DA ASSIGNMENT 01

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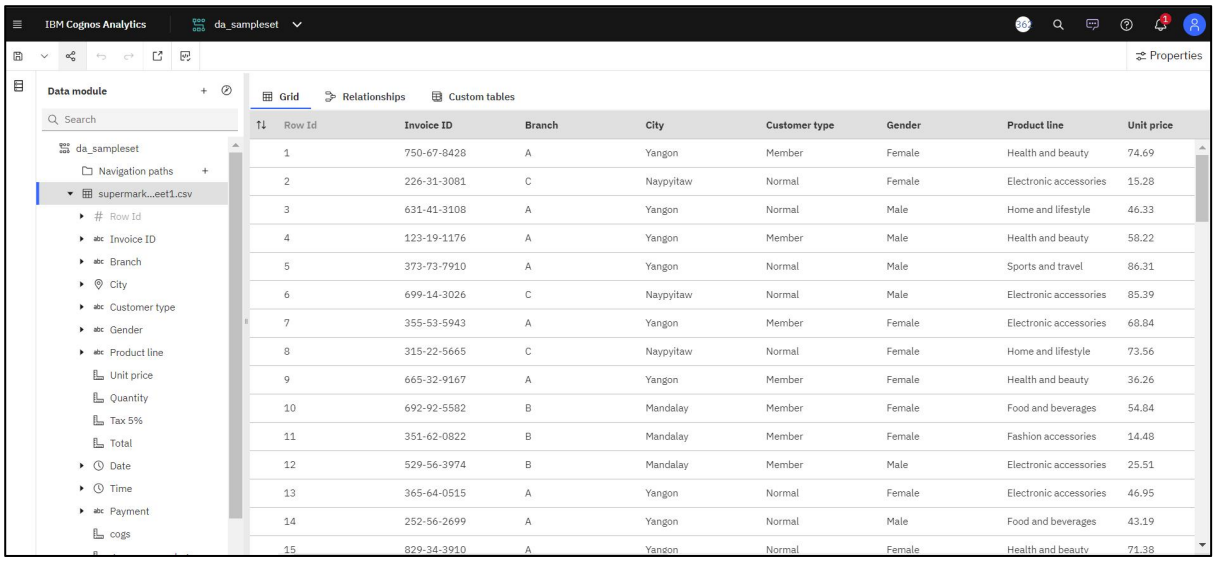
DATE: 29/08/2023

Question: Upload the dataset to Cognos Analytics, delete the unnecessary columns, create a data module, explore and visualize the dataset.

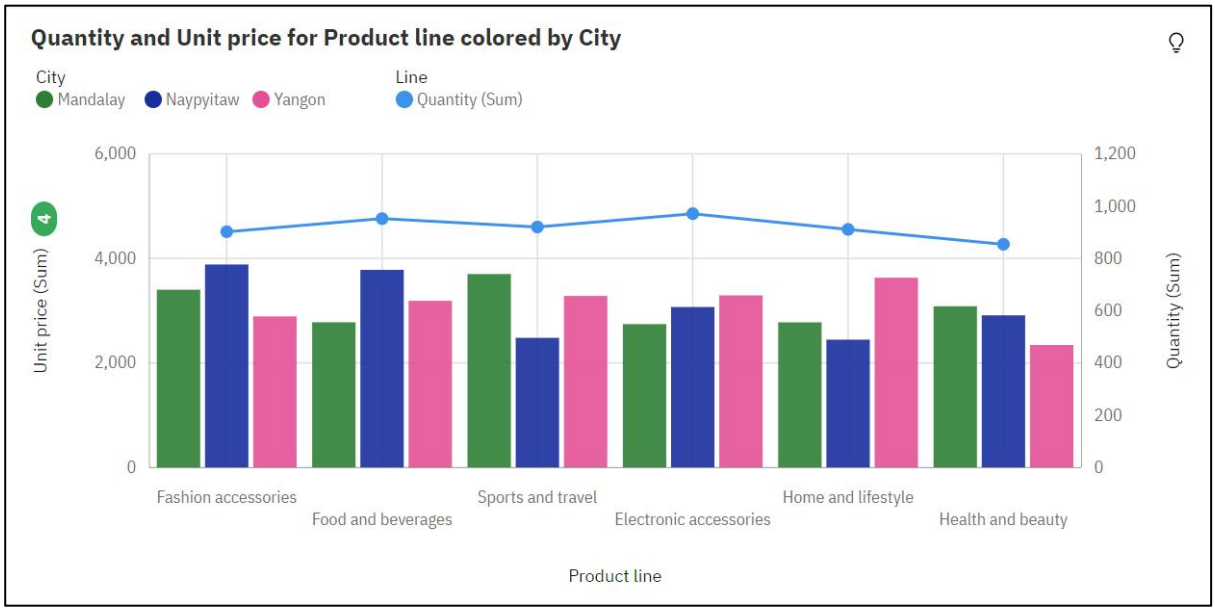
Step 1: Upload the dataset



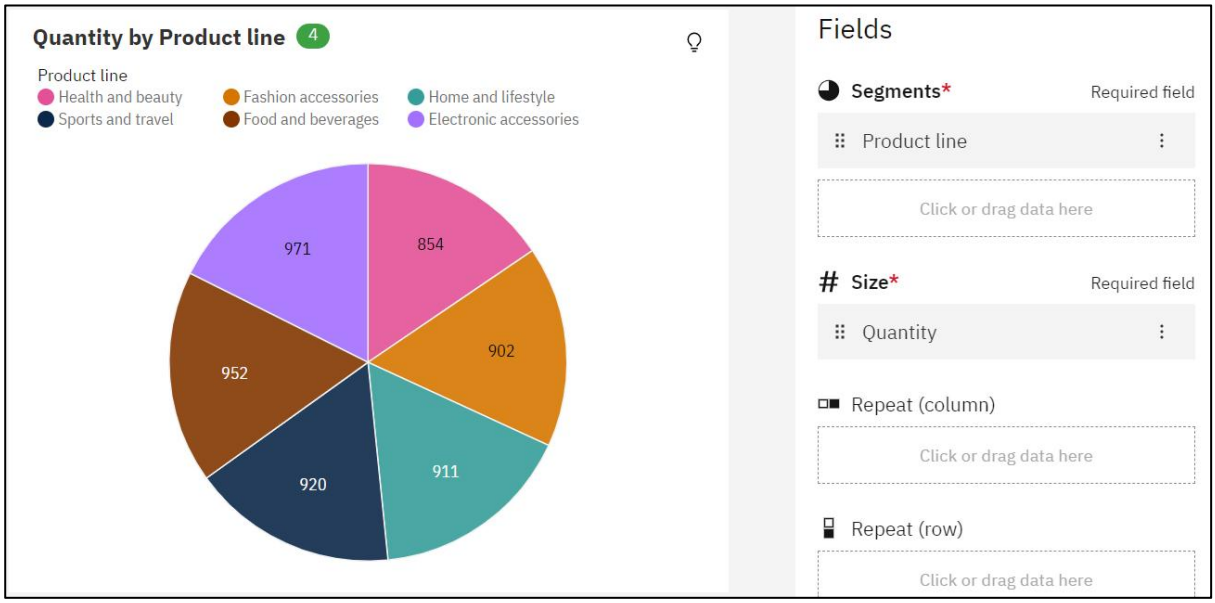
Row Id	Invoice ID	Branch	City	Customer type	Gender	Product line	Unit price
1	750-67-8428	A	Yangon	Member	Female	Health and beauty	74.69
2	226-31-3081	C	Naypyitaw	Normal	Female	Electronic accessories	15.28
3	631-41-3108	A	Yangon	Normal	Male	Home and lifestyle	46.33
4	123-19-1176	A	Yangon	Member	Male	Health and beauty	58.22
5	373-73-7910	A	Yangon	Normal	Male	Sports and travel	86.31
6	699-14-3026	C	Naypyitaw	Normal	Male	Electronic accessories	85.39
7	355-53-5943	A	Yangon	Member	Female	Electronic accessories	68.84
8	315-22-5665	C	Naypyitaw	Normal	Female	Home and lifestyle	73.56
9	665-32-9167	A	Yangon	Member	Female	Health and beauty	36.26
10	692-92-5582	B	Mandalay	Member	Female	Food and beverages	54.84
11	351-62-0822	B	Mandalay	Member	Female	Fashion accessories	14.48
12	529-56-3974	B	Mandalay	Member	Male	Electronic accessories	25.51
13	365-64-0515	A	Yangon	Normal	Female	Electronic accessories	46.95
14	252-56-2699	A	Yangon	Normal	Male	Food and beverages	43.19
15	829-34-3910	A	Yangon	Normal	Female	Health and beauty	71.38

Step 2:

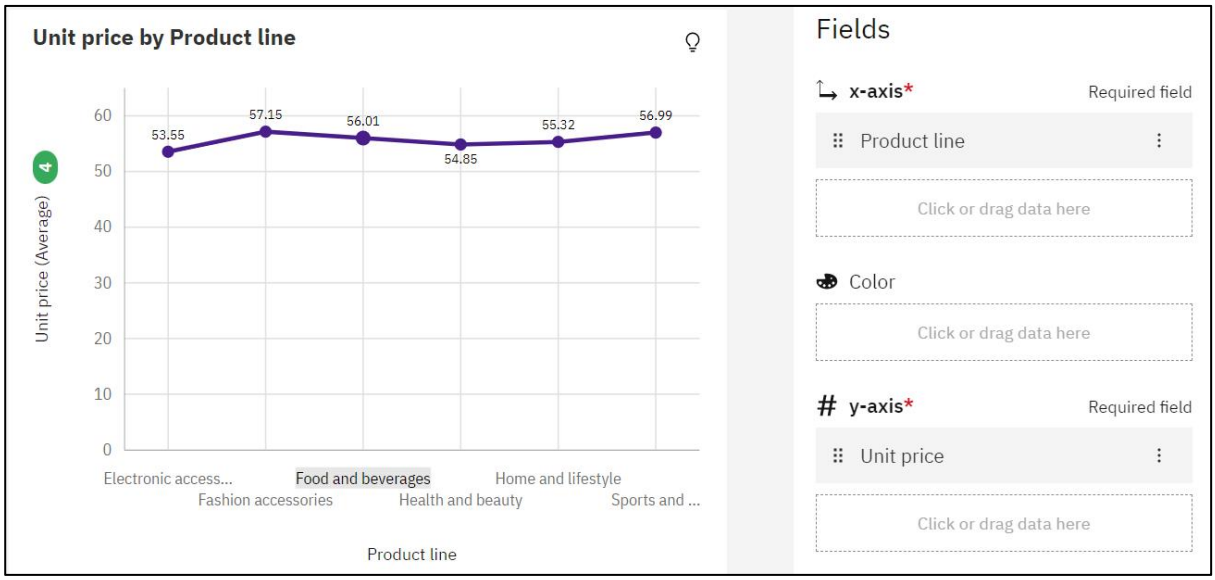
Visualization 1:



Visualization 2:



Visualization 3:



Over all **product lines**, the average of **Unit price** is 55.67.

The average values of **Unit price** range from 53.55, occurring when **Product line** is Electronic accessories, to 57.15, when **Product line** is Fashion accessories.

Fashion accessories (17.8 %), Food and beverages (17.4 %), Electronic accessories (17 %), Sports and travel (16.6 %), and Home and lifestyle (16 %) are the most frequently occurring categories of **Product line** with a combined count of 848 items with **Unit price** values (84.8 % of the total) .

Visualization 4:

Over all **cities** and **branches**, the average of **gross income** is 15.38.

The average values of **gross income** range from 14.87 to 16.05.

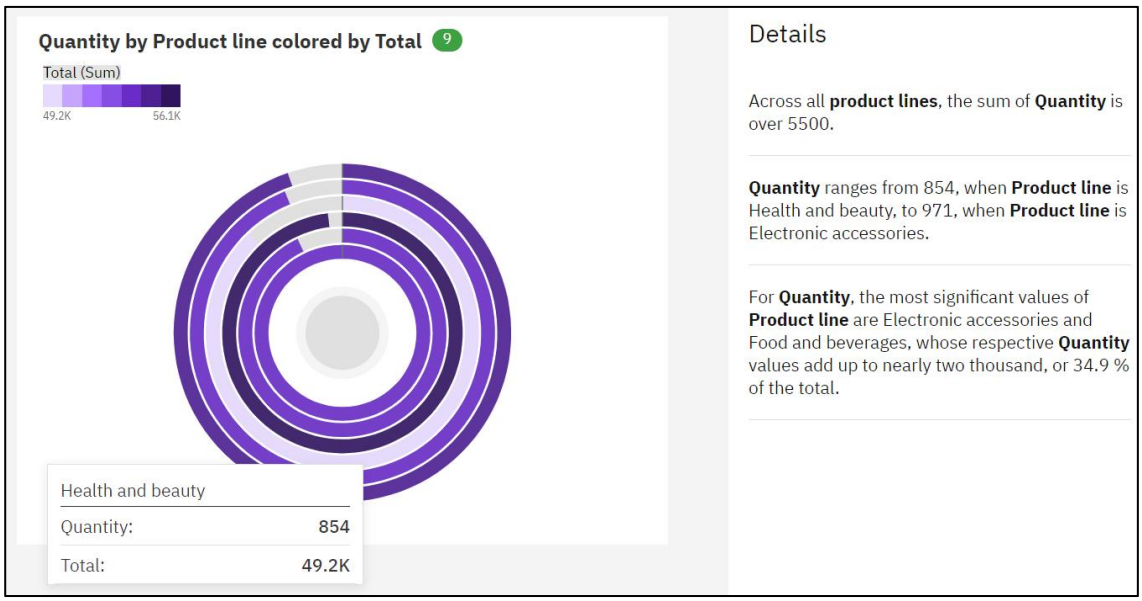
Yangon is the most frequently occurring category of **City** with a count of 340 items with **gross income** values (34 % of the total).

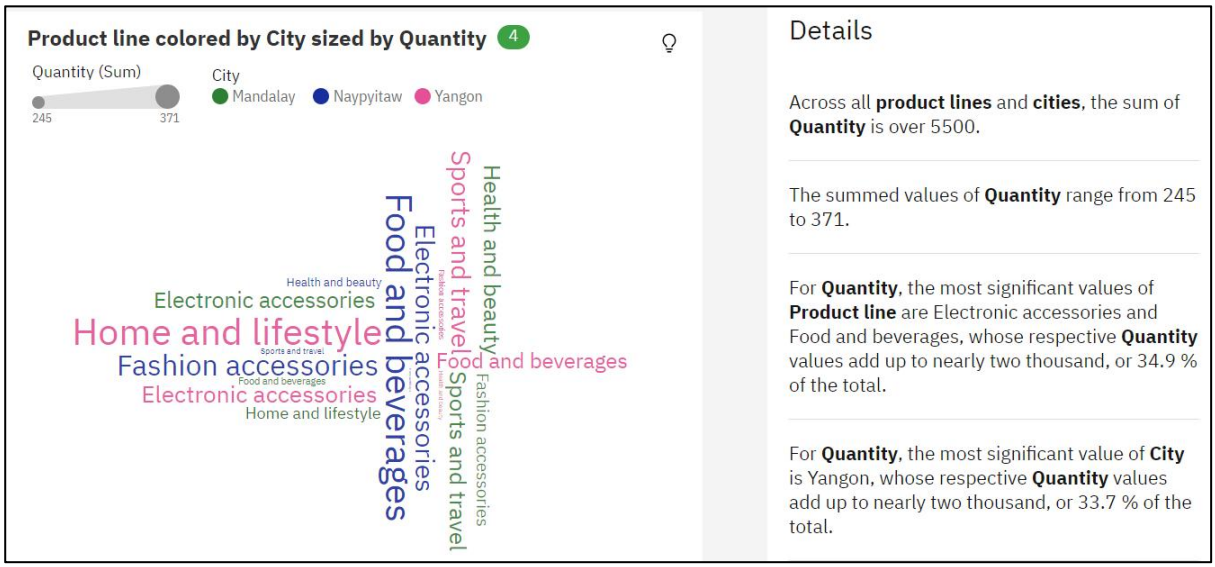
A is the most frequently occurring category of **Branch** with a count of 340 items with **gross income** values (34 % of the total).

Visualization 5:

Visualization 6:

Visualization 7:



Visualization 8:

Visualization 9: