT OVERVIEW**

**PROJECT DEVELOPMENT**

**PROJECT TASK**

**PROJECT TASK**

**COCLUSION**

**THANKYOU**

## **INTRODUCTION:**

**In the realm of data analytics, the development and dataset components of our product sales analysis project represent the foundational pillars upon which our quest for actionable insights and informed decision-making is built. The development aspect encapsulates the strategic orchestration of resources, technologies, and processes, from the provisioning of a data warehousing solution to the integration of advanced analytics tools. Simultaneously, the dataset forms the lifeblood of our analysis, encapsulating a rich repository of transactional and contextual data points, ready to be mined and transformed into meaningful patterns and trends. Through the harmonious synergy of these elements, our project seeks to unlock the full potential of sales data, providing invaluable intelligence that empowers us to optimize product strategies, enhance customer experiences, and drive business growth.**

## **PROJECT OVERVIEW:**

**The project aims to develop a comprehensive product sales analysis system utilizing data analytics. The development component involves establishing a data warehousing solution on IBM Cloud with Db2 Warehouse, designing the necessary data schema, setting up ETL processes, ensuring data security, and integrating with relevant analytics tools for effective reporting and visualization. Simultaneously, the project will curate and manage a robust dataset that encompasses key sales metrics such as product IDs, unit prices, quantities sold, customer information, payment methods, and location data, ensuring data quality and reliability. This integrated approach will enable insightful and actionable sales analysis, fostering data-driven decision-making within the organization.**

## **PROJECT DEVELOPMENT:**

**the development and dataset components of our product sales analysis project represent the foundational pillars upon which our quest for actionable insights and informed decision-making is built. The development aspect encapsulates the strategic orchestration of resources, technologies, and processes, from the provisioning of a data warehousing solution to the integration of advanced analytics tools. Simultaneously, the dataset forms the lifeblood of our analysis, encapsulating a rich repository of transactional and contextual data points, ready to be mined and transformed into meaningful patterns and trends. Through the harmonious synergy of these elements, our project seeks to unlock the full potential of sales data, providing invaluable intelligence that empowers us to optimize product strategies, enhance customer experiences, and drive business growth.**

**DATA SET:**

	<b>Order ID</b>	<b>Product</b>	<b>Quantity Ordered</b>	<b>Price Each</b>	<b>Order Date</b>	<b>Purchase Address</b>	<b>Month</b>	<b>Sales</b>	<b>City</b>	<b>Hour</b>
0	295665	Macbook Pro Laptop	1	1700	### ### ##	136 Church St, New York City, NY 10001	12	1700	New York City	0
1	295666	LG Washing Machine	1	600	### ### ##	562 2nd St, New York City, NY 10001	12	600	New York City	7
2	295667	USB-C Charg	1	11.95	### ### ##	277 Main St, New York	12	11.95	New Yor	18

		ing Cable				City, NY 10001			k Cit y	
3	29 56 68	27in FHD Moni tor	1	14 9. 99	### ### ##	410 6th St, San Francisc o, CA 94016	12	14 9. 99	San Fra nci sco	1 5
4	29 56 69	USB- C Charg ing Cable	1	11 .9 5	### ### ##	43 Hill St, Atlanta, GA 30301	12	11 .9 5	Atl ant a	1 2
5	29 56 70	AA Batte ries (4- pack)	1	3. 84	### ### ##	200 Jefferso n St, New York City, NY 10001	12	3. 84	Ne w Yor k Cit y	2 2
6	29 56 71	USB- C Charg ing Cable	1	11 .9 5	### ### ##	928 12th St, Portlan d, OR 97035	12	11 .9 5	Por tla nd	1 5
7	29 56 72	USB- C Charg	2	11 .9 5	### ### ##	813 Hickory St,	12	23 .9	Dal las	9

		ing Cable				Dallas, TX 75001				
8	29 56 73	Bose Soun dSpor t Head phon es	1	99 .9 9	### ### ##	718 Wilson St, Dallas, TX 75001	12	99 .9 9	Dal las	2 3
9	29 56 74	AAA Batte ries (4- pack)	4	2. 99	### ### ##	77 7th St, Dallas, TX 75001	12	11 .9 6	Dal las	1 1
1 0	29 56 75	USB- C Charg ing Cable	2	11 .9 5	### ### ##	594 1st St, San Francisc o, CA 94016	12	23 .9	San Fra nci sco	1 3
1 1	29 56 76	Think Pad Lapto p	1	99 9. 99	### ### ##	410 Lincoln St, Los Angeles , CA 90001	12	99 9. 99	Los An gel es	1 7



1 2	29 56 77	AA Batteries (4-pack)	2	3. 84	### ### ##	866 Pine St, Boston, MA 02215	12	7. 68	Boston	1 9
1 3	29 56 78	AAA Batteries (4-pack)	2	2. 99	### ### ##	187 Lincoln St, Dallas, TX 75001	12	5. 98	Dallas	9
1 4	29 56 79	USB-C Charging Cable	1	11 .9 5	### ### ##	902 2nd St, Dallas, TX 75001	12	11 .9 5	Dallas	9
1 5	29 56 80	Lightning Charging Cable	1	14 .9 5	### ### ##	338 Main St, Austin, TX 73301	12	14 .9 5	Austin	1 4
1 6	29 56 81	Google Phone	1	60 0	### ### ##	79 Elm St, Boston, MA 02215	12	60 0	Boston	1 2

17	295681	USB-C Charging Cable	1	11.95	### ### ##	79 Elm St, Boston, MA 02215	12	11.95	Boston	12
18	295681	Bose SoundSport Headphones	1	99.99	### ### ##	79 Elm St, Boston, MA 02215	12	99.99	Boston	12
19	295681	Wire d Headphones	1	11.99	### ### ##	79 Elm St, Boston, MA 02215	12	11.99	Boston	12
20	295682	USB-C Charging Cable	1	11.95	### ### ##	780 Elm St, Portland, OR 97035	12	11.95	Portland	19
21	295683	Wire d Headphones	1	11.99	### ### ##	341 Lake St, San Francisco, CA 94016	12	11.99	San Francisco	22

2 2	29 56 84	AAA Batteries (4-pack)	4	2. 99	### ### ##	936 Church St, San Francisco, CA 94016	12	11 .9 6	San Francisco	1 2
2 3	29 56 85	Wire d Head phones	1	11 .9 9	### ### ##	662 Ridge St, San Francisco, CA 94016	12	11 .9 9	San Francisco	2 2
2 4	29 56 86	USB- C Charging Cable	1	11 .9 5	### ### ##	573 Maple St, Portland, ME 04101	12	11 .9 5	Por tland	1 6
2 5	29 56 87	Apple Airpods Head phones	1	15 0	### ### ##	531 Ridge St, Boston, MA 02215	12	15 0	Bos ton	0

## **CONCLUSION:**

**In conclusion, the development and dataset creation stages of the product sales analysis project using data analytics are foundational pillars of our endeavor. The robustness of our data warehousing infrastructure, established through IBM Cloud Db2 Warehouse, provides a secure and scalable environment for data storage and retrieval. The meticulously crafted dataset, featuring key attributes such as product details, sales transactions, and customer information, forms the bedrock for insightful analytics. By meticulously planning, designing, and implementing these essential elements, we set the stage for comprehensive, data-driven insights, enabling us to make informed business decisions, identify trends, and optimize our sales strategies with a keen eye on customer needs and market dynamics.**

**THANKYOU**