

# DA Assignment –1

Assignment Date	02 may 2023s
Student Name	Monisha .M
Student Roll Number	420620106005
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

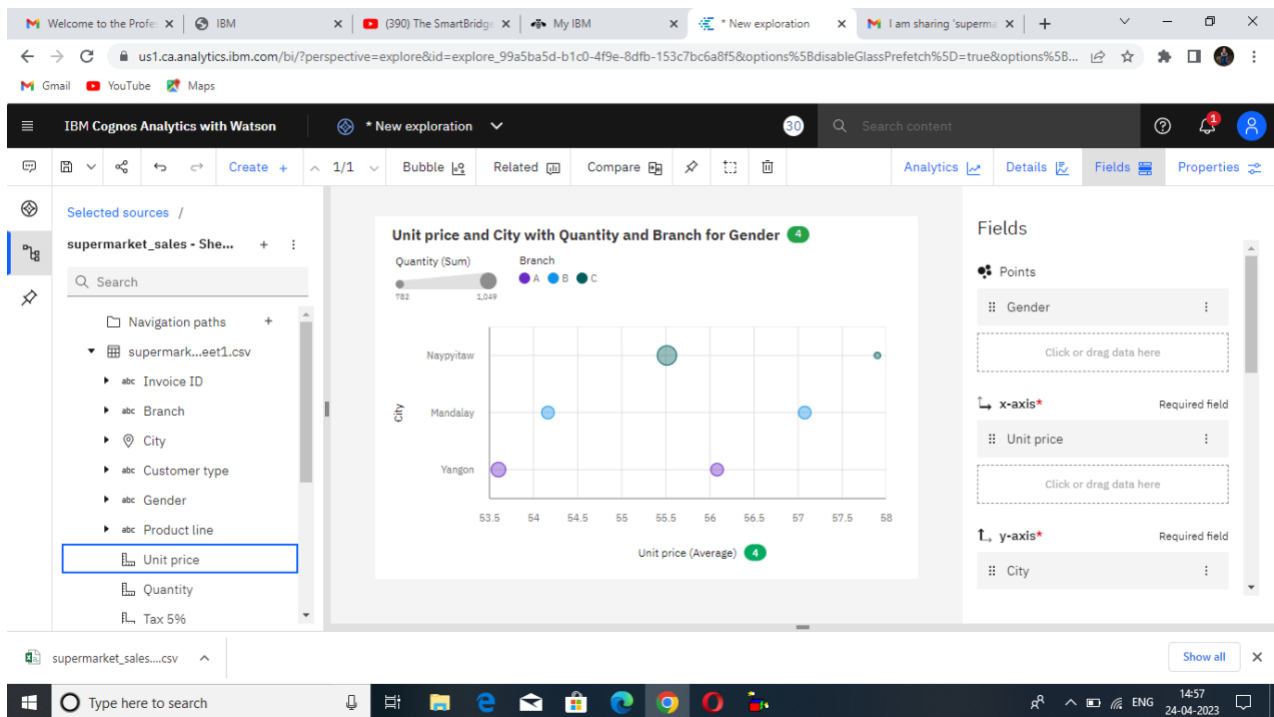
Gross income: Gross income

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



The screenshot shows the IBM Cognos Analytics web application. The top navigation bar includes the IBM logo and the text 'IBMCognos Analytics with Watson'. The main content area is divided into three sections: a left sidebar for 'Selected sources', a central visualization area, and a right sidebar for 'Details'.

**Selected sources:** The sidebar shows a list of data sources under the heading 'supermarket\_sales - She...'. The source 'supermarket...eet1.csv' is selected, and its contents are listed below: 'abc Invoice ID', 'abc Branch', 'abc City', 'abc Customer type', 'abc Gender', 'abc Product line', 'Unit price', 'Quantity', and 'Tax 5%'.

**Visualization:** The central area displays a chart titled 'Time, gross income, Tax 5%'. The chart is a scatter plot with 'Time' on the x-axis and 'Values' on the y-axis. The data points are colored based on the 'Tax 5%' measure. The chart shows a positive correlation between 'Time' and 'gross income'.

**Details:** The right sidebar provides summary information for the visualization. It states: 'The overall number of results for **gross income** is a thousand.' and 'The average of **gross income** is 15.38.' It also states: 'The overall number of results for **Time** is a thousand.'

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IBM Cognos Analytics with Watson

ASSIGNMENT 1

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Search

Navigation paths +

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- abc Invoice ID
- abc Branch
- abc 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) .

supermarket\_sales....csv

Show all

x

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