

PROJECT DEVELOPMENT PHASE

Delivery of Sprint-1

| | |
|--------------|-----------------------------|
| Team ID | PNT2022TMID42697 |
| Project Name | Global Sales Data Analytics |

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Global Super Store Dataset

Consumer and product Analytics on Global Super Store Data.

DataCode (9)Discussion (2)

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

Usability

8.24

License

[Database: Open Database, Cont...](#)

Expected update frequency

Monthly

View Active Events

DATA COLLECTION :

Global_Superstore2 - Excel

Sign in

FileHomeInsertPage LayoutFormulasDataReviewViewHelpTell me what you want to do

CutCopyFormat PainterClipboard

Font

Alignment

Number

Styles

Cells

Editing

Conditional Formatting

Format as Table

Cell Styles

Insert

Delete

Format

AutoSum

Fill

Clear

Sort & Filter

Find & Select

| | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | |
|----|--------|-----------------|------------|------------|----------------|----------|------------------------|---------------|-----------------|----------------------------------|---|-------------|--------|---------|-----------------|------------------|-----------------|---|--|----------|
| 1 | Row ID | Order ID | Order Date | Ship Date | Ship Mode | Customer | Customer Segment | City | State | Country | | Postal Code | Market | Region | Product ID | Category | Sub-Category | Product Name | Sales | |
| 2 | 32298 | CA-2012-124891 | 31-07-2012 | 31-07-2012 | Same Day | RH-19495 | Rick Hansi Consumer | New York | New York | United States | | 10024 | US | East | TEC-AC-10003033 | Technology | Accessories | Plantronics CS510 - Over-the-Head | 2309.65 | |
| 3 | 26341 | IN-2013-77878 | 05-02-2013 | 07-02-2013 | Second Class | JR-16210 | Justin Ritt Corporate | Wollongong | New South Wales | Australia | | | | APAC | Oceania | FUR-CH-10003950 | Furniture | Chairs | Novimex Executive Leather Armchair | 3709.395 |
| 4 | 25330 | IN-2013-71249 | 17-10-2013 | 18-10-2013 | First Class | CR-12730 | Craig Reith Consumer | Brisbane | Queensland | Australia | | | | APAC | Oceania | TEC-PH-10004664 | Technology | Phones | Nokia Smart Phone, with Caller ID | 5175.171 |
| 5 | 13524 | ES-2013-1579342 | 28-01-2013 | 30-01-2013 | First Class | KM-16375 | Katherine Home Office | Berlin | Berlin | Germany | | | | EU | Central | TEC-PH-10004583 | Technology | Phones | Motorola Smart Phone, Cordless | 2892.51 |
| 6 | 47221 | SG-2013-4320 | 05-11-2013 | 06-11-2013 | Same Day | RH-9495 | Rick Hansi Consumer | Dakar | Dakar | Senegal | | | | Africa | Africa | TEC-SHA-10000501 | Technology | Copiers | Sharp Wireless Fax, High-Speed | 2832.96 |
| 7 | 22732 | IN-2013-42360 | 28-06-2013 | 01-07-2013 | Second Class | JM-15655 | Jim Mitchell Corporate | Sydney | New South Wales | Australia | | | | APAC | Oceania | TEC-PH-10000030 | Technology | Phones | Samsung Smart Phone, with Caller ID | 2862.675 |
| 8 | 30570 | IN-2011-81826 | 07-11-2011 | 09-11-2011 | First Class | TS-21340 | Toby Swin Consumer | Porirua | Wellington | New Zealand | | | | APAC | Oceania | FUR-CH-10004050 | Furniture | Chairs | Novimex Executive Leather Armchair | 1822.08 |
| 9 | 31192 | IN-2012-86369 | 14-04-2012 | 18-04-2012 | Standard Class | MB-18085 | Mick Brown Consumer | Hamilton | Waikato | New Zealand | | | | APAC | Oceania | FUR-TA-10002958 | Furniture | Tables | Chromcraft Conference Table, Fully Assembled | 5244.84 |
| 10 | 40155 | CA-2014-135909 | 14-10-2014 | 21-10-2014 | Standard Class | JW-15220 | Jane Wacc Corporate | Sacramento | California | United States | | 95823 | US | West | OFF-BI-10003527 | Office Supplies | Binders | Fellowes PB500 Electric Punch Planner | 5083.96 | |
| 11 | 40936 | CA-2012-116638 | 28-01-2012 | 31-01-2012 | Second Class | JH-15985 | Joseph Hc Consumer | Concord | North Carolina | United States | | 28027 | US | South | FUR-TA-10000198 | Furniture | Tables | Chromcraft Bull-Nose Wood Oval Conference Table | 4297.644 | |
| 12 | 34577 | CA-2011-102988 | 05-04-2011 | 09-04-2011 | Second Class | GM-14695 | Greg Maxi Corporate | Alexandria | Virginia | United States | | 22304 | US | South | OFF-SU-10002881 | Office Supplies | Supplies | Martin Yale Chadless Opener Electric | 4164.05 | |
| 13 | 28879 | ID-2012-28402 | 19-04-2012 | 22-04-2012 | First Class | AJ-10780 | Anthony J Corporate | Kabul | Kabul | Afghanistan | | | | APAC | Central Asia | FUR-TA-10001889 | Furniture | Tables | Bevis Conference Table, Fully Assembled | 4626.15 |
| 14 | 45794 | SA-2011-1830 | 27-12-2011 | 29-12-2011 | Second Class | MM-7260 | Magdalen Consumer | Jizan | Jizan | Saudi Arabia | | | | EMEA | EMEA | TEC-CIS-10001717 | Technology | Phones | Cisco Smart Phone, with Caller ID | 2616.96 |
| 15 | 4132 | MX-2012-130015 | 13-11-2012 | 13-11-2012 | Same Day | VF-21715 | Vicky Frey Home Office | Toledo | Parana | Brazil | | | | LATAM | South | FUR-CH-10002033 | Furniture | Chairs | Harbour Creations Executive Leather Chair | 2221.8 |
| 16 | 27704 | IN-2013-73951 | 06-06-2013 | 08-06-2013 | Second Class | PF-19120 | Peter Full Consumer | Mudanjiang | Heilongjiang | China | | | | APAC | North Asia | OFF-AP-10003500 | Office Supplies | Appliances | KitchenAid Microwave, White | 3701.52 |
| 17 | 13779 | ES-2014-5099955 | 31-07-2014 | 03-08-2014 | Second Class | BP-11185 | Ben Peter Corporate | Paris | Ile-de-France | France | | | | EU | Central | OFF-AP-10000423 | Office Supplies | Appliances | Breville Refrigerator, Red | 1869.588 |
| 18 | 36178 | CA-2014-143567 | 03-11-2014 | 06-11-2014 | Second Class | TB-21175 | Thomas B Corporate | Henderson | Kentucky | United States | | 42420 | US | South | TEC-AC-10004145 | Technology | Accessories | Logitech diNovo Edge Keyboard | 2249.91 | |
| 19 | 12069 | ES-2014-1651774 | 08-09-2014 | 14-09-2014 | Standard Class | PJ-18835 | Patrick J Corporate | Prato | Tuscany | Italy | | | | EU | South | OFF-AP-10004512 | Office Supplies | Appliances | Hoover Stove, Red | 7958.58 |
| 20 | 22096 | IN-2014-11763 | 31-01-2014 | 01-02-2014 | First Class | JS-15685 | Jim Sink Corporate | Townsville | Queensland | Australia | | | | APAC | Oceania | TEC-CO-10000865 | Technology | Copiers | Brother Fax Machine, High-Speed | 2565.594 |
| 21 | 49463 | TZ-2014-8190 | 05-12-2014 | 07-12-2014 | Second Class | RH-9555 | Ritsa High Consumer | Uvinza | Kigoma | Tanzania | | | | Africa | Africa | OFF-KIT-10004058 | Office Supplies | Appliances | KitchenAid Stove, White | 3409.74 |
| 22 | 46630 | PL-2012-7820 | 08-08-2012 | 10-08-2012 | First Class | AB-600 | Ann Blum Corporate | Bytom | Silesia | Poland | | | | EMEA | EMEA | FUR-HON-10000224 | Furniture | Tables | Hon Computer Table, with Bottom Storage | 1977.72 |
| 23 | 31784 | CA-2011-154627 | 29-10-2011 | 31-10-2011 | First Class | SA-20830 | Sue Ann R Consumer | Chicago | Illinois | United States | | 60610 | US | Central | TEC-PH-10001363 | Technology | Phones | Apple iPhone 5S | 2735.952 | |
| 24 | 21586 | IN-2011-44803 | 02-05-2011 | 03-05-2011 | First Class | JK-15325 | Jason Klar Corporate | Suzhou | Anhui | China | | | | APAC | North Asia | FUR-CH-10000027 | Furniture | Chairs | SAFCO Executive Leather Armchair | 2754 |
| 25 | 13528 | ES-2013-2860574 | 27-02-2013 | 01-03-2013 | Second Class | LB-16795 | Laurel Bel Home Office | Edinburgh | Scotland | United Kingdom | | | | EU | North | OFF-AP-10003590 | Office Supplies | Appliances | KitchenAid Refrigerator, Black | 5273.7 |
| 26 | 1570 | US-2014-133193 | 31-07-2014 | 01-08-2014 | First Class | NP-18325 | Naresj Pat Consumer | Juárez | Chihuahua | Mexico | | | | LATAM | North | TEC-PH-10004182 | Technology | Phones | Motorola Smart Phone, Full Size | 1713.84 |
| 27 | 3484 | MX-2014-165309 | 05-09-2014 | 08-09-2014 | First Class | VD-21670 | Valerie Dc Consumer | Soyapang | San Salvador | El Salvador | | | | LATAM | Central | FUR-TA-10002827 | Furniture | Tables | Hon Computer Table, Fully Assembled | 2106.496 |
| 28 | 30191 | IN-2011-10286 | 17-12-2011 | 20-12-2011 | First Class | PB-19210 | Phillip Br Corporate | Taipei | Taipei City | Taiwan | | | | APAC | North Asia | FUR-TA-10004744 | Furniture | Tables | Lesro Conference Table, with Bottom Storage | 1715.16 |
| 29 | 11645 | ES-2011-4699764 | 14-03-2011 | 17-03-2011 | Second Class | EB-14110 | Eugene B Consumer | Leipzig | Saxony | Germany | | | | EU | Central | OFF-AP-10004512 | Office Supplies | Appliances | Hoover Stove, Red | 3069.738 |
| 30 | 37311 | CA-2013-159016 | 11-03-2013 | 12-03-2013 | First Class | KF-16285 | Karen Ferj Home Office | Los Angeles | California | United States | | 90008 | US | West | TEC-PH-10002885 | Technology | Phones | Apple iPhone 5 | 4158.912 | |
| 31 | 22999 | IN-2012-44810 | 25-02-2012 | 25-02-2012 | Same Day | BP-11230 | Benjamin Consumer | Surat | Gujarat | India | | | | APAC | Central Asia | FUR-CH-10001415 | Furniture | Chairs | Office Star Executive Leather Armchair | 1878.72 |
| 32 | 220 | US-2011-128776 | 28-12-2011 | 30-12-2011 | Second Class | RR-19525 | Rick Reed Corporate | Santo Domingo | Santo Domingo | Dominican Republic | | | | LATAM | Caribbean | TEC-PH-10002815 | Technology | Phones | Samsung Smart Phone, VoIP | 1696.64 |
| 33 | 10648 | ES-2012-5870268 | 17-07-2012 | 19-07-2012 | First Class | BS-11365 | Bill Shone Corporate | Saint-Brieux | Brittany | France | | | | EU | Central | TEC-MA-10000161 | Technology | Machines | Okidata Inkjet, Wireless | 2402.865 |
| 34 | 32735 | CA-2012-139731 | 15-10-2012 | 15-10-2012 | Same Day | JE-15745 | Joel Eator Consumer | Amarillo | Texas | United States | | 79109 | US | Central | FUR-CH-10002024 | Furniture | Chairs | HON 5400 Series Task Chairs for Big and Tall | 2453.43 | |
| 35 | 21286 | IN-2011-28087 | 03-11-2011 | 05-11-2011 | Second Class | DP-13105 | Dave Poir Corporate | Gold Coast | Queensland | Australia | | | | APAC | Oceania | OFF-AP-10004246 | Office Supplies | Appliances | Breville Stove, Red | 2526.93 |
| 36 | 32543 | CA-2011-168494 | 12-12-2011 | 14-12-2011 | Second Class | NP-18700 | Nora Preli Consumer | Fresno | California | United States | | 93727 | US | West | FUR-TA-10003473 | Furniture | Tables | Bretford Rectangular Conference Table | 3610.848 | |
| 37 | 47905 | CG-2011-8610 | 14-09-2011 | 15-09-2011 | First Class | AH-30 | Aaron Hav Corporate | Kamina | Katanga | Democratic Republic of the Congo | | | | Africa | Africa | TEC-APP-10000308 | Technology | Phones | Apple Smart Phone, Full Size | 3817.26 |
| 38 | 32492 | CA-2011-168365 | 14-09-2011 | 15-09-2011 | First Class | DM-13815 | Dennis Mc Consumer | New York | New York | United States | | 10008 | US | East | TEC-MA-10000376 | Technology | Machines | Apple iMac M9P, Mini Core Standard | 2380.66 | |

Sheet1

Type here to search

30°C Haze

11:40

17-11-2022

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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.

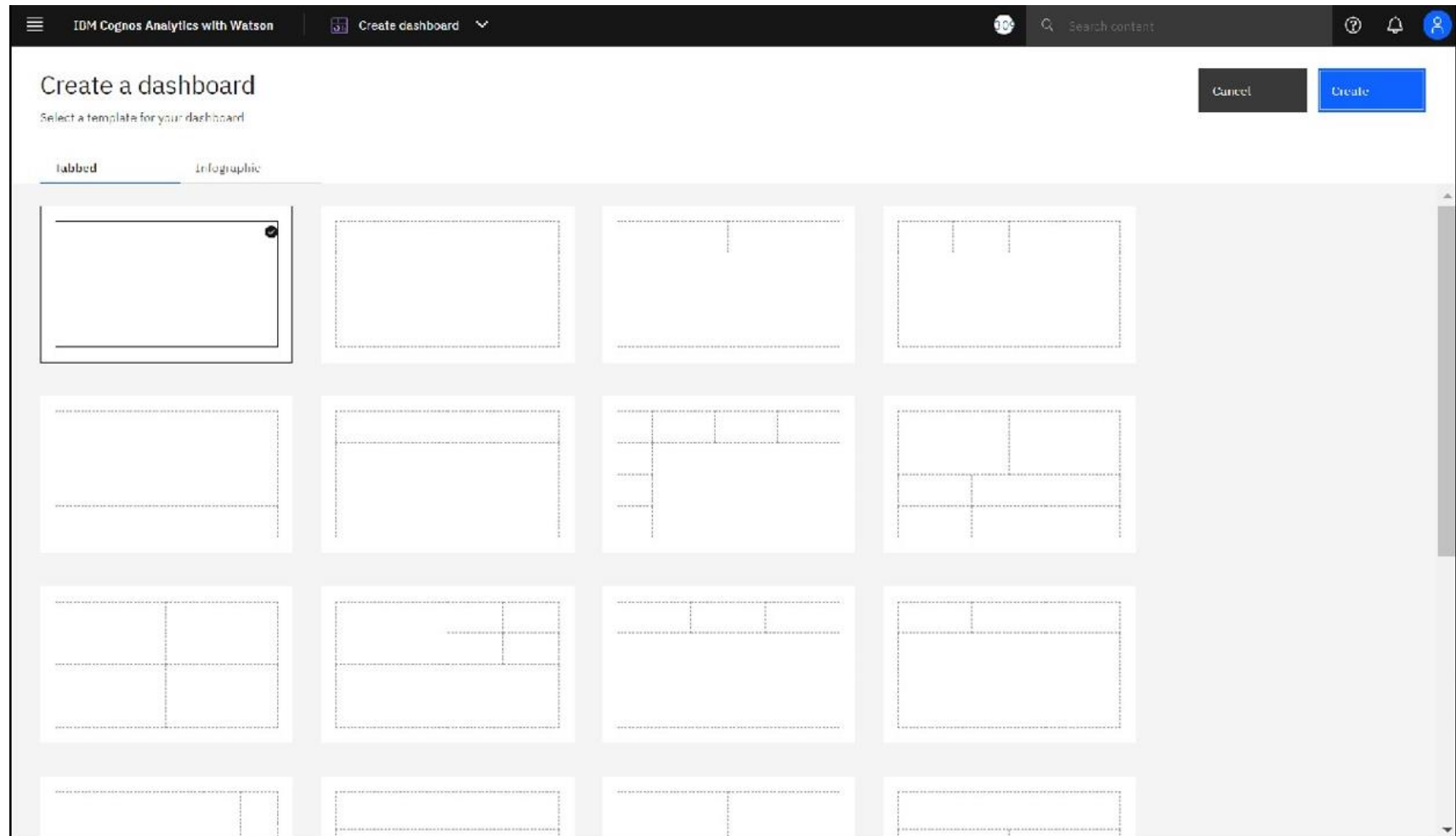
Exploration

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.

CREATING NEW DASHBOARD :



UNDERSTANDING THE DATASET :

The screenshot displays the IBM Cognos Analytics with Watson interface. The top navigation bar includes the title 'IBM Cognos Analytics with Watson', a 'New dashboard' button, a search bar, and user profile icons. The main workspace is divided into three panes: a left sidebar for 'Selected sources', a top pane for 'All tabs' and 'This tab', and a large central grid for 'Tab 1'.

Selected sources: The left sidebar shows the source 'Global_Superstore2.csv'. Below it, a search bar is present. The list of fields includes:

- Navigation paths
- Global_Superstore2.csv
 - # 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
 - Sub-Category
 - Product Name
 - Sales
 - Quantity

Top pane: The 'All tabs' section contains the text 'Drag and drop data here to filter all tabs.' The 'This tab' section contains the text 'Drag and drop data here to filter this tab.'

Tab 1: The central grid area is currently empty, showing a light gray background with a faint grid pattern.