**Internship Report**

**on**

# DATA ANALYTICS

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR, ANANTHAPURAMU**

*In Partial Fulfillment of the Requirements for the Award of the degree of*

## BACHELOR OF TECHNOLOGY

**In**

**COMPUTER SCIENCE & ENGINEERING – DATA SCIENCE**

**Submitted By**

**Chakkera Sai Prasanna - 21691A3290**


**MADANAPALLE INSTITUTE OF TECHNOLOGY &SCIENCE**

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## DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING – DATA SCIENCE

## BONAFIDE CERTIFICATE

This is to certify that the internship work entitled **"Data Analytics"** is a bonafide work carried out by **Chakkera Sai Prasanna - 21691A3290** Submitted in partial fulfillment of the requirements for the award of degree **Bachelor of Technology** in the stream of **Computer Science & Engineering-Data Science** in **Madanapalle Institute of Technology & Science, Madanapalle,** affiliated to **Jawaharlal Nehru Technological University Anantapur, Ananthapuramu** during the academic year 2023-2024.

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**Submitted for the University Examination held on: ----------**

**Examiner - I** **Examiner - II**

## ACKNOWLEDGEMENT

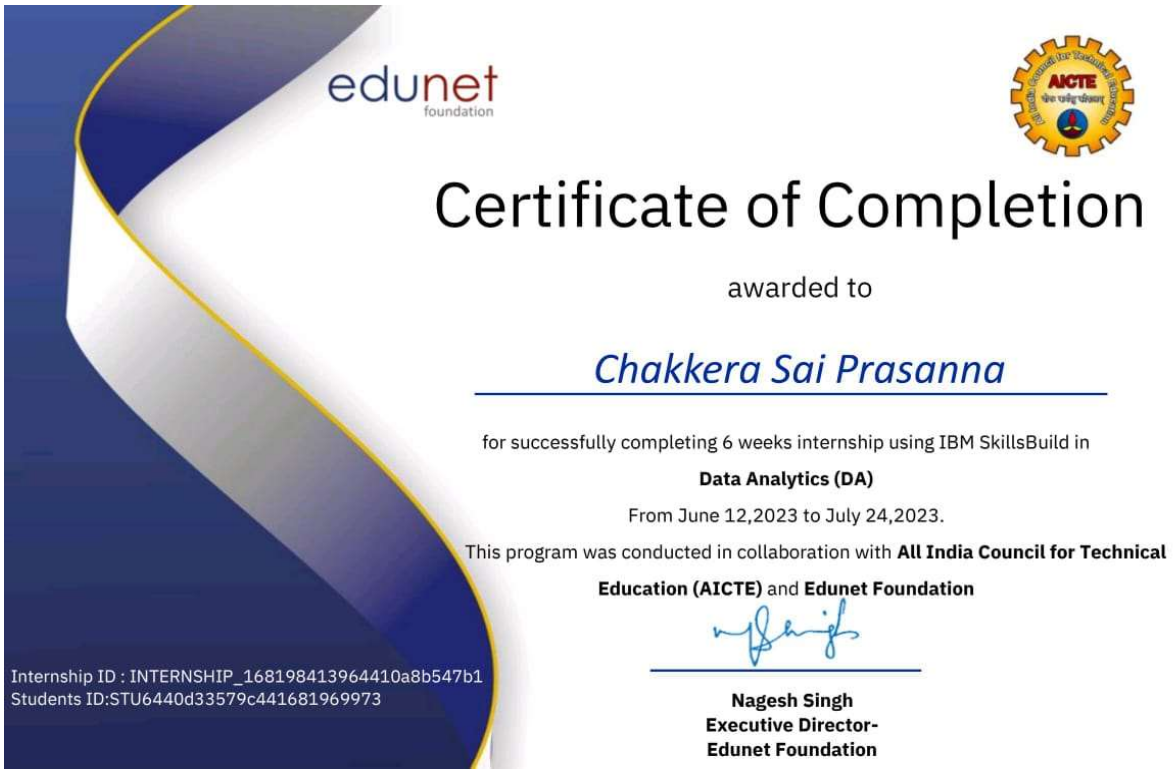
We sincerely thank the **MANAGEMENT** of **Madanapalle Institute of Technology & Science** for providing excellent infrastructure and lab facilities that helped me to complete this Project.

We sincerely thank **Dr. C. Yuvaraj, M.E., Ph.D., Principal,** for guiding and providing facilities for completing our Project at **Madanapalle Institute of Technology& Science,** Madanapalle.

We express our gratitude to **Dr. S. Kusuma, Ph.D., Assistant Professor and Head of the Department of CSE-Data Science** for her continuous support in making necessary arrangements for the successful completion of the Project.

We express our sincere thanks to the **Internship Coordinator, Mrs. Manjula Prabakaran. Assistant Professor, Department of CSE-Data Science** for her tremendous support for the successful completion of Project.

We also wish to place on record my gratefulness to other **Faculty members of CSE-Data Science Department** and our parents and friends for their help and cooperation during our project work.


edunet
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Certificate of Completion
awarded to
Chakkera Sai Prasanna
for successfully completing 6 weeks internship using IBM SkillsBuild in
Data Analytics (DA)
From June 12,2023 to July 24,2023.
This program was conducted in collaboration with All India Council for Technical Education (AICTE) and Edunet Foundation
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Students ID:STU6440d33579c441681969973

# ABSTRACT

This internship report, titled "Data Analytics," encapsulates a transformative journey into the realm of data analytics during an enriching internship at IBM Skills Build. The primary focus of this internship was to apply data analytics methodologies to derive actionable insights from diverse datasets. The report delves into the methodologies employed, challenges faced, and the valuable experiences gained during the internship.

The internship commenced with an immersive exploration of the organization's data ecosystem, encompassing sales, customer relations, operational efficiency. Subsequently, hands-on engagement with data analytics tools and techniques, such as Python, R, SQL, facilitated the extraction of meaningful patterns and trends from complex datasets.

Key projects undertaken include analyzing the data and understanding the data and drawing some useful conclusions, where the goal was to uncover actionable insights through statistical analysis, predictive modeling, and data visualization. The report outlines the data preprocessing steps, analytics methodologies employed, and the subsequent interpretation of findings.

Challenges faced during the internship, including data quality issues, modeling complexities, and aligning analytics results with business objectives, are discussed. Strategies implemented to overcome these challenges are detailed, providing insights for future data analytics endeavors.

Central to the internship experience was the collaborative environment within the team. Effective communication, interdisciplinary collaboration, and a keen focus on aligning analytics outcomes with business needs played pivotal roles in achieving meaningful results.

In conclusion, this internship report not only showcases the technical skills acquired in data analytics but also emphasizes the practical application of analytics in solving real-world business challenges. The knowledge gained during this internship contributes to the broader understandingof data analytics as a strategic tool for decision-making and operational improvement.



**Keywords:** Data Analytics, Data Visualization,Data Preprocessing, Python.

# CONTENTS

# CHAPTER-1
# INTRODUCTION

## 1.1 ABOUT DATA ANALYTICS

- Data analytics is the science of analysing raw data to make conclusions about that information.
- Data analytics help a business optimize its performance, perform more efficiently, maximize profit, or make more strategically-guided decisions.
- The techniques and processes of data analytics have been automated into mechanical processes and algorithms that work over raw data for human consumption.
- Various approaches to data analytics include looking at what happened (descriptive analytics), why something happened (diagnostic analytics), what is going to happen (predictive analytics), or what should be done next (prescriptive analytics).
- Data analytics relies on a variety of software tools including spreadsheets, datavisualization, reporting tools, data mining programs, and open-source languages for the greatest data manipulation.

### Data Analysis Steps

The process involved in data analysis involves several steps:

1. The first step is to determine the data requirements or how the data is grouped. Data may be separated by age, demographic, income, or gender. Data values may be numerical or divided by category.
2. The second step in data analytics is the process of collecting it. This can be done through a variety of sources such as computers, online sources, cameras, environmental sources, or through personnel.
3. The data must be organized after it's collected so it can be analysed. This may take place on a spreadsheet or other form of software that can take statistical data.
4. The data is then cleaned up before analysis. It's scrubbed and checked to ensure that there's no duplication or error and that it is not incomplete. This step helps correct any errors before it goes on to a data analyst to be analysed.

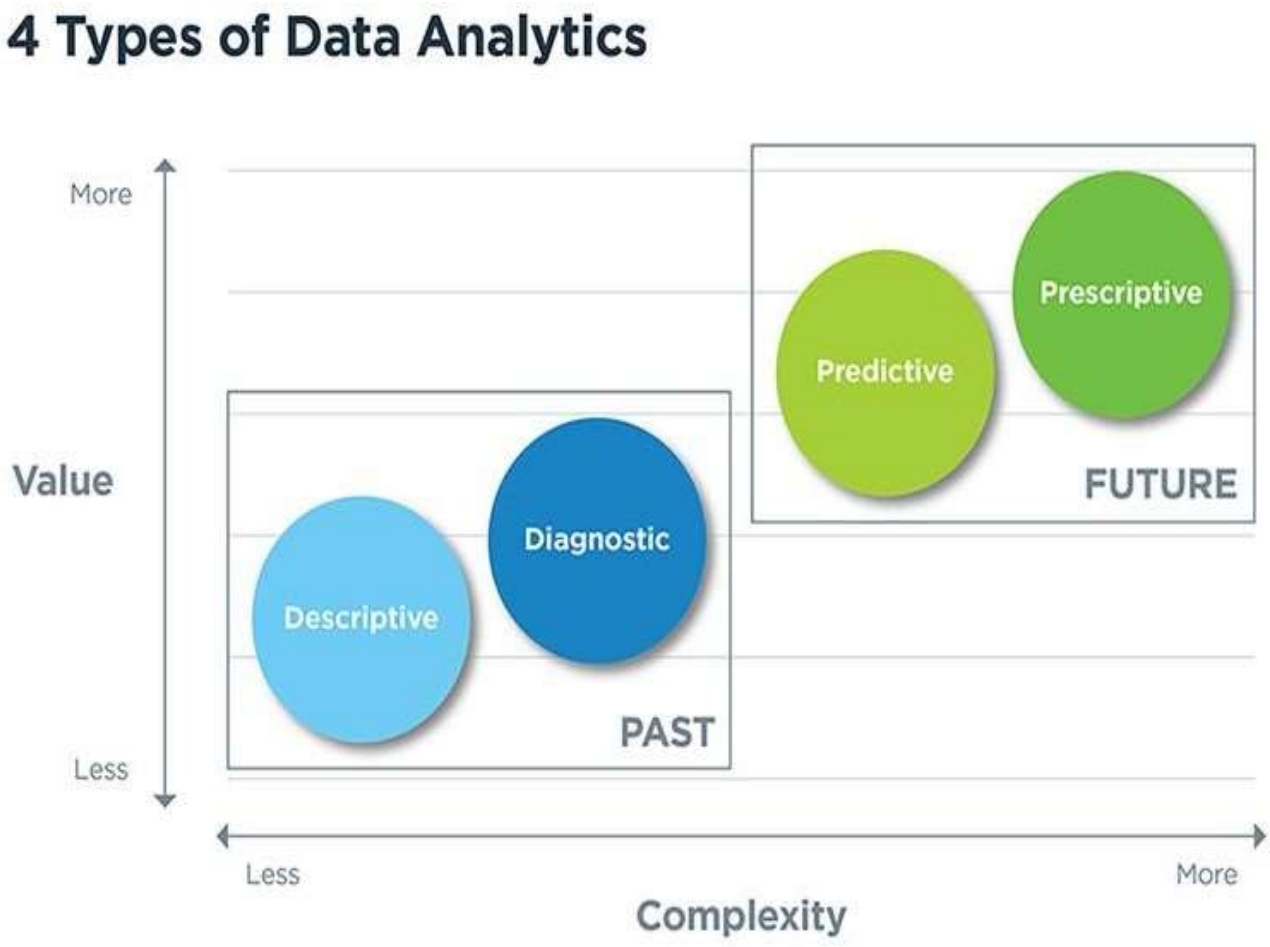
### Types of Data Analytics

Data analytics is broken down into four basic types:

1. **Descriptive analytics:** This describes what has happened over a given period of time. Have the number of views gone up? Are sales stronger this month than last?
2. **Diagnostic analytics:** This focuses more on why something happened. It involves more

diverse data inputs and a bit of hypothesizing. Did the weather affect beer sales? Did that latest marketing campaign impact sales?

3. **Predictive analytics:** This moves to what is likely going to happen in the near term. What happened to sales the last time we had a hot summer? How many weather models predict a hot summer this year?
4. **Prescriptive analytics:** This suggests a course of action. We should add an evening shift to the brewery and rent an additional tank to increase output if the likelihood of a hot summer is measured as an average of these five weather models and the average is above 58%.



## 1.2 IMPORTANCE AND APPLICATIONS OF DATA ANALYTICS

Importance of Data Analytics:

In today's data-driven landscape, the importance of data analytics cannot be overstated. Here are key reasons why data analytics is crucial:

**1. Informed Decision-Making:**

Data analytics provides valuable insights that enable organizations to make informed decisions. By analysing historical data and predicting future trends, decision-makers can choose strategies that are more likely to lead to success.

**2. Operational Efficiency:**

Understanding patterns in data allows businesses to optimize their operations. This includes streamlining processes, identifying bottlenecks, and enhancing overall efficiency, leading to cost savings and improved productivity.

**3. Customer Understanding:**

Data analytics helps organizations comprehend customer behavior and preferences. This knowledge enables businesses to tailor their products, services, and marketing strategies to better meet customer needs, fostering customer satisfaction and loyalty.

**4. Risk Management:**

By analysing data, businesses can identify potential risks and vulnerabilities. This proactive approach allows for the development of risk mitigation strategies, ensuring that organizations are better prepared to handle challenges and uncertainties.

**5. Innovation and Product Development:**

Data analytics fuels innovation by providing insights into market trends and customer demands. This information guides the development of new products and services that align with market expectations, giving organizations a competitive edge.

**6. Performance Monitoring:**

Analytics allows businesses to track key performance indicators (KPIs) and assess the success of various initiatives. This continuous monitoring enables quick adjustments to strategies, ensuring that

organizations stay on course towards their goals.

**7. Innovation and Product Development:**

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Applications of Data Analytics:

**1. Business Intelligence (BI):**

BI tools use data analytics to transform raw data into actionable insights. These insights help businesses understand market trends, customer behaviours, and internal processes, aiding strategic decision-making.

**2. Predictive Analytics:**

Predictive analytics involves using historical data and statistical algorithms to predict future outcomes. This is applied in various fields, such as finance (predicting stock prices), healthcare (identifying potential disease outbreaks), and marketing (forecasting consumer trends).

**3. Fraud Detection:**

In industries like finance and e-commerce, data analytics is employed to detect and prevent fraudulent activities. Algorithms analyse patterns in transactions to identify anomalies and flag potentially fraudulent behaviours.

**4. Healthcare Analytics:**

Data analytics in healthcare involves analysing patient data to improve treatment outcomes, enhance operational efficiency, and reduce costs. It can be used for predictive modelling, personalized medicine, and optimizing healthcare delivery.

**5. Supply Chain Optimization:**

Analytics is used in supply chain management to optimize inventory levels, improve demand forecasting, and enhance overall logistics efficiency. This ensures that products are delivered to customers in a timely and cost-effective manner.

**6. Social Media Analytics:**

Businesses leverage data analytics to analyse social media data, gaining insights into customer sentiments, preferences, and trends. This information is valuable for refining marketing strategies and enhancing brand perception.

**7.Human Resources Analytics:**

HR analytics involves using data to optimize workforce management, improve recruitment processes, and enhance employee engagement. This data-driven approach helps organizations make strategic decisions related to their human capital.

The applications of data analytics are diverse and continue to expand across industries, demonstrating its versatile and transformative nature in today's data-centric world.

## 1.3 Languages Used

For a data analytics internship project report, we will be using a combination of programming languages, tools, and possibly databases. Here are some commonly used languages and tools in the field of data analytics:

1. **Python:** Python is one of the most popular programming languages for data analytics. Libraries such as Pandas, NumPy, and Matplotlib are frequently used for data manipulation, analysis, and visualization.

2. **R:** R is another statistical programming language commonly used in data analytics. It has a strong statistical and graphical package ecosystem, making it suitable for in-depth statistical analysis.

3. **SQL (Structured Query Language):** SQL is essential for working with relational databases. You'lluse it to query and manipulate data stored in databases like MySQL, PostgreSQL, or SQLite.

4. **Jupyter Notebooks**: Jupyter Notebooks are interactive documents that allow you to combine code, visualizations, and text. They are widely used in data analytics projects for documentation and collaboration.

5. **Excel:** While not a programming language, Excel is a powerful tool for data analysis and visualization. Many data analysts use it for exploratory data analysis and creating summary reports.

6. **Tableau or Power BI:** These are popular tools for creating interactive and shareable data

visualizations. They connect to various data sources and help in creating dashboards for easy interpretation.

7. **Apache Spark:** For big data analytics, Apache Spark is often used. It supports data processing tasks at scale and can work with large datasets distributed across a cluster.

8. **Git:** Version control is crucial for collaborative projects. Git helps you track changes to your code and collaborate effectively with team members.

9. **HTML/CSS/JavaScript:** If your project involves creating web-based dashboards or visualizations,knowledge of these web technologies might be useful.

## 1.4 Need for the model:

**1. Insightful Decision-Making:**

- A data analytics model can provide valuable insights and patterns within the data that might not be immediately apparent through simple descriptive statistics or visualizations.

- Decision-makers can use these insights to make informed and data-driven decisions, which is a crucial aspect of data analytics.

**2. Predictive Analysis:**

- If your project involves forecasting or predicting future trends based on historical data, a data analytics model can help in building predictive models.

- Machine learning algorithms, regression analysis, or time series forecasting models can be employed to make predictions, enabling businesses to plan for the future.

**3. Optimization:**

- Data analytics models can be used for optimization purposes, such as identifying the most efficient processes, minimizing costs, or maximizing returns.

- Optimization models can help organizations streamline their operations and resources based on data-driven recommendations.

**4. Problem Solving:**

- Data analytics models can be designed to address specific business problems or challenges. These models can offer solutions based on the patterns and trends identified in the data.

- Problem-solving models can contribute to the overall effectiveness and efficiency of business

processes.

**5. Demonstration of Skills:**

- Including a data analytics model in your internship project report showcases your technical skills and ability to apply data science methodologies to real-world problems.

- It demonstrates your understanding of the data analytics workflow, from data cleaning and preprocessing to model development and evaluation.

**6. Demonstrating Value to Stakeholders:**

- Stakeholders, including your internship supervisor or company management, are likely to appreciate the added value of a data analytics model in addressing specific business challenges.

- The model can serve as a tangible outcome that illustrates the practical applications of data analytics in the context of your internship.

**7. Learning Opportunity:**

- Building a data analytics model provides you with hands-on experience in applying statistical and machine learning techniques to real- It world data.

- allows you to deepen your understanding of modelling concepts and gain practical insightsinto the complexities and nuances of data analysis.

# CHAPTER-2
# TOOLS AND TECHNIQUES

## 2.1 Platform Used:

Here are some aspects related to the platform:

**Data Analytics Environment:** The platform may include a specific environment tailored for data analytics tasks. This could involve using tools like Jupyter Notebooks or integrated development environments (IDEs) such as Anaconda.

**Cloud Platforms:** Organizations may choose cloud-based platforms like AWS, Google Cloud, or Microsoft Azure for data analytics. Cloud platforms offer scalable resources, storage, and services, enabling efficient processing of large datasets.

## 2.2 Hardware Requirements:

**Computer:** A modern computer with sufficient processing power and memory for software development. Any recent laptop or desktop computer should be suitable.

**Processor:** A multi-core processor (e.g., dual-core or quad-core) for faster code compilation and execution.

**Memory (RAM):** At least 8 GB of RAM is recommended for a smooth development experience. More RAM may be beneficial for larger projects or when running multiple applications simultaneously.

**Storage:** Solid State Drive (SSD) is preferable for faster file access and improved overall system performance. Adequate storage space for project files, development tools, and libraries.

**Deployment Environment (Server):** Server: The specific server requirements depend on factors like expected traffic, application complexity, and database usage. For small to medium-sized applications, a virtual private server (VPS) or cloud server is often sufficient.

**Memory (RAM):** The amount of RAM required depends on the size of your application and the number of concurrent users. A minimum of 2 GB is a common starting point for smaller applications, but larger applications may require 4 GB or more.

**Storage:** Use SSDs for improved data access speed. The amount of storage required depends on thesize of your database and any media files your application may handle. Network Connection: A reliable internet connection with sufficient bandwidth for handling user requests and database interactions

## 2.3 Software Requirements:

**Database Management System (DBMS):** The choice of a DBMS is crucial for accessing and managing the Superstore database. Commonly used systems include MySQL, PostgreSQL, or

Microsoft SQL Server.

**Data Analysis Libraries:** Python libraries such as NumPy, Pandas, and Matplotlib may be utilized for data manipulation, analysis, and visualization.

**Statistical Analysis Tools:** Software like R or Python's Stats models may be employed for statistical analysis, hypothesis testing, and regression analysis.

**Business Intelligence Tools:** Tools such as Tableau or Power BI might be used for creating interactive dashboards and visualizations, making it easier to communicate insights to stakeholders.

**Programming Languages**: Besides Python and R, other languages like SQL may be required for querying databases and retrieving specific subsets of data.

**Version Control:** Implementing version control using tools like Git ensures collaboration among data analysts, helps track changes to code and analysis scripts, and supports reproducibility.

# CHAPTER-3
# PROJECT WORK

## 3.1 Project overview

**Objective:** Clearly state the main goal or goals of the project. This could be optimizing business processes, improving sales forecasting, identifying cost-saving opportunities, or any other relevant objective.

**Scope:** Define the scope of the project by specifying the data sources, time frame, and the specific aspects of the Superstore database that will be analyzed.

**Stakeholders:** Identify the stakeholders involved in or impacted by the project. This could include business analysts, data scientists, executives, and other relevant personnel.

**Data Sources:** Specify the data sources that will be utilized for the analysis. In this case, it would be the Superstore database, and possibly other external data sources if needed.

**Expected Outcomes:** Outline the expected outcomes or deliverables of the project. This could bein the form of actionable insights, reports, visualizations, or even implemented solutions.

**Project Timeline:** Provide an estimated timeline for the project, including key milestones and deadlines.

**Constraints and Assumptions:** Highlight any constraints or assumptions that might impact the project. This could include limitations in data availability, budget constraints, or assumptions made during the analysis.

## 3.2 Algorithm

**Descriptive Analytics Algorithms:** Describe algorithms or statistical methods that will be used to summarize and describe the main features of the Superstore data. This could include measures of central tendency, dispersion, and graphical representations.

**Predictive Analytics Algorithms:** If the project involves predicting future trends or outcomes, specify the predictive analytics algorithms that will be applied. Common algorithms include linear regression, decision trees, or machine learning models using algorithms like random forests or support vector machines.

**Clustering Algorithms:** If the goal is to identify patterns or segments within the data, clustering algorithms like k-means clustering might be employed.

**Optimization Algorithms:** In cases where the project aims to optimize certain business processes, optimization algorithms such as linear programming or genetic algorithms might be used.

**Machine Learning Models:** Specify the machine learning models that will be employed, such as classification models, regression models, or neural networks.

**Data Preprocessing Techniques:** Outline the preprocessing steps that will be applied to the Superstore data before applying algorithms. This may include handling missing data, feature scaling, or encoding categorical variables.

**Evaluation Metrics:** Define the metrics that will be used to evaluate the performance of the chosen algorithms. For instance, if classification models are used, metrics like accuracy, precision, recall, and F1 score might be considered.

**Iterative Process:** Acknowledge that data analysis is often an iterative process. Mention that the chosen algorithms and approaches might be refined based on interim findings or feedback from stakeholders.

# CHAPTER-4

# CODE AND OUTPUT

**DATASET: -**

https://www.kaggle.com/datasets/vivek468/superstore-dataset-final

## Source code & outputs

```
import pandas as pd
import numpy as np
import matplotlib.pyplot as plt
df=pd.read_csv("SampleSuperstore.csv")
df.head()
```

### 1.Displaying the first 5 records of the sample super store dataset.

| | Ship Mode | Segment | Country | City | State | Postal Code | Region | Category | Sub-Category | Sales | Quantity | Discount | Profit |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 0 | Second Class | Consumer | United States | Henderson | Kentucky | 42420 | South | Furniture | Bookcases | 261.9600 | 2 | 0.00 | 41.9136 |
| 1 | Second Class | Consumer | United States | Henderson | Kentucky | 42420 | South | Furniture | Chairs | 731.9400 | 3 | 0.00 | 219.5820 |
| 2 | Second Class | Corporate | United States | Los Angeles | California | 90036 | West | Office Supplies | Labels | 14.6200 | 2 | 0.00 | 6.8714 |
| 3 | Standard Class | Consumer | United States | Fort Lauderdale | Florida | 33311 | South | Furniture | Tables | 957.5775 | 5 | 0.45 | -383.0310 |
| 4 | Standard Class | Consumer | United States | Fort Lauderdale | Florida | 33311 | South | Office Supplies | Storage | 22.3680 | 2 | 0.20 | 2.5164 |

### 2.Dropping postal code column:

```
import pandas as pd
import numpy as np
df=pd.read_csv("/content/drive/MyDrive/Colab Notebooks/SampleSuperstore.csv")
```

```
#here we dont need the postal codes to analyze the data set so we will delete the "postal code" column
df.drop(columns="Postal Code")
```

| | Ship Mode | Segment | Country | City | State | Region | Category | Sub-Category | Sales | Quantity | Discount | Profit |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 0 | Second Class | Consumer | United States | Henderson | Kentucky | South | Furniture | Bookcases | 261.9600 | 2 | 0.00 | 41.9136 |
| 1 | Second Class | Consumer | United States | Henderson | Kentucky | South | Furniture | Chairs | 731.9400 | 3 | 0.00 | 219.5820 |
| 2 | Second Class | Corporate | United States | Los Angeles | California | West | Office Supplies | Labels | 14.6200 | 2 | 0.00 | 6.8714 |
| 3 | Standard Class | Consumer | United States | Fort Lauderdale | Florida | South | Furniture | Tables | 957.5775 | 5 | 0.45 | -383.0310 |
| 4 | Standard Class | Consumer | United States | Fort Lauderdale | Florida | South | Office Supplies | Storage | 22.3680 | 2 | 0.20 | 2.5164 |
| ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... |
| 9989 | Second Class | Consumer | United States | Miami | Florida | South | Furniture | Furnishings | 25.2480 | 3 | 0.20 | 4.1028 |
| 9990 | Standard Class | Consumer | United States | Costa Mesa | California | West | Furniture | Furnishings | 91.9600 | 2 | 0.00 | 15.6332 |
| 9991 | Standard Class | Consumer | United States | Costa Mesa | California | West | Technology | Phones | 258.5760 | 2 | 0.20 | 19.3932 |
| 9992 | Standard Class | Consumer | United States | Costa Mesa | California | West | Office Supplies | Paper | 29.6000 | 4 | 0.00 | 13.3200 |
| 9993 | Second Class | Consumer | United States | Westminster | California | West | Office Supplies | Appliances | 243.1600 | 2 | 0.00 | 72.9480 |

9994 rows × 12 columns

### 3. Checking shape and data:

```
[ ] #it gives the number of columns and rows present in the dataset
    df.shape
```

```
(9994, 13)
```

```
df.tail()
```

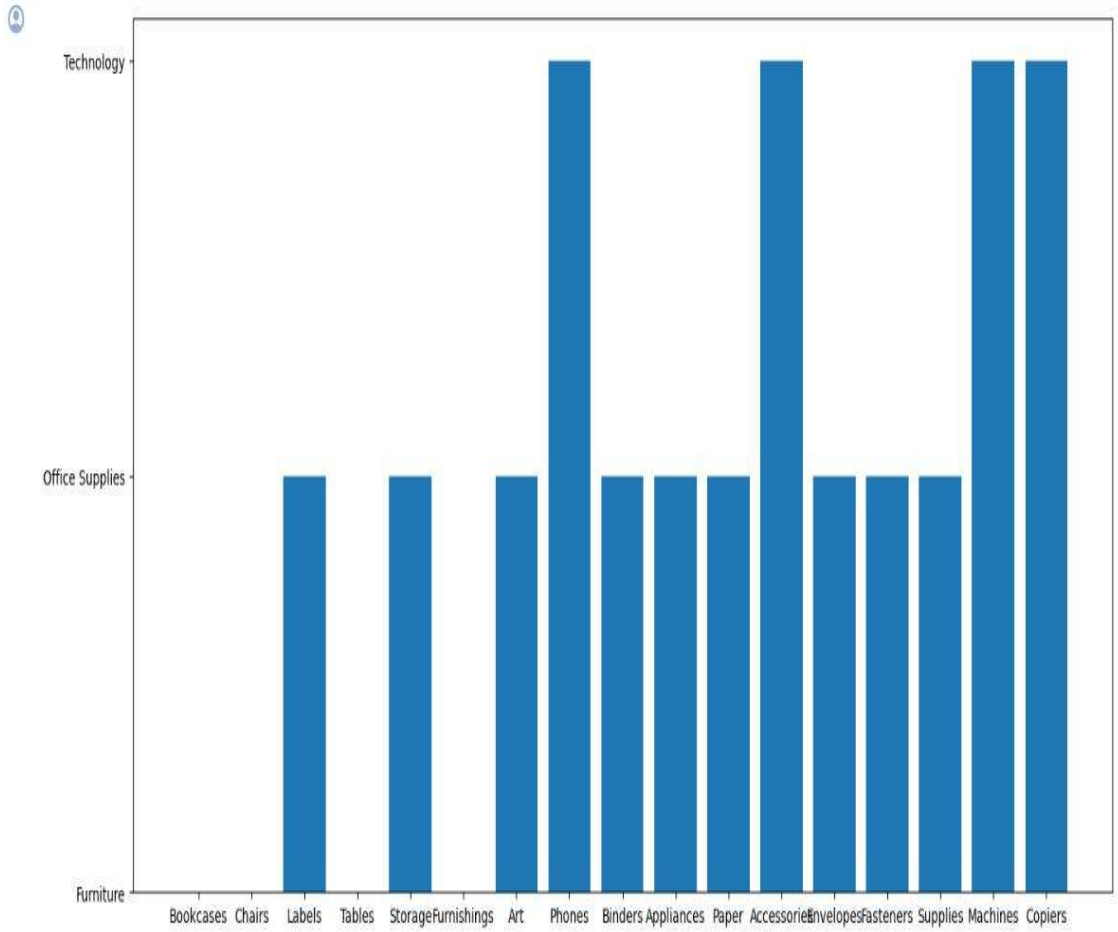
| | Ship Mode | Segment | Country | City | State | Postal Code | Region | Category | Sub-Category | Sales | Quantity | Discount | Profit |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **9989** | Second Class | Consumer | United States | Miami | Florida | 33180 | South | Furniture | Furnishings | 25.248 | 3 | 0.2 | 4.1028 |
| **9990** | Standard Class | Consumer | United States | Costa Mesa | California | 92627 | West | Furniture | Furnishings | 91.960 | 2 | 0.0 | 15.6332 |
| **9991** | Standard Class | Consumer | United States | Costa Mesa | California | 92627 | West | Technology | Phones | 258.576 | 2 | 0.2 | 19.3932 |
| **9992** | Standard Class | Consumer | United States | Costa Mesa | California | 92627 | West | Office Supplies | Paper | 29.600 | 4 | 0.0 | 13.3200 |
| **9993** | Second Class | Consumer | United States | Westminster | California | 92683 | West | Office Supplies | Appliances | 243.160 | 2 | 0.0 | 72.9480 |

### 4.Statistical values of all numeric data.

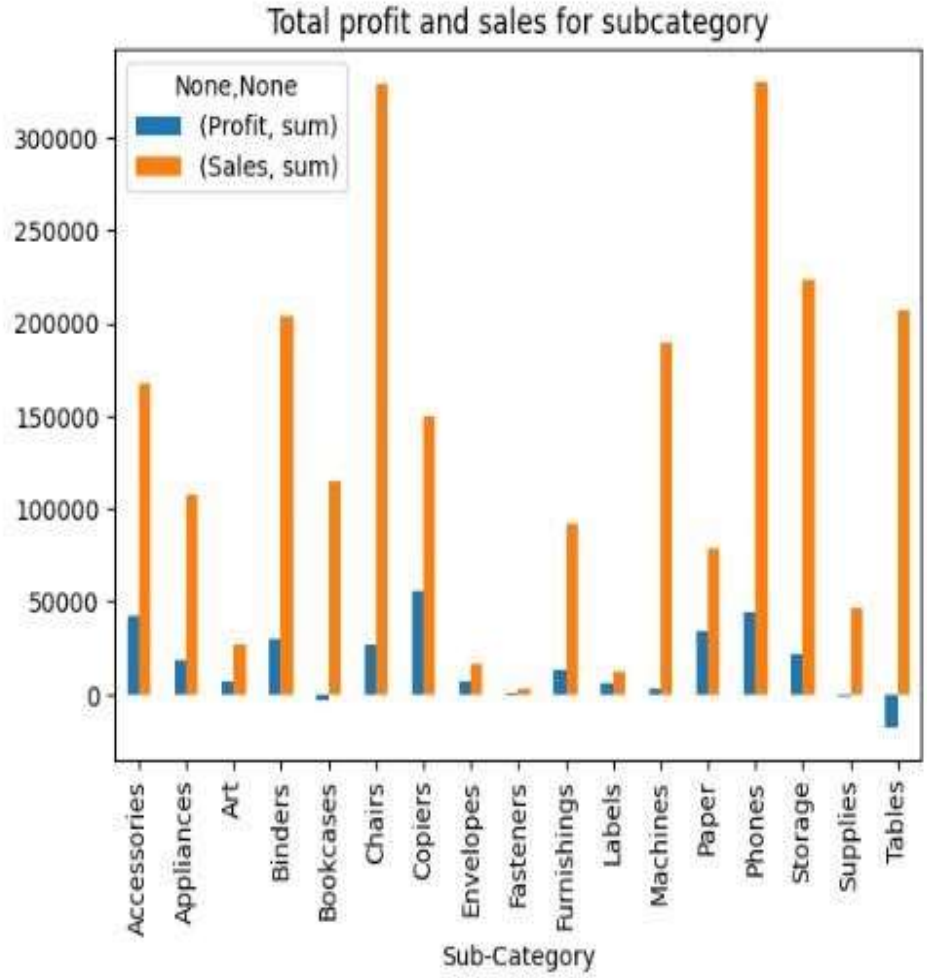
| | Sales | Quantity | Discount | Profit |
|---|---|---|---|---|
| **count** | 9994.000000 | 9994.000000 | 9994.000000 | 9994.000000 |
| **mean** | 229.858001 | 3.789574 | 0.156203 | 28.656896 |
| **std** | 623.245101 | 2.225110 | 0.206452 | 234.260108 |
| **min** | 0.444000 | 1.000000 | 0.000000 | -6599.978000 |
| **25%** | 17.280000 | 2.000000 | 0.000000 | 1.728750 |
| **50%** | 54.490000 | 3.000000 | 0.200000 | 8.666500 |
| **75%** | 209.940000 | 5.000000 | 0.200000 | 29.364000 |
| **max** | 22638.480000 | 14.000000 | 0.800000 | 8399.976000 |

## 5.Data visualization:

```
plt.figure(figsize=(16,8))
plt.bar('Sub-Category','Category',data=df)
plt.show()
```

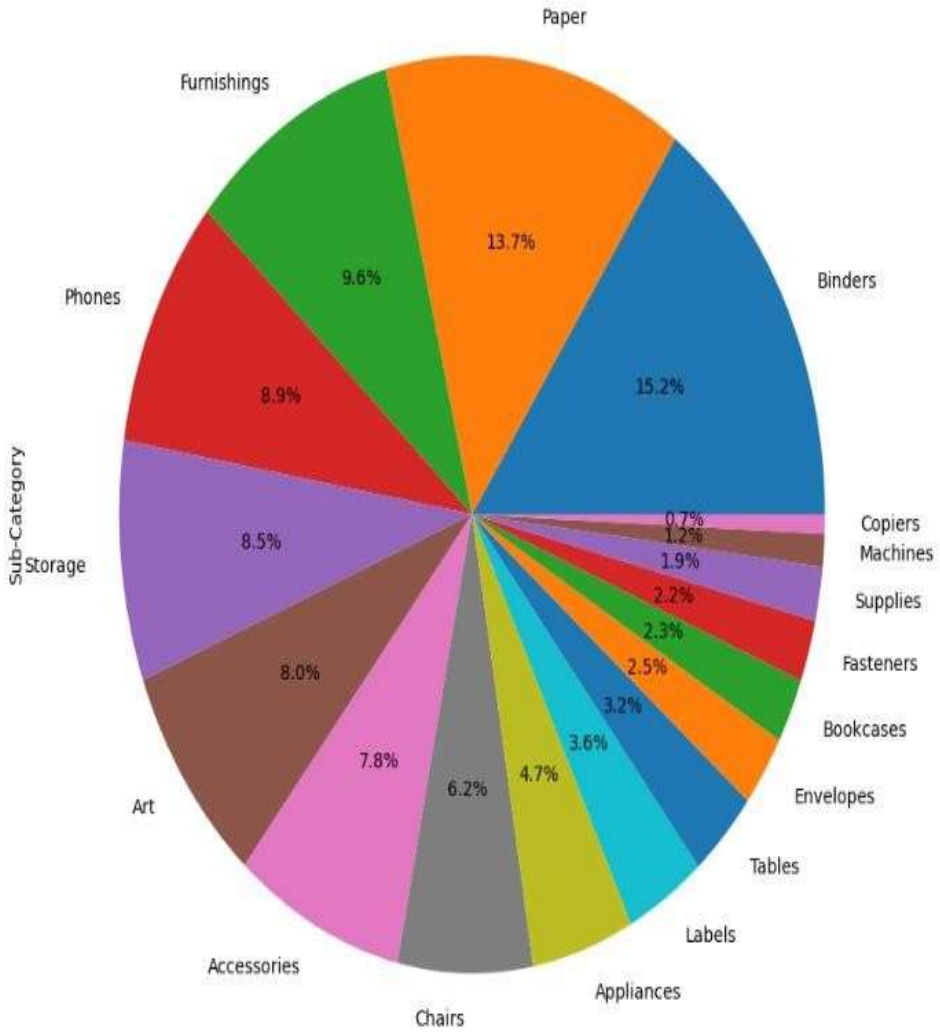


```
df.groupby("Sub-Category")['Profit','Sales'].agg(['sum']).plot.bar()
plt.title("Total profit and sales for subcategory")
plt.rcParams['figure.figsize']=[10,8]
plt.show()
```



```
plt.figure(figsize=(12,10))
df['Sub-Category'].value_counts().plot.pie(autopct="%1.1f%%")
```

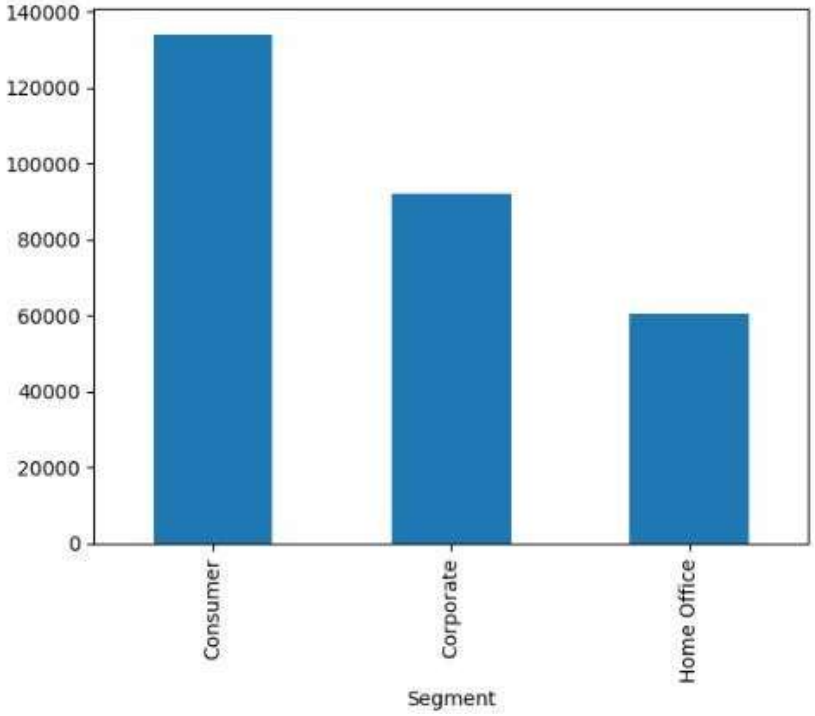
```
<Axes: ylabel='Sub-Category'>
```




**5.Profit Segment with heatmap:**

```
df.groupby('Segment')['Profit'].sum().plot.bar()
```

```
<Axes: xlabel='Segment'>
```




```
fig,axes=plt.subplots(1,1,figsize=(9,6))
sns.heatmap(df.corr(),annot=True)
plt.show()
```

# CHAPTER – 5

# CONCLUSION

# CONCLUSION:

The analysis of the superstore dataset provides valuable insights into the retail business, aiding in strategic decision-making and performance optimization. Through comprehensive data exploration, it becomes evident that certain product categories or regions may exhibit stronger sales patterns, enabling targeted marketing efforts and inventory management. Moreover, customer segmentation based on purchase behaviour and demographic information allows for personalized marketing strategies and enhanced customer experiences.

In addition, predictive analytics plays a crucial role in forecasting future sales trends and demand patterns. By employing advanced modelling techniques, such as machine learning algorithms, it becomes possible to develop accurate sales predictions, aiding in inventory planning and supply chain management. This proactive approach not only improves operational efficiency but also reduces the risk of stockouts or excess inventory, ultimately contributing to increased profitability.

Furthermore, the analysis sheds light on the effectiveness of various promotions, discounts, and pricing strategies. Understanding the impact of these factors on customer purchasing decisions enables the superstore to refine its promotional campaigns and optimize pricing strategies for different products. Additionally, sentiment analysis of customer reviews provides valuable feedback,allowing the business to address customer concerns, improve product offerings, and enhance overall customer satisfaction. In conclusion, the analysis of the superstore dataset is instrumental in fostering data-driven decision-making and improving overall business performance in the dynamic and competitive retail landscape.

We have effectively completed the analysis of the superstore dataset, successfully predicting inconsistencies within the provided data and presenting the results through effective visualization.

# REFERENCES: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**Internship Report**

**on**

# DATA ANALYTICS

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR, ANANTHAPURAMU**

*In Partial Fulfillment of the Requirements for the Award of the degree of*

## BACHELOR OF TECHNOLOGY

**In**

**COMPUTER SCIENCE & ENGINEERING – DATA SCIENCE**

**Submitted By**

**Chakkera Sai Prasanna - 21691A3290**


**MADANAPALLE INSTITUTE OF TECHNOLOGY &SCIENCE**

**(UGC – AUTONOMOUS)**

**(Affiliated to JNTUA, Ananthapuramu)**

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## DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING – DATA SCIENCE

## BONAFIDE CERTIFICATE

This is to certify that the internship work entitled **"Data Analytics"** is a bonafide work carried out by **Chakkera Sai Prasanna - 21691A3290** Submitted in partial fulfillment of the requirements for the award of degree **Bachelor of Technology** in the stream of **Computer Science & Engineering-Data Science** in **Madanapalle Institute of Technology & Science, Madanapalle,** affiliated to **Jawaharlal Nehru Technological University Anantapur, Ananthapuramu** during the academic year 2023-2024.

Mrs. Manjula Prabakaran,
Assistant Professor,
Department of CSE - DS

Dr. S. Kusuma,
Assistant Professor & Head,
Department of CSE - DS

**Submitted for the University Examination held on: ----------**

**Examiner - I** **Examiner - II**

## ACKNOWLEDGEMENT

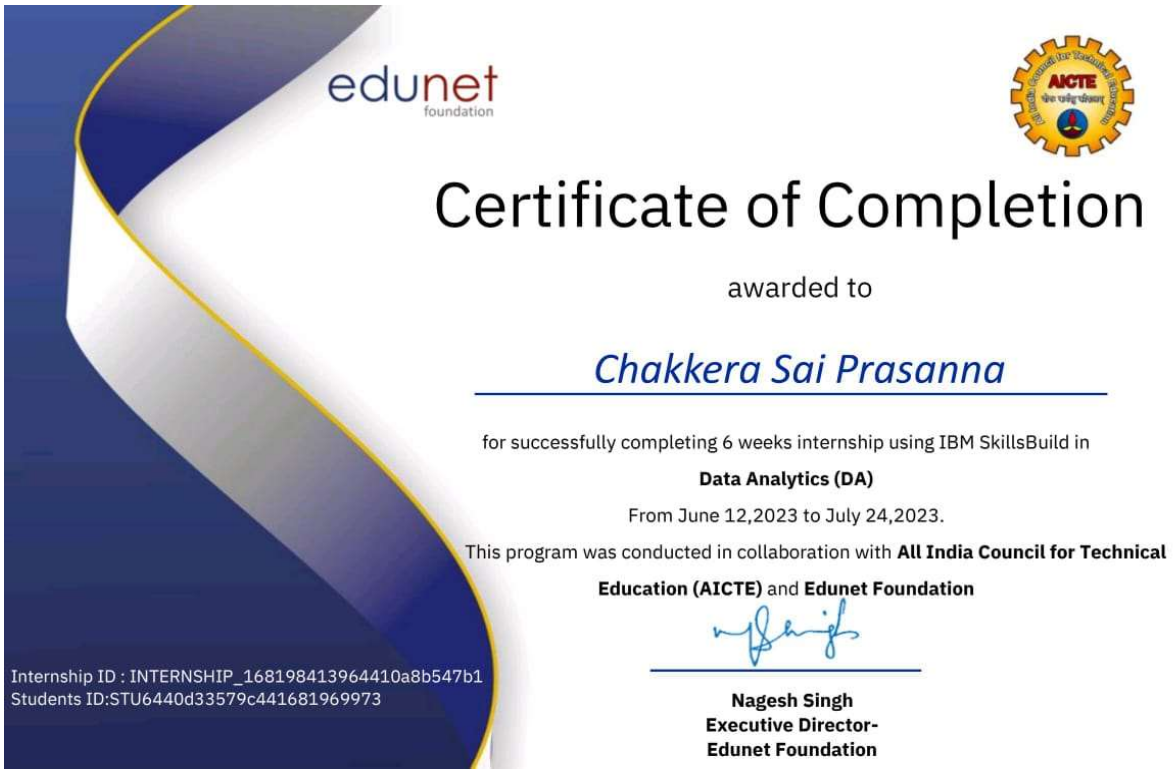
We sincerely thank the **MANAGEMENT** of **Madanapalle Institute of Technology & Science** for providing excellent infrastructure and lab facilities that helped me to complete this Project.

We sincerely thank **Dr. C. Yuvaraj, M.E., Ph.D., Principal,** for guiding and providing facilities for completing our Project at **Madanapalle Institute of Technology& Science,** Madanapalle.

We express our gratitude to **Dr. S. Kusuma, Ph.D., Assistant Professor and Head of the Department of CSE-Data Science** for her continuous support in making necessary arrangements for the successful completion of the Project.

We express our sincere thanks to the **Internship Coordinator, Mrs. Manjula Prabakaran. Assistant Professor, Department of CSE-Data Science** for her tremendous support for the successful completion of Project.

We also wish to place on record my gratefulness to other **Faculty members of CSE-Data Science Department** and our parents and friends for their help and cooperation during our project work.


edunet
foundation
Certificate of Completion
awarded to
Chakkera Sai Prasanna
for successfully completing 6 weeks internship using IBM SkillsBuild in
Data Analytics (DA)
From June 12,2023 to July 24,2023.
This program was conducted in collaboration with All India Council for Technical Education (AICTE) and Edunet Foundation
Nagesh Singh
Executive Director-
Edunet Foundation
Internship ID : INTERNSHIP_168198413964410a8b547b1
Students ID:STU6440d33579c441681969973

# ABSTRACT

This internship report, titled "Data Analytics," encapsulates a transformative journey into the realm of data analytics during an enriching internship at IBM Skills Build. The primary focus of this internship was to apply data analytics methodologies to derive actionable insights from diverse datasets. The report delves into the methodologies employed, challenges faced, and the valuable experiences gained during the internship.

The internship commenced with an immersive exploration of the organization's data ecosystem, encompassing sales, customer relations, operational efficiency. Subsequently, hands-on engagement with data analytics tools and techniques, such as Python, R, SQL, facilitated the extraction of meaningful patterns and trends from complex datasets.

Key projects undertaken include analyzing the data and understanding the data and drawing some useful conclusions, where the goal was to uncover actionable insights through statistical analysis, predictive modeling, and data visualization. The report outlines the data preprocessing steps, analytics methodologies employed, and the subsequent interpretation of findings.

Challenges faced during the internship, including data quality issues, modeling complexities, and aligning analytics results with business objectives, are discussed. Strategies implemented to overcome these challenges are detailed, providing insights for future data analytics endeavors.

Central to the internship experience was the collaborative environment within the team. Effective communication, interdisciplinary collaboration, and a keen focus on aligning analytics outcomes with business needs played pivotal roles in achieving meaningful results.

In conclusion, this internship report not only showcases the technical skills acquired in data analytics but also emphasizes the practical application of analytics in solving real-world business challenges. The knowledge gained during this internship contributes to the broader understandingof data analytics as a strategic tool for decision-making and operational improvement.



**Keywords:** Data Analytics, Data Visualization,Data Preprocessing, Python.

# CONTENTS

# CHAPTER-1
# INTRODUCTION

## 1.1 ABOUT DATA ANALYTICS

- Data analytics is the science of analysing raw data to make conclusions about that information.
- Data analytics help a business optimize its performance, perform more efficiently, maximize profit, or make more strategically-guided decisions.
- The techniques and processes of data analytics have been automated into mechanical processes and algorithms that work over raw data for human consumption.
- Various approaches to data analytics include looking at what happened (descriptive analytics), why something happened (diagnostic analytics), what is going to happen (predictive analytics), or what should be done next (prescriptive analytics).
- Data analytics relies on a variety of software tools including spreadsheets, datavisualization, reporting tools, data mining programs, and open-source languages for the greatest data manipulation.

### Data Analysis Steps

The process involved in data analysis involves several steps:

1. The first step is to determine the data requirements or how the data is grouped. Data may be separated by age, demographic, income, or gender. Data values may be numerical or divided by category.
2. The second step in data analytics is the process of collecting it. This can be done through a variety of sources such as computers, online sources, cameras, environmental sources, or through personnel.
3. The data must be organized after it's collected so it can be analysed. This may take place on a spreadsheet or other form of software that can take statistical data.
4. The data is then cleaned up before analysis. It's scrubbed and checked to ensure that there's no duplication or error and that it is not incomplete. This step helps correct any errors before it goes on to a data analyst to be analysed.

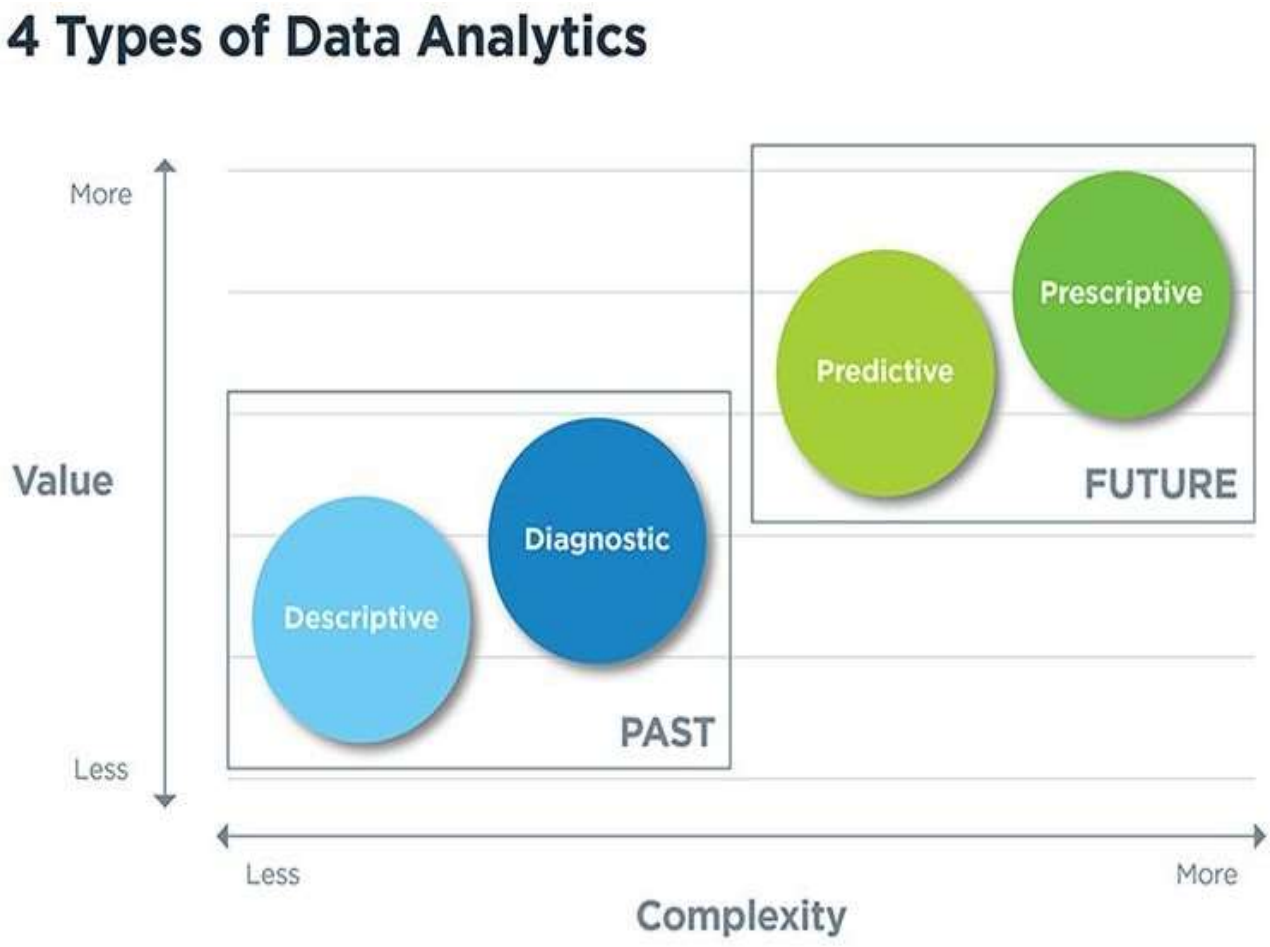
### Types of Data Analytics

Data analytics is broken down into four basic types:

1. **Descriptive analytics:** This describes what has happened over a given period of time. Have the number of views gone up? Are sales stronger this month than last?
2. **Diagnostic analytics:** This focuses more on why something happened. It involves more

diverse data inputs and a bit of hypothesizing. Did the weather affect beer sales? Did that latest marketing campaign impact sales?

3. **Predictive analytics:** This moves to what is likely going to happen in the near term. What happened to sales the last time we had a hot summer? How many weather models predict a hot summer this year?
4. **Prescriptive analytics:** This suggests a course of action. We should add an evening shift to the brewery and rent an additional tank to increase output if the likelihood of a hot summer is measured as an average of these five weather models and the average is above 58%.



## 1.2 IMPORTANCE AND APPLICATIONS OF DATA ANALYTICS

Importance of Data Analytics:

In today's data-driven landscape, the importance of data analytics cannot be overstated. Here are key reasons why data analytics is crucial:

**1. Informed Decision-Making:**

Data analytics provides valuable insights that enable organizations to make informed decisions. By analysing historical data and predicting future trends, decision-makers can choose strategies that are more likely to lead to success.

**2. Operational Efficiency:**

Understanding patterns in data allows businesses to optimize their operations. This includes streamlining processes, identifying bottlenecks, and enhancing overall efficiency, leading to cost savings and improved productivity.

**3. Customer Understanding:**

Data analytics helps organizations comprehend customer behavior and preferences. This knowledge enables businesses to tailor their products, services, and marketing strategies to better meet customer needs, fostering customer satisfaction and loyalty.

**4. Risk Management:**

By analysing data, businesses can identify potential risks and vulnerabilities. This proactive approach allows for the development of risk mitigation strategies, ensuring that organizations are better prepared to handle challenges and uncertainties.

**5. Innovation and Product Development:**

Data analytics fuels innovation by providing insights into market trends and customer demands. This information guides the development of new products and services that align with market expectations, giving organizations a competitive edge.

**6. Performance Monitoring:**

Analytics allows businesses to track key performance indicators (KPIs) and assess the success of various initiatives. This continuous monitoring enables quick adjustments to strategies, ensuring that

organizations stay on course towards their goals.

**7. Innovation and Product Development:**

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Applications of Data Analytics:

**1. Business Intelligence (BI):**

BI tools use data analytics to transform raw data into actionable insights. These insights help businesses understand market trends, customer behaviours, and internal processes, aiding strategic decision-making.

**2. Predictive Analytics:**

Predictive analytics involves using historical data and statistical algorithms to predict future outcomes. This is applied in various fields, such as finance (predicting stock prices), healthcare (identifying potential disease outbreaks), and marketing (forecasting consumer trends).

**3. Fraud Detection:**

In industries like finance and e-commerce, data analytics is employed to detect and prevent fraudulent activities. Algorithms analyse patterns in transactions to identify anomalies and flag potentially fraudulent behaviours.

**4. Healthcare Analytics:**

Data analytics in healthcare involves analysing patient data to improve treatment outcomes, enhance operational efficiency, and reduce costs. It can be used for predictive modelling, personalized medicine, and optimizing healthcare delivery.

**5. Supply Chain Optimization:**

Analytics is used in supply chain management to optimize inventory levels, improve demand forecasting, and enhance overall logistics efficiency. This ensures that products are delivered to customers in a timely and cost-effective manner.

**6. Social Media Analytics:**

Businesses leverage data analytics to analyse social media data, gaining insights into customer sentiments, preferences, and trends. This information is valuable for refining marketing strategies and enhancing brand perception.

**7.Human Resources Analytics:**

HR analytics involves using data to optimize workforce management, improve recruitment processes, and enhance employee engagement. This data-driven approach helps organizations make strategic decisions related to their human capital.

The applications of data analytics are diverse and continue to expand across industries, demonstrating its versatile and transformative nature in today's data-centric world.

## 1.3 Languages Used

For a data analytics internship project report, we will be using a combination of programming languages, tools, and possibly databases. Here are some commonly used languages and tools in the field of data analytics:

1. **Python:** Python is one of the most popular programming languages for data analytics. Libraries such as Pandas, NumPy, and Matplotlib are frequently used for data manipulation, analysis, and visualization.

2. **R:** R is another statistical programming language commonly used in data analytics. It has a strong statistical and graphical package ecosystem, making it suitable for in-depth statistical analysis.

3. **SQL (Structured Query Language):** SQL is essential for working with relational databases. You'lluse it to query and manipulate data stored in databases like MySQL, PostgreSQL, or SQLite.

4. **Jupyter Notebooks**: Jupyter Notebooks are interactive documents that allow you to combine code, visualizations, and text. They are widely used in data analytics projects for documentation and collaboration.

5. **Excel:** While not a programming language, Excel is a powerful tool for data analysis and visualization. Many data analysts use it for exploratory data analysis and creating summary reports.

6. **Tableau or Power BI:** These are popular tools for creating interactive and shareable data

visualizations. They connect to various data sources and help in creating dashboards for easy interpretation.

7. **Apache Spark:** For big data analytics, Apache Spark is often used. It supports data processing tasks at scale and can work with large datasets distributed across a cluster.

8. **Git:** Version control is crucial for collaborative projects. Git helps you track changes to your code and collaborate effectively with team members.

9. **HTML/CSS/JavaScript:** If your project involves creating web-based dashboards or visualizations,knowledge of these web technologies might be useful.

## 1.4 Need for the model:

**1. Insightful Decision-Making:**

- A data analytics model can provide valuable insights and patterns within the data that might not be immediately apparent through simple descriptive statistics or visualizations.

- Decision-makers can use these insights to make informed and data-driven decisions, which is a crucial aspect of data analytics.

**2. Predictive Analysis:**

- If your project involves forecasting or predicting future trends based on historical data, a data analytics model can help in building predictive models.

- Machine learning algorithms, regression analysis, or time series forecasting models can be employed to make predictions, enabling businesses to plan for the future.

**3. Optimization:**

- Data analytics models can be used for optimization purposes, such as identifying the most efficient processes, minimizing costs, or maximizing returns.

- Optimization models can help organizations streamline their operations and resources based on data-driven recommendations.

**4. Problem Solving:**

- Data analytics models can be designed to address specific business problems or challenges. These models can offer solutions based on the patterns and trends identified in the data.

- Problem-solving models can contribute to the overall effectiveness and efficiency of business

processes.

**5. Demonstration of Skills:**

- Including a data analytics model in your internship project report showcases your technical skills and ability to apply data science methodologies to real-world problems.

- It demonstrates your understanding of the data analytics workflow, from data cleaning and preprocessing to model development and evaluation.

**6. Demonstrating Value to Stakeholders:**

- Stakeholders, including your internship supervisor or company management, are likely to appreciate the added value of a data analytics model in addressing specific business challenges.

- The model can serve as a tangible outcome that illustrates the practical applications of data analytics in the context of your internship.

**7. Learning Opportunity:**

- Building a data analytics model provides you with hands-on experience in applying statistical and machine learning techniques to real- It world data.

- allows you to deepen your understanding of modelling concepts and gain practical insightsinto the complexities and nuances of data analysis.

# CHAPTER-2
# TOOLS AND TECHNIQUES

## 2.1 Platform Used:

Here are some aspects related to the platform:

**Data Analytics Environment:** The platform may include a specific environment tailored for data analytics tasks. This could involve using tools like Jupyter Notebooks or integrated development environments (IDEs) such as Anaconda.

**Cloud Platforms:** Organizations may choose cloud-based platforms like AWS, Google Cloud, or Microsoft Azure for data analytics. Cloud platforms offer scalable resources, storage, and services, enabling efficient processing of large datasets.

## 2.2 Hardware Requirements:

**Computer:** A modern computer with sufficient processing power and memory for software development. Any recent laptop or desktop computer should be suitable.

**Processor:** A multi-core processor (e.g., dual-core or quad-core) for faster code compilation and execution.

**Memory (RAM):** At least 8 GB of RAM is recommended for a smooth development experience. More RAM may be beneficial for larger projects or when running multiple applications simultaneously.

**Storage:** Solid State Drive (SSD) is preferable for faster file access and improved overall system performance. Adequate storage space for project files, development tools, and libraries.

**Deployment Environment (Server):** Server: The specific server requirements depend on factors like expected traffic, application complexity, and database usage. For small to medium-sized applications, a virtual private server (VPS) or cloud server is often sufficient.

**Memory (RAM):** The amount of RAM required depends on the size of your application and the number of concurrent users. A minimum of 2 GB is a common starting point for smaller applications, but larger applications may require 4 GB or more.

**Storage:** Use SSDs for improved data access speed. The amount of storage required depends on thesize of your database and any media files your application may handle. Network Connection: A reliable internet connection with sufficient bandwidth for handling user requests and database interactions

## 2.3 Software Requirements:

**Database Management System (DBMS):** The choice of a DBMS is crucial for accessing and managing the Superstore database. Commonly used systems include MySQL, PostgreSQL, or

Microsoft SQL Server.

**Data Analysis Libraries:** Python libraries such as NumPy, Pandas, and Matplotlib may be utilized for data manipulation, analysis, and visualization.

**Statistical Analysis Tools:** Software like R or Python's Stats models may be employed for statistical analysis, hypothesis testing, and regression analysis.

**Business Intelligence Tools:** Tools such as Tableau or Power BI might be used for creating interactive dashboards and visualizations, making it easier to communicate insights to stakeholders.

**Programming Languages**: Besides Python and R, other languages like SQL may be required for querying databases and retrieving specific subsets of data.

**Version Control:** Implementing version control using tools like Git ensures collaboration among data analysts, helps track changes to code and analysis scripts, and supports reproducibility.

# CHAPTER-3
# PROJECT WORK

## 3.1 Project overview

**Objective:** Clearly state the main goal or goals of the project. This could be optimizing business processes, improving sales forecasting, identifying cost-saving opportunities, or any other relevant objective.

**Scope:** Define the scope of the project by specifying the data sources, time frame, and the specific aspects of the Superstore database that will be analyzed.

**Stakeholders:** Identify the stakeholders involved in or impacted by the project. This could include business analysts, data scientists, executives, and other relevant personnel.

**Data Sources:** Specify the data sources that will be utilized for the analysis. In this case, it would be the Superstore database, and possibly other external data sources if needed.

**Expected Outcomes:** Outline the expected outcomes or deliverables of the project. This could bein the form of actionable insights, reports, visualizations, or even implemented solutions.

**Project Timeline:** Provide an estimated timeline for the project, including key milestones and deadlines.

**Constraints and Assumptions:** Highlight any constraints or assumptions that might impact the project. This could include limitations in data availability, budget constraints, or assumptions made during the analysis.

## 3.2 Algorithm

**Descriptive Analytics Algorithms:** Describe algorithms or statistical methods that will be used to summarize and describe the main features of the Superstore data. This could include measures of central tendency, dispersion, and graphical representations.

**Predictive Analytics Algorithms:** If the project involves predicting future trends or outcomes, specify the predictive analytics algorithms that will be applied. Common algorithms include linear regression, decision trees, or machine learning models using algorithms like random forests or support vector machines.

**Clustering Algorithms:** If the goal is to identify patterns or segments within the data, clustering algorithms like k-means clustering might be employed.

**Optimization Algorithms:** In cases where the project aims to optimize certain business processes, optimization algorithms such as linear programming or genetic algorithms might be used.

**Machine Learning Models:** Specify the machine learning models that will be employed, such as classification models, regression models, or neural networks.

**Data Preprocessing Techniques:** Outline the preprocessing steps that will be applied to the Superstore data before applying algorithms. This may include handling missing data, feature scaling, or encoding categorical variables.

**Evaluation Metrics:** Define the metrics that will be used to evaluate the performance of the chosen algorithms. For instance, if classification models are used, metrics like accuracy, precision, recall, and F1 score might be considered.

**Iterative Process:** Acknowledge that data analysis is often an iterative process. Mention that the chosen algorithms and approaches might be refined based on interim findings or feedback from stakeholders.

# CHAPTER-4

# CODE AND OUTPUT

**DATASET: -**

https://www.kaggle.com/datasets/vivek468/superstore-dataset-final

## Source code & outputs

```
import pandas as pd
import numpy as np
import matplotlib.pyplot as plt
df=pd.read_csv("SampleSuperstore.csv")
df.head()
```

### 1.Displaying the first 5 records of the sample super store dataset.

| | Ship Mode | Segment | Country | City | State | Postal Code | Region | Category | Sub-Category | Sales | Quantity | Discount | Profit |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 0 | Second Class | Consumer | United States | Henderson | Kentucky | 42420 | South | Furniture | Bookcases | 261.9600 | 2 | 0.00 | 41.9136 |
| 1 | Second Class | Consumer | United States | Henderson | Kentucky | 42420 | South | Furniture | Chairs | 731.9400 | 3 | 0.00 | 219.5820 |
| 2 | Second Class | Corporate | United States | Los Angeles | California | 90036 | West | Office Supplies | Labels | 14.6200 | 2 | 0.00 | 6.8714 |
| 3 | Standard Class | Consumer | United States | Fort Lauderdale | Florida | 33311 | South | Furniture | Tables | 957.5775 | 5 | 0.45 | -383.0310 |
| 4 | Standard Class | Consumer | United States | Fort Lauderdale | Florida | 33311 | South | Office Supplies | Storage | 22.3680 | 2 | 0.20 | 2.5164 |

### 2.Dropping postal code column:

```
import pandas as pd
import numpy as np
df=pd.read_csv("/content/drive/MyDrive/Colab Notebooks/SampleSuperstore.csv")
```

```
#here we dont need the postal codes to analyze the data set so we will delete the "postal code" column
df.drop(columns="Postal Code")
```

| | Ship Mode | Segment | Country | City | State | Region | Category | Sub-Category | Sales | Quantity | Discount | Profit |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 0 | Second Class | Consumer | United States | Henderson | Kentucky | South | Furniture | Bookcases | 261.9600 | 2 | 0.00 | 41.9136 |
| 1 | Second Class | Consumer | United States | Henderson | Kentucky | South | Furniture | Chairs | 731.9400 | 3 | 0.00 | 219.5820 |
| 2 | Second Class | Corporate | United States | Los Angeles | California | West | Office Supplies | Labels | 14.6200 | 2 | 0.00 | 6.8714 |
| 3 | Standard Class | Consumer | United States | Fort Lauderdale | Florida | South | Furniture | Tables | 957.5775 | 5 | 0.45 | -383.0310 |
| 4 | Standard Class | Consumer | United States | Fort Lauderdale | Florida | South | Office Supplies | Storage | 22.3680 | 2 | 0.20 | 2.5164 |
| ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... |
| 9989 | Second Class | Consumer | United States | Miami | Florida | South | Furniture | Furnishings | 25.2480 | 3 | 0.20 | 4.1028 |
| 9990 | Standard Class | Consumer | United States | Costa Mesa | California | West | Furniture | Furnishings | 91.9600 | 2 | 0.00 | 15.6332 |
| 9991 | Standard Class | Consumer | United States | Costa Mesa | California | West | Technology | Phones | 258.5760 | 2 | 0.20 | 19.3932 |
| 9992 | Standard Class | Consumer | United States | Costa Mesa | California | West | Office Supplies | Paper | 29.6000 | 4 | 0.00 | 13.3200 |
| 9993 | Second Class | Consumer | United States | Westminster | California | West | Office Supplies | Appliances | 243.1600 | 2 | 0.00 | 72.9480 |

9994 rows × 12 columns

### 3. Checking shape and data:

```
[ ] #it gives the number of columns and rows present in the dataset
    df.shape
```

```
(9994, 13)
```

```
df.tail()
```

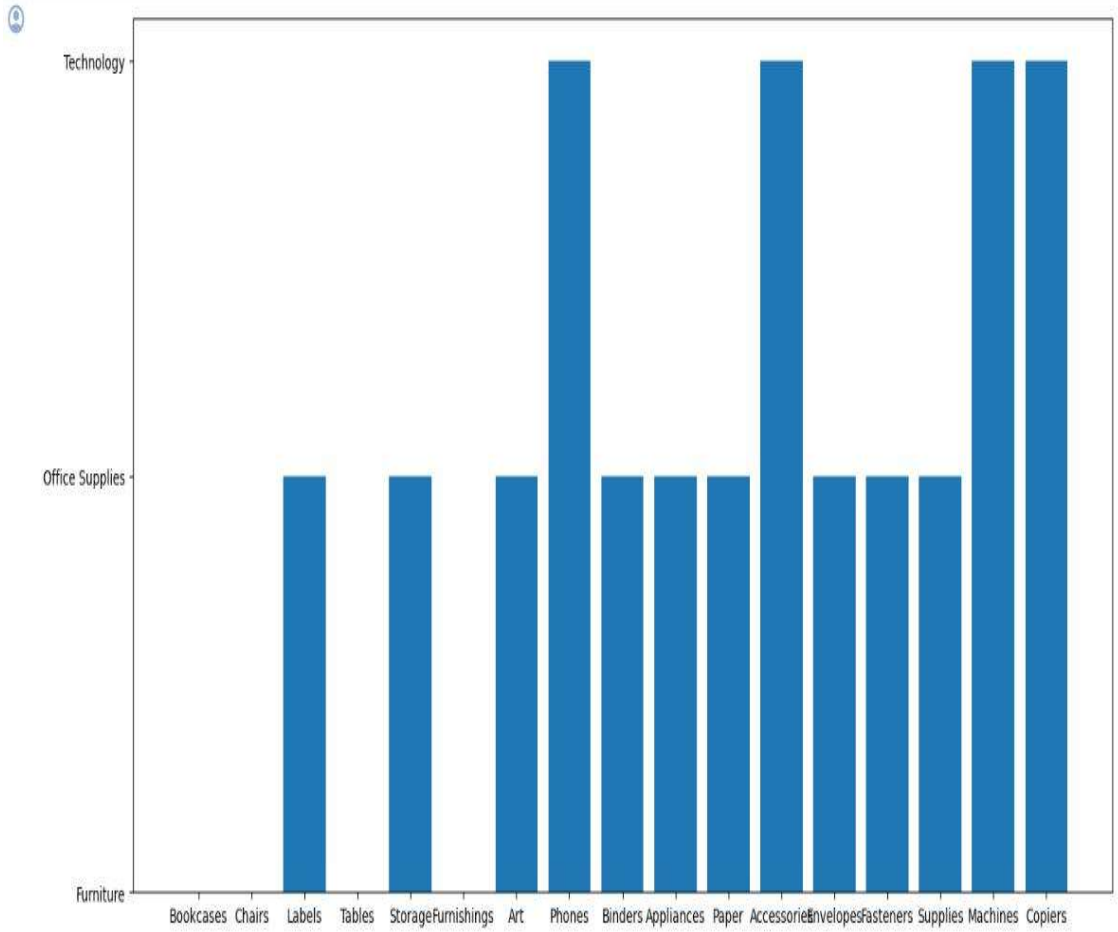
| | Ship Mode | Segment | Country | City | State | Postal Code | Region | Category | Sub-Category | Sales | Quantity | Discount | Profit |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **9989** | Second Class | Consumer | United States | Miami | Florida | 33180 | South | Furniture | Furnishings | 25.248 | 3 | 0.2 | 4.1028 |
| **9990** | Standard Class | Consumer | United States | Costa Mesa | California | 92627 | West | Furniture | Furnishings | 91.960 | 2 | 0.0 | 15.6332 |
| **9991** | Standard Class | Consumer | United States | Costa Mesa | California | 92627 | West | Technology | Phones | 258.576 | 2 | 0.2 | 19.3932 |
| **9992** | Standard Class | Consumer | United States | Costa Mesa | California | 92627 | West | Office Supplies | Paper | 29.600 | 4 | 0.0 | 13.3200 |
| **9993** | Second Class | Consumer | United States | Westminster | California | 92683 | West | Office Supplies | Appliances | 243.160 | 2 | 0.0 | 72.9480 |

### 4.Statistical values of all numeric data.

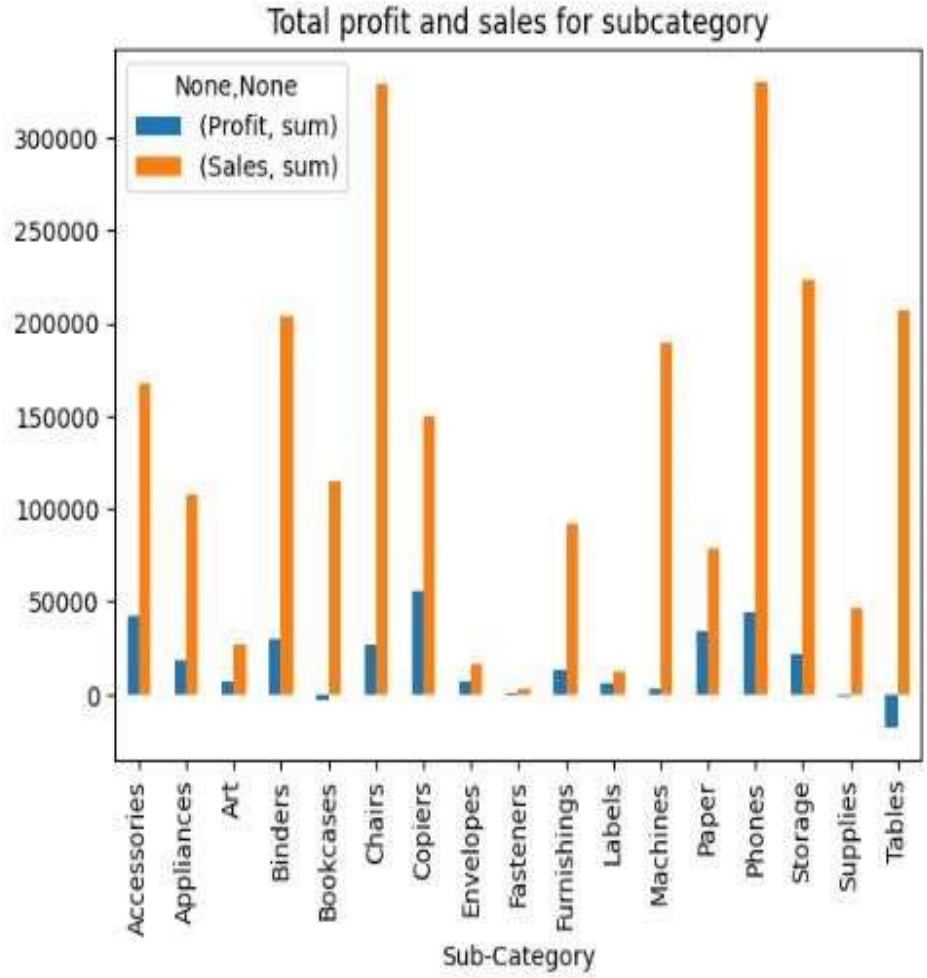
| | Sales | Quantity | Discount | Profit |
|---|---|---|---|---|
| **count** | 9994.000000 | 9994.000000 | 9994.000000 | 9994.000000 |
| **mean** | 229.858001 | 3.789574 | 0.156203 | 28.656896 |
| **std** | 623.245101 | 2.225110 | 0.206452 | 234.260108 |
| **min** | 0.444000 | 1.000000 | 0.000000 | -6599.978000 |
| **25%** | 17.280000 | 2.000000 | 0.000000 | 1.728750 |
| **50%** | 54.490000 | 3.000000 | 0.200000 | 8.666500 |
| **75%** | 209.940000 | 5.000000 | 0.200000 | 29.364000 |
| **max** | 22638.480000 | 14.000000 | 0.800000 | 8399.976000 |

## 5.Data visualization:

```
plt.figure(figsize=(16,8))
plt.bar('Sub-Category','Category',data=df)
plt.show()
```

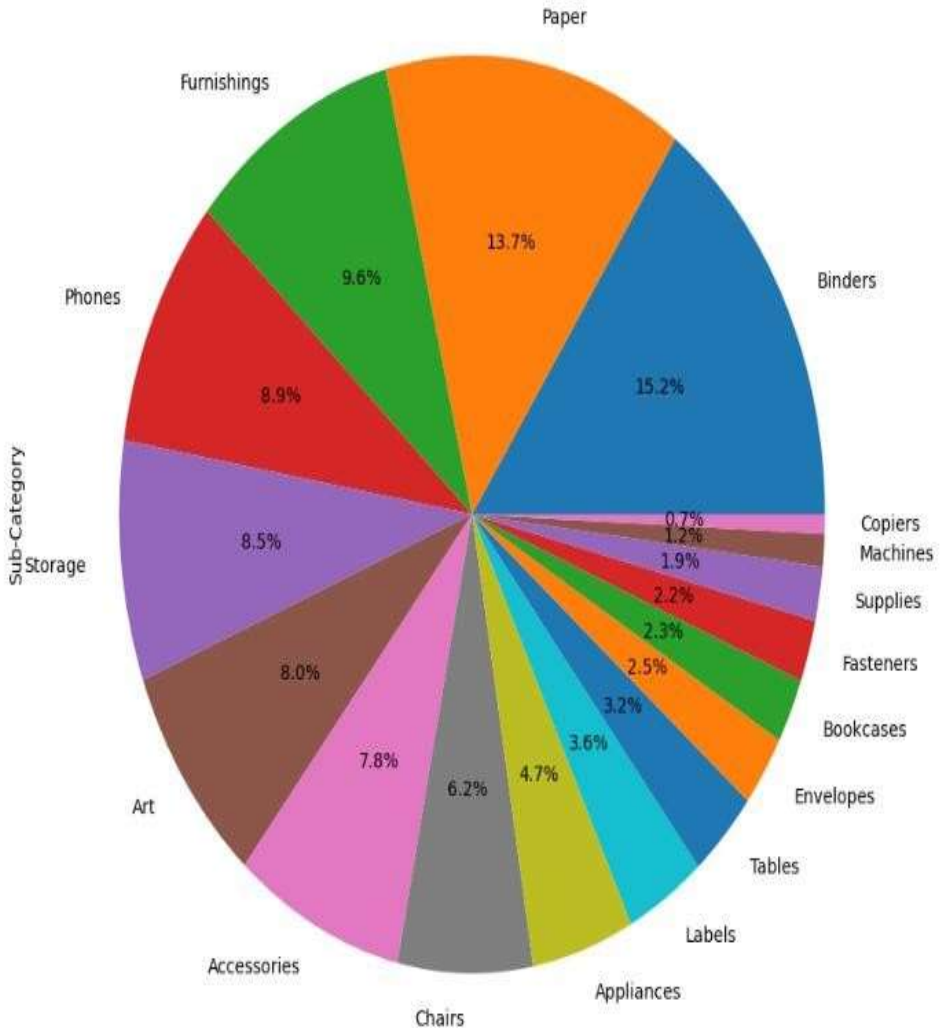


```
df.groupby("Sub-Category")['Profit','Sales'].agg(['sum']).plot.bar()
plt.title("Total profit and sales for subcategory")
plt.rcParams['figure.figsize']=[10,8]
plt.show()
```



```
plt.figure(figsize=(12,10))
df['Sub-Category'].value_counts().plot.pie(autopct="%1.1f%%")
```

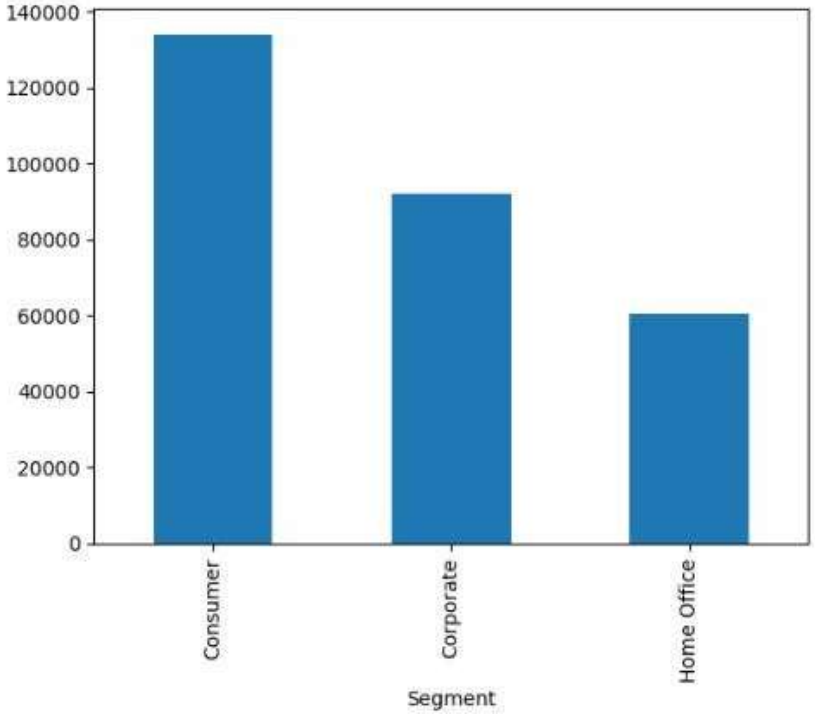
```
<Axes: ylabel='Sub-Category'>
```




**5.Profit Segment with heatmap:**

```
df.groupby('Segment')['Profit'].sum().plot.bar()
```

```
<Axes: xlabel='Segment'>
```




```
fig,axes=plt.subplots(1,1,figsize=(9,6))
sns.heatmap(df.corr(),annot=True)
plt.show()
```

# CHAPTER – 5

# CONCLUSION

# CONCLUSION:

The analysis of the superstore dataset provides valuable insights into the retail business, aiding in strategic decision-making and performance optimization. Through comprehensive data exploration, it becomes evident that certain product categories or regions may exhibit stronger sales patterns, enabling targeted marketing efforts and inventory management. Moreover, customer segmentation based on purchase behaviour and demographic information allows for personalized marketing strategies and enhanced customer experiences.

In addition, predictive analytics plays a crucial role in forecasting future sales trends and demand patterns. By employing advanced modelling techniques, such as machine learning algorithms, it becomes possible to develop accurate sales predictions, aiding in inventory planning and supply chain management. This proactive approach not only improves operational efficiency but also reduces the risk of stockouts or excess inventory, ultimately contributing to increased profitability.

Furthermore, the analysis sheds light on the effectiveness of various promotions, discounts, and pricing strategies. Understanding the impact of these factors on customer purchasing decisions enables the superstore to refine its promotional campaigns and optimize pricing strategies for different products. Additionally, sentiment analysis of customer reviews provides valuable feedback,allowing the business to address customer concerns, improve product offerings, and enhance overall customer satisfaction. In conclusion, the analysis of the superstore dataset is instrumental in fostering data-driven decision-making and improving overall business performance in the dynamic and competitive retail landscape.

We have effectively completed the analysis of the superstore dataset, successfully predicting inconsistencies within the provided data and presenting the results through effective visualization.

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**Internship Report**

**on**

# DATA ANALYTICS

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR, ANANTHAPURAMU**

*In Partial Fulfillment of the Requirements for the Award of the degree of*

## BACHELOR OF TECHNOLOGY

**In**

**COMPUTER SCIENCE & ENGINEERING – DATA SCIENCE**

**Submitted By**

**Chakkera Sai Prasanna - 21691A3290**


**MADANAPALLE INSTITUTE OF TECHNOLOGY &SCIENCE**

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## DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING – DATA SCIENCE

## BONAFIDE CERTIFICATE

This is to certify that the internship work entitled **"Data Analytics"** is a bonafide work carried out by **Chakkera Sai Prasanna - 21691A3290** Submitted in partial fulfillment of the requirements for the award of degree **Bachelor of Technology** in the stream of **Computer Science & Engineering-Data Science** in **Madanapalle Institute of Technology & Science, Madanapalle,** affiliated to **Jawaharlal Nehru Technological University Anantapur, Ananthapuramu** during the academic year 2023-2024.

Mrs. Manjula Prabakaran,
Assistant Professor,
Department of CSE - DS

Dr. S. Kusuma,
Assistant Professor & Head,
Department of CSE - DS

**Submitted for the University Examination held on: ----------**

**Examiner - I** **Examiner - II**

## ACKNOWLEDGEMENT

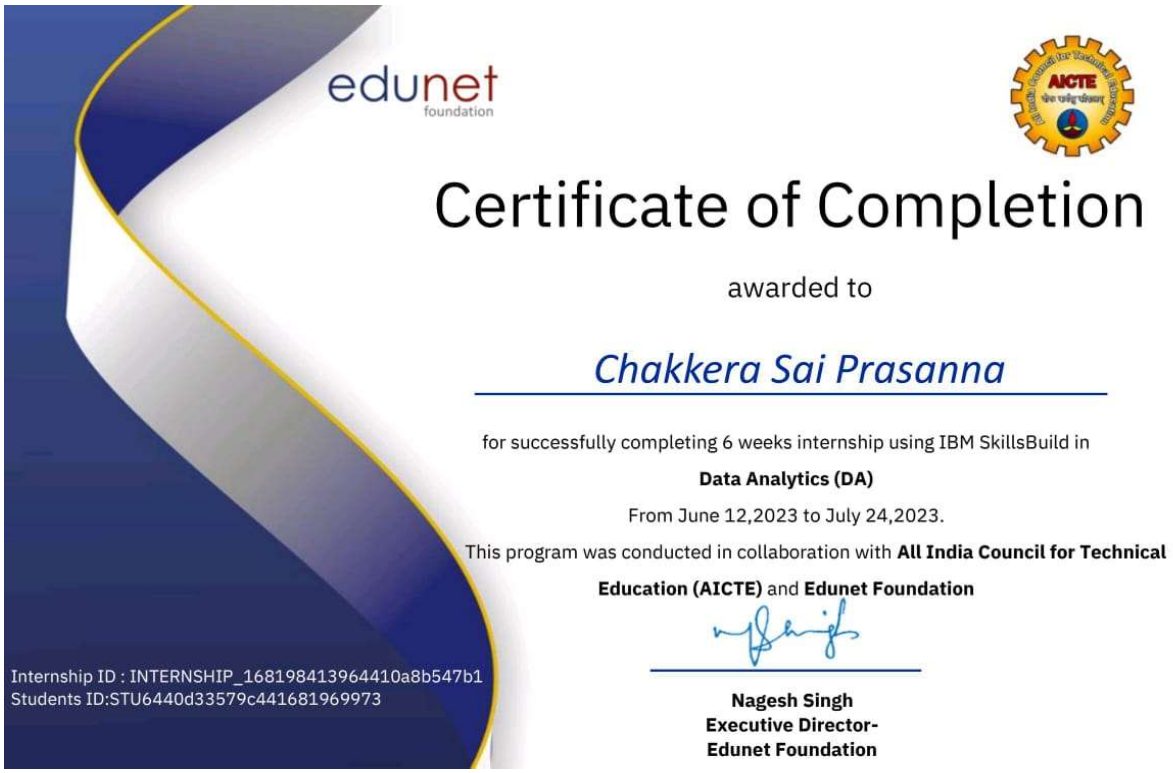
We sincerely thank the **MANAGEMENT** of **Madanapalle Institute of Technology & Science** for providing excellent infrastructure and lab facilities that helped me to complete this Project.

We sincerely thank **Dr. C. Yuvaraj, M.E., Ph.D., Principal,** for guiding and providing facilities for completing our Project at **Madanapalle Institute of Technology& Science,** Madanapalle.

We express our gratitude to **Dr. S. Kusuma, Ph.D., Assistant Professor and Head of the Department of CSE-Data Science** for her continuous support in making necessary arrangements for the successful completion of the Project.

We express our sincere thanks to the **Internship Coordinator, Mrs. Manjula Prabakaran. Assistant Professor, Department of CSE-Data Science** for her tremendous support for the successful completion of Project.

We also wish to place on record my gratefulness to other **Faculty members of CSE-Data Science Department** and our parents and friends for their help and cooperation during our project work.


edunet
foundation
Certificate of Completion
awarded to
Chakkera Sai Prasanna
for successfully completing 6 weeks internship using IBM SkillsBuild in
Data Analytics (DA)
From June 12,2023 to July 24,2023.
This program was conducted in collaboration with All India Council for Technical Education (AICTE) and Edunet Foundation
Nagesh Singh
Executive Director-
Edunet Foundation
Internship ID : INTERNSHIP_168198413964410a8b547b1
Students ID:STU6440d33579c441681969973

# ABSTRACT

This internship report, titled "Data Analytics," encapsulates a transformative journey into the realm of data analytics during an enriching internship at IBM Skills Build. The primary focus of this internship was to apply data analytics methodologies to derive actionable insights from diverse datasets. The report delves into the methodologies employed, challenges faced, and the valuable experiences gained during the internship.

The internship commenced with an immersive exploration of the organization's data ecosystem, encompassing sales, customer relations, operational efficiency. Subsequently, hands-on engagement with data analytics tools and techniques, such as Python, R, SQL, facilitated the extraction of meaningful patterns and trends from complex datasets.

Key projects undertaken include analyzing the data and understanding the data and drawing some useful conclusions, where the goal was to uncover actionable insights through statistical analysis, predictive modeling, and data visualization. The report outlines the data preprocessing steps, analytics methodologies employed, and the subsequent interpretation of findings.

Challenges faced during the internship, including data quality issues, modeling complexities, and aligning analytics results with business objectives, are discussed. Strategies implemented to overcome these challenges are detailed, providing insights for future data analytics endeavors.

Central to the internship experience was the collaborative environment within the team. Effective communication, interdisciplinary collaboration, and a keen focus on aligning analytics outcomes with business needs played pivotal roles in achieving meaningful results.

In conclusion, this internship report not only showcases the technical skills acquired in data analytics but also emphasizes the practical application of analytics in solving real-world business challenges. The knowledge gained during this internship contributes to the broader understandingof data analytics as a strategic tool for decision-making and operational improvement.



**Keywords:** Data Analytics, Data Visualization,Data Preprocessing, Python.

# CONTENTS

# CHAPTER-1
# INTRODUCTION

## 1.1 ABOUT DATA ANALYTICS

- Data analytics is the science of analysing raw data to make conclusions about that information.
- Data analytics help a business optimize its performance, perform more efficiently, maximize profit, or make more strategically-guided decisions.
- The techniques and processes of data analytics have been automated into mechanical processes and algorithms that work over raw data for human consumption.
- Various approaches to data analytics include looking at what happened (descriptive analytics), why something happened (diagnostic analytics), what is going to happen (predictive analytics), or what should be done next (prescriptive analytics).
- Data analytics relies on a variety of software tools including spreadsheets, datavisualization, reporting tools, data mining programs, and open-source languages for the greatest data manipulation.

### Data Analysis Steps

The process involved in data analysis involves several steps:

1. The first step is to determine the data requirements or how the data is grouped. Data may be separated by age, demographic, income, or gender. Data values may be numerical or divided by category.
2. The second step in data analytics is the process of collecting it. This can be done through a variety of sources such as computers, online sources, cameras, environmental sources, or through personnel.
3. The data must be organized after it's collected so it can be analysed. This may take place on a spreadsheet or other form of software that can take statistical data.
4. The data is then cleaned up before analysis. It's scrubbed and checked to ensure that there's no duplication or error and that it is not incomplete. This step helps correct any errors before it goes on to a data analyst to be analysed.

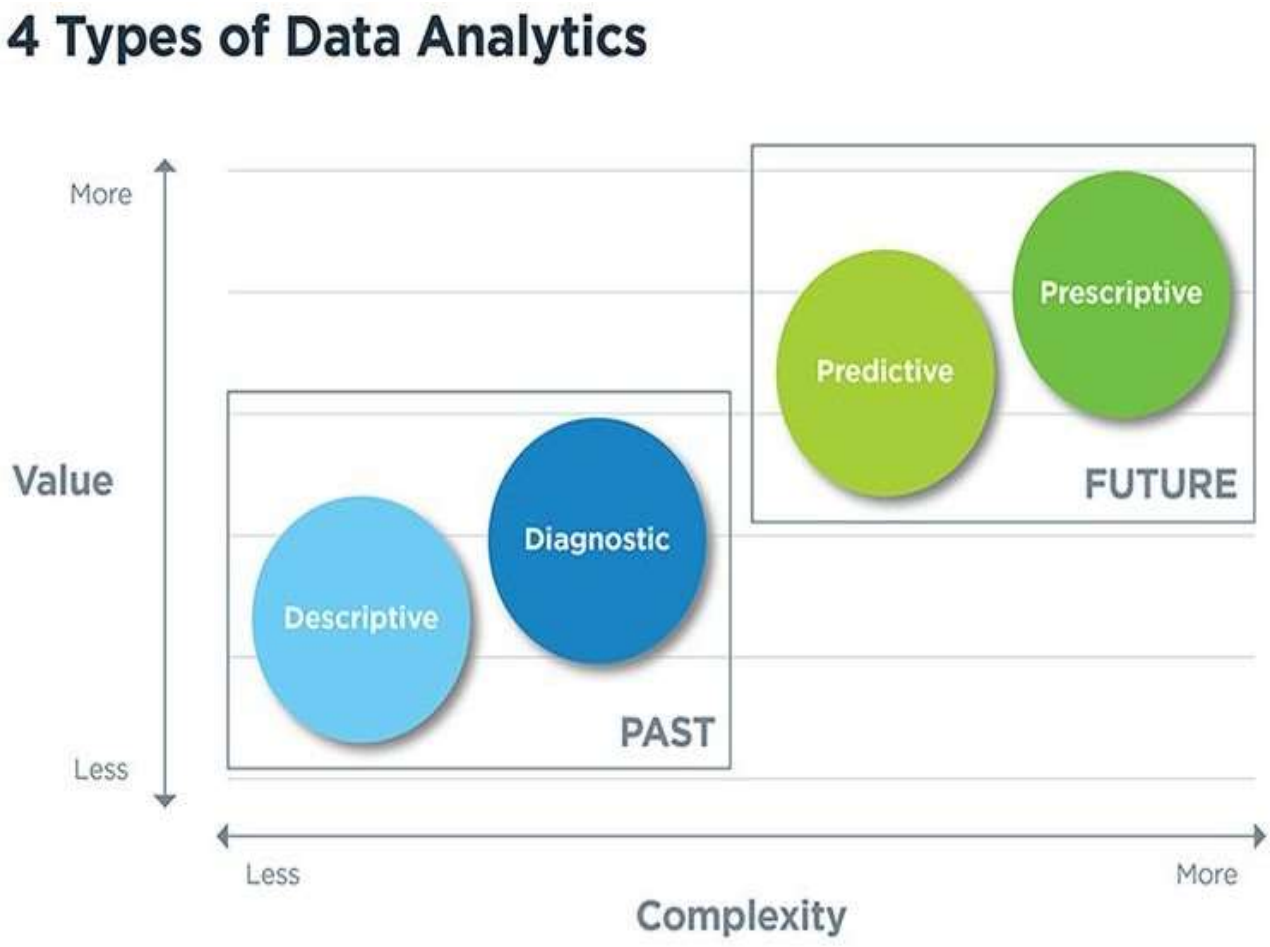
### Types of Data Analytics

Data analytics is broken down into four basic types:

1. **Descriptive analytics:** This describes what has happened over a given period of time. Have the number of views gone up? Are sales stronger this month than last?
2. **Diagnostic analytics:** This focuses more on why something happened. It involves more

diverse data inputs and a bit of hypothesizing. Did the weather affect beer sales? Did that latest marketing campaign impact sales?

3. **Predictive analytics:** This moves to what is likely going to happen in the near term. What happened to sales the last time we had a hot summer? How many weather models predict a hot summer this year?
4. **Prescriptive analytics:** This suggests a course of action. We should add an evening shift to the brewery and rent an additional tank to increase output if the likelihood of a hot summer is measured as an average of these five weather models and the average is above 58%.



## 1.2 IMPORTANCE AND APPLICATIONS OF DATA ANALYTICS

Importance of Data Analytics:

In today's data-driven landscape, the importance of data analytics cannot be overstated. Here are key reasons why data analytics is crucial:

**1. Informed Decision-Making:**

Data analytics provides valuable insights that enable organizations to make informed decisions. By analysing historical data and predicting future trends, decision-makers can choose strategies that are more likely to lead to success.

**2. Operational Efficiency:**

Understanding patterns in data allows businesses to optimize their operations. This includes streamlining processes, identifying bottlenecks, and enhancing overall efficiency, leading to cost savings and improved productivity.

**3. Customer Understanding:**

Data analytics helps organizations comprehend customer behavior and preferences. This knowledge enables businesses to tailor their products, services, and marketing strategies to better meet customer needs, fostering customer satisfaction and loyalty.

**4. Risk Management:**

By analysing data, businesses can identify potential risks and vulnerabilities. This proactive approach allows for the development of risk mitigation strategies, ensuring that organizations are better prepared to handle challenges and uncertainties.

**5. Innovation and Product Development:**

Data analytics fuels innovation by providing insights into market trends and customer demands. This information guides the development of new products and services that align with market expectations, giving organizations a competitive edge.

**6. Performance Monitoring:**

Analytics allows businesses to track key performance indicators (KPIs) and assess the success of various initiatives. This continuous monitoring enables quick adjustments to strategies, ensuring that

organizations stay on course towards their goals.

**7. Innovation and Product Development:**

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Analytics allows businesses to track key performance indicators (KPIs) and assess the success of various initiatives. This continuous monitoring enables quick adjustments to strategies, ensuring that organizations stay on course towards their goals.

Applications of Data Analytics:

**1. Business Intelligence (BI):**

BI tools use data analytics to transform raw data into actionable insights. These insights help businesses understand market trends, customer behaviours, and internal processes, aiding strategic decision-making.

**2. Predictive Analytics:**

Predictive analytics involves using historical data and statistical algorithms to predict future outcomes. This is applied in various fields, such as finance (predicting stock prices), healthcare (identifying potential disease outbreaks), and marketing (forecasting consumer trends).

**3. Fraud Detection:**

In industries like finance and e-commerce, data analytics is employed to detect and prevent fraudulent activities. Algorithms analyse patterns in transactions to identify anomalies and flag potentially fraudulent behaviours.

**4. Healthcare Analytics:**

Data analytics in healthcare involves analysing patient data to improve treatment outcomes, enhance operational efficiency, and reduce costs. It can be used for predictive modelling, personalized medicine, and optimizing healthcare delivery.

**5. Supply Chain Optimization:**

Analytics is used in supply chain management to optimize inventory levels, improve demand forecasting, and enhance overall logistics efficiency. This ensures that products are delivered to customers in a timely and cost-effective manner.

**6. Social Media Analytics:**

Businesses leverage data analytics to analyse social media data, gaining insights into customer sentiments, preferences, and trends. This information is valuable for refining marketing strategies and enhancing brand perception.

**7.Human Resources Analytics:**

HR analytics involves using data to optimize workforce management, improve recruitment processes, and enhance employee engagement. This data-driven approach helps organizations make strategic decisions related to their human capital.

The applications of data analytics are diverse and continue to expand across industries, demonstrating its versatile and transformative nature in today's data-centric world.

## 1.3 Languages Used

For a data analytics internship project report, we will be using a combination of programming languages, tools, and possibly databases. Here are some commonly used languages and tools in the field of data analytics:

1. **Python:** Python is one of the most popular programming languages for data analytics. Libraries such as Pandas, NumPy, and Matplotlib are frequently used for data manipulation, analysis, and visualization.

2. **R:** R is another statistical programming language commonly used in data analytics. It has a strong statistical and graphical package ecosystem, making it suitable for in-depth statistical analysis.

3. **SQL (Structured Query Language):** SQL is essential for working with relational databases. You'lluse it to query and manipulate data stored in databases like MySQL, PostgreSQL, or SQLite.

4. **Jupyter Notebooks**: Jupyter Notebooks are interactive documents that allow you to combine code, visualizations, and text. They are widely used in data analytics projects for documentation and collaboration.

5. **Excel:** While not a programming language, Excel is a powerful tool for data analysis and visualization. Many data analysts use it for exploratory data analysis and creating summary reports.

6. **Tableau or Power BI:** These are popular tools for creating interactive and shareable data

visualizations. They connect to various data sources and help in creating dashboards for easy interpretation.

7. **Apache Spark:** For big data analytics, Apache Spark is often used. It supports data processing tasks at scale and can work with large datasets distributed across a cluster.

8. **Git:** Version control is crucial for collaborative projects. Git helps you track changes to your code and collaborate effectively with team members.

9. **HTML/CSS/JavaScript:** If your project involves creating web-based dashboards or visualizations,knowledge of these web technologies might be useful.

## 1.4 Need for the model:

**1. Insightful Decision-Making:**

- A data analytics model can provide valuable insights and patterns within the data that might not be immediately apparent through simple descriptive statistics or visualizations.

- Decision-makers can use these insights to make informed and data-driven decisions, which is a crucial aspect of data analytics.

**2. Predictive Analysis:**

- If your project involves forecasting or predicting future trends based on historical data, a data analytics model can help in building predictive models.

- Machine learning algorithms, regression analysis, or time series forecasting models can be employed to make predictions, enabling businesses to plan for the future.

**3. Optimization:**

- Data analytics models can be used for optimization purposes, such as identifying the most efficient processes, minimizing costs, or maximizing returns.

- Optimization models can help organizations streamline their operations and resources based on data-driven recommendations.

**4. Problem Solving:**

- Data analytics models can be designed to address specific business problems or challenges. These models can offer solutions based on the patterns and trends identified in the data.

- Problem-solving models can contribute to the overall effectiveness and efficiency of business

processes.

**5. Demonstration of Skills:**

- Including a data analytics model in your internship project report showcases your technical skills and ability to apply data science methodologies to real-world problems.

- It demonstrates your understanding of the data analytics workflow, from data cleaning and preprocessing to model development and evaluation.

**6. Demonstrating Value to Stakeholders:**

- Stakeholders, including your internship supervisor or company management, are likely to appreciate the added value of a data analytics model in addressing specific business challenges.

- The model can serve as a tangible outcome that illustrates the practical applications of data analytics in the context of your internship.

**7. Learning Opportunity:**

- Building a data analytics model provides you with hands-on experience in applying statistical and machine learning techniques to real- It world data.

- allows you to deepen your understanding of modelling concepts and gain practical insightsinto the complexities and nuances of data analysis.

# CHAPTER-2
# TOOLS AND TECHNIQUES

## 2.1 Platform Used:

Here are some aspects related to the platform:

**Data Analytics Environment:** The platform may include a specific environment tailored for data analytics tasks. This could involve using tools like Jupyter Notebooks or integrated development environments (IDEs) such as Anaconda.

**Cloud Platforms:** Organizations may choose cloud-based platforms like AWS, Google Cloud, or Microsoft Azure for data analytics. Cloud platforms offer scalable resources, storage, and services, enabling efficient processing of large datasets.

## 2.2 Hardware Requirements:

**Computer:** A modern computer with sufficient processing power and memory for software development. Any recent laptop or desktop computer should be suitable.

**Processor:** A multi-core processor (e.g., dual-core or quad-core) for faster code compilation and execution.

**Memory (RAM):** At least 8 GB of RAM is recommended for a smooth development experience. More RAM may be beneficial for larger projects or when running multiple applications simultaneously.

**Storage:** Solid State Drive (SSD) is preferable for faster file access and improved overall system performance. Adequate storage space for project files, development tools, and libraries.

**Deployment Environment (Server):** Server: The specific server requirements depend on factors like expected traffic, application complexity, and database usage. For small to medium-sized applications, a virtual private server (VPS) or cloud server is often sufficient.

**Memory (RAM):** The amount of RAM required depends on the size of your application and the number of concurrent users. A minimum of 2 GB is a common starting point for smaller applications, but larger applications may require 4 GB or more.

**Storage:** Use SSDs for improved data access speed. The amount of storage required depends on thesize of your database and any media files your application may handle. Network Connection: A reliable internet connection with sufficient bandwidth for handling user requests and database interactions

## 2.3 Software Requirements:

**Database Management System (DBMS):** The choice of a DBMS is crucial for accessing and managing the Superstore database. Commonly used systems include MySQL, PostgreSQL, or

Microsoft SQL Server.

**Data Analysis Libraries:** Python libraries such as NumPy, Pandas, and Matplotlib may be utilized for data manipulation, analysis, and visualization.

**Statistical Analysis Tools:** Software like R or Python's Stats models may be employed for statistical analysis, hypothesis testing, and regression analysis.

**Business Intelligence Tools:** Tools such as Tableau or Power BI might be used for creating interactive dashboards and visualizations, making it easier to communicate insights to stakeholders.

**Programming Languages**: Besides Python and R, other languages like SQL may be required for querying databases and retrieving specific subsets of data.

**Version Control:** Implementing version control using tools like Git ensures collaboration among data analysts, helps track changes to code and analysis scripts, and supports reproducibility.

# CHAPTER-3
# PROJECT WORK

## 3.1 Project overview

**Objective:** Clearly state the main goal or goals of the project. This could be optimizing business processes, improving sales forecasting, identifying cost-saving opportunities, or any other relevant objective.

**Scope:** Define the scope of the project by specifying the data sources, time frame, and the specific aspects of the Superstore database that will be analyzed.

**Stakeholders:** Identify the stakeholders involved in or impacted by the project. This could include business analysts, data scientists, executives, and other relevant personnel.

**Data Sources:** Specify the data sources that will be utilized for the analysis. In this case, it would be the Superstore database, and possibly other external data sources if needed.

**Expected Outcomes:** Outline the expected outcomes or deliverables of the project. This could bein the form of actionable insights, reports, visualizations, or even implemented solutions.

**Project Timeline:** Provide an estimated timeline for the project, including key milestones and deadlines.

**Constraints and Assumptions:** Highlight any constraints or assumptions that might impact the project. This could include limitations in data availability, budget constraints, or assumptions made during the analysis.

## 3.2 Algorithm

**Descriptive Analytics Algorithms:** Describe algorithms or statistical methods that will be used to summarize and describe the main features of the Superstore data. This could include measures of central tendency, dispersion, and graphical representations.

**Predictive Analytics Algorithms:** If the project involves predicting future trends or outcomes, specify the predictive analytics algorithms that will be applied. Common algorithms include linear regression, decision trees, or machine learning models using algorithms like random forests or support vector machines.

**Clustering Algorithms:** If the goal is to identify patterns or segments within the data, clustering algorithms like k-means clustering might be employed.

**Optimization Algorithms:** In cases where the project aims to optimize certain business processes, optimization algorithms such as linear programming or genetic algorithms might be used.

**Machine Learning Models:** Specify the machine learning models that will be employed, such as classification models, regression models, or neural networks.

**Data Preprocessing Techniques:** Outline the preprocessing steps that will be applied to the Superstore data before applying algorithms. This may include handling missing data, feature scaling, or encoding categorical variables.

**Evaluation Metrics:** Define the metrics that will be used to evaluate the performance of the chosen algorithms. For instance, if classification models are used, metrics like accuracy, precision, recall, and F1 score might be considered.

**Iterative Process:** Acknowledge that data analysis is often an iterative process. Mention that the chosen algorithms and approaches might be refined based on interim findings or feedback from stakeholders.

# CHAPTER-4

# CODE AND OUTPUT

**DATASET: -**

https://www.kaggle.com/datasets/vivek468/superstore-dataset-final

## Source code & outputs

```
import pandas as pd
import numpy as np
import matplotlib.pyplot as plt
df=pd.read_csv("SampleSuperstore.csv")
df.head()
```

### 1.Displaying the first 5 records of the sample super store dataset.

| | Ship Mode | Segment | Country | City | State | Postal Code | Region | Category | Sub-Category | Sales | Quantity | Discount | Profit |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 0 | Second Class | Consumer | United States | Henderson | Kentucky | 42420 | South | Furniture | Bookcases | 261.9600 | 2 | 0.00 | 41.9136 |
| 1 | Second Class | Consumer | United States | Henderson | Kentucky | 42420 | South | Furniture | Chairs | 731.9400 | 3 | 0.00 | 219.5820 |
| 2 | Second Class | Corporate | United States | Los Angeles | California | 90036 | West | Office Supplies | Labels | 14.6200 | 2 | 0.00 | 6.8714 |
| 3 | Standard Class | Consumer | United States | Fort Lauderdale | Florida | 33311 | South | Furniture | Tables | 957.5775 | 5 | 0.45 | -383.0310 |
| 4 | Standard Class | Consumer | United States | Fort Lauderdale | Florida | 33311 | South | Office Supplies | Storage | 22.3680 | 2 | 0.20 | 2.5164 |

### 2.Dropping postal code column:

```
import pandas as pd
import numpy as np
df=pd.read_csv("/content/drive/MyDrive/Colab Notebooks/SampleSuperstore.csv")
```

```
#here we dont need the postal codes to analyze the data set so we will delete the "postal code" column
df.drop(columns="Postal Code")
```

| | Ship Mode | Segment | Country | City | State | Region | Category | Sub-Category | Sales | Quantity | Discount | Profit |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 0 | Second Class | Consumer | United States | Henderson | Kentucky | South | Furniture | Bookcases | 261.9600 | 2 | 0.00 | 41.9136 |
| 1 | Second Class | Consumer | United States | Henderson | Kentucky | South | Furniture | Chairs | 731.9400 | 3 | 0.00 | 219.5820 |
| 2 | Second Class | Corporate | United States | Los Angeles | California | West | Office Supplies | Labels | 14.6200 | 2 | 0.00 | 6.8714 |
| 3 | Standard Class | Consumer | United States | Fort Lauderdale | Florida | South | Furniture | Tables | 957.5775 | 5 | 0.45 | -383.0310 |
| 4 | Standard Class | Consumer | United States | Fort Lauderdale | Florida | South | Office Supplies | Storage | 22.3680 | 2 | 0.20 | 2.5164 |
| ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... |
| 9989 | Second Class | Consumer | United States | Miami | Florida | South | Furniture | Furnishings | 25.2480 | 3 | 0.20 | 4.1028 |
| 9990 | Standard Class | Consumer | United States | Costa Mesa | California | West | Furniture | Furnishings | 91.9600 | 2 | 0.00 | 15.6332 |
| 9991 | Standard Class | Consumer | United States | Costa Mesa | California | West | Technology | Phones | 258.5760 | 2 | 0.20 | 19.3932 |
| 9992 | Standard Class | Consumer | United States | Costa Mesa | California | West | Office Supplies | Paper | 29.6000 | 4 | 0.00 | 13.3200 |
| 9993 | Second Class | Consumer | United States | Westminster | California | West | Office Supplies | Appliances | 243.1600 | 2 | 0.00 | 72.9480 |

9994 rows × 12 columns

### 3. Checking shape and data:

```
[ ] #it gives the number of columns and rows present in the dataset
    df.shape
```

```
(9994, 13)
```

```
df.tail()
```

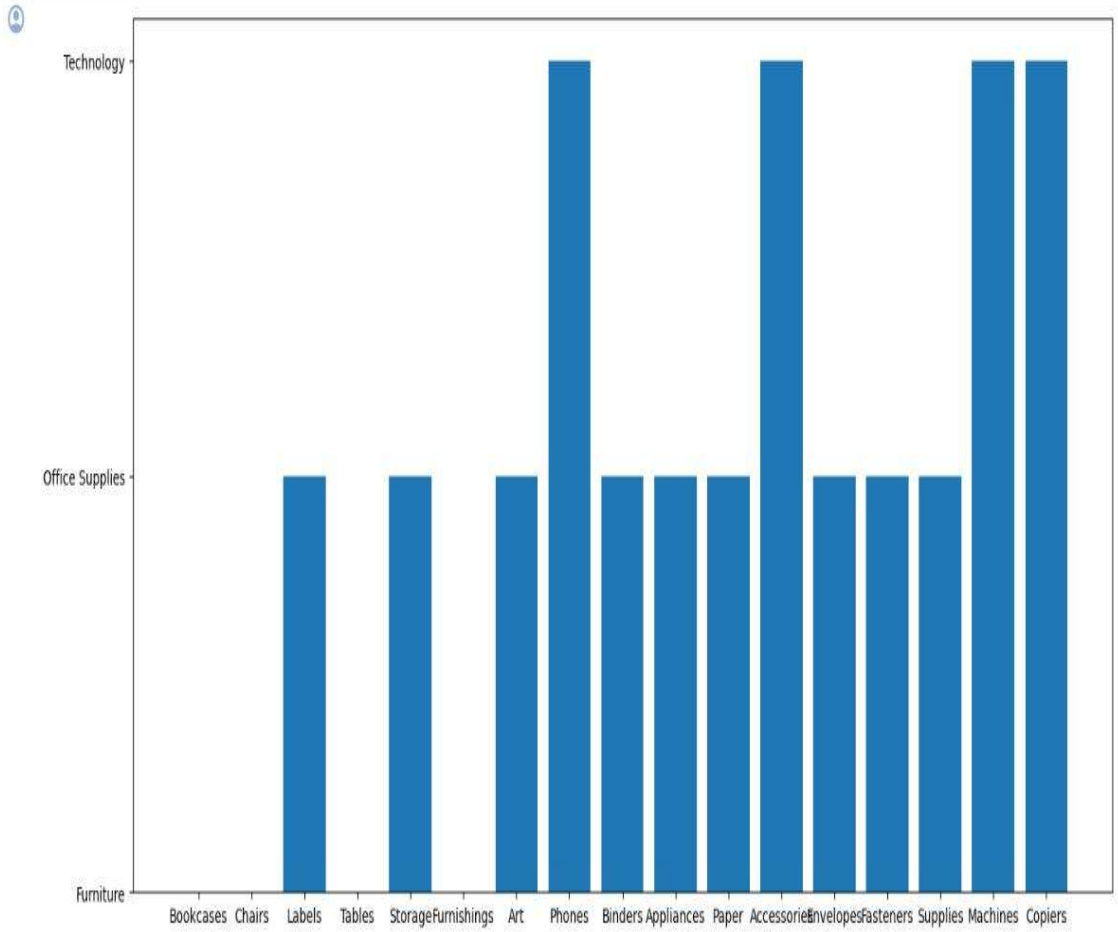
| | Ship Mode | Segment | Country | City | State | Postal Code | Region | Category | Sub-Category | Sales | Quantity | Discount | Profit |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **9989** | Second Class | Consumer | United States | Miami | Florida | 33180 | South | Furniture | Furnishings | 25.248 | 3 | 0.2 | 4.1028 |
| **9990** | Standard Class | Consumer | United States | Costa Mesa | California | 92627 | West | Furniture | Furnishings | 91.960 | 2 | 0.0 | 15.6332 |
| **9991** | Standard Class | Consumer | United States | Costa Mesa | California | 92627 | West | Technology | Phones | 258.576 | 2 | 0.2 | 19.3932 |
| **9992** | Standard Class | Consumer | United States | Costa Mesa | California | 92627 | West | Office Supplies | Paper | 29.600 | 4 | 0.0 | 13.3200 |
| **9993** | Second Class | Consumer | United States | Westminster | California | 92683 | West | Office Supplies | Appliances | 243.160 | 2 | 0.0 | 72.9480 |

### 4.Statistical values of all numeric data.

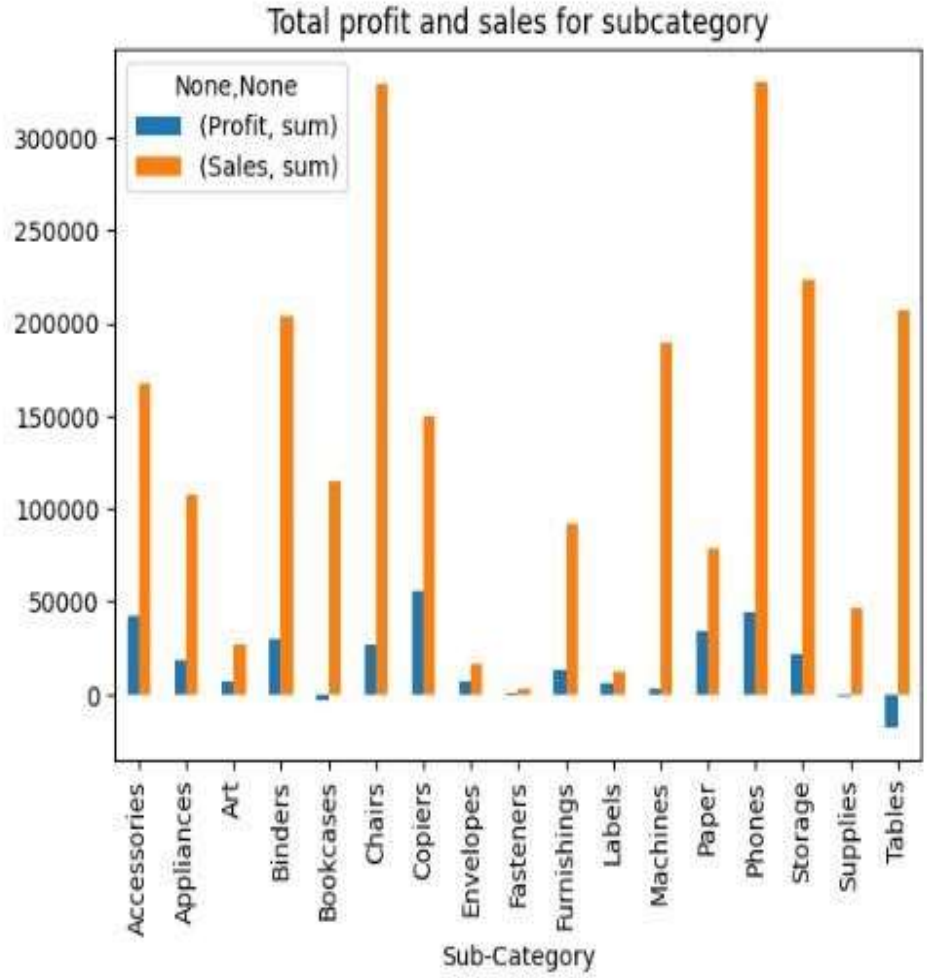
| | Sales | Quantity | Discount | Profit |
|---|---|---|---|---|
| **count** | 9994.000000 | 9994.000000 | 9994.000000 | 9994.000000 |
| **mean** | 229.858001 | 3.789574 | 0.156203 | 28.656896 |
| **std** | 623.245101 | 2.225110 | 0.206452 | 234.260108 |
| **min** | 0.444000 | 1.000000 | 0.000000 | -6599.978000 |
| **25%** | 17.280000 | 2.000000 | 0.000000 | 1.728750 |
| **50%** | 54.490000 | 3.000000 | 0.200000 | 8.666500 |
| **75%** | 209.940000 | 5.000000 | 0.200000 | 29.364000 |
| **max** | 22638.480000 | 14.000000 | 0.800000 | 8399.976000 |

## 5.Data visualization:

```
plt.figure(figsize=(16,8))
plt.bar('Sub-Category','Category',data=df)
plt.show()
```

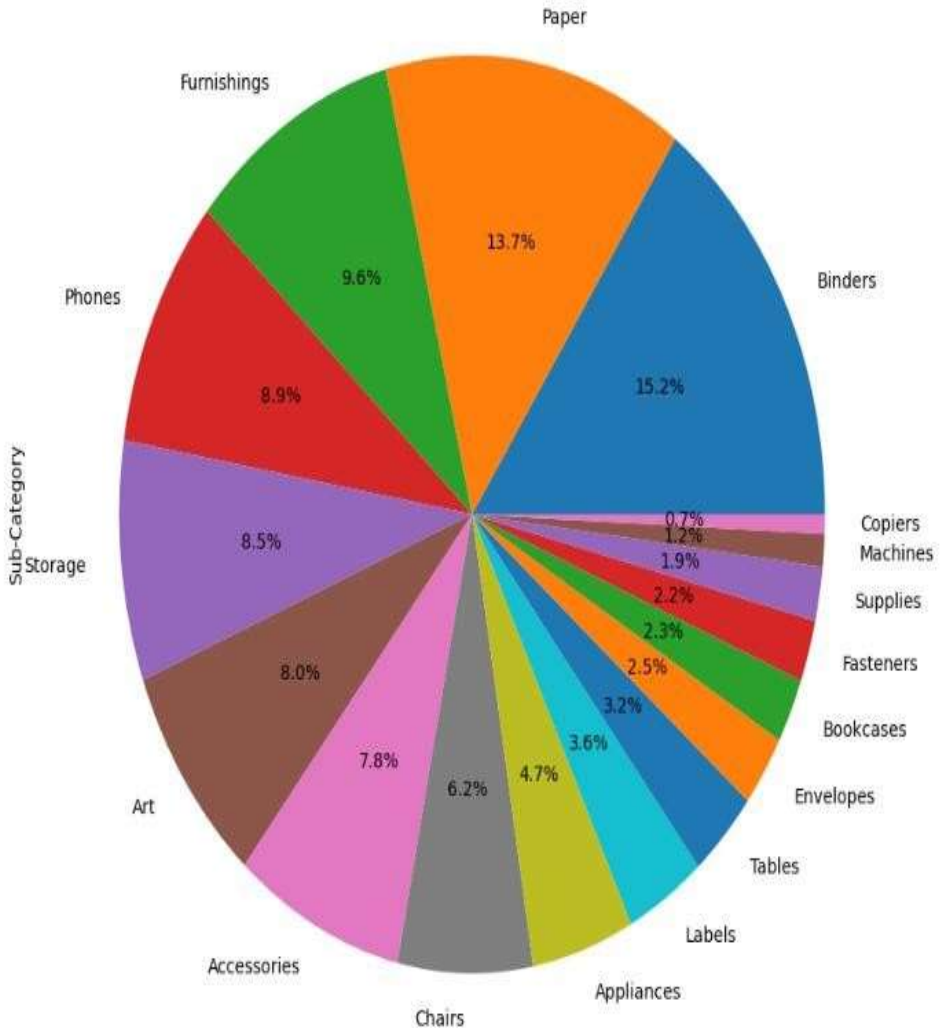


```
df.groupby("Sub-Category")['Profit','Sales'].agg(['sum']).plot.bar()
plt.title("Total profit and sales for subcategory")
plt.rcParams['figure.figsize']=[10,8]
plt.show()
```



```
plt.figure(figsize=(12,10))
df['Sub-Category'].value_counts().plot.pie(autopct="%1.1f%%")
```

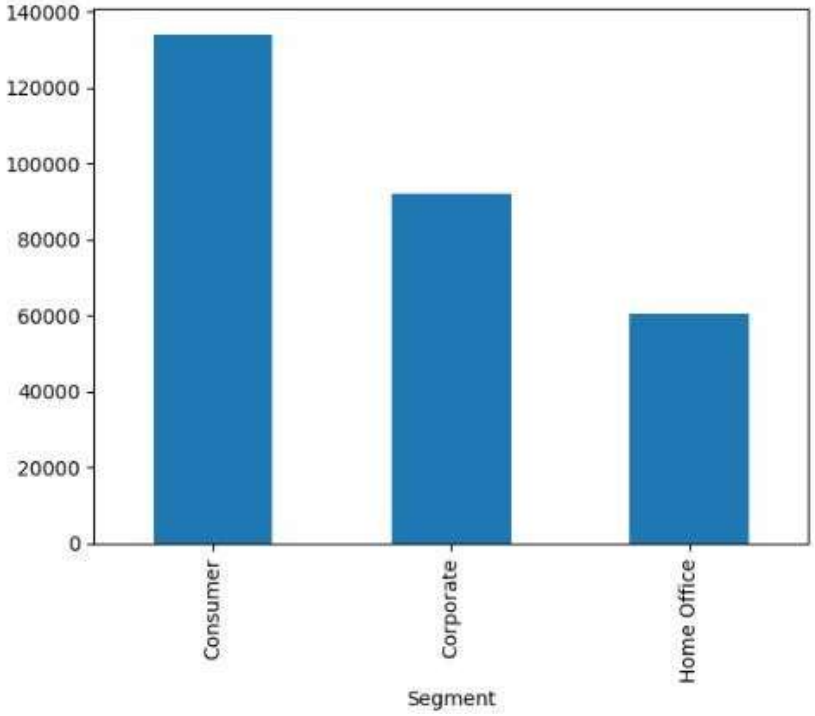
```
<Axes: ylabel='Sub-Category'>
```




**5.Profit Segment with heatmap:**

```
df.groupby('Segment')['Profit'].sum().plot.bar()
```

```
<Axes: xlabel='Segment'>
```




```
fig,axes=plt.subplots(1,1,figsize=(9,6))
sns.heatmap(df.corr(),annot=True)
plt.show()
```

# CHAPTER – 5

# CONCLUSION

# CONCLUSION:

The analysis of the superstore dataset provides valuable insights into the retail business, aiding in strategic decision-making and performance optimization. Through comprehensive data exploration, it becomes evident that certain product categories or regions may exhibit stronger sales patterns, enabling targeted marketing efforts and inventory management. Moreover, customer segmentation based on purchase behaviour and demographic information allows for personalized marketing strategies and enhanced customer experiences.

In addition, predictive analytics plays a crucial role in forecasting future sales trends and demand patterns. By employing advanced modelling techniques, such as machine learning algorithms, it becomes possible to develop accurate sales predictions, aiding in inventory planning and supply chain management. This proactive approach not only improves operational efficiency but also reduces the risk of stockouts or excess inventory, ultimately contributing to increased profitability.

Furthermore, the analysis sheds light on the effectiveness of various promotions, discounts, and pricing strategies. Understanding the impact of these factors on customer purchasing decisions enables the superstore to refine its promotional campaigns and optimize pricing strategies for different products. Additionally, sentiment analysis of customer reviews provides valuable feedback,allowing the business to address customer concerns, improve product offerings, and enhance overall customer satisfaction. In conclusion, the analysis of the superstore dataset is instrumental in fostering data-driven decision-making and improving overall business performance in the dynamic and competitive retail landscape.

We have effectively completed the analysis of the superstore dataset, successfully predicting inconsistencies within the provided data and presenting the results through effective visualization.

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