

DA Assignment –1

Assignment Date	02 may 2023s
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Maximum Mark	2

The growth of supermarkets in most populated cities is increasing and market competitions are also high. The dataset is one of the historical sales of supermarket company which has recorded in 3 different branches for 3 months data. Predictive data analytics methods are easy to apply to this dataset.

Attribute information

Invoice id: Computer-generated sales slip invoice identification number

Branch: Branch of supercenter (3 branches are available identified by A, B and C).

City: Location of supercenters

Customer type: Type of customers, recorded by Members for customers using member cards and Normal for those without member cards.

Gender: Gender type of customer

Product line: General item categorization groups - Electronic accessories, Fashion accessories, Food and beverages, Health and beauty, Home and lifestyle, Sports and travel

Unit price: The price of each product in \$

Quantity: Number of products purchased by the customer

Tax: 5% tax fee for customers buying

Total: Total price including tax

Date: Date of purchase (Record available from January 2019 to March 2019)

Time: Purchase time (10 am to 9 pm)

Payment: Payment used by the customer for the purchase (3 methods are available – Cash, Credit card and Ewallet)

COGS: Cost of goods sold

Gross margin percentage: Gross margin percentage

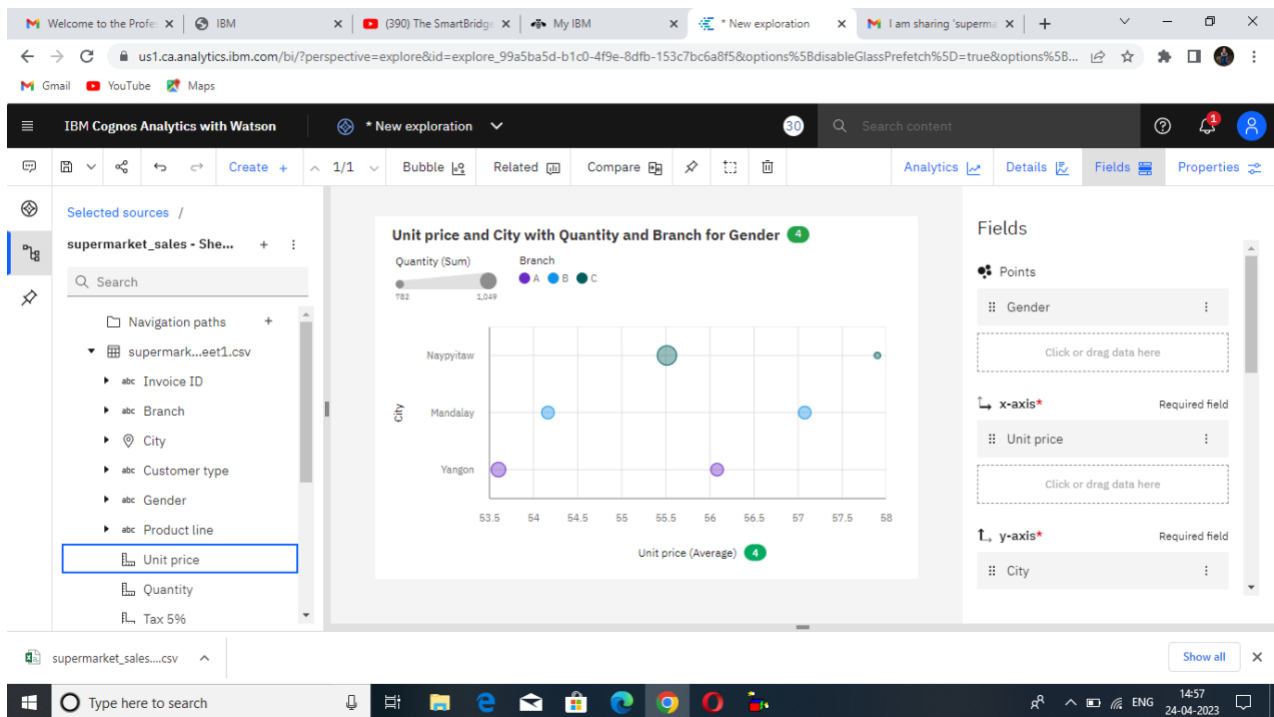
Gross income: Gross income

Rating: Customer stratification rating on their overall shopping experience (On a scale of 1 to 10)

Dataset Link: [Dataset](#)

Challenge:

Upload the dataset to Cognos Analytics, delete the unnecessary columns, create a data module, explore and visualize the dataset



The screenshot displays a Tableau dashboard. On the left, the 'Navigation paths' pane shows a hierarchy: 'supermarket...eet1.csv' > 'abc' > 'Invoice ID'. The main view is a bar chart titled 'Time, gross income, Tax 5%' with a green 'B' badge. The chart has a vertical axis labeled 'Values' ranging from 0 to 30. The horizontal axis is labeled 'Tax 5% (Average) - Measures' and shows a series of bars representing different time intervals. A legend above the chart lists 12 measures: '29 | Time', '0.6 | Time', '0.64 | Time', '0.77 | Time', '29 | gross income', '0.6 | gross income', '0.64 | gross income', '0.77 | gross income', '0.51 | Time', '0.63 | Time', '0.7 | Time', and '0.77 | Time'. The details pane on the right shows two sections: 'The overall number of results for gross income is a thousand.' and 'The average of gross income is 15.38.' Below these, it states 'The overall number of results for Time is a thousand.'

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ASSIGNMENT 1

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Search

Navigation paths +

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- abc Invoice ID
- abc Branch
- City
- abc Customer type
- abc Gender
- abc Product line
- Unit price
- Quantity
- Tax 5%

Unit price by Total

Total

- 74.09
- 74.46
- 53.34
- 10.68
- 85.51
- 55.28
- 88.7
- 33.36
- 56.12
- 90.3
- 115.08
- 57.7
- 106.6
- 72.01
- 84.75
- 62
- 99.54
- 37.61
- 25.26
- 63.26
- 12.69
- 101.64
- 127.26
- 102.4
- 116.14
- 90.7
- 78.44
- 13.17
- 26.73
- 26.8
- 13.42
- 69.41

Details

Over all **totals**, the average of **Unit price** is 55.67.

The average values of **Unit price** range from 10.08, occurring when **Total** is 74.088, to 99.96, when **Total** is 734,706.

Total strongly affects **Unit price** (71%).

87.234 (0.2 %), 276,948 (0.2 %), 217.6335 (0.2 %), 216.846 (0.2 %), and 93.744 (0.2 %) are the most frequently occurring categories of **Total** with a combined count of 10 items with **Unit price** values (1 % of the total) .

supermarket_sales....csv

Show all

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