

DA Assignment –1

Assignment Date	02 may 2023s
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Maximum Mark	2

The growth of supermarkets in most populated cities is increasing and market competitions are also high. The dataset is one of the historical sales of supermarket company which has recorded in 3 different branches for 3 months data. Predictive data analytics methods are easy to apply to this dataset.

Attribute information

Invoice id: Computer-generated sales slip invoice identification number

Branch: Branch of supercenter (3 branches are available identified by A, B and C).

City: Location of supercenters

Customer type: Type of customers, recorded by Members for customers using member cards and Normal for those without member cards.

Gender: Gender type of customer

Product line: General item categorization groups - Electronic accessories, Fashion accessories, Food and beverages, Health and beauty, Home and lifestyle, Sports and travel

Unit price: The price of each product in \$

Quantity: Number of products purchased by the customer

Tax: 5% tax fee for customers buying

Total: Total price including tax

Date: Date of purchase (Record available from January 2019 to March 2019)

Time: Purchase time (10 am to 9 pm)

Payment: Payment used by the customer for the purchase (3 methods are available – Cash, Credit card and Ewallet)

COGS: Cost of goods sold

Gross margin percentage: Gross margin percentage

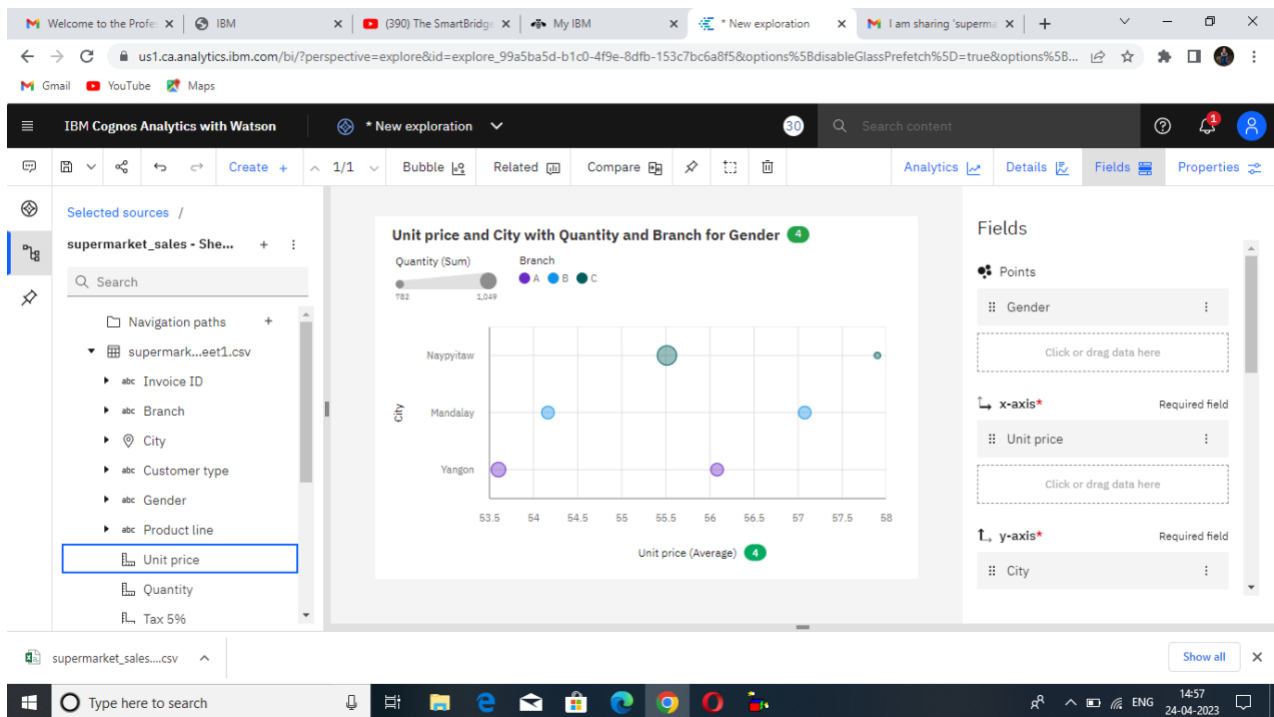
Gross income: Gross income

Rating: Customer stratification rating on their overall shopping experience (On a scale of 1 to 10)

Dataset Link: [Dataset](#)

Challenge:

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



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ASSIGNMENT 1

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Search content

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Profile

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Column

Related

Compare

Analytics

Details

Fields

Properties

Selected sources /

supermarket_sales - She...

Search

Navigation paths

supermark...eet1.csv

- abc Invoice ID
- abc Branch
- abc City
- abc Customer type
- abc Gender
- abc Product line
- Unit price
- Quantity
- Tax 5%

Time, gross income, Tax 5%

5

Tax 5% (Average) - Measures

- 29 | Time
- 0.6 | Time
- 0.64 | Time
- 0.77 | Time
- 29 | gross income
- 0.6 | gross income
- 0.64 | gross income
- 0.77 | gross income
- 0.51 | Time
- 0.63 | Time
- 0.7 | Time
- 0.77 | Time
- 0.51 | gross income
- 0.63 | gross income
- 0.7 | gross income
- 0.77 | gross income

Values

30

20

10

0

29 | T... 1.52 | Time 2.31 | Time 3.05 | Time 3.64 | Time 4.07 | Time 4.57 | Time 5.08 | Time 1.08 | Time 1.92 | Time 2.66 | Time 3.41 | Time 3.79 | Time 4.36 | Time 4.79 | Time 5.6...

Tax 5% (Average) - Measures

Details

The overall number of results for **gross income** is a thousand.

The average of **gross income** is 15.38.

The overall number of results for **Time** is a thousand.

Show all

supermarket_sales....csv

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ASSIGNMENT 1

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Search content

Create +

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Related

Compare

Analytics

Details

Fields

Properties

Selected sources / supermarket_sales • She...

Navigation paths

supermarket...et1.csv

abc Invoice ID

abc Branch

City

abc Customer type

abc Gender

abc Product line

Unit price

Quantity

Tax 5%

Unit price by Total

Total

74.09 74.46 53.34 10.68 85.51 55.28 88.7 33.36 56.12 90.3 115.08 57.7 106.6 72.01 84.75 62 99.54 37.61 25.26 63.26 12.69 101.64 127.26 102.4 116.14 90.7 78.44 13.17 26.73 26.8 13.42 69.41

Details

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

The average values of **Unit price** range from 10.08, occurring when **Total** is 74.088, to 99.96, when **Total** is 734,706.

Total strongly affects **Unit price** (71%).

87.234 (0.2 %), 276,948 (0.2 %), 217.6335 (0.2 %), 216.846 (0.2 %), and 93.744 (0.2 %) are the most frequently occurring categories of **Total** with a combined count of 10 items with **Unit price** values (1 % of the total) .

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Show all

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