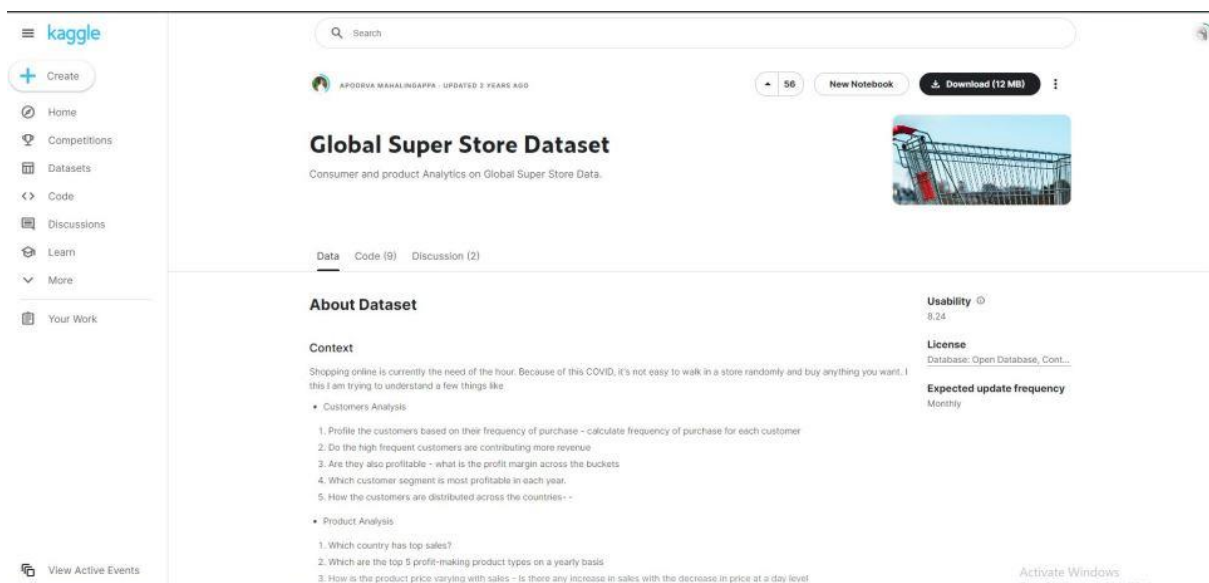


# PROJECT DEVELOPMENT PHASE

## DELIVERY OF SPRINT 1

Team ID	PNT2022TMID20435
Project Name	Global sales data Analytics

## DATASET DOWNLOADING FROM KAGGLE



**Global Super Store Dataset**  
Consumer and product Analytics on Global Super Store Data.

**About Dataset**

**Context**

Shopping online is currently the need of the hour. Because of this COVID, it's not easy to walk in a store randomly and buy anything you want. I this I am trying to understand a few things like:

- Customers Analysis:
  1. Profile the customers based on their frequency of purchase - calculate frequency of purchase for each customer
  2. Do the high-frequent customers are contributing more revenue
  3. Are they also profitable - what is the profit margin across the buckets
  4. Which customer segment is most profitable in each year.
  5. How the customers are distributed across the countries -
- Product Analysis:
  1. Which country has top sales?
  2. Which are the top 5 profit-making product types on a yearly basis
  3. How is the product price varying with sales - is there any increase in sales with the decrease in price at a day level?

## DATA COLLECTION



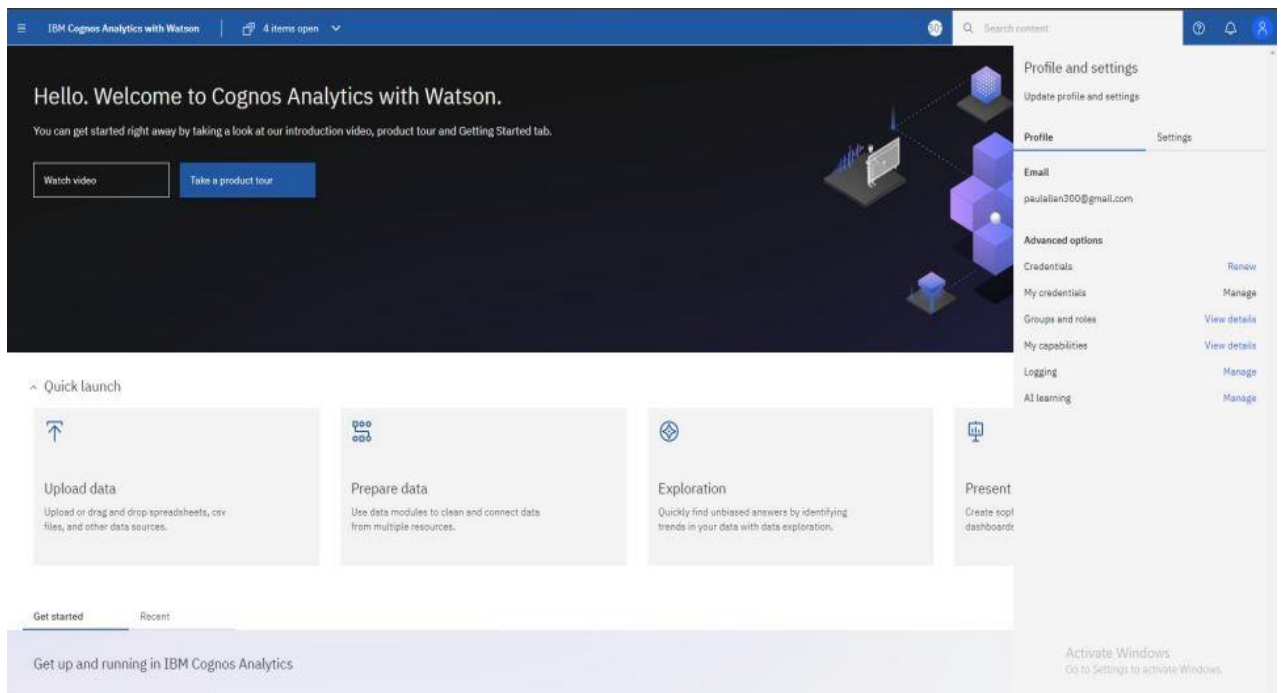
```
import requests as req
import pandas as pd

url = 'https://raw.githubusercontent.com/ajaynair101/global_super_store_data/master/global_super_store_data.csv'

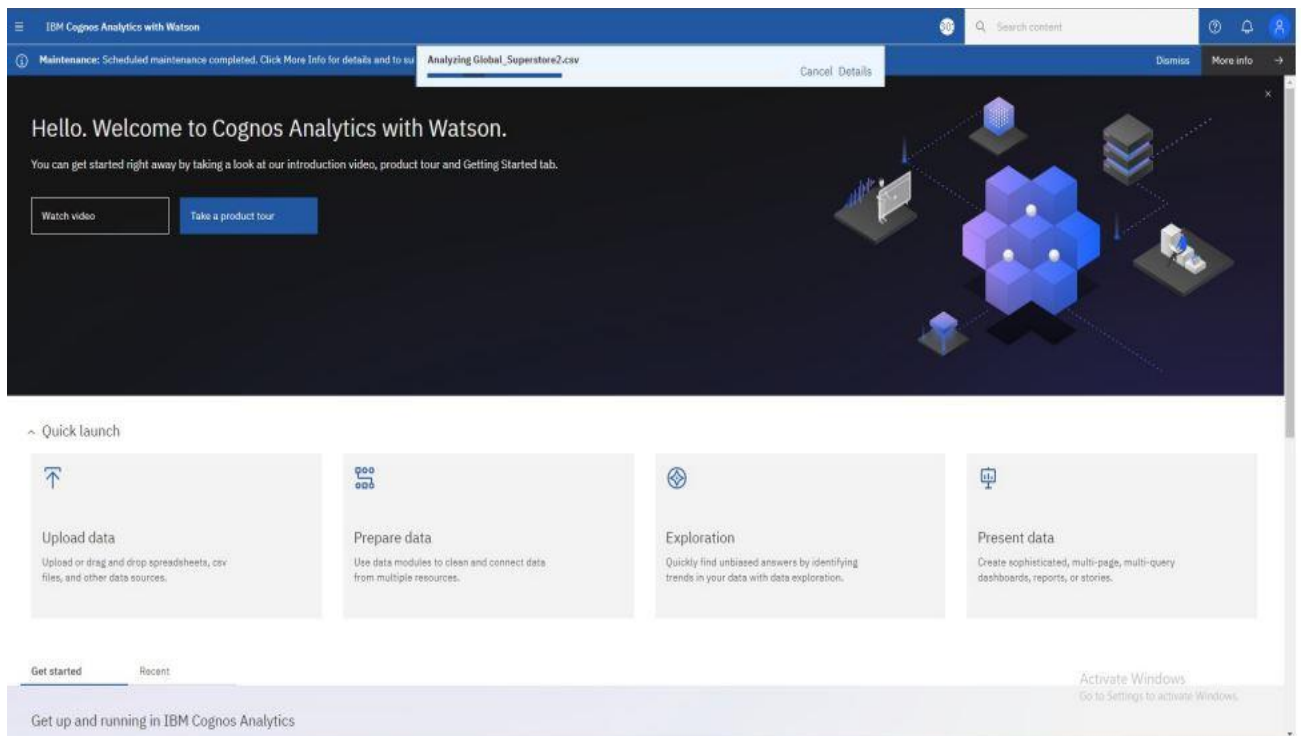
response = req.get(url)
print(response)
```

Row ID	Order ID	Order Date	Ship Date	Ship Mode	
10298	CA-2012-104001	12-07-2012	12-07-2012	Same Day	
1	20140	IN-2012-174709	05-02-2012	07-02-2012	Second Class
2	20120	IN-2012-121209	17-12-2012	01-01-2013	First Class
3	10110	IN-2012-157162	08-02-2012	08-02-2012	First Class
4	20102	CA-2012-14308	05-12-2012	06-12-2012	Same Day
10292	10108	CA-2012-122700	17-08-2012	11-08-2012	Standard Class
10291	40201	IN-2012-100100	01-01-2013	17-01-2013	Standard Class
10290	7001	IN-2012-122700	27-08-2012	01-09-2012	Standard Class
10289	12700	IN-2012-100100	18-09-2012	12-09-2012	Standard Class
10288	62000	IN-2012-100100	04-09-2012	12-09-2012	Standard Class
Customer ID	Customer Name	Segment	City		
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1	NO-10100	Basic Resale	Corporate	Washington	
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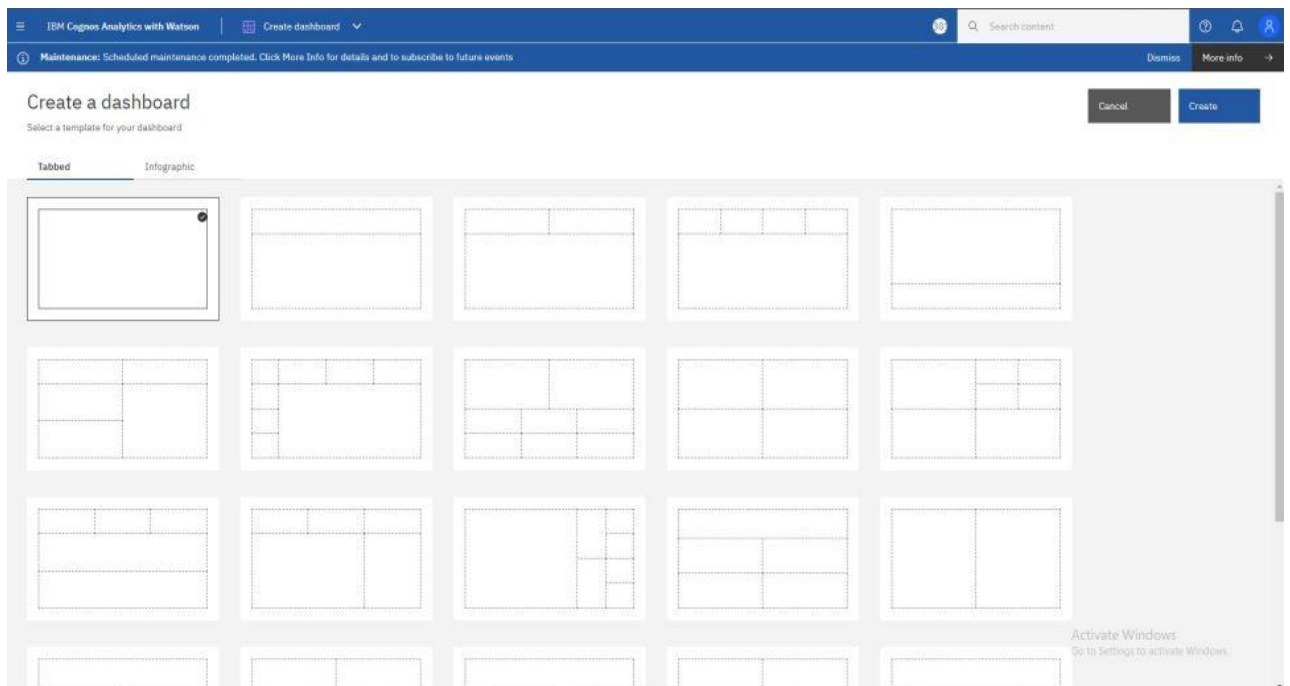
## LOGIN INTO THE IBM COGNOS ANALYTICS ACCOUNT



## UPLOADING DATASET IN IBM COGNOS ANALYTICS



## CREATING NEW DASHBOARD



## UNDERSTANDING THE DATASETS

