**PRODUCT SALES ANALYSIS**

**Introduction:**

Product sales analysis is the process of examining data related to the sales of a company's products to gain valuable insights and make informed decisions. When these analyses are conducted using IBM Cognos, a powerful business intelligence and performance management tool, it enables organizations to delve deep into their sales data for comprehensive understanding. IBM Cognos provides the means to collect, organize, and visualize sales data, helping businesses identify trends, patterns, and opportunities in their product sales. This analysis can encompass a range of metrics, including sales volume, revenue, customer behavior, market segmentation, and more. By leveraging IBM Cognos, companies can make data-driven decisions to optimize their product sales strategies, improve profitability, and stay competitive in the market.

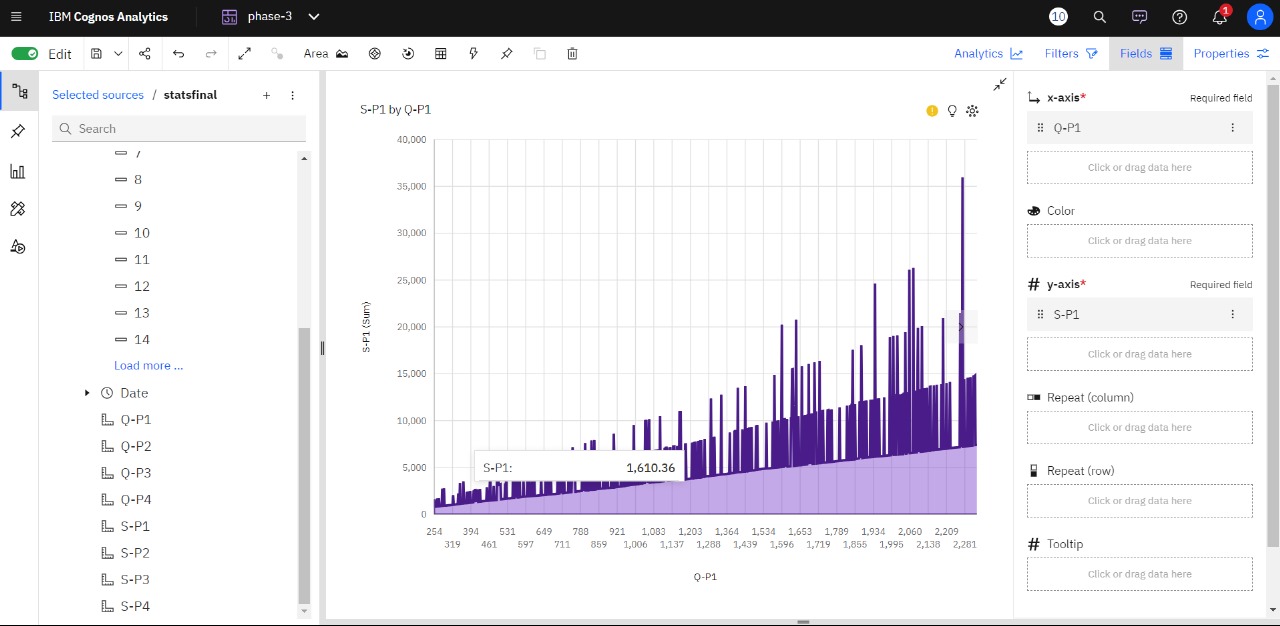
**Data Creation:**

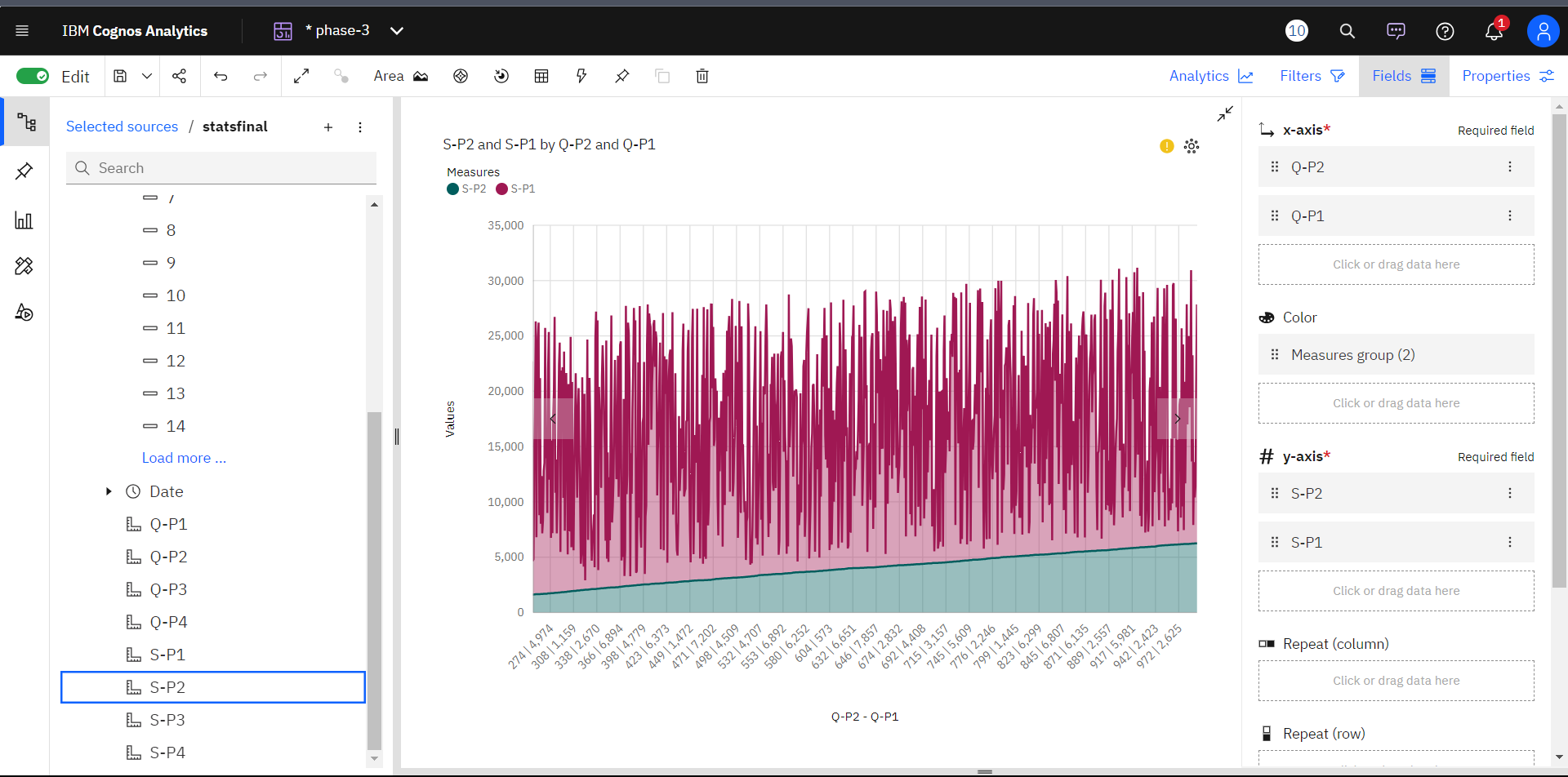
The Product sales datas are uploaded to IBM cognos , and data cleansing is performed to check for missing values and outliers.

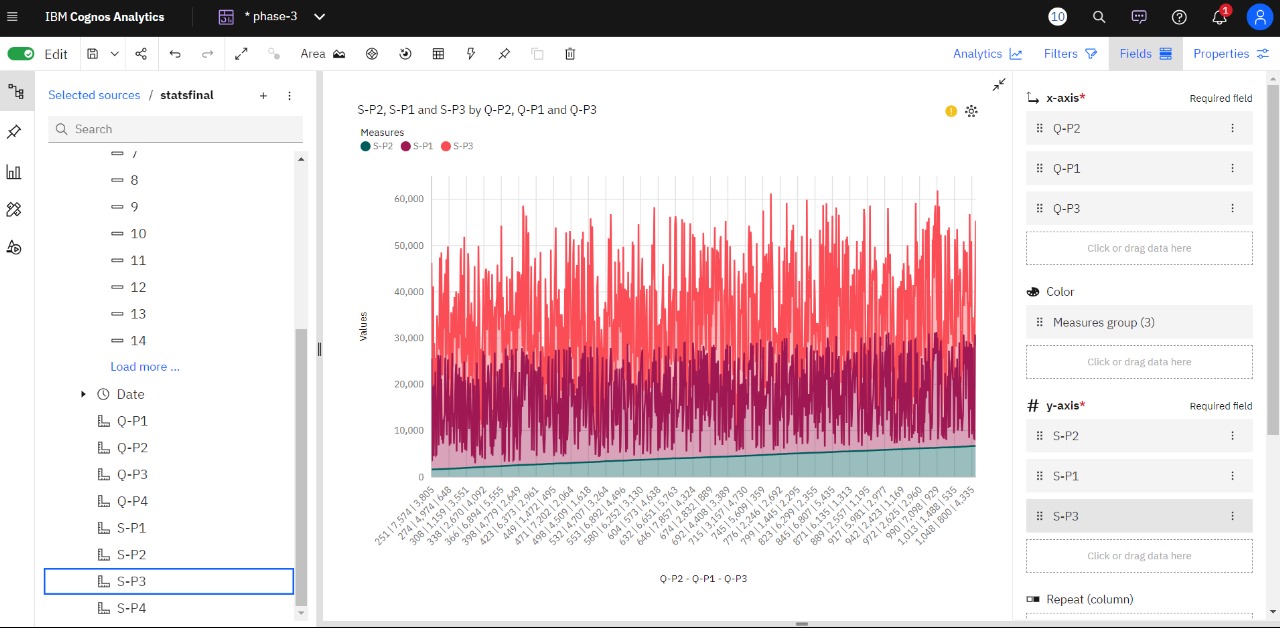
**Data visualization:**

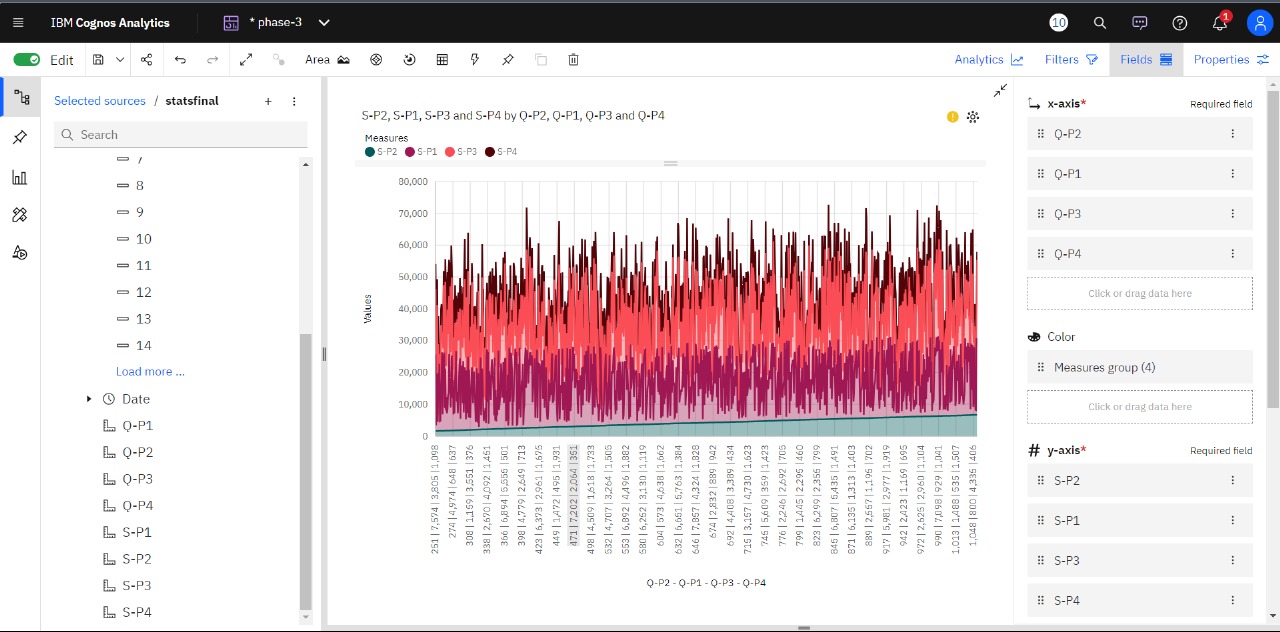
Column charts, Bar charts are used to visualize and analyse the given data by uploading it into IBM cognos.

**DATA VISUALIZATION AND ANALYSIS:**

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**Conclusion:**

In conclusion, the product sales analysis project conducted using IBM Cognos has provided invaluable insights into our sales performance. Through a diverse array of visualizations and data-driven analytics, we've gained a comprehensive understanding of our product sales trends, enabling us to make informed decisions and strategic adjustments. This powerful tool has empowered us to optimize product offerings, identify growth opportunities, and enhance profitability. The project's success underscores the importance of leveraging cutting-edge technology for data-driven decision-making, positioning us for continued success in a dynamic market.

**Thanking you**