

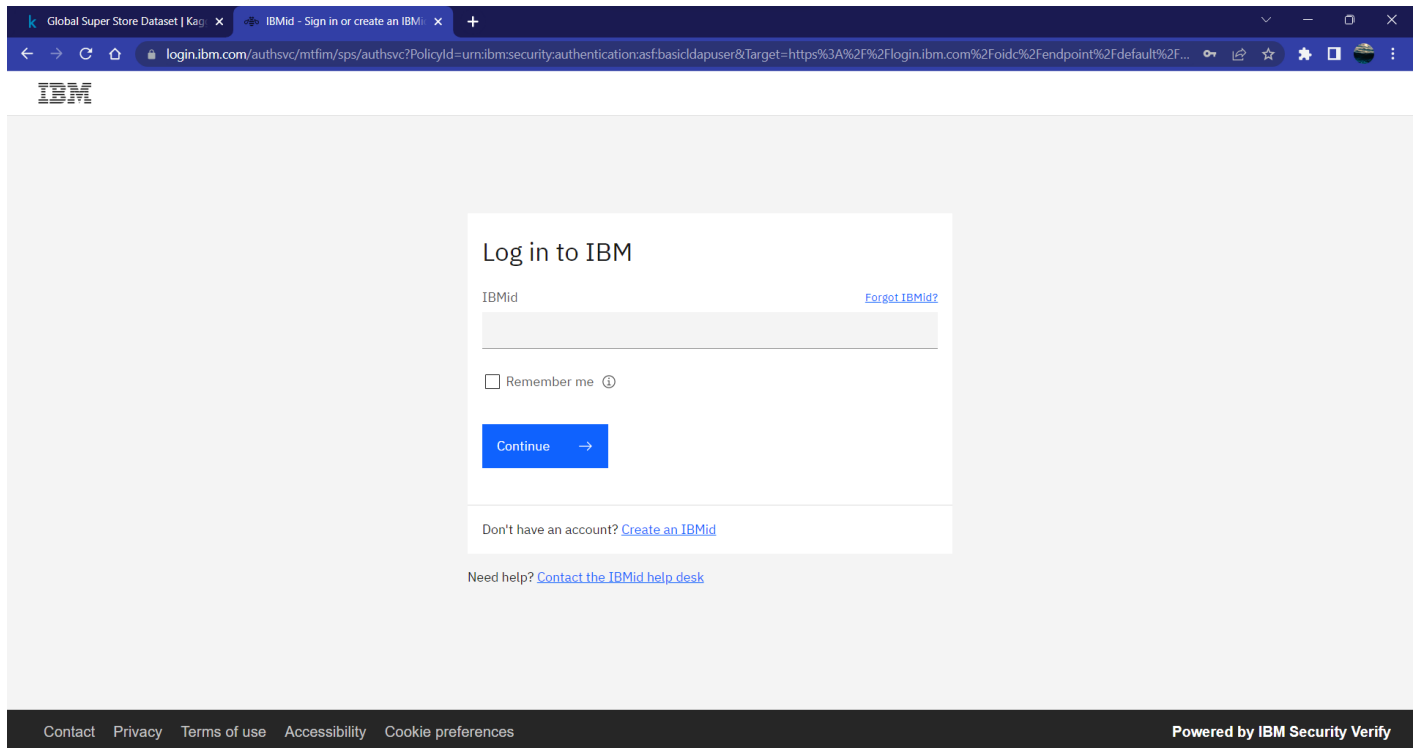
PROJECT DEVELOPMENT PHASE

DELIVERY OF SPRINT-1

Team ID	PNT2022TMID03233
Project Name	Global Sales Data Analytics

IBM Cognos Analytics:

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Global Super Store Dataset | Kaggle

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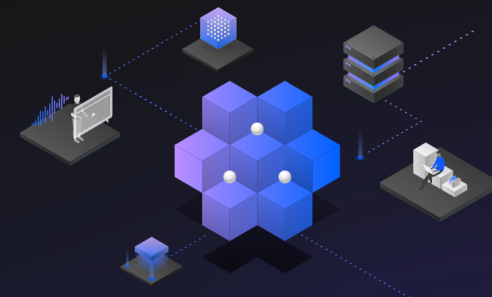
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^ Quick launch




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.

Download the Dataset:

<https://www.kaggle.com/apoorvaappz/global-super-store-dataset>

The Global Super Store Dataset is downloaded from Kaggle and observed.

Global Super Store Dataset

Consumer and product Analytics on Global Super Store Data.

Download (12 MB)

New Notebook

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

- Profile the customers based on their frequency of purchase - calculate frequency of purchase for each customer
- Do the high frequent customers are contributing more revenue
- Are they also profitable - what is the profit margin across the buckets
- Which customer segment is most profitable in each year.
- How the customers are distributed across the countries -

Usability 8.24

License Database: Open Database, Cont...

Expected update frequency Monthly

Analyzing the dataset:

Except the postal code column, there are no missing values in the dataset.

Table Tools										Global_Superstore2 - Microsoft Excel														
Home										Insert														
Page Layout										Formulas														
Data										Review														
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Paragraph										Alignment														
Number										Conditional Formatting														
Table										Table														
General										Normal														
Bad										Good														
Calculation										Check Cell														
Insert										Delete														
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Row ID																								
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	
1	Row ID	Order Date	Ship Date	Ship Mode	Customer ID	Customer Name	Segment	City	State	Country	Postal Code	Market	Region	Product ID	Category	Sub-Category	Product Name	Sales	Quantity	Discount	Profit	Shipping Cost	Order Priority	
2	32298	CA-2012-12	31-07-2012	Same Day	RH-19495	Rick Hansen	Consumer	New York	New York	United States	10024	US	East	TEC-AC-1000	Technology	Accessories	Plantronics CS531	2309.65	7	0	762.1845	933.57	Critical	
3	26341	IN-2013-771	05-02-2013	Second Class	JR-16210	Justin Ritter	Corporate	Wollongong	New South Wales	Australia	2500	APAC	Oceania	FUR-CH-1000	Furniture	Chairs	Novimex Executive	3709.355	9	0.1	-288.765	523.63	Critical	
4	25330	IN-2013-771	17-10-2013	First Class	CR-12780	Draig Reiter	Consumer	Brisbane	Queensland	Australia	4000	APAC	Oceania	TEC-PH-1000	Technology	Phones	Nokia Smart Phone	5175.171	9	0.1	935.971	915.49	Medium	
5	13524	ES-2013-151	28-01-2013	First Class	KM-16375	Katherine Murray	Home Office	Berlin	Berlin	Germany	10000	EU	Central	TEC-PH-1000	Technology	Phones	Motorola Smart I	2892.51	5	0.1	-96.54	910.16	Medium	
6	47221	SG-2013-433	05-11-2013	Same Day	RH-9495	Rick Hansen	Consumer	Dakar	Dakar	Senegal	10000	AFRICA	Africa	TEC-SHA-1000	Technology	Copiers	Sharp Wireless F	2832.96	8	0	311.52	903.04	Critical	
7	22732	IN-2013-421	28-06-2013	Second Class	JM-15655	Jim Mitchum	Corporate	Sydney	New South Wales	Australia	2000	APAC	Oceania	FUR-CH-1000	Technology	Phones	Samsung Smart F	2862.675	5	0.1	763.275	897.35	Critical	
8	30570	IN-2011-811	07-11-2011	First Class	TS-21340	Toby Swindell	Consumer	Porirua	Wellington	New Zealand	4000	APAC	Oceania	FUR-CH-1000	Furniture	Chairs	Novimex Executive	1822.08	4	0	564.84	894.77	Critical	
9	31192	IN-2012-861	14-04-2012	Standard Class	MB-18085	Mick Brown	Consumer	Hamilton	Waikato	New Zealand	4000	APAC	Oceania	FUR-TA-1000	Furniture	Tables	Chromcraft Conf	5244.84	6	0	996.48	878.38	High	
10	40155	CA-2014-13	14-10-2014	Standard Class	JW-15240	Janie Waco	Corporate	Sacramento	California	United States	95823	US	West	OFF-BU-1000	Office Supp	Binders	Fellowes P6500I	5083.96	5	0.2	1906.485	867.69	Low	
11	40936	CA-2012-11	28-01-2012	Second Class	JH-15985	Joseph Holt	Consumer	Concord	North Carolina	United States	28027	US	South	FUR-TA-1000	Furniture	Tables	Chromcraft Bull-	4297.644	13	0.4	-1862.31	865.74	Critical	
12	34577	CA-2011-10	05-04-2011	Second Class	GM-14695	Greg Maxwell	Corporate	Alexandria	Virginia	United States	22304	US	South	OFF-SU-1000	Office Supp	Supplies	Martin Yale Chad	4164.05	5	0	83.281	846.54	High	
13	28879	ID-2012-284	19-04-2012	First Class	AJ-10780	Anthony Jacobs	Corporate	Kabul	Kabul	Afghanistan	10000	APAC	Central	AI-FUR-TA-1000	Furniture	Tables	Bevis Conference	4626.15	5	0	647.55	835.57	High	
14	45794	SA-2011-18	27-12-2011	Second Class	MM-12260	Magdalena Morse	Consumer	Jazan	Jazan	Saudi Arabia	20000	EMEA	EMEA	TEC-CIS-1000	Technology	Phones	Cisco Smart Phon	2616.96	4	0	1151.4	832.41	Critical	
15	4132	MX-2012-11	13-11-2012	First Class	VF-21715	Vicky Freymann	Consumer	Home Office	Toledo	Parana	Brazil	13000	LATAM	South	FUR-CH-1000	Furniture	Chairs	Harbour Creator	2221.8	7	0	622.02	810.25	Critical
16	27704	IN-2013-731	06-06-2013	Second Class	PH-13020	Peter Fuller	Consumer	Mudanya	Heilongjiang	China	15000	APAC	North	AI-APP-1000	Office Supp	Appliances	KitchenAid Mixer	3791.52	12	0	3068.08	804.54	Critical	
17	13779	ES-2014-501	31-07-2014	Second Class	BP-11185	Ben Peterman	Corporate	Paris	Île-de-France	France	75000	EU	Central	OFF-APP-1000	Office Supp	Appliances	Breville Refriger	1869.588	4	0.1	186.948	801.66	Critical	
18	38178	CA-2014-14	03-11-2014	Second Class	TB-21175	Thomas Boland	Corporate	Henderson	Kentucky	United States	42420	US	South	TEC-AC-1000	Technology	Accessories	Logitech diNovo	2249.91	9	0	517.493	780.7	Critical	
19	12069	ES-2014-161	08-09-2014	Standard Class	PS-18835	Patrick Jones	Corporate	Prato	Tuscany	Italy	50000	EU	South	OFF-APP-1000	Office Supp	Appliances	Hoover Stove, R	7956.58	14	0	3979.08	778.32	Low	
20	22096	IN-2014-111	31-01-2014	First Class	JS-15685	Jim Sink	Corporate	Townsville	Queensland	Australia	48000	APAC	Oceania	TEC-CO-1000	Technology	Copiers	Brother Fax Mac	2565.594	9	0.1	28.404	766.93	Critical	
21	44661	TZ-2014-811	05-12-2014	Second Class	RH-9555	Rita Lightfoot	Consumer	Uvinza	Kigoma	Tanzania	68000	AFRICA	Africa	OFF-KIT-1000	Office Supp	Appliances	KitchenAid Stov	3469.74	6	0	818.28	763.38	High	
22	46630	PL-2012-761	08-08-2012	First Class	AB-600	Ann Blume	Corporate	Bytom	Silesia	Poland	40000	EMEA	EMEA	FUR-HON-1000	Furniture	Tables	Non Computer T	1397.72	4	0	276.84	759.47	Critical	
23	31784	CA-2011-15	29-10-2011	First Class	SA-20830	Sue Ann Reed	Consumer	Chicago	Illinois	United States	60610	US	Central	TEC-PH-1000	Technology	Phones	Apple iPhone 5S	2735.952	6	0.2	341.994	752.51	High	
24	21586	IN-2011-441	02-05-2011	First Class	JK-15325	Jason Klaczynski	Corporate	Suzhou	Anhui	China	215000	APAC	North	AI-FUR-CH-1000	Furniture	Chairs	SAFCO Executive	2754	6	0	358.02	752.47	Critical	
25	13528	ES-2013-281	27-02-2013	Second Class	LB-16795	Laurel Beltran	Home Office	Edinburgh	Scotland	United Kingdom	10000	EU	North	OFF-APP-1000	Office Supp	Appliances	KitchenAid Refri	5273.7	10	0	1898.4	730.91	High	
26	1570	US-2014-131	31-07-2014	First Class	NP-18325	Narej Patel	Consumer	Juarez	Chihuahua	Mexico	66000	LATAM	North	TEC-PH-1000	Technology	Phones	Motorola Smart I	1713.84	4	0	445.52	728.97	Critical	
27	3484	MX-2014-14	05-09-2014	First Class	VO-21670	Valerie Dominguez	Consumer	Soyapang	San Salvador	El Salvador	10000	LATAM	Central	FUR-TA-1000	Furniture	Tables	Non Computer T	2156.496	8	0.2	526.496	728.39	Critical	
28	30191	IN-2011-101	17-12-2011	First Class	PH-32110	Phillip Breyer	Corporate	Taipei	Taipei	Taiwan	10000	APAC	North	AI-FUR-TA-1000	Furniture	Tables	Lesro Conferen	1715.16	2	0	720.36	725.57	Critical	
29	11645	ES-2011-461	14-03-2011	Second Class	KB-14110	Eugene Barchus	Consumer	Leipzig	Saxony	Germany	04109	EU	Central	OFF-APP-1000	Office Supp	Appliances	Hoover Stove, R	3065.738	6	0.1	1364.238	725.34	Critical	
30	37311	CA-2013-15	11-03-2013	First Class	KB-16285	Karen Ferguson	Home Office	Los Angeles	California	United States	90008	US	West	TEC-PH-1000	Technology	Phones	Apple iPhone 5	4158.912	8	0.2	363.9048	714.66	High	
31	22999	IN-2012-441	25-02-2012	Second Class	BP-11230	Benjamin Patterson	Consumer	Surat	Gujarat	India	39500	APAC	Central	AI-FUR-CH-1000	Furniture	Chairs	Office Star Exec	1878.72	4	0	582.36	704.08	Critical	
32	220	US-2013-121	28-12-2013	Second Class	RH-19525	Rick Reed	Corporate	Santo Domingo	Santo Domingo	Dominican Republic	10000	LATAM	Caribbean	TEC-PH-1000	Technology	Phones	Samsung Smart F	1696.64	5	0.2	-148.46	704.06	Critical	
33	10461	ES-2012-561	17-07-2012	First Class	BS-11365	Bill Shorley	Corporate	Saint-Brie	Brittany	France	35000	EU	Central	TEC-MA-1000	Technology	Machines	Okidata Inkjet, W	2402.865	9	0.15	763.155	695.55	Critical	
34	32733	CA-2012-13	15-10-2012	Second Class	JE-15745	Joel Eaton	Consumer	Amarillo	Texas	United States	79109	US	Central	FUR-CH-1000	Furniture	Chairs	HON S400 Series	2453.43	5	0.3	-350.49	690.42	High	
35	21286	IN-2011-281	03-11-2011	Second Class	DP-13105	Dave Poirier	Corporate	Gold Coast	Queensland	Australia	42000	APAC	Oceania	OFF-APP-1000	Office Supp	Appliances	Breville Stove, R	2526.93	5	0.1	561.48	689.8	Critical	
36	32541	CA-2011-16	12-12-2011	First Class	NP-18700	Nora Preis	Consumer	Fresno	California	United States	93727	US	West	FUR-TA-1000	Furniture	Tables	Bretford Rectang	3610.848	12	0.2	135.4068	683.12	High	
37	47905	CG-2011-86	14-09-2011	First Class	AK-300	Aaron Hawkins	Corporate	Kamina	Katanga	Democratic Republic of the Congo	10000	AFRICA	Africa	TEC-APP-1000	Technology	Phones	Apple Smart Pho	3817.26	6	0	1068.66	678.15	High	
38	36423	CA-2011-16	14-09-2011	Same Day	DM-13015	Darrin Martin	Consumer	New York	New York	United States	10009	US	East	TEC-MA-1000	Technology	Machines	Ativa V4110MDO	2799.96	4	0	1371.98	675.15	High	
39	31980	US-2014-18	05-11-2014	Same Day	GT-14635	Grant Thornton	Corporate	Burlington	North Carolina	United States	27217	US	South	TEC-MA-1000	Technology	Machines	Cubify Cubox 3D	7999.98	4	0.5	-3839.59	674.82	High	
40	10384	ES-2014-161	14-03-2014	Standard Class	BS-18865	Patrick O'Monahill	Consumer	Stockton	England	United Kingdom	10000	EU	North	TEC-PH-1000	Technology	Phones	Brother Fax Mac	2141.87	11	0	1687.67	666.56	High	

Uploading the dataset:

Upload Global_Superstore.csv file in Cognos Analytics with Watson.

Global Super Store Dataset | KaG | My IBM | Home

us3.ca.analytics.ibm.com/bi/?perspective=home

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- 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.

Understanding the dataset:

Global Super Store Dataset | KaG | My IBM | * New data module

us3.ca.analytics.ibm.com/bi/?perspective=ca-modeller&id=3019265856_533ad2f5754b43669c074e650db3fb6a_sessionTemp&objRef=&tid=3019265856_533ad2f5754b43669...

IBM Cognos Analytics with Watson

* New data module

Search

New data module

- Navigation paths
- Global_Su...ore2.csv
- Row ID
- Row ID
- Order ID
- Order Date
- Ship Date
- Ship Mode
- Customer ID
- Customer Name
- Segment
- City
- State
- Country
- Postal Code
- Market
- Region
- Product ID
- Category

Row ID	Order ID	Order Date	Ship Date	Ship Mode	Customer ID	Customer Name
1	CA-2012-124891	2012-07-31	2012-07-31	Same Day	RH-19495	Rick Hansen
2	IN-2013-77878	2013-02-05	2013-02-07	Second Class	JR-16210	Justin Ritter
3	IN-2013-71249	2013-10-17	2013-10-18	First Class	CR-12730	Craig Reiter
4	ES-2013-1579342	2013-01-28	2013-01-30	First Class	KM-16375	Katherine Murra
5	SG-2013-4320	2013-11-05	2013-11-06	Same Day	RH-9495	Rick Hansen
6	IN-2013-42360	2013-06-28	2013-07-01	Second Class	JM-15655	Jim Mitchum
7	IN-2011-81826	2011-11-07	2011-11-09	First Class	TS-21340	Toby Swindell
8	IN-2012-86369	2012-04-14	2012-04-18	Standard Class	MB-18085	Mick Brown
9	CA-2014-135909	2014-10-14	2014-10-21	Standard Class	JW-15220	Jane Waco
10	CA-2012-116638	2012-01-28	2012-01-31	Second Class	JH-15985	Joseph Holt
11	CA-2011-102988	2011-04-05	2011-04-09	Second Class	GM-14695	Greg Maxwell
12	ID-2012-28402	2012-04-19	2012-04-22	First Class	AJ-10780	Anthony Jacobs