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:

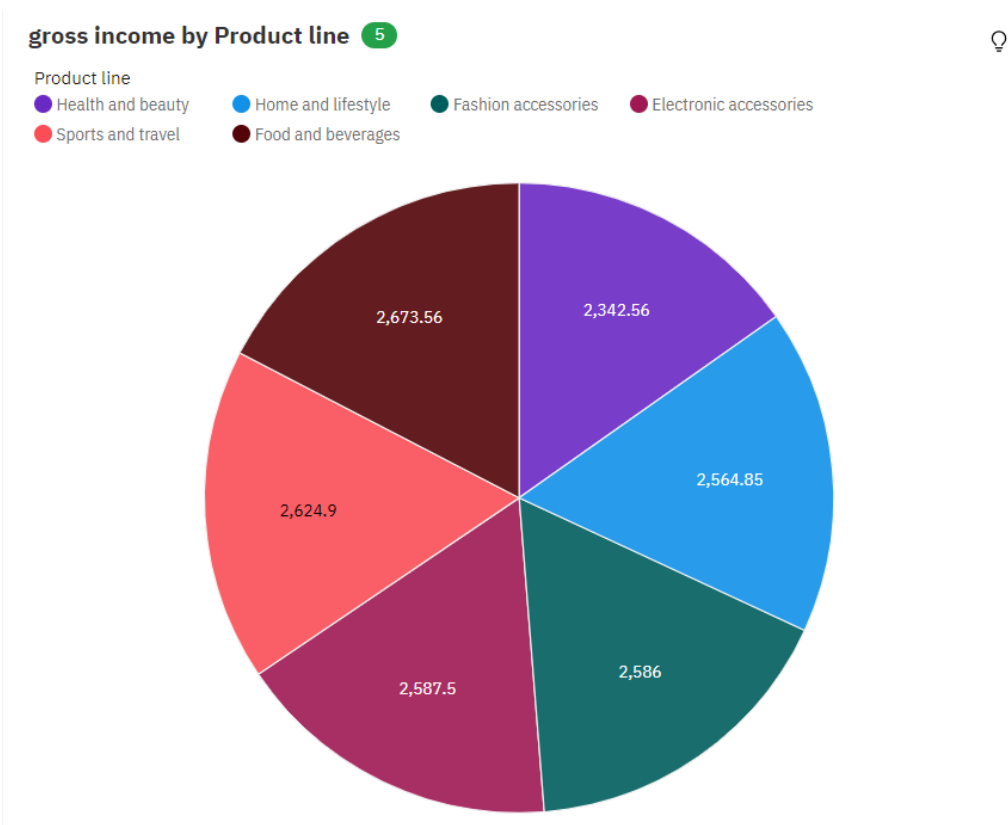**1. Gross income by Product line colored by Month stacked column chart**
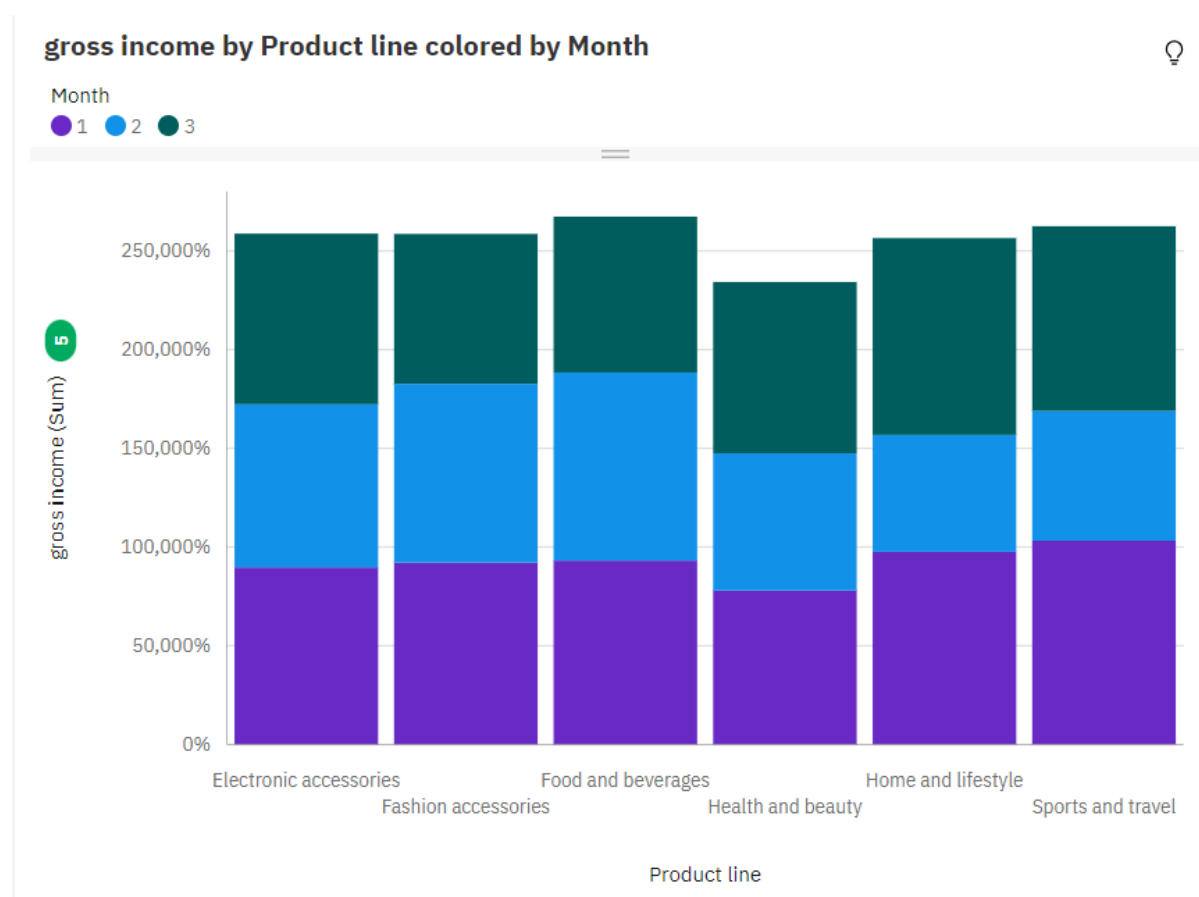
## 2. Product line by cogs with points for City scatter plot

Product line by cogs with points for City

Payment
● Cash   ● Credit card   ● Ewallet
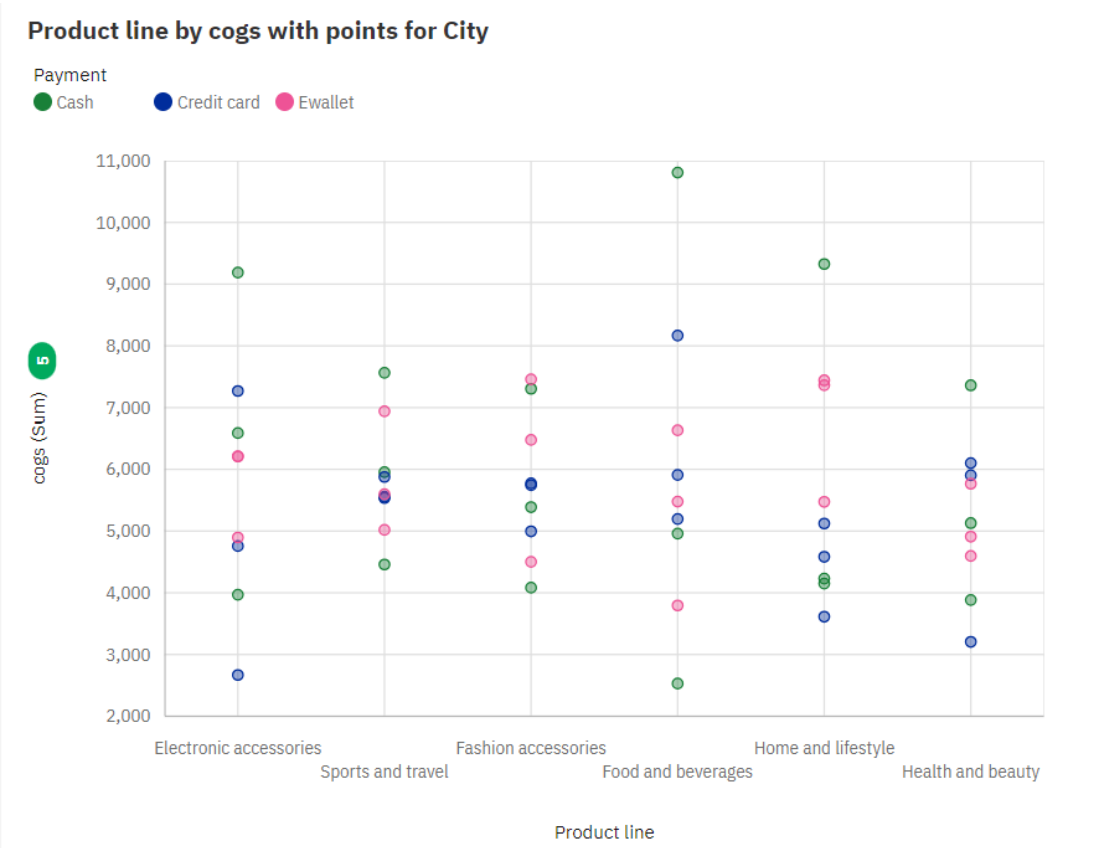
3. Product line hierarchy colored by Quantity and sized by gross margin percentage packed hierarchy bubble chart


Product line hierarchy colored by Quantity and sized by gross margin percentage   4

gross margin perc...   Quantity (Sum)
4.76   4.76   245   371

Mandalay   Naypyitaw   Yangon
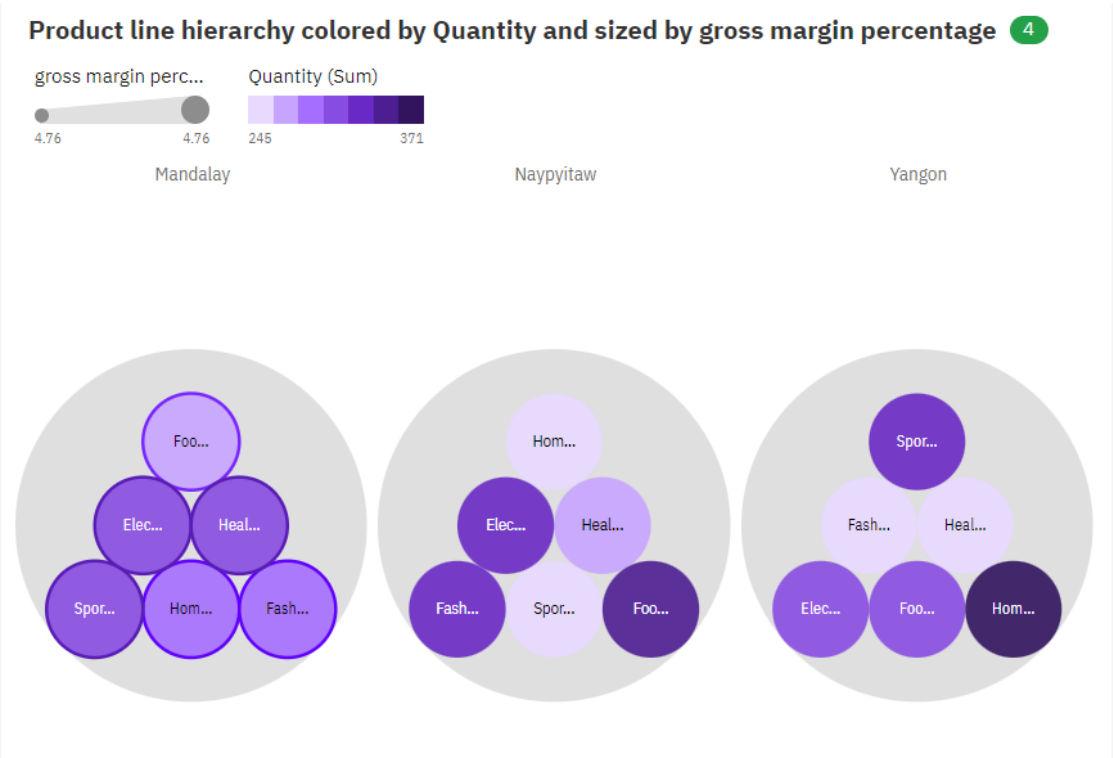
4. Gross income by Product line pie chart

gross income by Product line 5

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

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

Quantity by Product line, Branch and Unit price 8

Unit price (Average) 49.85 — 59.74

Quantity (Sum) 245 — 371
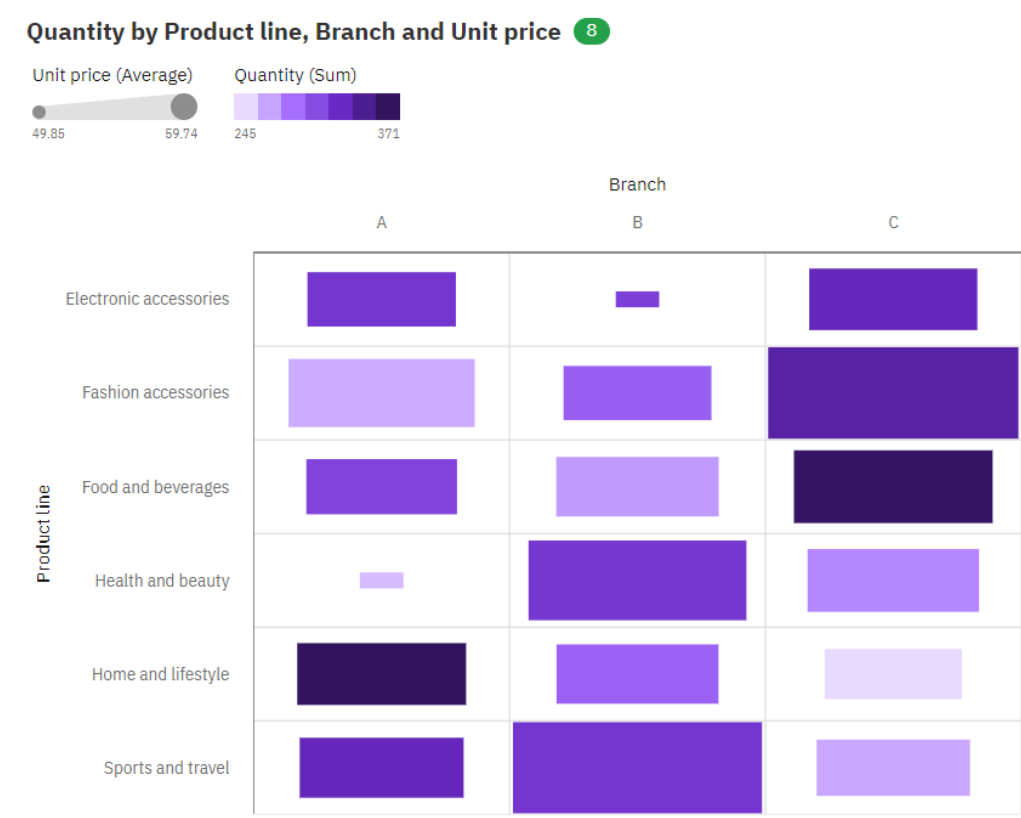
6. Unit price and gross income for Product line colored by Branch Marimekko chart

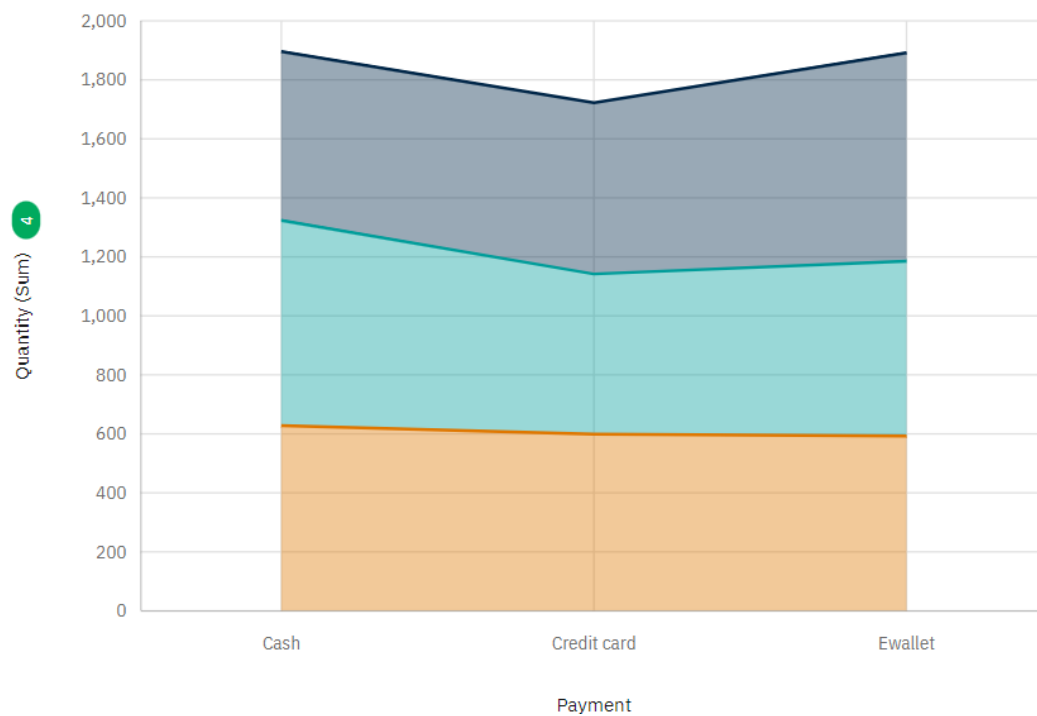**Unit price and gross income for Product line colored by Branch**
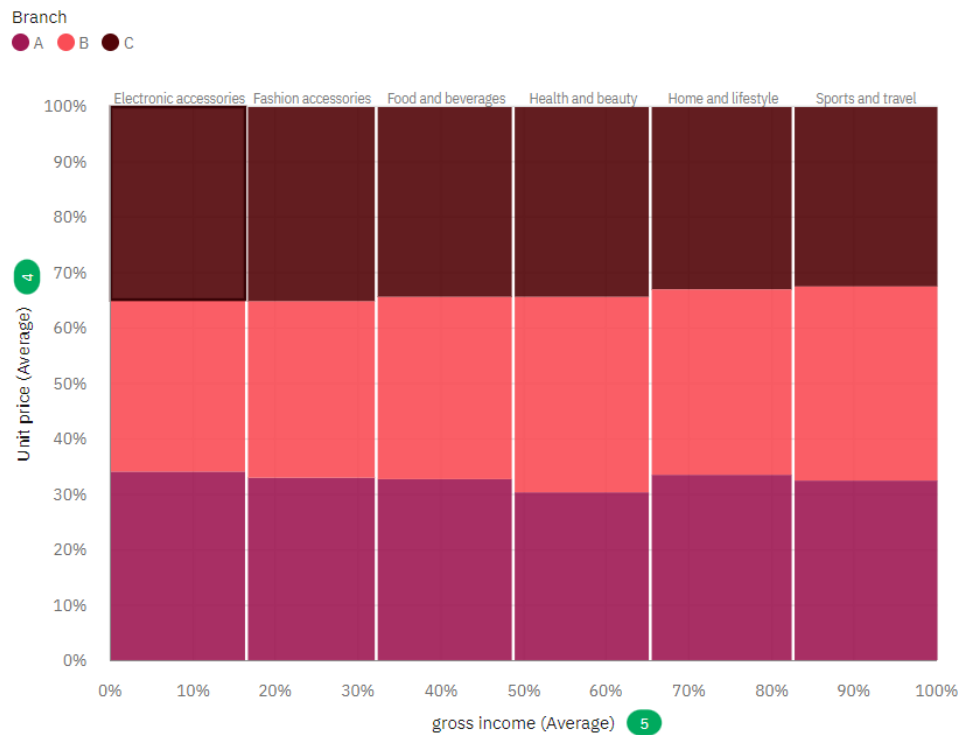
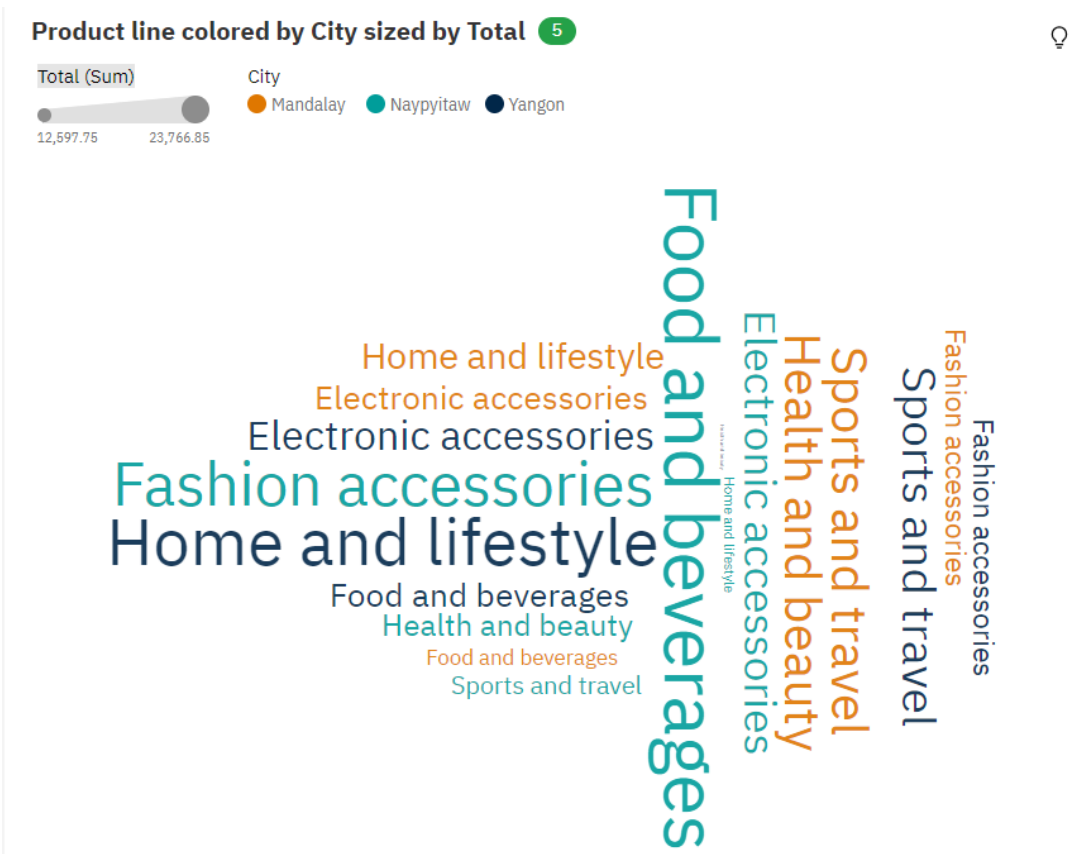## 7. Quantity by Payment colored by City area chart
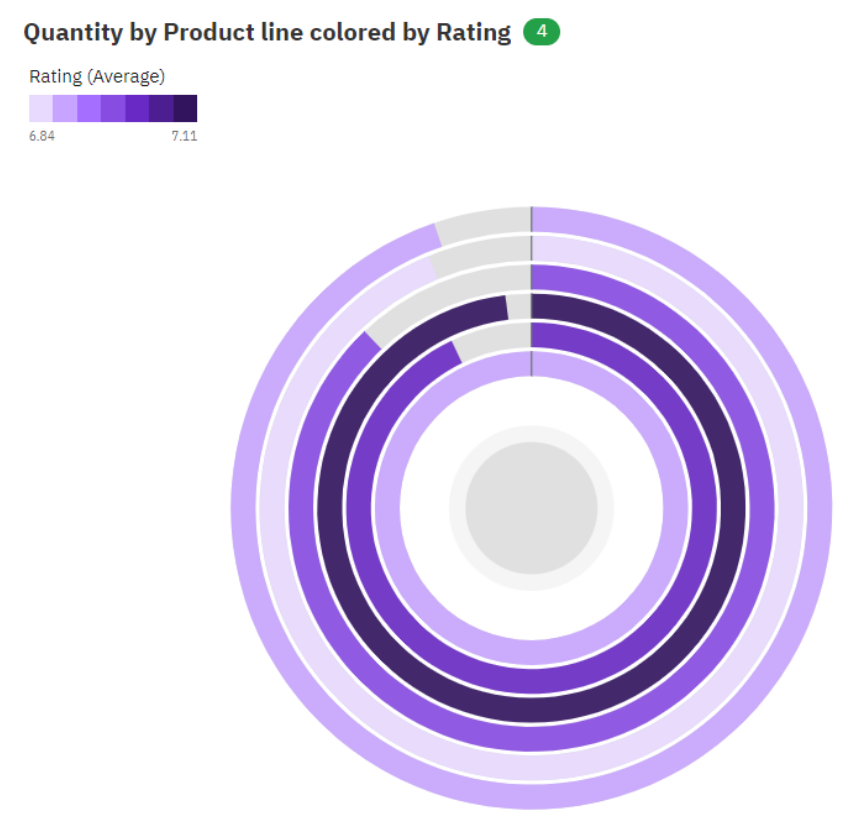
8. Product line colored by City sized by Total word cloud

Product line colored by City sized by Total 5

Total (Sum)
12,597.75   23,766.85

City
● Mandalay ● Naypyitaw ● Yangon

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

Quantity by Product line colored by Rating 4

Rating (Average)
6.84   7.11

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

gross income by City colored by Product line