

Project Development Phase

Sprint 1

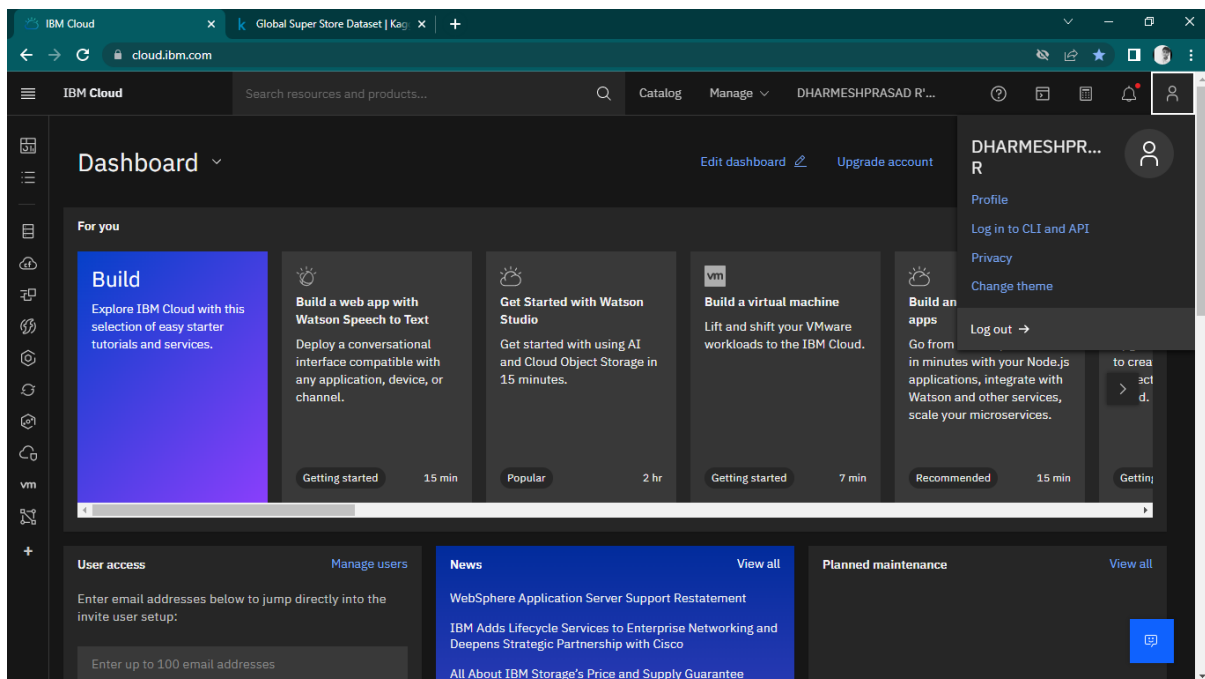
Date	25 October 2022
Team ID	PNT2022TMID41225
Project Name	Global Sales Data Analytics

Sprint 1 tasks:

- IBM Cloud Account creation
- IBM Cognos Account creation
- Downloading dataset
- Data Collection
- Understanding dataset
- Uploading dataset

IBM Cloud Account:

Creating and login to IBM cloud account.



IBM Cognos Account:

Creating and login to IBM Cognos account.

The screenshot shows the IBM Cognos Analytics with Watson home page in a web browser. The browser tabs include 'IBM', 'Global Super Store Dataset | Kaggle', and 'Home'. The address bar shows 'us1.ca.analytics.ibm.com/bi/?perspective=home'. The page features a dark blue header with the IBM Cognos Analytics with Watson logo, a search bar, and a user profile for 'DHARMESHPRASAD R (3...)' with email '613519104010@smartinternz.c...'. A blue banner at the top states 'Maintenance: Scheduled maintenance completed. Click More Info for details and to subscribe to future events'. The main content area has a large heading 'Hello. Welcome to Cognos Analytics with Watson.' and a subheading 'You can get started right away by taking a look at our introduction video, product tour and Getting Started tab.' with buttons for 'Watch video' and 'Take a product tour'. A 'Quick launch' section at the bottom contains four tiles: 'Upload data' (Upload or drag and drop spreadsheets, csv files, and...), 'Prepare data' (Use data modules to clean and connect data from...), 'Exploration' (Quickly find unbiased answers by identifying trends), and 'Present data' (Create sophisticated, multi-page, multi-query...).

Downloading Dataset:

Downloading Global super store dataset from kaggle.

The screenshot shows the Kaggle Global Super Store Dataset page. The browser tabs include 'IBM', 'Global Super Store Dataset | Kaggle', and 'Home'. The address bar shows 'kaggle.com/datasets/apoorvaappz/global-super-store-dataset'. The page features the Kaggle logo, a search bar, and buttons for 'Sign In' and 'Register'. The dataset is titled 'Global Super Store Dataset' by 'APOORVA MAHALINGAPPA - UPDATED 2 YEARS AGO'. It has 56 votes and a 'Download (12 MB)' button. The dataset description is 'Consumer and product Analytics on Global Super Store Data.' The 'About Dataset' section includes a 'Context' paragraph: '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' and a bullet point: 'Customers Analysis'. The 'Usability' score is 8.24. The 'License' is 'Database: Open Database, Cont...'. The 'Expected update frequency' is 'Monthly'. A footer bar states 'We use cookies on Kaggle to deliver our services, analyze web traffic, and improve your experience on the site. By using Kaggle, you agree to our use of cookies.' with 'Got It' and 'Learn more' buttons.

Data collection:

Understanding the dataset and analysing the data requirements.

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	Quantity	Discount
32298	CA-2012-1	31-07-2011	31-07-2011	Same Day	RH-19495	Rick Hansi Consumer	New York	New York	United States	10024	US	East	TEC-AC-1C	Technology	Accessories	Plantronic	2309.65	7	
26341	IN-2013-7	5/2/2013	7/2/2013	Second Class	JR-16210	Justin Ritt Corporate	Wollongong	New South Wales	Australia		APAC	Oceania	FUR-CH-1F	Furniture	Chairs	Novimex	3709.395	9	
25330	IN-2013-7	17-10-2011	18-10-2011	First Class	CR-12730	Craig Reiter Consumer	Brisbane	Queensland	Australia		APAC	Oceania	TEC-PH-1C	Technology	Phones	Nokia Smartphone	5175.171	9	
13524	ES-2013-1	28-01-2011	30-01-2011	First Class	KM-16375	Katherine Home	Off Berlin	Berlin	Germany		EU	Central	TEC-PH-1C	Technology	Phones	Motorola	2892.51	5	
47221	SG-2013-4	#####	#####	Same Day	RH-9495	Rick Hansi Consumer	Dakar	Dakar	Senegal		Africa	Africa	TEC-SHA-1T	Technology	Copiers	Sharp Wireless	2832.96	8	
22732	IN-2013-4	28-06-2011	1/7/2013	Second Class	JM-15655	Jim Mitchell Corporate	Sydney	New South Wales	Australia		APAC	Oceania	TEC-PH-1C	Technology	Phones	Samsung	2862.675	5	
30570	IN-2011-8	#####	#####	First Class	TS-21340	Toby Swinburn Consumer	Porirua	Wellington	New Zealand		APAC	Oceania	FUR-CH-1F	Furniture	Chairs	Novimex	1822.08	4	
31192	IN-2012-8	14-04-2011	18-04-2011	Standard	MB-18085	Mick Brown Consumer	Hamilton	Waikato	New Zealand		APAC	Oceania	FUR-TA-1C	Furniture	Tables	Chromcraft	5244.84	6	
40155	CA-2014-1	14-10-2011	21-10-2011	Standard	JW-15220	Jane Waccorpe Corporate	Sacramento	California	United States	95823	US	West	OFF-BI-1O	Office Supplies	Binders	Fellowes	5083.96	5	
40936	CA-2012-1	28-01-2011	31-01-2011	Second Class	JH-15985	Joseph Hinch Consumer	Concord	North Carolina	United States	28027	US	South	FUR-TA-1C	Furniture	Tables	Chromcraft	4297.644	13	
34577	CA-2011-1	5/4/2011	9/4/2011	Second Class	GM-14695	Greg Maxwell Corporate	Alexandria	Virginia	United States	22304	US	South	OFF-SU-1C	Office Supplies	Supplies	Martin's	4164.05	5	
28879	ID-2012-2	19-04-2011	22-04-2011	First Class	AI-10780	Anthony J Corporate	Kabul	Kabul	Afghanistan		APAC	Central Asia	FUR-TA-1C	Furniture	Tables	Bevis Com	4626.15	5	
45794	SA-2011-1	27-12-2011	29-12-2011	Second Class	MM-7260	Magdalen Consumer	Jizan	Jizan	Saudi Arabia		EMEA	EMEA	TEC-CIS-1C	Technology	Phones	Cisco Smartphone	2616.96	4	
4132	MX-2012-1	13-11-2011	13-11-2011	Same Day	VF-21715	Vicky Frey Home	Off Toledo	Parana	Brazil		LATAM	South	FUR-CH-1F	Furniture	Chairs	Harbour C	2221.8	7	
27704	IN-2013-7	6/6/2013	8/6/2013	Second Class	PF-19120	Peter Full Consumer	Mudanjiang	Heilongjiang	China		APAC	North Asia	OFF-AP-1C	Office Supplies	Appliance	KitchenAid	3701.52	12	
13779	ES-2014-5	31-07-2011	3/8/2014	Second Class	BP-11185	Ben Peter Corporate	Paris	Ile-de-France	France		EU	Central	OFF-AP-1C	Office Supplies	Appliance	Breville Ro	1869.588	4	
36178	CA-2014-1	#####	#####	Second Class	TB-21175	Thomas B Corporate	Henderson	Kentucky	United States	42420	US	South	TEC-AC-1C	Technology	Accessories	Logitech d	2249.91	9	
12069	ES-2014-1	8/9/2014	14-09-2011	Standard	PJ-18835	Patrick Jot Corporate	Prato	Tuscany	Italy		EU	South	OFF-AP-1C	Office Supplies	Appliance	Hoover St	7958.58	14	
22096	IN-2014-1	31-01-2011	1/2/2014	First Class	JS-15685	Jim Sink Corporate	Townsville	Queensland	Australia		APAC	Oceania	TEC-CO-1C	Technology	Copiers	Brother F	2565.594	9	
49463	TZ-2014-8	#####	#####	Second Class	RH-9555	Ritsa High Consumer	Uvinza	Kigoma	Tanzania		Africa	Africa	OFF-KIT-1C	Office Supplies	Appliance	KitchenAid	3409.74	6	
46630	PL-2012-7	8/8/2012	#####	First Class	AB-600	Ann Blum Corporate	Bytom	Silesia	Poland		EMEA	EMEA	FUR-HON-1F	Furniture	Tables	Hon Comp	1977.72	4	
31784	CA-2011-1	29-10-2011	31-10-2011	First Class	SA-20830	Sue Ann R Consumer	Chicago	Illinois	United States	60610	US	Central	TEC-PH-1C	Technology	Phones	Apple iPhone	2735.952	6	
21586	IN-2011-4	2/5/2011	3/5/2011	First Class	JK-15325	Jason Klar Corporate	Suzhou	Anhui	China		APAC	North Asia	FUR-CH-1F	Furniture	Chairs	SAFCO Ex	2754	6	
13528	ES-2013-2	27-02-2011	1/3/2013	Second Class	LB-16795	Laurel Bel Home	Off Edinburgh	Scotland	United Kingdom		EU	North	OFF-AP-1C	Office Supplies	Appliance	KitchenAid	5273.7	10	

Understanding the Dataset:

The dataset contains the details of the order done online by people across the globe in the time frame 1-jan-2011 to 31-dec-2014.

IBM Global Super Store Dataset | Kaggle

Search

Sign In Register

Global Super Store Dataset

Data Code (9) Discussion (2)

56 New Notebook Download (12 MB)

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

Usability 8.24

License Database: Open Database, Cont...

Expected update frequency Monthly

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Uploading dataset:

Uploading dataset into IBM Cognos Analytics with Watson tool.

