

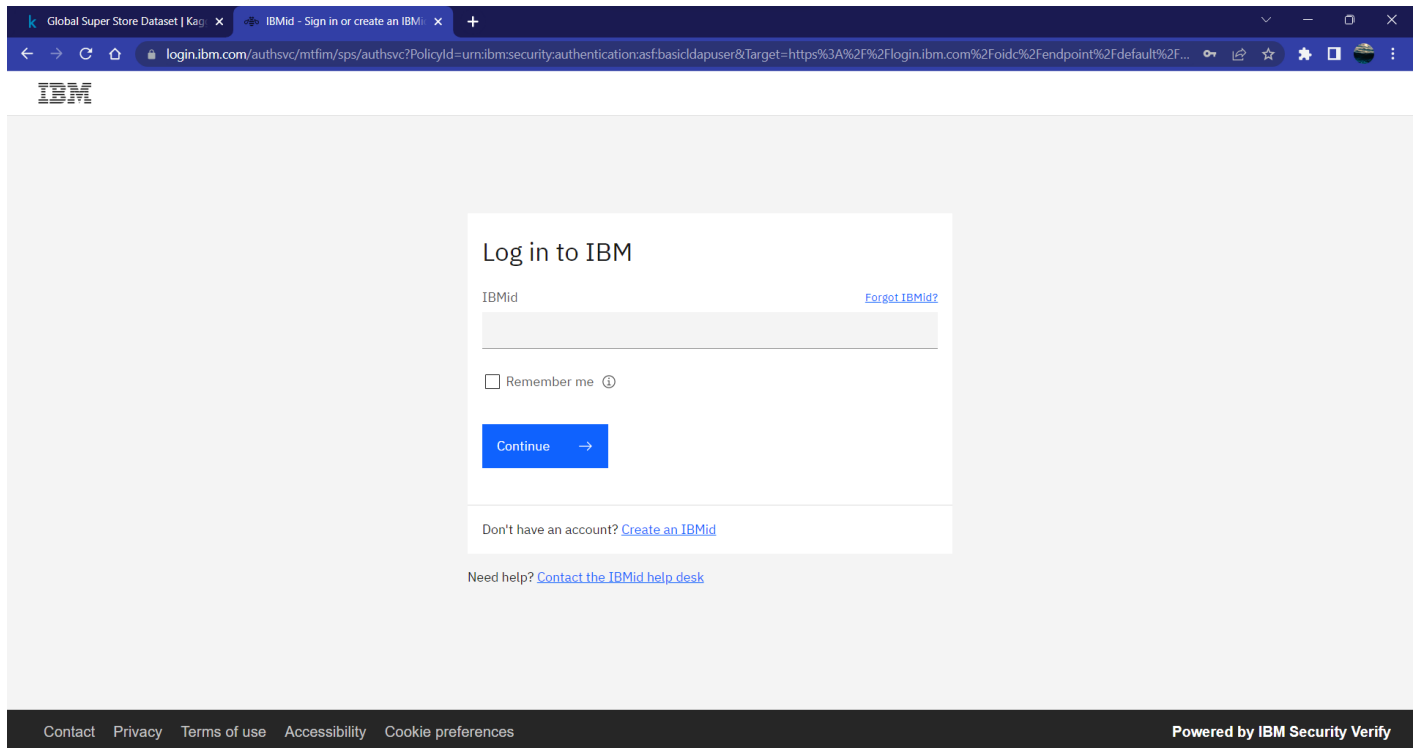
PROJECT DEVELOPMENT PHASE

DELIVERY OF SPRINT-1

Team ID	PNT2022TMID48232
Project Name	Global Sales Data Analytics

IBM Cognos Analytics:

Create a Cognos Analytics account and login using the respective credentials.

A screenshot of a web browser displaying the IBM login page. The browser's address bar shows the URL: login.ibm.com/authsvc/mtfm/sps/authsvc?PolicyId=urn:ibm:security:authentication:asf:basicdapuser&Target=https%3A%2F%2Flogin.ibm.com%2Foidc%2Fendpoint%2Fdefault%2F... The page features the IBM logo at the top left. The main content area is a light gray rectangle containing a white login form. The form is titled "Log in to IBM" and includes a text input field for the IBMid, a "Remember me" checkbox, and a blue "Continue" button with a right arrow. Links for "Forgot IBMid?" and "Create an IBMid" are also present. At the bottom of the form, there is a link to "Contact the IBMid help desk". The footer of the page is a dark gray bar with links for "Contact", "Privacy", "Terms of use", "Accessibility", and "Cookie preferences", and a note "Powered by IBM Security Verify".

Global Super Store Dataset | Kaggle

IBMid - Sign in or create an IBMid

login.ibm.com/authsvc/mtfm/sps/authsvc?PolicyId=urn:ibm:security:authentication:asf:basicdapuser&Target=https%3A%2F%2Flogin.ibm.com%2Foidc%2Fendpoint%2Fdefault%2F...

IBM

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Contact Privacy Terms of use Accessibility Cookie preferences

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Global Super Store Dataset | Kaggle x My IBM

myibm.ibm.com/dashboard/


IBM

My IBM Profile Billing IBMId: 212219040003@smartintrnz.com

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Cognos Analytics on Cloud Trial for Students

Active
Expires on Oct 13, 2023

Launch Manage



IBM Cloud

Active
Expires on Jan 2, 2023

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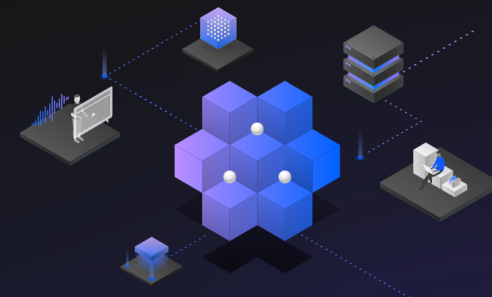
IBM Cognos Analytics with Watson 1 item open

Search content


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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.

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 think 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																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			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Uploading the dataset:

Upload Global_Superstore.csv file in Cognos Analytics with Watson.

Global Super Store Dataset | Kaggle | My IBM | Home

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

IBM Cognos Analytics with Watson

Maintenance: Scheduled maintenance completed. Click More Info for details and to subscribe to future events

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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.

Understanding the dataset:

Global Super Store Dataset | Kaggle | 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_Superstore2.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