

Project Development Phase

Delivery of Sprint-1

Date	07 NOVEMBER 2022
Team ID	PNT2022TMID14326
Project Name	Global Sales Data Analytics
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DATASET DOWNLOADING FROM KAGGLE:

The screenshot shows the Kaggle website interface. The top navigation bar includes a search bar and links for '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 includes a 'Context' paragraph and a list of analysis tasks. The 'Usability' section shows a score of 8.24. The 'License' section indicates it is an 'Open Database, Cont...'. The 'Expected update frequency' is 'Monthly'. The bottom of the page features an 'Activate Windows' watermark.

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

Activate Windows
Go to Settings to activate Windows.

DATA COLLECTION:

```
Sprint1.ipynb - Colaboratory
colab.research.google.com/drive/1Ab3ewGq_GfpW...SVy09fH1DQ01A65xQ#scrollTo=Kgf08-2cv1N

Sprint1.ipynb
File Edit View Insert Runtime Tools Help @ 100%

[1] import numpy as np
import pandas as pd

[2] dfpd.read_csv('content@label-Superstore.csv', encoding='unicode_escape', engine='python')
print(df)

Row ID      Order ID  Order Date  Ship Date  Ship Mode \
0  12190  CA-2011-120901  11-09-2011  11-09-2011  Same Day
1  20243  DE-2011-17879  05-02-2011  07-02-2011  Second Class
2  21130  DE-2011-17240  17-10-2011  18-10-2011  First Class
3  15524  ES-2011-157042  28-01-2011  30-01-2011  First Class
4  47221  SE-2011-4128  05-11-2011  06-11-2011  Same Day
...
13292 13830  CA-2011-121590  17-09-2011  21-09-2011  Standard Class
13293 4620  MC-2011-0408  12-01-2011  27-01-2011  Standard Class
13294 7611  SE-2011-161790  27-09-2011  02-10-2011  Standard Class
13295 11764  ES-2011-161545  28-08-2011  27-09-2011  Second Class
13296 18899  IT-2011-258033  24-09-2011  28-09-2011  Standard Class

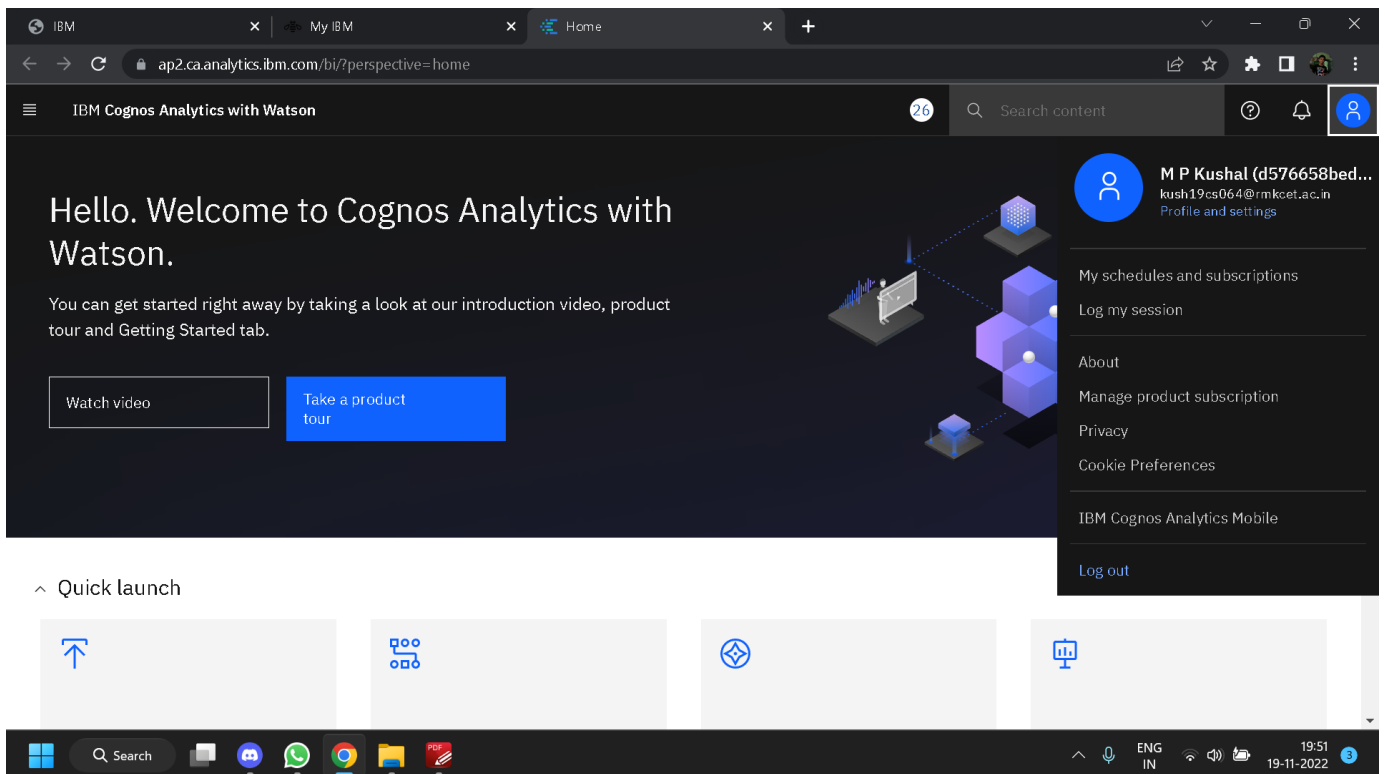
Customer ID  Customer Name  Segment  Region  City \
0  80-1245  Rick Hansen  Consumer  New York  New York City
1  28-16128  Iselle Ritter  Corporate  Midland  Midland
2  18-17778  Craig Miller  Consumer  Berlin  Berlin
3  69-16375  Katherine Murray  Home Office  Berlin  Berlin
4  80-1601  Rick Hansen  Consumer  Berlin  Berlin
...
13292 02-13758  Don Jones  Corporate  Little Rock  Little Rock
13293 58-18176  Sarah Bern  Consumer  Milwaukee  Milwaukee
13294 50-18956  Suzanne Miller  Corporate  Tokyo  Tokyo
13295 95-17776  Maxwell Schwartz  Consumer  Jerez de la frontera  Jerez de la frontera
13296 50-11345  Denise Penick  Corporate  Berlin  Berlin

State  Product ID  Category Sub-Category \
0  New York  TEC-AC-18083013  Technology  Accessories
1  New South Wales  F08-CH-18083058  Furniture  Chairs
2  Queensland  TEC-PH-18084664  Technology  Phones
3  Berlin  TEC-PH-18084661  Technology  Phones
4  Berlin  TEC-GH-18080101  Technology  Copiers
...
13292  Arkansas  TEC-AC-18080844  Technology  Accessories
13293  Grand Cavianna  077-770-18083015  Office Supplies  Storage
13294  Nagerit  TEC-PH-18084671  Technology  Phones
13295  Australia  F08-CH-18084624  Furniture  Bookcases
13296  Finland  TEC-PH-1808  None  None

Product ID  Product Name  Sales Quantity \
0  Plantronics CS53B - Over-the-Head monaural Mic... 2385.050  7.0
1  Novice Executive leather Armchair, Black 1780.395  0.0
2  Nokia Smart Phone, with Caller ID 1575.171  0.0
3  Motorola Smart Phone, Cordless 2892.550  5.0
4  Sharp Wireless Fax, High-Speed 2052.500  8.0
...
13292  Logitech Gaming G530s - Keyboard 339.500  4.0
13293  Tonne Lockers, Industrial 489.200  2.0
13294  Motorola Mobility, Cordless 275.300  5.0
13295  Seplus Stackable Bookrack, Traditional 206.800  2.0
13296  None  None  None

Discount  Profit  Shipping Cost  Order Priority \
0  0.0  762.5845  931.57  Critical
1  0.1  108.7658  921.03  Critical
2  0.1  939.9738  921.40  Medium
3  0.1  101.5480  928.16  Medium
4  0.0  101.5280  981.84  Critical
```

Login into the IBM Cognos Analytics Account



UPLOADING DATASET IN IBM COGNOS ANALYTICS:

The screenshot shows the IBM Cognos Analytics with Watson home page in a web browser. The browser tabs include 'Sprint1.ipynb - Colaboratory', 'My IBM', and 'Home'. The address bar shows 'us3.ca.analytics.ibm.com/bi/?perspective=home'. The page has a blue header with the IBM Cognos Analytics with Watson logo and a search bar. A maintenance notification is visible: 'Maintenance: Scheduled maintenance completed. Click More Info for details and to su'. Below the header, there's a large banner with the text 'Hello. Welcome to Cognos Analytics with Watson.' and 'You can get started right away by taking a look at our introduction video, product tour and Getting Started tab.' There are two buttons: 'Watch video' and 'Take a product tour'. To the right of the banner is a 3D graphic of blue cubes. Below the banner, there's a 'Quick launch' section with four cards: '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.), and 'Present data' (Create sophisticated, multi-page, multi-query dashboards, reports, or stories.). At the bottom, there's a 'Get started' tab and a 'Recent' tab. The 'Get started' tab is active, showing 'Get up and running in IBM Cognos Analytics'. The Windows taskbar is visible at the bottom with the date '07-11-2022' and time '09:05'.

CREATING NEW DASHBOARD:

The screenshot shows the 'Create a dashboard' page in IBM Cognos Analytics. The browser tabs include 'Sprint1.ipynb - Colaboratory', 'My IBM', and 'Create dashboard'. The address bar shows 'us3.ca.analytics.ibm.com/bi/?perspective=createBoard'. The page has a blue header with the IBM Cognos Analytics with Watson logo and a search bar. A maintenance notification is visible: 'Maintenance: Scheduled maintenance completed. Click More Info for details and to subscribe to future events'. Below the header, there's a 'Create a dashboard' section with the text 'Select a template for your dashboard'. There are two buttons: 'Cancel' and 'Create'. Below this, there's a 'Tabbed' tab and an 'Infographic' tab. The 'Tabbed' tab is active, showing a grid of 20 dashboard templates. The templates are arranged in a 4x5 grid. The first template in the top-left corner is selected, indicated by a black border and a small 'x' icon in the top-right corner. The Windows taskbar is visible at the bottom with the date '07-11-2022' and time '09:06'.

UNDERSTANDING THE DATASET:

The screenshot displays the IBM Cognos Analytics web application interface. The browser window shows the URL: `us3.ca.analytics.ibm.com/bi/?perspective=dashboard&id=dashboard_1147076a-c354-4046-a33c-36c2d369985a&ui_appbar=true&options%5BdisableGlassPrefetch%5D=true&options%5Bcollections%5D%5BcanvasExtension%5D%5Bbid%5D...`. The application header includes the IBM Cognos Analytics logo, a "New dashboard" button, and a search bar. The main workspace is divided into three sections: a left-hand "Selected sources" pane, a top "All tabs" section, and a central data visualization area.

The "Selected sources" pane on the left shows the loaded dataset "Global_Superstore2.csv". Below the dataset name is a search bar and a list of available fields for analysis:

- 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
 - Discount

The top "All tabs" section contains a tab labeled "Tab 1". The central area is a large grid with the instruction "Drag and drop data here to filter all tabs." and "Drag and drop data here to filter this tab.".

The bottom of the screen shows a Windows taskbar with various application icons and a system tray indicating the date and time as 09:07 on 07-11-2022.