

# GLOBAL SALES DATA ANALYTICS

**TEAM ID - IBM-Project-48968-1660814672**

## **SPRINT 2**

### **OVERVIEW :**

### **UNDERSTANDING THE DATASET :**

Once we have download the [Dataset](#), the rows you see are the details of the order done online by people across the globe in the time frame 1-jan-2011 to 31-dec-2014. There are no missing values in the majority of columns except postal code, you can drop it if not required.

Global Sales Data Analytics																			
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	
1	32298	CA-2012-1	2012-01-01	Standard	Same Day RH-19495	Consumer	New York	New York	United States	10024 US	US	East	TEC-AC-1C	Technology	Accessories	Plantronics	2309.65	1	
2	26341	IN-2013-7	2013-07-01	Second Class	CL-RH-16210	Corporate	Wollongong	New South Wales	Australia	APAC	Oceania	FUR-CH-1F	Furniture	Chairs		Novimex I	3709.395	1	
3	25130	IN-2013-7	2013-07-01	First Class	CR-12730	Consumer	Brisbane	Queensland	Australia	APAC	Oceania	TEC-PH-1C	Technology	Phones		Nokia Sm	5175.171	1	
4	13524	ES-2013-1	2013-01-01	First Class	KM-16375	Consumer	Berlin		Germany	EU	Central	TEC-PH-1C	Technology	Phones		Motorola	2892.51	1	
5	47221	SG-2013-1	2013-01-01	Standard	Same Day RH-9495	Consumer	Dakar		Senegal	Africa	Africa	TEC-SHA-1T	Technology	Copiers		Sharp Wir	2832.96	1	
6	22732	IN-2013-4	2013-04-01	Second Class	CL-IM-15655	Corporate	Sydney	New South Wales	Australia	APAC	Oceania	TEC-PH-1C	Technology	Phones		Samsung I	2862.675	1	
7	30570	IN-2011-8	2011-08-01	First Class	TS-21340	Consumer	Porto	Wellington	New Zealand	APAC	Oceania	FUR-CH-1F	Furniture	Chairs		Novimex I	1822.08	1	
8	31192	IN-2012-8	2012-08-01	Standard	IMB-18085	Consumer	Hamilton	Waikato	New Zealand	APAC	Oceania	FUR-TA-1C	Furniture	Tables		Chromora	5244.84	1	
9	40155	CA-2014-1	2014-01-01	Standard	IMB-15220	Corporate	Sacramento	California	United States	95823 US	US	West	OFF-BI-1D	Office	Supplies	Binders	Fellowes F	5083.96	1
10	40936	CA-2012-1	2012-01-01	Second Class	CL-IM-15985	Corporate	Concord	North Carolina	United States	28027 US	US	South	FUR-TA-1C	Furniture	Tables		Chromora	4297.644	1
11	34577	CA-2011-1	2011-01-01	Second Class	CL-GM-14695	Corporate	Alexandria		Virginia	United States	22304 US	US	South	OFF-SU-1C	Office	Supplies	Martin Val	4164.05	1
12	28879	ID-2012-2	2012-02-01	First Class	AI-10780	Corporate	Kabul		Afghanistan	APAC	Central As	Central As	FUR-TA-1C	Furniture	Tables		Bevis Conf	4626.15	1
13	45794	SA-2011-1	2011-01-01	Second Class	CL-MM-7260	Consumer	Jizan		Saudi Arabia	EMEA	EMEA	EMEA	TEC-CIS-1C	Technology	Phones		Cisco Sma	2616.96	1
14	4132	MX-2012-1	2012-01-01	Standard	Same Day VF-21715	Consumer	Toledo	Parana	Brazil	LATAM	South	South	FUR-CH-1F	Furniture	Chairs		Harbour C	2221.8	1
15	27704	IN-2013-7	2013-07-01	Second Class	CL-PH-19120	Corporate	Mudanjar	Heilongjiang	China	APAC	North Asia	North Asia	OFF-AP-1C	Office	Supplies	KitchenAic	3701.52	1	
16	13779	ES-2014-5	2014-05-01	Second Class	CL-BP-11185	Corporate	Paris		France	EU	Central	Central	OFF-AP-1C	Office	Supplies	Breville Re	3668.588	1	
17	36178	CA-2014-1	2014-01-01	Second Class	CL-TB-21175	Corporate	Henderson	Kentucky	United States	42420 US	US	South	TEC-AC-1C	Technology	Accessories	Logitech d	2249.91	1	
18	12069	ES-2014-1	2014-01-01	Standard	IPH-18835	Corporate	Prato		Italy	EU	South	South	OFF-AP-1C	Office	Supplies	Hoover Sh	7958.58	1	
19	22096	IN-2014-1	2014-01-01	First Class	JS-15485	Corporate	Townsville	Queensland	Australia	APAC	Oceania	TEC-CO-1C	Technology	Copiers		Brother Fz	2565.594	1	
20	49463	TZ-2014-8	2014-08-01	Second Class	CL-RH-9555	Consumer	Uvira	Kigoma	Tanzania	Africa	Africa	Africa	OFF-KIT-1C	Office	Supplies	KitchenAic	3409.74	1	
21	46639	ID-2013-1	2013-01-01	Standard	First Class AB-APPH	Corporate	Bukhara		Uzbekistan	EMEA	EMEA	EMEA	SI-R-MON	Electronics	Tablets		Motorola	10771.75	1

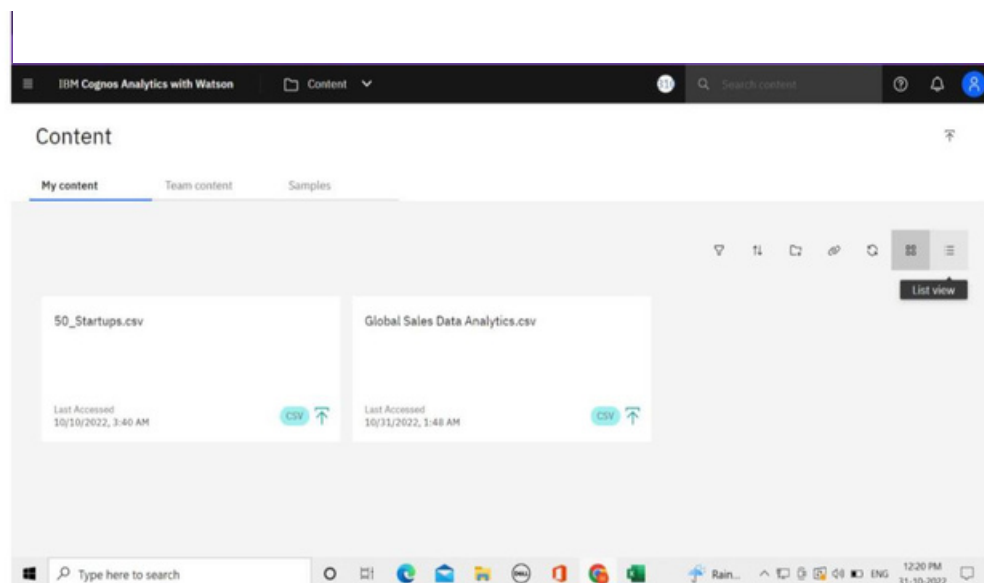
### **LOADING THE DATASET:**

Before we can build a view and analyze your data, we must first connect the data to IBM Cognos.

Cognos supports connecting to a wide variety of data, stored in a variety of places.

The data might be stored on your computer in a spreadsheet or a text file, or in a big data, relational, or cube (multidimensional) database on a server in your enterprise.

In our case, we will be using a spreadsheet or text file for making our analysis.

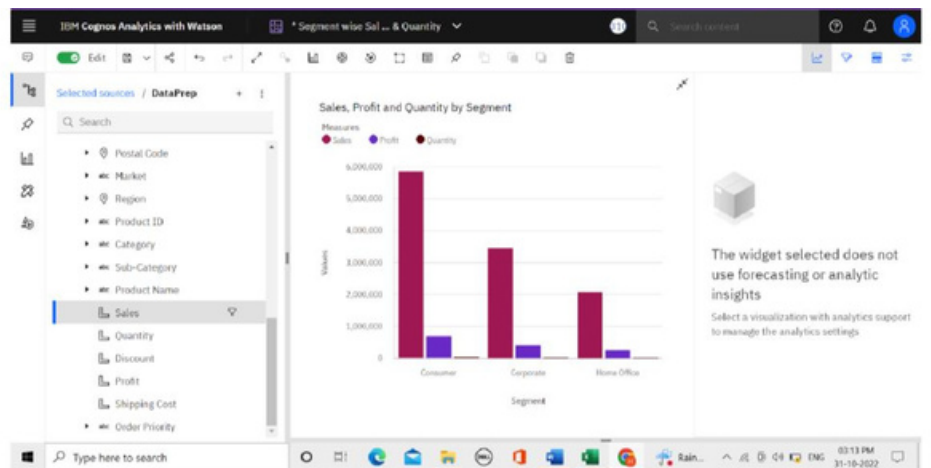


## **PREPARE THE DATASET :**

- Once we load the data, we need to Prepare the data. Prepare Calculations of Year, Month, Day fields and also the related Navigation path
- Create a Few more Calculations – Target Sales, Min Sales, Max Sales, Middle Range Sales.

The screenshot shows the IBM Cognos Analytics with Watson interface. On the left, the 'Data module' pane displays a tree structure under 'DataPrep' with 'Navigation paths' expanded, showing 'OrderDate' and its sub-items: 'All', 'Order\_Year', 'Order\_Month', and 'Order\_Day'. The 'Global Sales\_Jytcscsv' dataset is selected. The main area shows a 'Grid' view of data with columns: 'All', 'Order\_Day', 'Order\_Month', 'Order\_Year', 'Row Id', and 'Row'. The data rows are as follows:

All	Order_Day	Order_Month	Order_Year	Row Id	Row
All	31	7	2012	1	32
All	5	2	2013	2	26
All	17	10	2013	3	21
All	20	1	2013	4	11
All	5	11	2013	5	47
All	28	6	2013	6	22
All	7	11	2011	7	30
All	14	4	2012	8	31



**CODE HTML :**

<!--Homepage-->

<section id="HOME">

<div class="row">

<div class="col-lg-6 col-md-6 col-12 order-1 pt-5">

<h1 class="display-4"> Global Sales<br><span>Data Analytics</span> </h1>

<p class="my-lg-2 my-3">

        Data Analytics refers to the process of collecting, organizing, analysing, and transforming

any type of raw data into a piece of comprehensive information with the ultimate goal of increasing the performance of a business or organization.

This project is about Global Sales Data Analytics, in which we have created 15 Templates to

showcase the Trends and Patterns in the Dataset (2011-2014) provided. The Dataset contains 51291 Rows and 24 Columns.</p>

<P>

</p>

</div>

<div class="col-lg-6 col-md-6 col-12 py-lg-0 py-3 order-sm-2">



</div>

</div>

</section>

<!----Dashboard---->

<section id="DASHBOARD">

<div class="row">

<div class="col-lg-6 col-md-6 col-12 py-lg-0 py-3 order-sm-2">



</div>

<div class="col-lg-6 col-md-6 col-12 order-1 pt-5">

<h6 style="font-size: 50px"> GLOBAL SUPERSTORE  
</h6>

<h1 class="display-5"> <span>  
DATASET</span></h1>

<P> A collection of data is known as a data set (or dataset). In the case of tabular data, a data set relates to one or more database tables, where each row refers to a

specific record in the corresponding data set and each column to a single variable. </P>

<h6 style="font-size: 30px"> The dashboard we  
worked for the following title:</h6>

<ol class="types">

<p style="color:darkblue">

<li>Segment Wise Sales, Profit And Quantity</li>

<li>Sales By Market</li>

<li>Sales By Category And Sales By Region</li>

<li>Country Wise Sales Using Map Points</li>

<li> Sub Category Wise Sales And Profits Using  
Line And Bar Chart</li>

<li>Sales Vs Profit Scatter Plot With Sub  
Categories And Regions</li>

<li> Regional Sales And Profit Forecast</li>

<li> Sales Forecast By Order Priority</li>

<li>Sales By Sub Category Analytics</li>

<li> Sales By Segment Analysis</li>

<li> Sales Vs Profit By Countries</li>

<li> Regional Quantity And Sales Using Radar  
Chart</li>

<li> Country Wise Sales Vs Profit Using Word  
Cloud</li>

<li> Sales Dashboard</li>

</p >

</ol>

<a href="slide1.html">

```
<button class="btn btn-primary my-lg-3 my-3">View  
Chart</button>
```

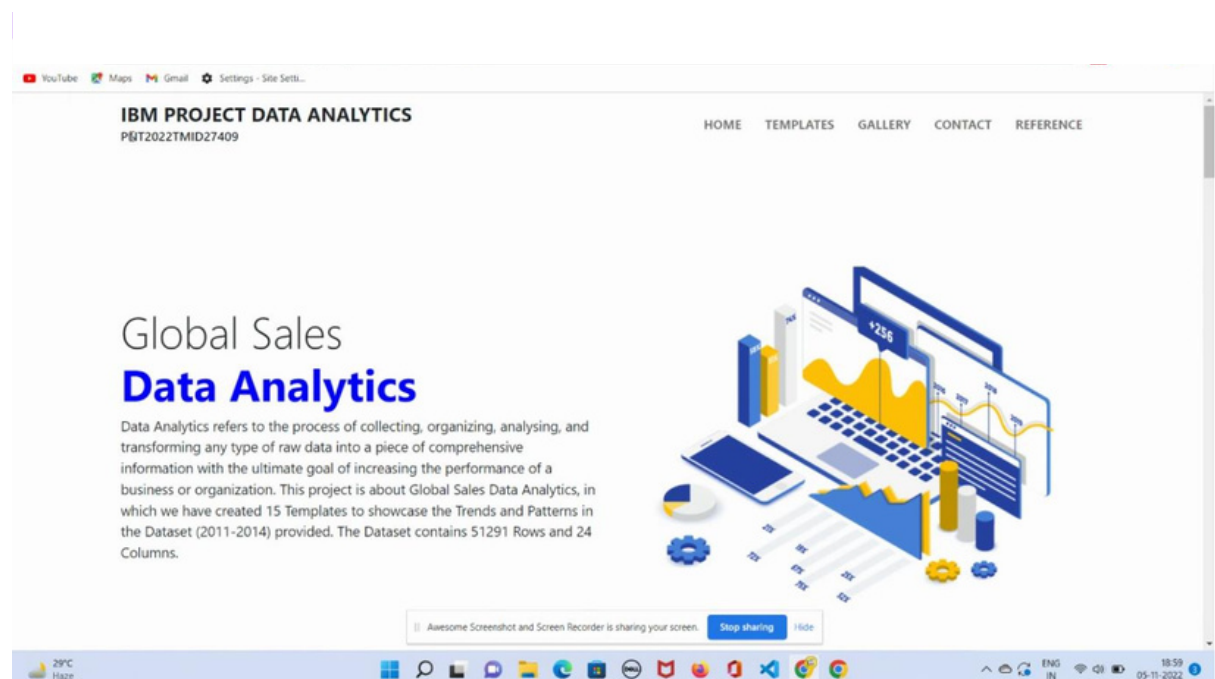
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</a>
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</div>
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</div>
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</section>
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## SCREEN SHOT :




YouTubeMapsGmailSettings - Site Setti...

IBM PROJECT DATA ANALYTICS

PNT2022TMID27409

HOMETEMPLATESGALLERYCONTACTREFERENCE

The dashboard we worked for the following title:



1. Segment Wise Sales, Profit And Quantity

2. Sales By Market

3. Sales By Category And Sales By Region

4. Country Wise Sales Using Map Points

5. Sub Category Wise Sales And Profits Using Line And Bar Chart

6. Sales Vs Profit Scatter Plot With Sub Categories And Regions

7. Regional Sales And Profit Forecast

8. Sales Forecast By Order Priority

9. Sales By Sub Category Analytics

10. Sales By Segment Analysis

11. Sales Vs Profit By Countries

12. Regional Quantity And Sales Using Radar Chart

13. Country Wise Sales Vs Profit Using Word Cloud


14. Sales Dashboard

View Chart

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