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# Prescriptive Analytics on Pet Grooming Centre and Sales Insights

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**ABSTRACT:** Nowadays systems are dealing with big data and making "data speak" has become the Times development demand. It explores the development law and helps to make scientific decisions easily. This paper aimed at the analysis of real time data of a center of one of the popular city, the six-step process of data analysis was adopted to decompose the task according to the data of the center and the basic idea of data analysis and visualization. Provide priority clients of cities for the targeted center, platform managers to build records by presenting results. Data analyze

& visualization can better be in the service of clients data and centers data, retain cost and drive business growth. Data is being generated very rapidly due to increase in information in everyday life. Large amount of data get assembled from various organizations that is hard to analyze and utilize. Data created by an expanding number of sensors in the environment such as customers data and previous record, internet venture on social networking sites, healthcare database, government database, sales data etc., are example of big data. Processing, analyzing and communicating this data are a provocation. Online shopping websites get filled with commodious amount of sales data every day. Analyzing and visualizing this data for information recovery is a difficult task. Therefore a system is needed which will effectually analyze and visualize data. This paper focuses on a system which will visualize sales data which will help managers and sales marketers in applying intelligence in business, revenue generation, and decision making, managing business operation and tracking progress of tasks.

**KEYWORDS:** Data Analysis, Sales Insights, CRM, Data Visualization.

## I. INTRODUCTION

Data visualization gives us the data in a graphical representation to make it more effective Data visualization is a process which aims to communicate data effectively and clearly to the user. Data visualization is the important part of the data discovery process. It is a new technology has a great potential to help researchers for building revenue decision. Extracting relevant information from large mixed-mode data spaces is complex. It is difficult to visualize the data using inefficient data mining tools, etc. Data mining is a series of steps in the data discovery process, consisting of the use of particular algorithms for generating pattern, as per the requirement.

Huge amount of data becomes important for its quantity as well as quality of information extracted from it. For a complex real problem with a large data space, all knowledge generating and data mining tools would becomes inefficient, sometimes. For a larger complex database with more unforeseen variations than normal ones, even the domain master would find it difficult to reach useful results. For better visualization of results, analysis of data is needed. One of the important steps in Business Intelligence process where data is extracted from various data sources. In today's globalized running market most organizations have multiple information repositories. Often each of these departments has multiple databases and applications and with the adoption of software as a service recently, large data is kept in different cloud offerings along with some databases in presumption. Moreover, in the real world, three other important topics are sfaced by the decision makers, which are as follows: 1) Flexibility and versatility of the visualization procedure; 2) Transparency to get at supporting evidence; and 3) The processing cost and computation speed. This paper is organized into different sections as follows:- Section 2 briefly describes visualization toolkits

along with the techniques/methods used, section 3 discuss about the related work done by the different authors, section 4 contains the brief description of the proposed methodology, finally we draw some conclusion in section 5.

## II. LITERATURE SURVEY

The term visualization is an evolving study feild, where many researchers have contributed from the many years. Various authors have proposed different techniques and technologies to support data visualization. This section elaborates about how the flow of research has been carried out by the authors and researchers from reputed journals and conferences. In [1] The Data presentation can be beautiful, elegant and descriptive. For visualizing data there are variety of conventional ways such as bar graphs, joint graphs, histogram, tables and pie charts are being used every day, in every project and on every possible occasion.

In [2] Cloud services enable businesses to track and analyze customer behaviors more quickly and intelligently. However, to deliver the right data-driven business analytics, instead of just collecting data, we need to understand what data we are going to collect and how customers will use our cloud services. To understand consumer behavior properly, an interterm collaboration among various stakeholders is critical.

The digital marketing organization within the business conducts user behavior analysis, the data science organization executes a data-driven sales lead analysis, and the sales organization performs the sales lead analysis. Within the business, the various stakeholders have created their own data, but their information is not shared or reused by other stakeholders. Due to this lack of inter-team collaboration among sales, product management, user experience, marketing, and technical teams, companies are struggling to share and improve actionable business insights. A critical insight is to identify high profile customers among the sales leads and prioritize them for better marketing strategy development [3]. Commercial data driving has a complete set of intelligent processing models and a complete data value system. Data collection, sorting, refining and summarization are linked to each other and rise for iteration continuously to complete decision data one after another automatically. Data-driven collection, sorting, reporting and conversion into industry insight and decision-making recommendations are based on the powerful computing power of computers. Thanks to the development of information technology, a large amount of disordered information can form useful decision data efficiently. In [4] Purchase-based analytics companies provide automated, self-serve in some cases, real-time, access to audiences, measurement, and insights, which then translates into results and actionable insights that companies can implement and use in their decision-making process. In addition, the companies are able to display offers to the customers, based on locations where customers are spending money, and based on purchasing habits. Purchase-based analytics companies partner with retailers, restaurants, and subscription services, to name a few, to provide discounts that they can give to their customers and prospective customers. The main features are the significant scale and reach of purchase-based analytics companies, such as Cardlytics, Cartera, and Augeo.

### Existing System

We are proposing a system which will analyze and visualize sales data. The data will be scattered on different parameters for different outlooks. Data mining process is applied to discover patterns for future divination. Data set of one of the store from United States of America is taken for analysis and visualization. Data set contains various accredits such as, Order Date, Order priority, Sales, Customer Name, region, Product Name, Product Category and so on. The transition diagram for the system is described in the below figure 1, where the transitions carried among end users, system and database are established. The process from the user logged in, visualization till user logged out is briefly elaborated.

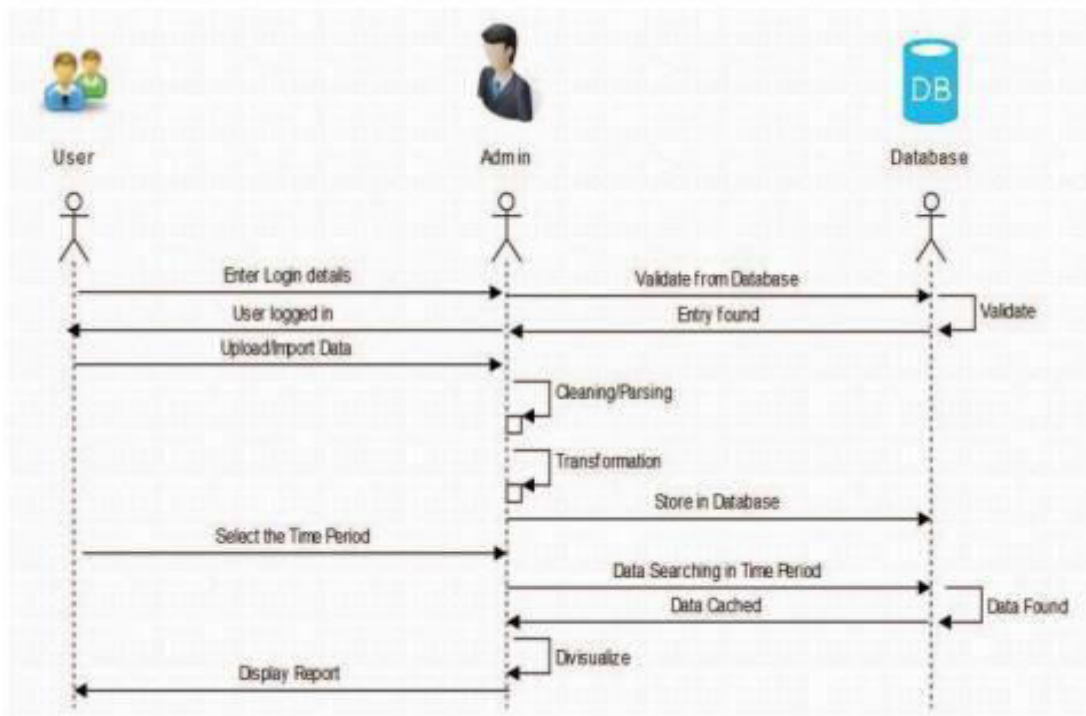


Figure 1: Transition diagram for the system

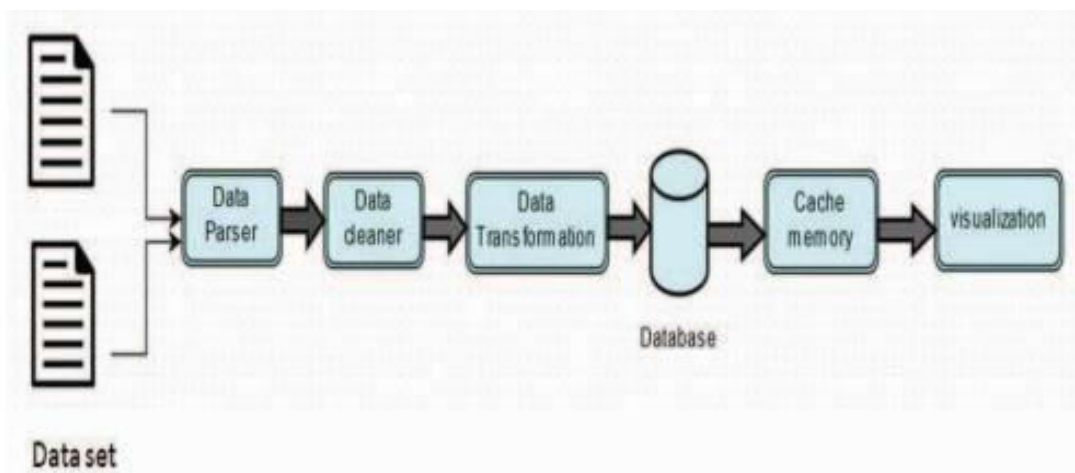


Figure 2: data processing performed by the system

**Proposed System**

We will receive information in more precise way. In this system we save the business time and cost on so many operations that are to be done manually. So many companies in the market are still working manually on data. In order to build this system we will start with a problem system where we will discuss how the company is facing issues in terms of their sales and then hire a team of data analyst and how data analyst will define a problem and define strategies to tackle that problem and then how they work on the data discovery. The next step would be data cleaning and data merging and the next step will be generating those dashboards in the tableau.

**How will the company work?**

There is a team of software engineers which owns sales management system. The records of this system are stored in My-SQL database. The team of Data Analyst extends out to the software engineers to get an access to data base which they can use to create the dashboard in tableau. In this same manner our project is going to be performed. We are going to summon the data from the database from company’s website and then we are going to transfigure and load the data in the tableau to build the dashboard.

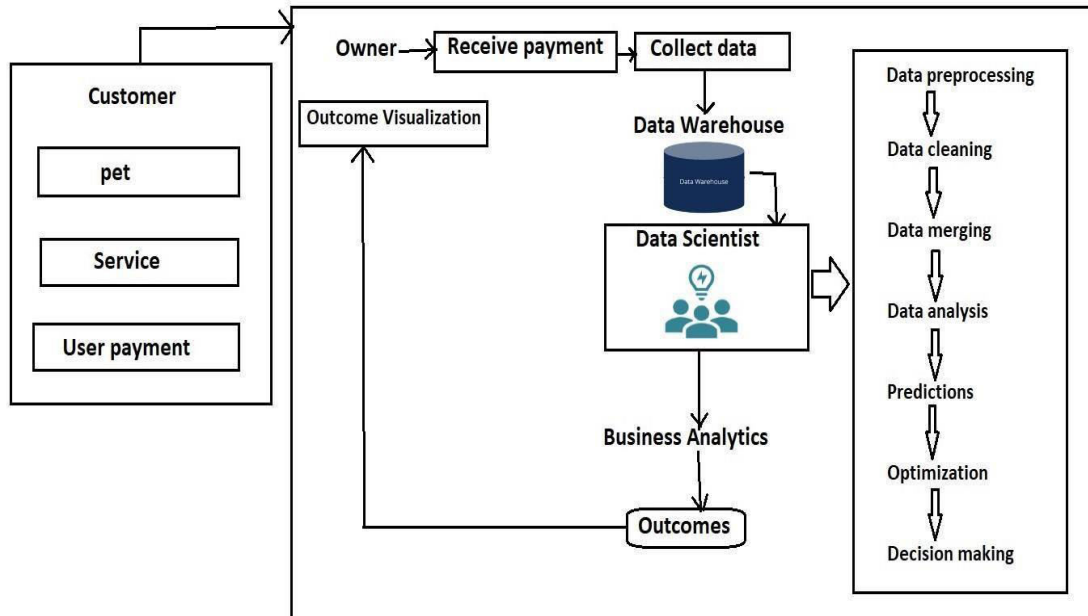


Figure 2: Proposed System

**Application**

1. In our case the end product will be a powerful analytical dashboard. ‘Something that you can just go and look into’ and it will give you the real time information.
2. This system can be used by stakeholders, marketing team, sales team who handles the issues of revenue generations and the sales number.
3. It team and analysts also uses these systems.

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