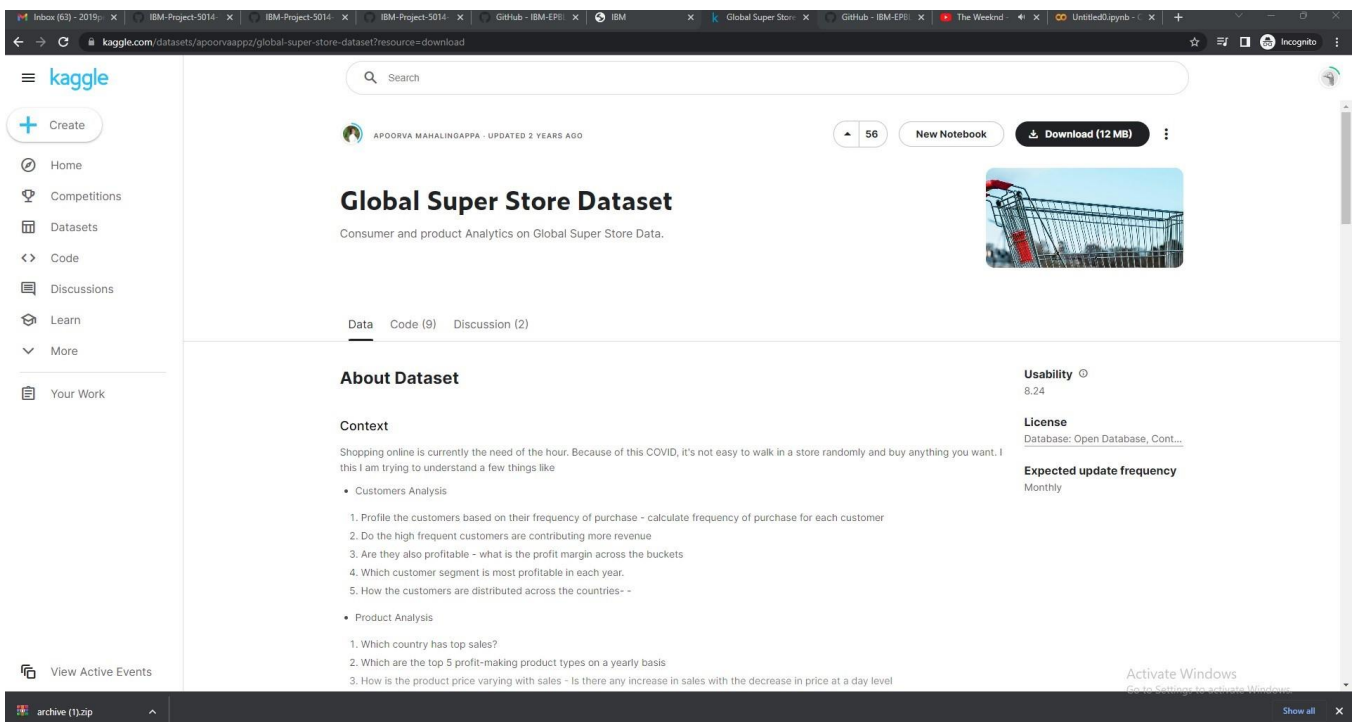


# Project Development Phase Delivery of Sprint-1

Date	11 NOVEMBER 2022
Team ID	PNT2022TMID02707
Project Name	Global Sales Data Analytics

## DATASET DOWNLOADING FROM KAGGLE:



The screenshot shows the Kaggle website interface. The top navigation bar includes a search bar and a sidebar with links to Create, Home, Competitions, Datasets, Code, Discussions, Learn, More, and Your Work. The main content area displays the 'Global Super Store Dataset' by APOORVA MAHALINGAPPA, updated 2 years ago. The dataset is described as 'Consumer and product Analytics on Global Super Store Data.' and has a download button for 12 MB. The 'About Dataset' section is visible, showing context and analysis points.

**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

**Usability**  
8.24

**License**  
Database: Open Database, Cont...

**Expected update frequency**  
Monthly

## DATA COLLECTION:

```
colab.research.google.com/drive/TA3ewGq_GpW_SVy09E1DQO3A6xQ#scrollTo=KgEo8-ZdV1N

Sprint1.py:nb - Colaboratory
File Edit View Insert Runtime Tools Help
[1] Import numpy as np
import pandas as pd

[1] #!python3 --content=Global_Superstore2.csv --encoding='utf-8' --engine='python'
print(df)

Row ID      Order ID      Order Date      Ship Date      Ship Mode \
0      12288      CA-2012-124881      12-07-2012      12-07-2012      Same Day
1      26144      TN-2012-178789      05-02-2012      07-02-2012      Second Class
2      25136      TN-2012-172481      27-08-2012      10-10-2012      First Class
3      15124      ES-2012-1279162      28-01-2012      30-01-2012      First Class
4      47211      CO-2012-14168      01-12-2012      01-12-2012      Same Day
...
13292      CA-2012-123706      27-08-2012      21-09-2012      Standard Class
13293      MD-2012-16048      22-01-2012      27-01-2012      Standard Class
13294      SC-2012-161780      27-09-2012      01-10-2012      Standard Class
13295      ES-2012-1645451      28-06-2012      21-06-2012      Second Class
13296      IT-2012-1261131      24-06-2012      24-06-2012      Standard Class

Customer ID      Customer Name      Segment      City \
0      80-12485      Rick Hansen      Consumer      New York City
1      70-10258      Justin Ritter      Corporate      Billingsburg
2      CR-12738      Craig Ritter      Consumer      Brisbane
3      80-12175      Katherine Murray      Home Office      Berlin
4      80-14355      Rick Hansen      Consumer      Dakar
...
13292      00-13758      Don Jones      Corporate      Little Rock
13293      00-10270      Sarah Davis      Consumer      Romeaia
13294      00-20958      Suzanne McNeil      Corporate      Topic
13295      00-17798      Russell Schardt      Consumer      Jerez de la Frontera
13296      00-13145      Denise Austin      Corporate      Turin

State      Product ID      Category Sub-Category \
0      New York      TEC-AC-18881812      Technology Accessories
1      New South Wales      FDR-CH-18883950      Furniture Chairs
2      Queensland      TEC-CH-18884616      Technology Phones
3      Berlin      TEC-CH-18884581      Technology Phones
4      Dakar      TEC-CH-18884581      Technology Phones
...
13292      Grand Comblance      OFT-TN-18882635      Office Supplies Storage
13293      Madrid      TEC-CH-18882671      Technology Phones
13294      Amsterdam      FDR-SC-18884614      Furniture Bookcases
13295      Piedmont      TEC-CH-18884581      Technology Phones
13296      Piedmont      TEC-CH-18884581      Technology Phones

Product Name      Sales Quantity \
0      Electronics CESR - Over-the-head mirror w/ Bl...      2389.500
1      Recliner Executive Leather Armchair, Black      1769.205
2      Nokia Smart Phone, with Caller ID      1575.171
3      Motorola Smart Phone, Coriana      2882.510
4      Sharp Wireless Fax, High-Speed      2812.500
...
13292      Logitech Gaming G510s - Keyboard      339.500
13293      Texas Lockers, Industrial      489.200
13294      Motorola Headset, Cordless      275.300
13295      Safco Stackable Bookrack, Trailblazer      286.800
13296      None      NaN

Discount      Profit      Shipping Cost      Order Priority \
0      0.0      762.1845      631.07      Critical
1      0.1      288.7038      921.43      Critical
2      0.1      935.8728      911.49      Medium
3      0.1      106.5488      139.16      Medium
4      0.0      711.5288      981.84      Critical

[1] df
```

## UPLOADING DATASET IN IBM COGNOS ANALYTICS:

IBM Cognos Analytics with Watson

Maintenance: Scheduled maintenance completed. Click More Info for details and to su

Analyzing Global\_Superstore2.csv

Hello. Welcome to Cognos Analytics with Watson.

You can get started right away by taking a look at our introduction video, product tour and Getting Started tab.

Watch video Take a product tour

Quick launch

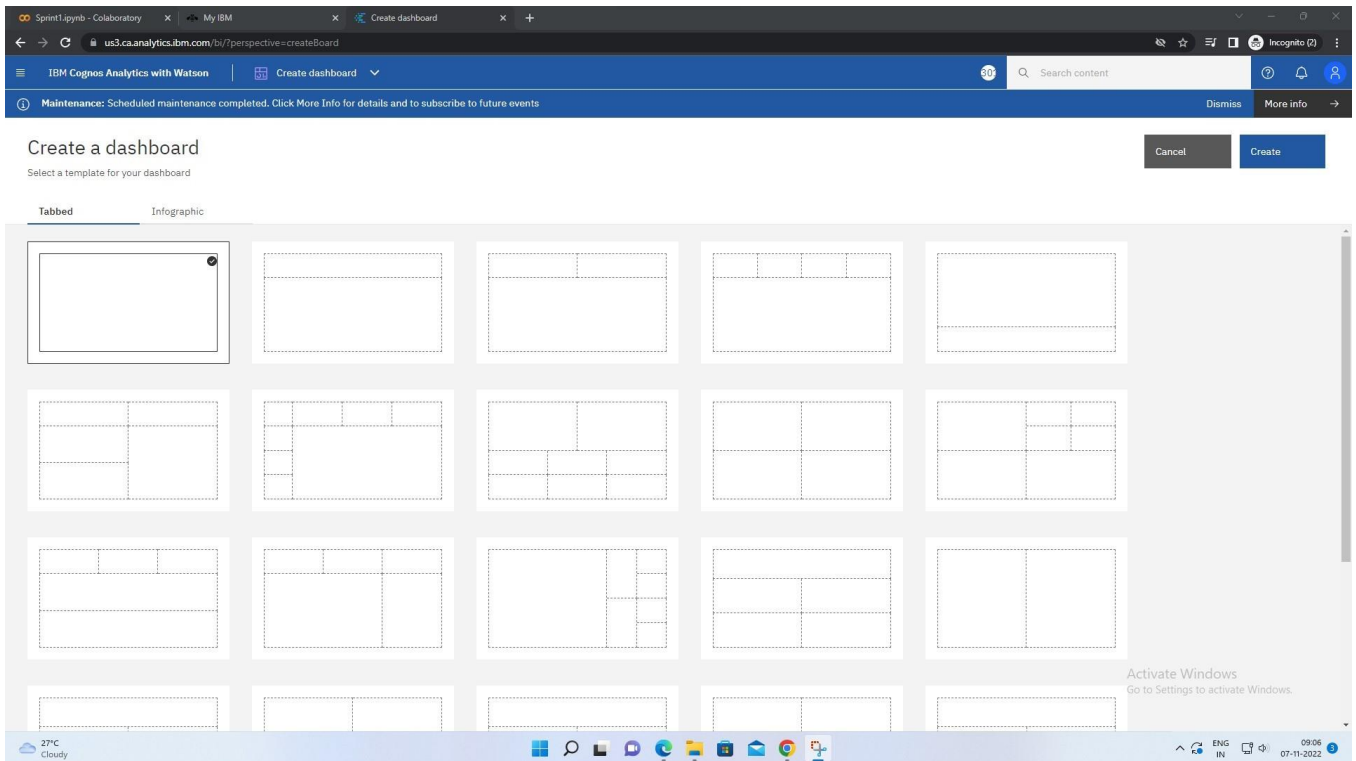
- Upload data  
Upload or drag and drop spreadsheets, csv files, and other data sources.
- Prepare data  
Use data modules to clean and connect data from multiple resources.
- Exploration  
Quickly find unbiased answers by identifying trends in your data with data exploration.
- Present data  
Create sophisticated, multi-page, multi-query dashboards, reports, or stories.

Get started Recent

Get up and running in IBM Cognos Analytics

Activate Windows  
Go to Settings to activate Windows.

## CREATING NEW DASHBOARD:



## UNDERSTANDING THE DATASET:

