

DATA ANALYTICS

Assignment 1

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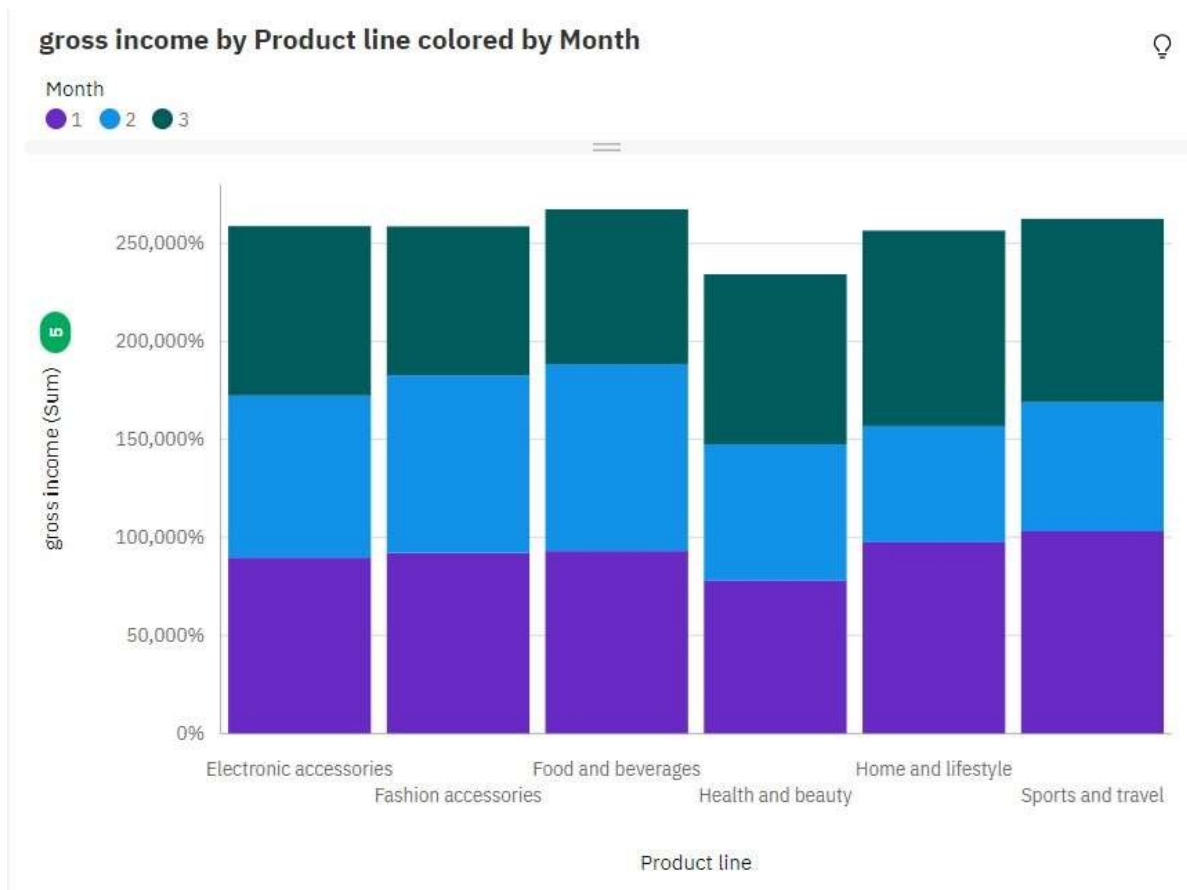
Challenge: Upload the dataset to Cognos Analytics, delete the unnecessary columns, create a data module, explore and visualize the dataset

Cleaning the given data by removing unnecessary columns

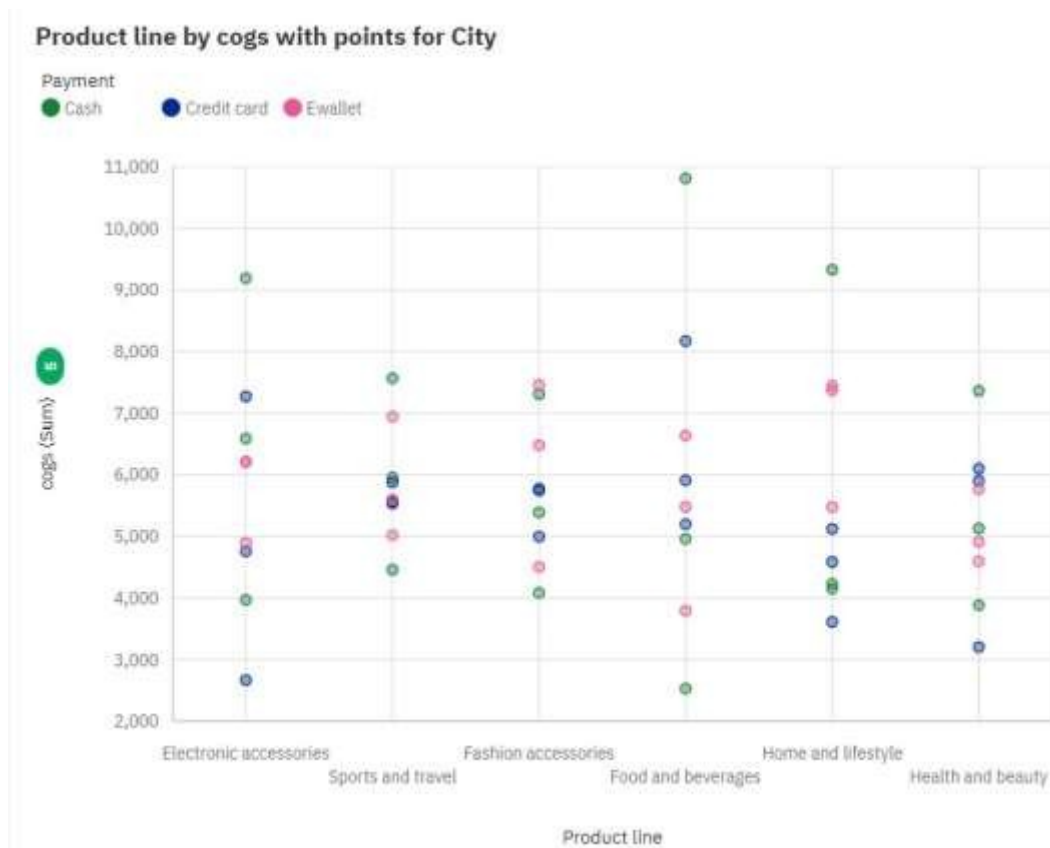
- **Time:** There is a vast variation in time which will make it tough to derive meaningful insights as we are dealing with a large dataset.
- **Date:** The date column is further divided into months because we are dealing with a single year. Hence the visualizations will not give hidden insights. So, using months we can conclude our queries with more accurate and meaningful insights
- **Branch and city:** Both these columns are the same so we can remove one of our choices. (Branch A- City Yangon, Branch B- City Mandalay, and Branch C- City Naypyidaw)

Visualizations:

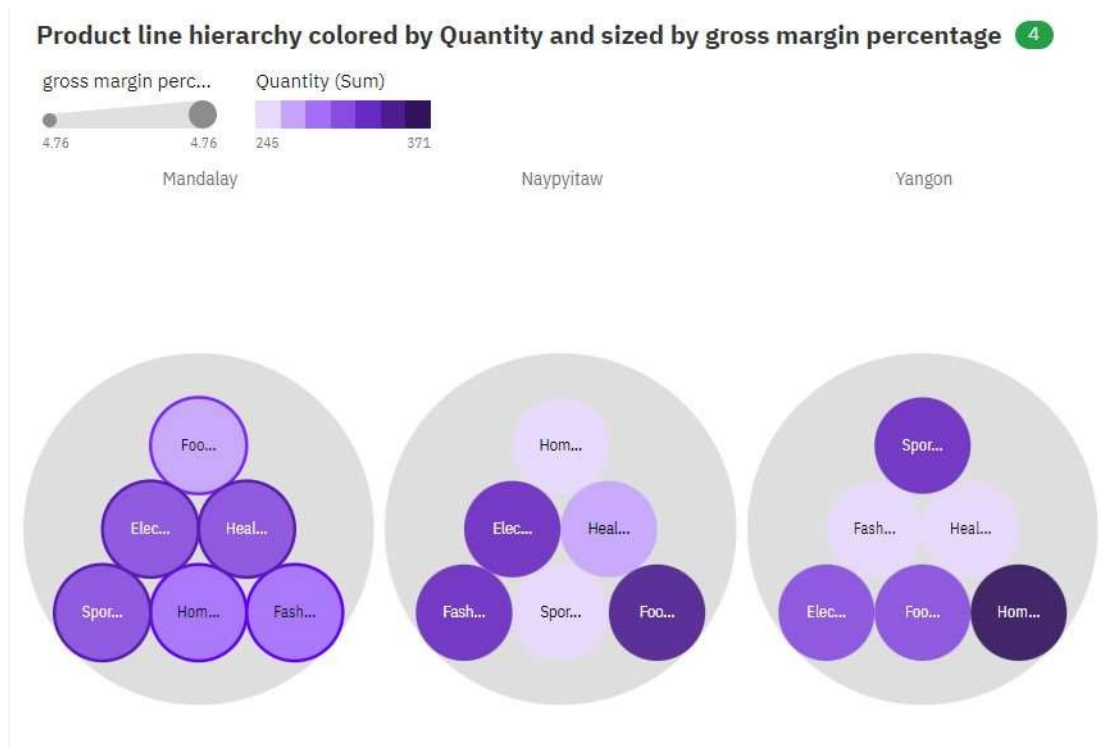
1. Gross income by Product line colored by Month stacked column chart



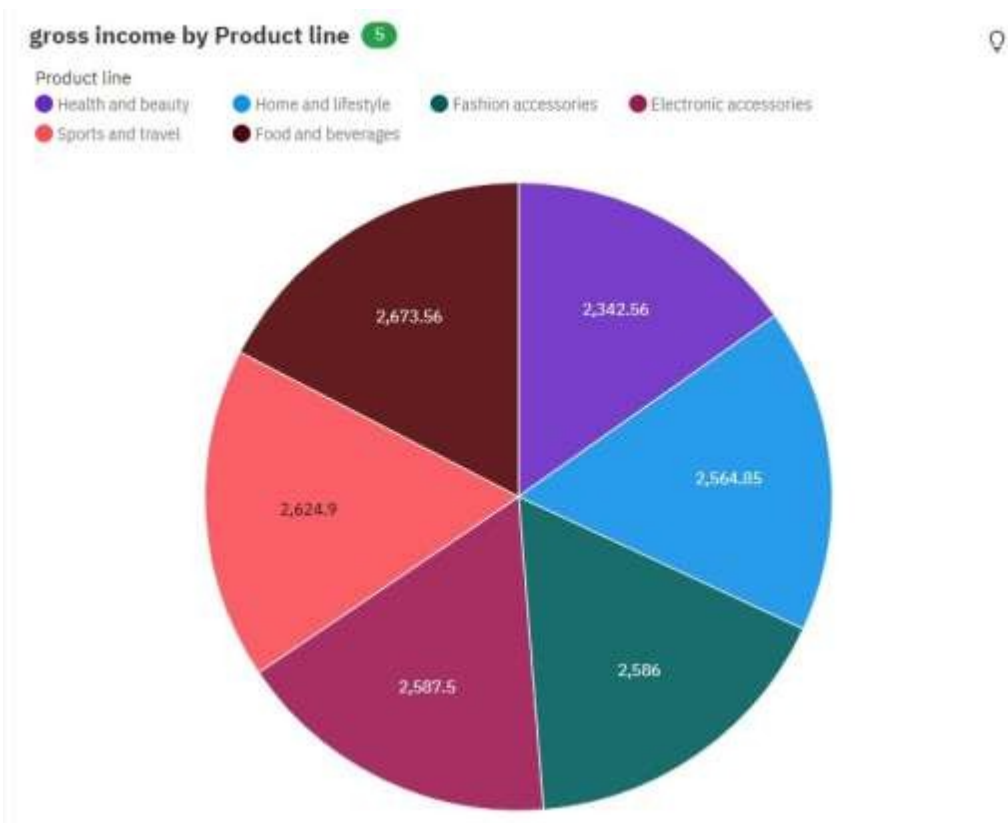
2. Product line by cogs with points for City scatter plot



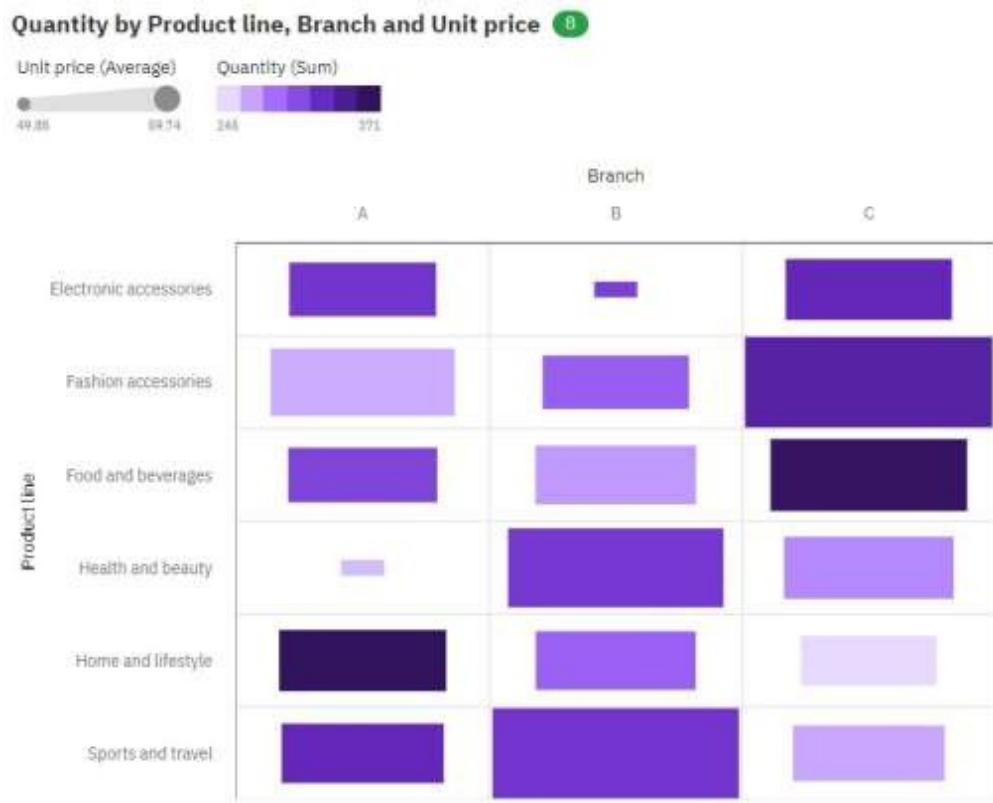
3. Product line hierarchy colored by Quantity and sized by gross margin percentage packed hierarchy bubble chart



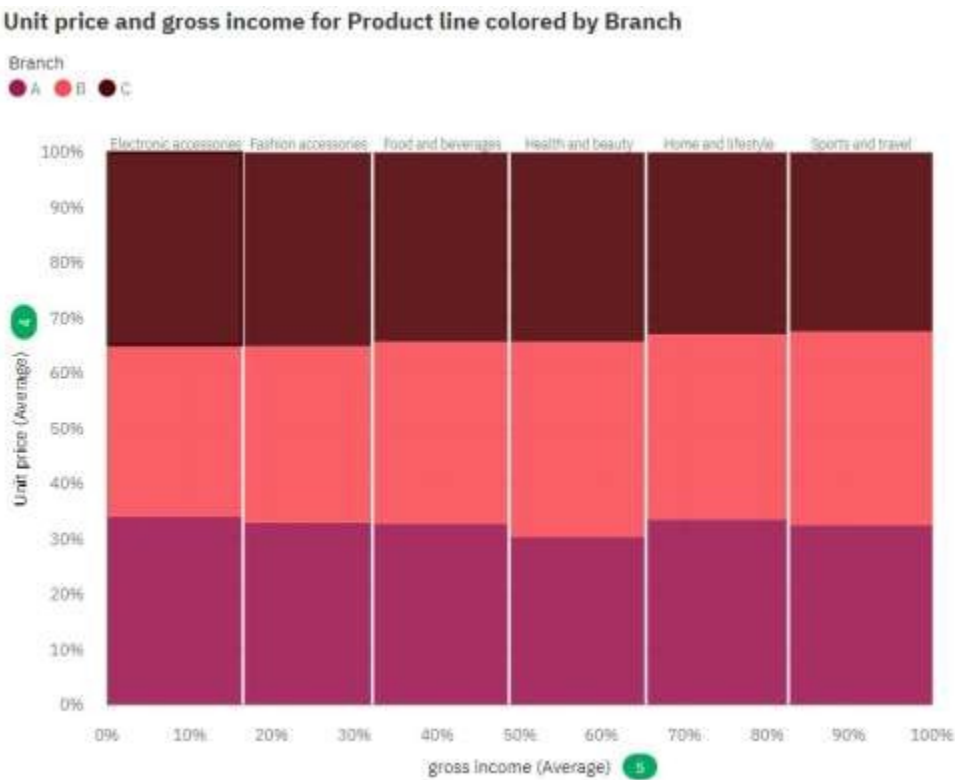
4. Gross income by Product line pie chart



5. Quantity by Product line, Branch, and Unit price heat map



6. Unit price and gross income for Product line colored by Branch Marimekko chart



7. Quantity by Payment colored by City area chart

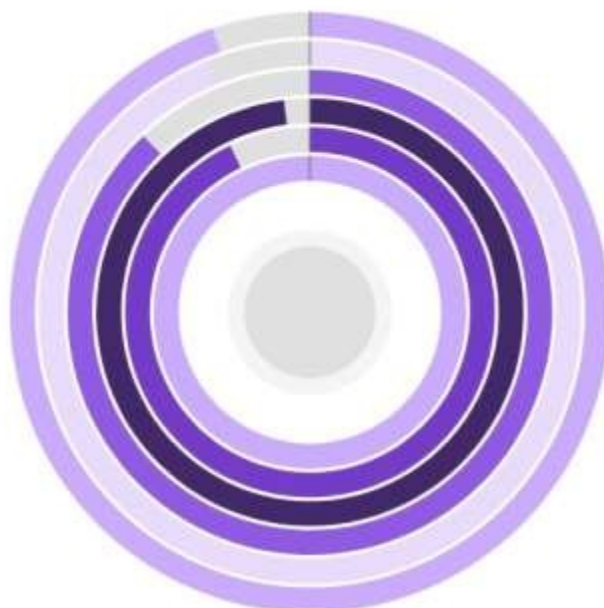


8. Product line colored by City sized by Total word cloud



9. Quantity by Product line colored by Rating radial bar chart

Quantity by Product line colored by Rating 4



10. Gross income by City colored by Product line point chart

gross income by City colored by Product line



Product line:

- Electronic accessories
- Fashion accessories
- Food and beverages
- Health and beauty
- Home and lifestyle
- Sports and travel

