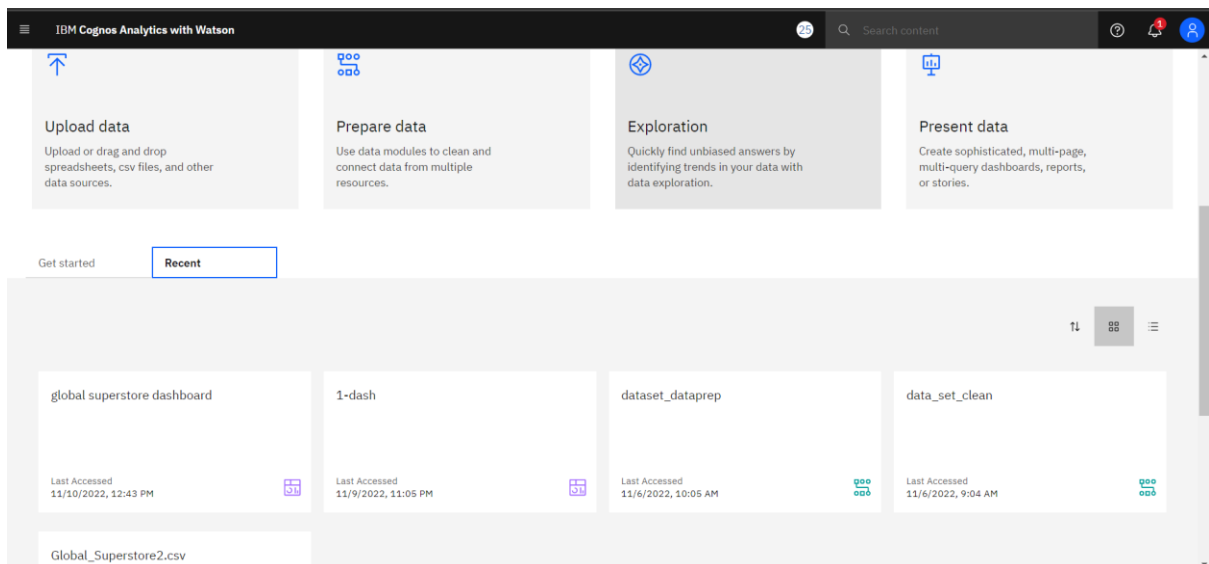# PROJECT DEVELOPMENT PHASE

DELIVERY OF SPRINT – 2
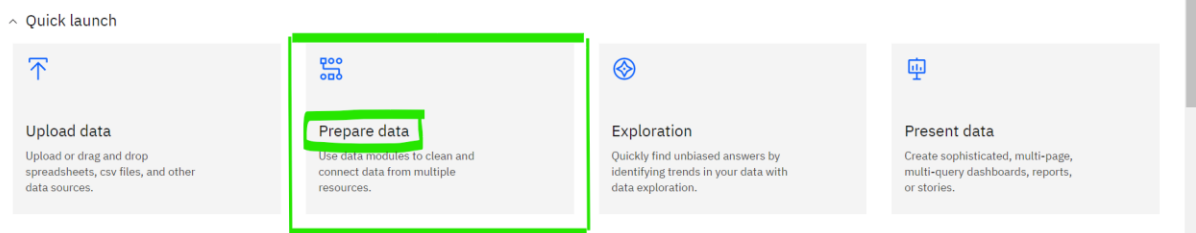
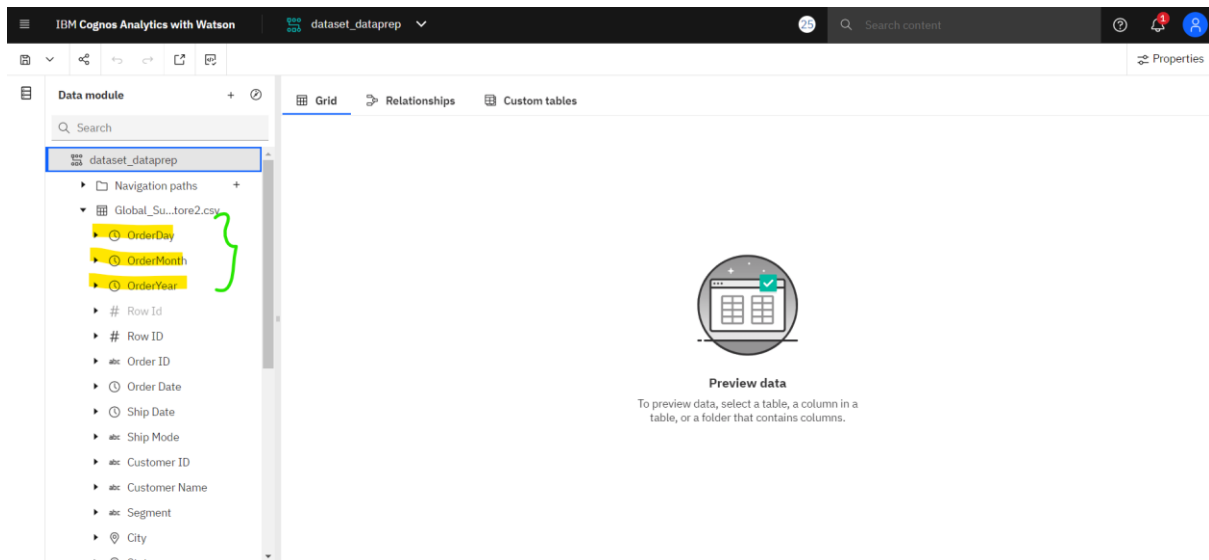| TEAM ID	PNT2022TMID43381
TEAM MEMBERS	1)DURAIKKANNA SP 2)KAMALESH J 3)NAVEEN R S 4)VIGNESH U K
PROJECT NAME	GLOBAL SALES DATA ANALYTICS

IBM COGNOS:

PREPARING DATA:

This the step which is taken after we upload the data to the website , in this section we clean the data and redundant values present in the given data set and make it more suitable for data exploration

Here in the above picture we calculated OrderDay, OrderMonth, OrderYear from Order date which is present in the given data set for ease of use.

FORMATING THE DATA:

Filtering of data helps us to extract the essential details from the data and with filtering we can assign categories to the values such as time stamps, type of values, aggregate type usage type and so more which obviously narrows the scope of the target variables.
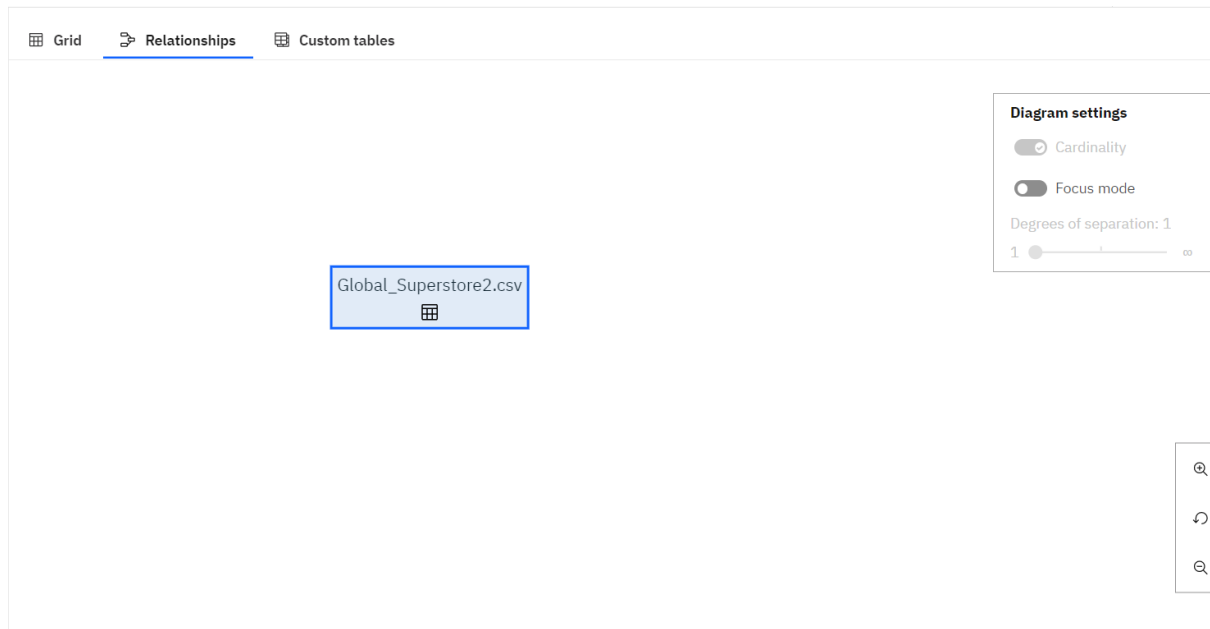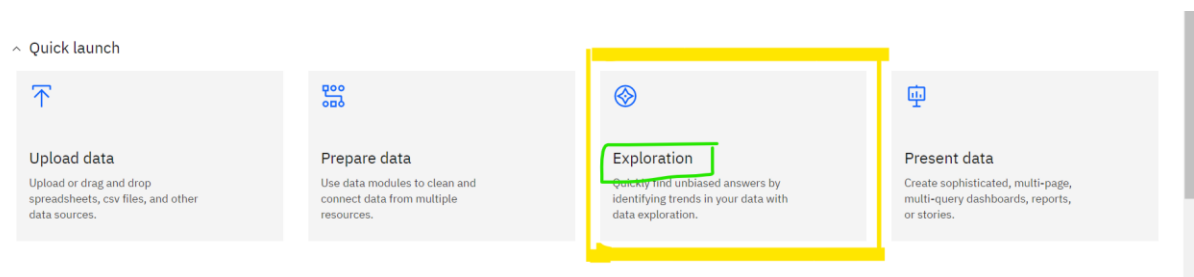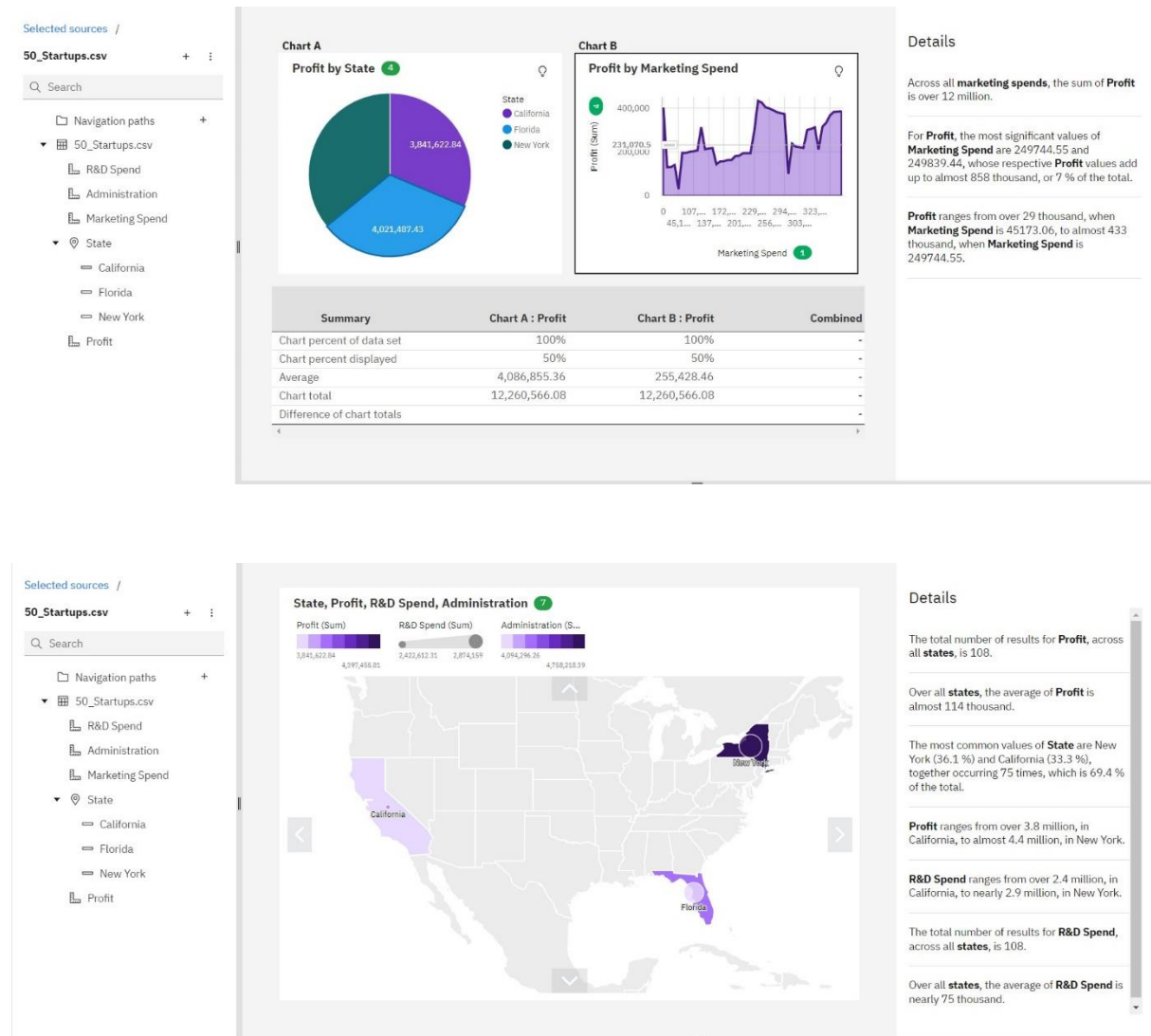
We can also introduce relations between the tables

Once we have done with the data preparation we can move towards <u>data exploration</u>, where we can gain insights from the data set and we can a conclusive solution the business model. Thanks to IBM Cognos website for making data exploration easier.

Here are some of the visualizations done with the help of IBM Cognos Analytics website:

1

Profit by State...arketing Spend

2

Profit and Mark...Spend by State

3

Data relationships

Profit and Marketing Spend by State

Measures
● Marketing Spend   ● Profit

Values

9,000,000
8,000,000
7,000,000
6,000,000
5,000,000
4,000,000
3,000,000
2,000,000
1,000,000
0

California   Florida   New York

State

Details

The total number of results for **Marketing Spend**, across all **states**, is 108.

Over all **states**, the average of **Marketing Spend** is nearly 215 thousand.

The most common values of **State** are New York (36.1 %) and California (33.3 %), together occurring 75 times, which is 69.4 % of the total.

The total number of results for **Profit**, across all **states**, is 108.

Over all **states**, the average of **Profit** is almost 114 thousand.

Marketing Spend ranges from almost 6.8 million, in California, to almost 8.5 million, in Florida.

Profit ranges from over 3.8 million, in California, to almost 4.4 million, in New York.

Selected sources /

50_Startups.csv   + ⋮

🔍 Search

📁 Navigation paths   +

▼ ⊞ 50_Startups.csv

　 📊 R&D Spend

　 📊 Administration

　 📊 Marketing Spend

　 ▶ ⦿ State

　 📊 Profit

Profit and Profit by State

Column   Line
● Profit (Sum)   ● Profit (Sum)

Profit (Sum)

4,500,000
4,000,000
3,500,000
3,000,000
2,500,000
2,000,000
1,500,000
1,000,000
500,000
0

Average: 4,086,855

California   Florida   New York

State

Profit (Sum)

4,500,000
4,000,000
3,500,000
3,000,000
2,500,000
2,000,000
1,500,000
1,000,000
500,000
0

Details

Across all **states**, the sum of **Profit** is over 12 million.

Profit ranges from over 3.8 million, in California, to almost 4.4 million, in New York.

Across all **states**, the sum of **Profit** is over 12 million.

Profit ranges from over 3.8 million, in California, to almost 4.4 million, in New York.