



# Module Code & Module Title CC5067NI-Smart Data Discovery

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Student Name: Himanshu Yadav

London Met ID: 21049513

College ID: NP01CP4A210166

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#### 1. Data Understanding

The data set contains information related to the sales analysis of the ABC company in 2019. It includes several attributes such as order ID, product, quantity ordered, price per item, order date, and purchase address.

The Order ID attribute represents a unique identifier for each order placed by the customers of the ABC company. The product attribute provides information about the type of product that was ordered. The quantity ordered attribute indicates the quantity of each product that was ordered by the customers. The Price Each attribute represents the unit price of each product ordered. The Order Date attribute provides information about the date on which the order was placed. The Purchase Address attribute represents the address of the customer who placed the order.

This data set can be used for various purposes, such as analyzing the sales trends of the ABC company during the year 2019, identifying the top-selling products, and understanding customer behavior and preferences. By analyzing this data set, the company can make informed decisions regarding its inventory management, pricing strategies, and marketing campaigns to increase sales and revenue.

S.No.	Column Name	Description	Data Type
1.	Order ID	Unique identifier for each order placed by customers	Float64
2.	Product	Type of product that was ordered	Object
3.	Quantity Ordered	Quantity of each product that was ordered by customers	Float64
4.	Price Each	Unit price of each product ordered	Float64
5.	Order Date	Date on which the order was placed	Object
6.	Purchase Address	Address of the customer who placed the order	Object

Table 1: Table with descriptions and data type of each column of the data set

#### 2. Data Preparation

A. Write a python program to merge data from each month into one CSV and read in updated dataframe.

```
import os
import pandas as pd
from matplotlib import pyplot as plt
import seaborn as sns
import calendar
```

Figure 1: While importing libraries

### A. Write a python program to merge data from each month into one CSV and read in updated dataframe.

```
master_df = pd.DataFrame()

data_frames = []

for file in os.listdir(os.getcwd()):

if file.endswith('.csv'):

data_frames.append(pd.read_csv(file))

master_df = pd.concat(data_frames)
```

Figure 2: Merging data set into one CSV and reading it part 1

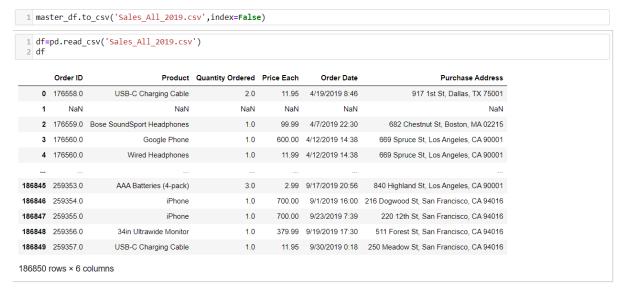


Figure 3: Merging data set into one CSV and reading it part 2

This code imports the required libraries, including os for managing file directories, pandas for data manipulation and analysis, matplotlib for data visualisation, seaborn for statistical data visualisation, and calendar for working with dates and calendars.

The code creates an empty master\_df Pandas DataFrame and an empty data\_frames list. The programme then iterates through each file in the current

working directory, selecting only those with the.csv extension. For each of these selected files, a Pandas DataFrame is created and added to the data\_frames list. The code then concatenates and stores the result in the master\_df DataFrame. The combined DataFrame is then written to a new.csv file named 'Sales\_All\_2019.csv'.

The code then loads the 'Sales\_All\_2019.csv' file into a new Pandas DataFrame named df and outputs its contents.

## B. Write a python program to remove the NaN missing values from updated dataframe.

B. Write a python program to remove the NaN missing values from updated dataframe.

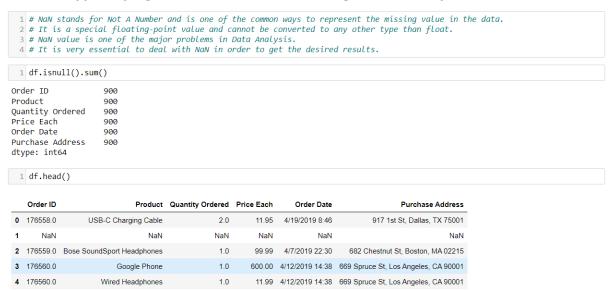


Figure 4: Removing NaN missing values part 1

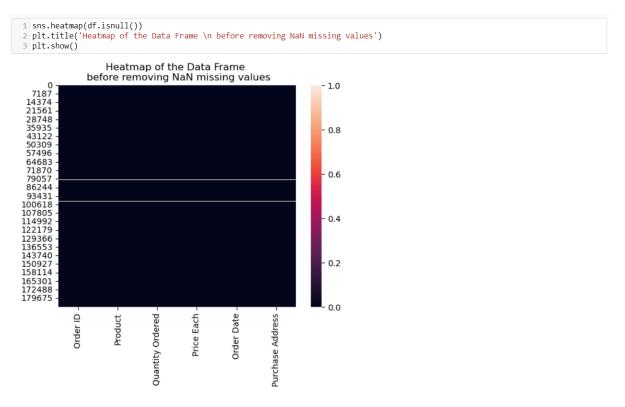


Figure 5: Removing NaN missing values part 2

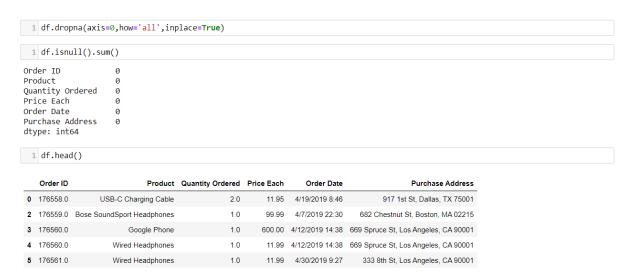


Figure 6: Removing NaN missing values part 3

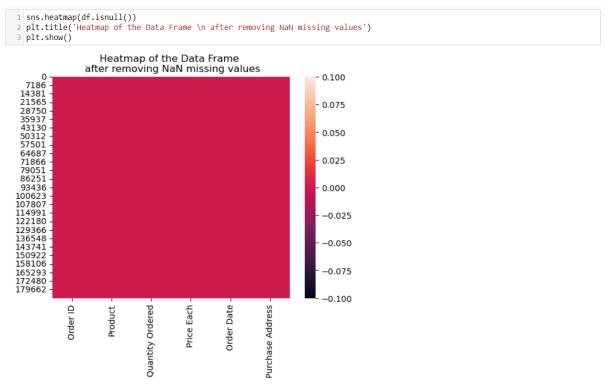


Figure 7: Removing NaN missing values part 4

1 176559.0 Bose SoundSport Headphones     1.0     99.99     4/7/2019 22:30     682 Chestnut St, Boston, MA 02215       2 176560.0 Google Phone     1.0     600.00     4/12/2019 14:38     669 Spruce St, Los Angeles, CA 90001       3 176560.0 Wired Headphones     1.0     11.99     4/12/2019 14:38     669 Spruce St, Los Angeles, CA 90001	1	df.rese	t_index(drop= <b>True,</b> inpla	ce=True)			
1 176559.0     Bose SoundSport Headphones     1.0     99.99     4/7/2019 22:30     682 Chestnut St, Boston, MA 02215       2 176560.0     Google Phone     1.0     600.00     4/12/2019 14:38     669 Spruce St, Los Angeles, CA 90001       3 176560.0     Wired Headphones     1.0     11.99     4/12/2019 14:38     669 Spruce St, Los Angeles, CA 90001		Order ID	Product	Quantity Ordered	Price Each	Order Date	Purchase Address
2     176560.0     Google Phone     1.0     600.00     4/12/2019 14:38     669 Spruce St, Los Angeles, CA 90001       3     176560.0     Wired Headphones     1.0     11.99     4/12/2019 14:38     669 Spruce St, Los Angeles, CA 90001	0	176558.0	USB-C Charging Cable	2.0	11.95	4/19/2019 8:46	917 1st St, Dallas, TX 75001
3 176560.0 Wired Headphones 1.0 11.99 4/12/2019 14:38 669 Spruce St, Los Angeles, CA 90001	1	176559.0	Bose SoundSport Headphones	1.0	99.99	4/7/2019 22:30	682 Chestnut St, Boston, MA 02215
	2	176560.0	Google Phone	1.0	600.00	4/12/2019 14:38	669 Spruce St, Los Angeles, CA 90001
176561.0 Wired Headphones 1.0 11.99 4/30/2019 9:27 333 8th St, Los Angeles, CA 90001	3	176560.0	Wired Headphones	1.0	11.99	4/12/2019 14:38	669 Spruce St, Los Angeles, CA 90001
	4	176561.0	Wired Headphones	1.0	11.99	4/30/2019 9:27	333 8th St, Los Angeles, CA 90001

Figure 8: Removing NaN missing values part 5

df.isnull() is used to determine whether the DataFrame df contains any missing values.sum() returns the number of missing values for each column. The missing values in the DataFrame are then visually represented using the sns.heatmap(df.isnull()) function. Then, it removes rows with all missing values using df.dropna(axis=0,how='all',inplace=True) and generates a new heatmap to reflect the modifications. After removing rows with missing values, the DataFrame index is reset using df.reset\_index(drop=True,inplace=True) to ensure that the index is sequential.

This Python code checks for and handles missing values in a DataFrame using the pandas and seaborn libraries. It ensures that the data are accurate and suitable for analysis.

### C. Write a python program to convert Quantity Ordered and Price Each to numeric.

```
C. Write a python program to convert Quantity Ordered and Price Each to numeric
1 df.columns
Index(['Order ID', 'Product', 'Quantity Ordered', 'Price Each', 'Order Date',
        'Purchase Address'],
      dtype='object')
  1 # The exact numeric types are INTEGER , BIGINT , DECIMAL , NUMERIC , NUMBER , and MONEY.
  2 # Approximate numeric types, values where the precision needs to be preserved and the scale can be floating.
3 # The approximate numeric types are DOUBLE PRECISION , FLOAT , and REAL.
1 # Convertig the data type of 'Quantity Order' from 'float64' to 'int64'
1 df['Quantity Ordered'].dtypes
dtype('float64')
1 df['Quantity Ordered'] = df['Quantity Ordered'].astype('int64')
1 df['Quantity Ordered'].dtypes
dtype('int64')
1 # Convertig the data type of 'Price Each' from 'float64' to 'int64'
1 df['Price Each'].dtypes
dtype('float64')
1 df['Price Each'] = df['Price Each'].astype('int64')
1 df['Price Each'].dtypes
dtype('int64')
```

Figure 9: Converting Quantity Ordered and Price Each to numeric

The preceding code initially outputs the column names of a given DataFrame, df. Using the dtypes attribute, it verifies the data type of the Quantity Ordered column, which returns object. The astype() method is then used to convert this column to the int64 data type so that mathematical operations can be performed on it. Price Each is also converted to int64 using the same method. The dtypes attribute is utilised once more to confirm that both columns have been converted to the desired data type.

## D. Create a new column named Month from Ordered Date of updated dataframe and convert it to integer as data type.

D. Create a new column named Month from Ordered Date of updated dataframe and convert it to integer as data type.

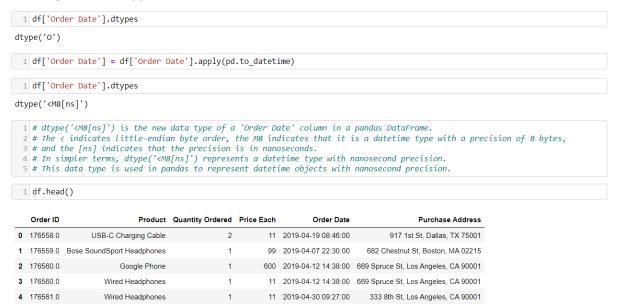


Figure 10: Creating a new column 'Month' part 1

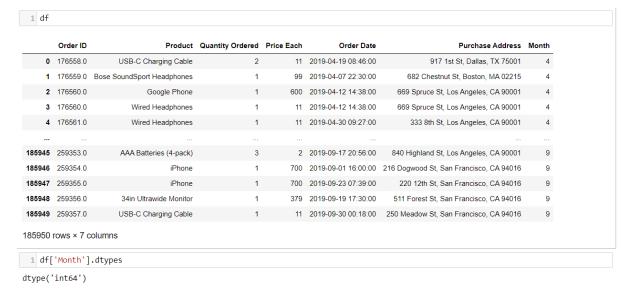


Figure 11: Creating a new column 'Month' part 2

This code begins by validating the data type of the 'Order Date' column in the DataFrame 'df'. We then convert the data type of the 'Order Date' column to datetime using the 'apply' function of Pandas. After this, the data type of the 'Order Date' column is double-checked to ensure that it has been converted to datetime. Then, we construct a new column named 'Month' by extracting the month component from

the 'Order Date' column using the 'dt.month' function of Pandas. Finally, we examine the data type of the 'Month' column in the 'df' DataFrame.

## E. Create a new column named City from Purchase Address based on the value in updated dataframe.

E. Create a new column named City from Purchase Address based on the value in updated dataframe.

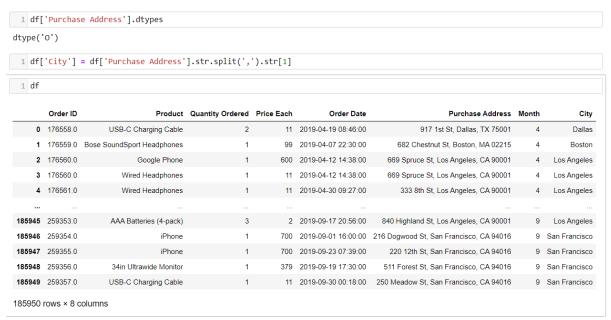


Figure 12: Creating a new column 'City'

The code constructs a new column named 'City' in the dataframe 'df' by separating the values in the 'Purchase Address' column with a comma and extracting the second element. This is accomplished by utilising the 'str.split()' method of the Pandas series, which divides strings according to the specified separator and returns a list. The list is indexed with [1] to retrieve the second element, which is the city name. The city name is then allocated to the dataframe's new 'City' column. This is beneficial for city-based sales data analysis because it enables us to group and compare sales data for various cities.

#### 3. Data Analysis

# A. Write a Python program to show summary statistics of sum, mean, standard deviation, skewness, and kurtosis of any chosen variable.

A. Write a Python program to show summary statistics of sum, mean, standard deviation, skewness, and kurtosis of any chosen variable.

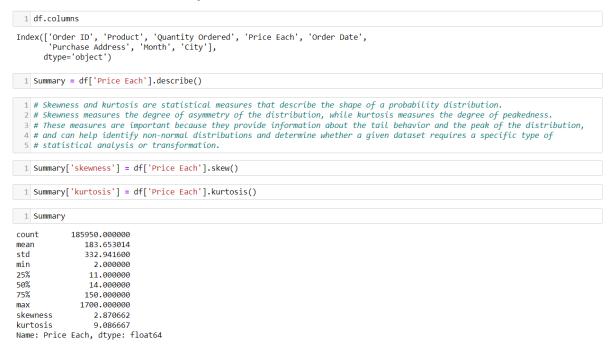


Figure 13: Statistics of sum, mean, standard deviation, skewness, and kurtosis of 'Price Each' variable.

The provided Python code first retrieves the column labels/names of a DataFrame df. Then, it creates a new Pandas Series called Summary by calling the describe() method on the 'Price Each' column of the DataFrame df. This method generates a summary of the central tendency, dispersion, and shape of the distribution of the data in the column. Next, the code adds two new items to the Summary Series, called 'skewness' and 'kurtosis', which represent the skewness and kurtosis of the 'Price Each' column, respectively. Skewness is a measure of the asymmetry of the distribution of the data around its mean, while kurtosis is a measure of the degree of peakedness or flatness of the distribution of the data. Finally, the code returns the Summary Series, which contains a summary of the 'Price Each' column along with its skewness and kurtosis values. This code can be useful for getting a quick overview of the distribution and shape of the 'Price Each' variable in the DataFrame.

### B. Write a Python program to calculate and show correlation of all variables.

B. Write a Python program to calculate and show correlation of all variables.

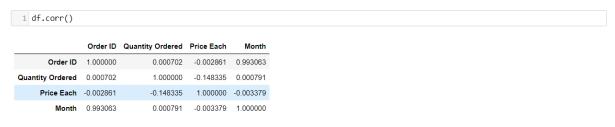


Figure 14: correlation of all variables part 1

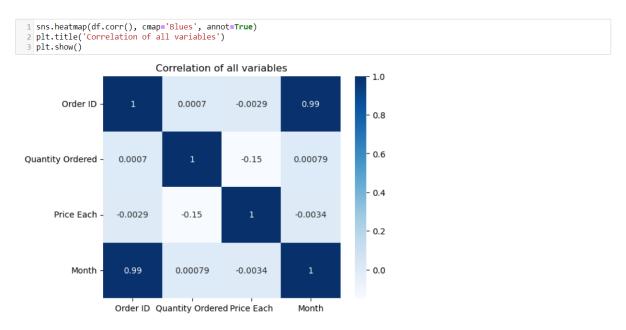


Figure 15: correlation of all variables part 2

The code generates a heatmap depicting the correlation between all variables of the dataframe. The df.corr() function calculates the correlation between every pair of variables and returns a correlation matrix. Using this correlation matrix, the sns.heatmap() function from the seaborn library is used to generate a heatmap. The cmap parameter is used to define the heatmap's colour map, the annot parameter is set to True to display the correlation coefficient values, and the plt.title() function is used to add a title to the heatmap. The heatmap is then displayed using the plt.show() function. The heatmap aids in identifying variables that are highly correlated and can aid in selecting the most pertinent variables for analysis.

#### 4. Data Exploration

## A. Which Month has the best sales? and how much was the earning in that month? Make a bar graph of sales as well.

A. Which Month has the best sales? and how much was the earning in that month? Make a bar graph of sales as well.  $\P$ 

Figure 16: Best sales month and earning in that month part 1.

	Order ID	Product	Quantity Ordered	Price Each	Order Date	Purchase Address	Month	City	Total Sales
0	176558.0	USB-C Charging Cable	2	11	2019-04-19 08:46:00	917 1st St, Dallas, TX 75001	4	Dallas	22
1	176559.0	Bose SoundSport Headphones	1	99	2019-04-07 22:30:00	682 Chestnut St, Boston, MA 02215	4	Boston	99
2	176560.0	Google Phone	1	600	2019-04-12 14:38:00	669 Spruce St, Los Angeles, CA 90001	4	Los Angeles	600
3	176560.0	Wired Headphones	1	11	2019-04-12 14:38:00	669 Spruce St, Los Angeles, CA 90001	4	Los Angeles	11
4	176561.0	Wired Headphones	1	11	2019-04-30 09:27:00	333 8th St, Los Angeles, CA 90001	4	Los Angeles	11
1	# Find th	e month with the highest	total sales						
		<pre>e month with the highest h = monthly_sales.idxmax</pre>							
1	best_mont		()						
1	best_mont	h = monthly_sales.idxmax	() est month	onth]					
1	best_mont # Calcula best_mont	h = monthly_sales.idxmax te the earnings in the b h_earnings = monthly_sal	() est month	onth]					

Figure 17: Best sales month and earning in that month part 2.

```
1 print("December has the best sales and the earning in that month was $4,591,824.")

December has the best sales and the earning in that month was $4,591,824.
```

Figure 18: Best sales month and earning in that month part 3.



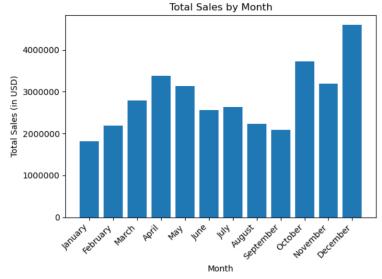


Figure 19: Best sales month and earning in that month part 4.

This code uses the 'df' dataframe to calculate total sales and the top month for sales. The 'Quantity Ordered' and 'Price Each' columns are multiplied to create a new column titled 'Total Sales'. The monthly sales are then calculated by clustering the 'Total Sales' column by 'Month' and summing the results. The code determines the greatest month for sales by using the 'idxmax' function to identify the index (i.e., the month) corresponding to the highest value in the monthly\_sales' series, and then the 'loc' function to identify the value (i.e., the total earnings) corresponding to that index. The code then prints the result and generates a bar plot of the monthly sales, with the x-axis labelled with the month names and the y-axis labelled with the total sales in USD.

#### B. Which city has sold the highest product?

#### B. Which city has sold the highest product?

```
1 df.columns
Index(['Order ID', 'Product', 'Quantity Ordered', 'Price Each', 'Order Date',
        'Purchase Address', 'Month', 'City', 'Total Sales'],
      dtype='object')
 1 city_highproduct = df.groupby('City')['Quantity Ordered'].sum().sort_values()
 2 city_highproduct
City
 Austin
                  11153
 Portland
                  14053
 Seattle
                  16553
 Atlanta
                  16602
 Dallas
                  16730
                  22528
 Boston
 New York City
                  27932
 Los Angeles
                  33289
 San Francisco
                  50239
Name: Quantity Ordered, dtype: int64
1 City = city_highproduct.idxmax()
 1 Number_of_product = city_highproduct.loc[City]
1 print(City,'has sold the highest product. \n They sold', Number_of_product, 'number of products')
 San Francisco has sold the highest product.
 They sold 50239 number of products
```

Figure 20: Highest product sold by city part 1.

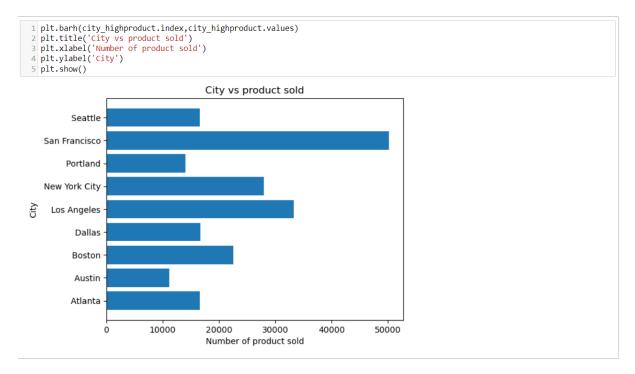


Figure 21: Highest product sold by city part 2.

This Python code analyzes the sales performance of different cities in the DataFrame df. It first groups the DataFrame by the 'City' column and calculates the

sum of 'Quantity Ordered' for each city. Then, it identifies the city with the highest sales using the idxmax() method and stores the name in the City variable.

The code then finds the number of products sold in the highest selling city using the loc() method and stores the value in the Number\_of\_product variable. It prints out a message stating which city has sold the highest product and how many products they sold.

Finally, the code creates a horizontal bar chart where the x-axis represents the number of products sold, and the y-axis represents the city names. It displays the chart using Matplotlib's show() method.

This code is useful for gaining insights into the sales performance of different cities and identifying the top-performing city in terms of sales.

# C. Which product was sold the most in overall? Illustrate it through bar graph.

C. Which product was sold the most in overall? Illustrate it through bar graph.

```
dtvpe='object')
 1 highest_sold_product = df.groupby('Product')['Quantity Ordered'].sum()
 2 highest_sold_product
Product
20in Monitor
                             4129
27in 4K Gaming Monitor
                             6244
27in FHD Monitor
34in Ultrawide Monitor
                             6199
AAA Batteries (4-pack)
AAA Batteries (4-pack)
                            27635
                            31017
Apple Airpods Headphones
Bose SoundSport Headphones
                            13457
Flatscreen TV
                             4819
Google Phone
                             5532
LG Dryer
                              646
LG Washing Machine
                              666
Lightning Charging Cable
                            23217
Macbook Pro Laptop
ThinkPad Laptop
                             4130
USB-C Charging Cable
                            23975
Vareebadd Phone
                             2068
Wired Headphones
                            20557
iPhone
                             6849
Name: Quantity Ordered, dtype: int64
1 Product = highest_sold_product.idxmax()
1 print("The highest product sold was", Product)
The highest product sold was AAA Batteries (4-pack)
```

Figure 22: Most product sold in overall part 1

```
plt.barh(highest_sold_product.index,highest_sold_product.values, color='Purple')
plt.title('Highest Sold Product', fontsize=16)
plt.xlabel('Number of Product Sold', fontsize=12)
plt.ylabel('Product', fontsize=12)
plt.show()
```

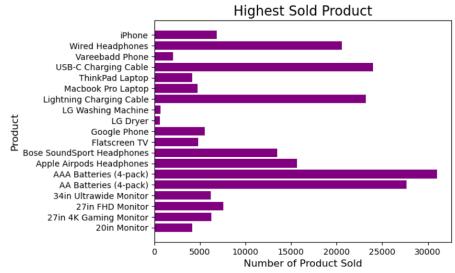


Figure 23: Most product sold in overall part 2

This Python code finds the product that had the highest sales in the DataFrame df and creates a horizontal bar chart to visualize the sales performance of all products.

It first groups the DataFrame by the 'Product' column and calculates the sum of 'Quantity Ordered' for each product. It then identifies the product with the highest sales using the idxmax() method and stores the name in the Product variable.

The code then creates a horizontal bar chart where the x-axis represents the number of products sold, and the y-axis represents the product names. It displays the chart using Matplotlib's show() method.

This code can be useful for analyzing sales performance and identifying the topselling product.

## D. Write a Python program to show histogram plot of any chosen variables. Use proper labels in the graph.

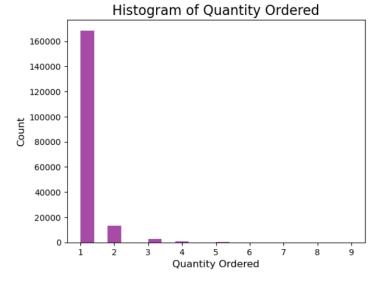
D. Write a Python program to show histogram plot of any chosen variables. Use proper labels in the graph.

```
plt.hist(df['Quantity Ordered'], bins=20, color='purple', alpha=0.7)
plt.title('Histogram of ' + 'Quantity Ordered', fontsize=16)

plt.xlabel('Quantity Ordered', fontsize=12)

plt.ylabel('Count', fontsize=12)

plt.show()
```



```
#The bar line in a histogram plot is not symmetric to odd numbers.

#This is because the bins in a histogram plot are defined by ranges, not by individual numbers.

#For example, if the bin width is set to 2, the bins will cover the ranges 1-2, 3-4, 5-6, etc.

#Therefore, if the data falls on an odd number, it will be included in the bin that starts with that odd number.

#As a result, the bars in the histogram will not be centered on the odd numbers.
```

Figure 25: Histogram of 'Quantity Ordered' variable part 2

This code generates a histogram depicting the distribution of the "Quantity Ordered" column within the dataframe. It creates 20 bins for the range of values in this column and makes the bars faintly transparent by colouring them purple with an alpha of 0.7. "Distribution of Quantity Ordered" is the title of the histogram. The x-axis is labelled "Quantity Ordered", while the y-axis is labelled "Count". The resulting scatterplot depicts the distribution of the number of items purchased by customers, revealing the typical number of items ordered at once.