AMAZON TOP 50 BESTSELLERS - REPORT

PROJECT OBJECTIVES -

Know fundamental concepts and can work on IBM Cognos Analytics

- Gain a broad understanding of plotting different visualizations to provide suitable solution.
- Able to create meaningful Visualizations and Dashboard(s)

PROJECT FLOW -

- Users create multiple analytical graphs/charts/Visualizations.
- Using the Analytical Visualizations, build required Dashboard(s).
- Saving and visualizing the final dashboard in the IBM Cognos Analytics.

To accomplish this, we have to complete all the activities and tasks listed below:

- IBM Cloud Account
- Login to Cognos Analytics
- Working with the Dataset
    - Understanding the Dataset
    - Loading the Dataset
- Data Visualization Charts

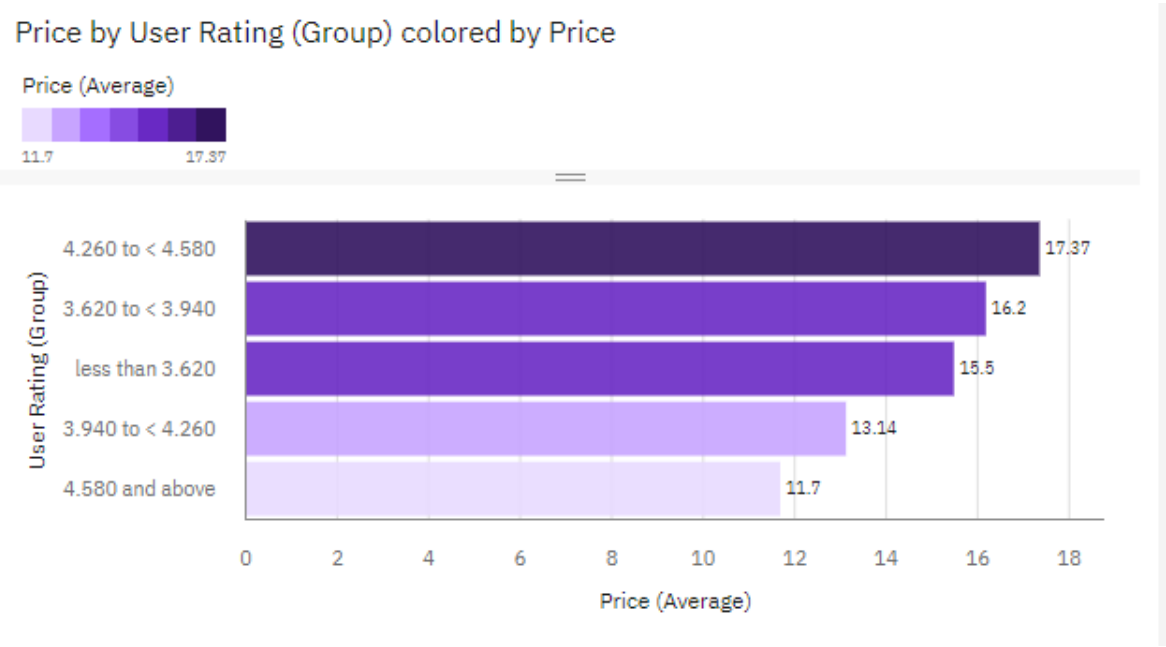
Build the following visualizations

1 Price by User Rating Groups
2 Price by Year with User Rating Groups Colour
3 Line Chart showing User Rating, Price, Year and No. of books
4 Author-wise No of Books count
5 User Rating Group wise No of Books
6 Year-wise No of Books Published
7 Genre-wise Price Wise No of Books
8 Year wise Count of Name - Colour by Genre
9 Review Group (X) wise Count of Name -- Waterfall Chart
10 Review Group (X) wise Count of Name -- Radar Chart
11 Name Count - Card
12 Author Count - Card
13 Line Chart - Showing User Rating Group and Reviews Group wise No of Books with Genre
14 Column Chart: Reviews Group wise Count of No of Books with Genre
15 Tree Map: Year wise Count of No of Authors

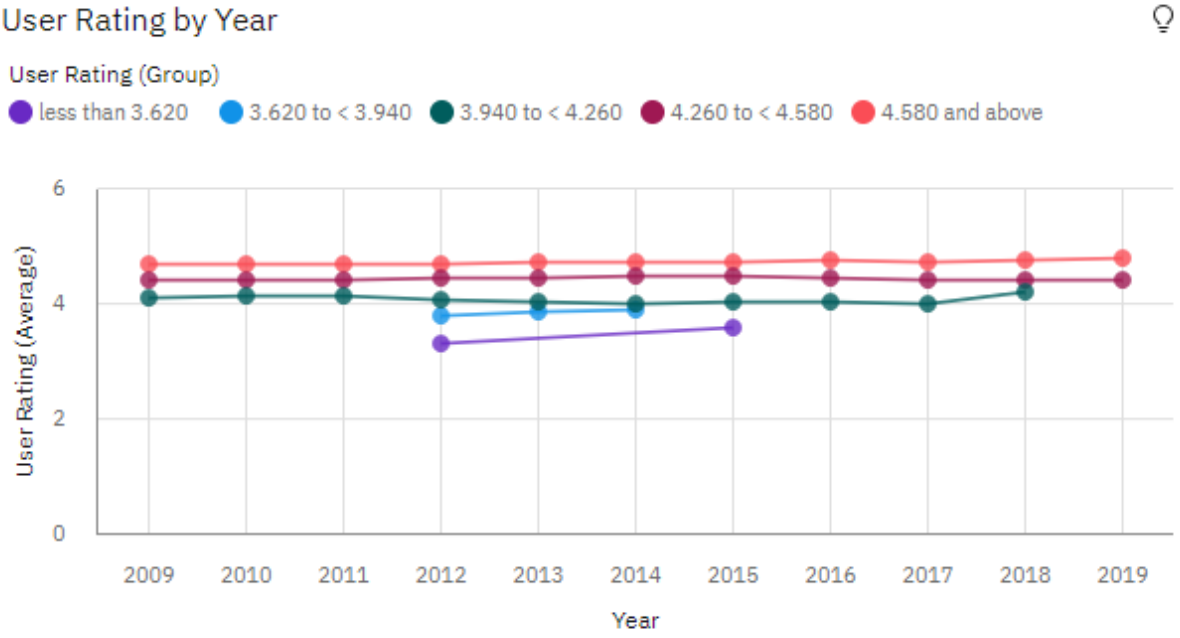
16 Hierarchy Bubble: User Group and Review Group wise No of Books by Genre

PROCESS -

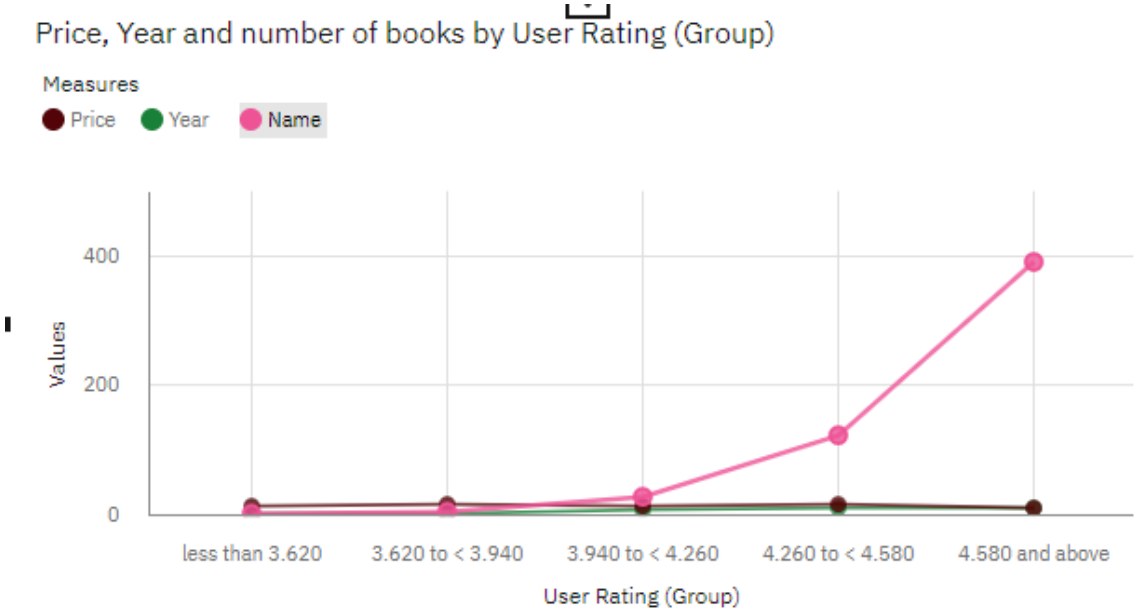
1. Create IBM cloud account by using the same id used to register for smartInternz.
2. From IBM cloud go to Cognos analytics for students, apply the code, go to cognos and in services choose Watson studio.
3. Understand the dataset. It contains the info about the top selling books on Amazon. Columns are Name - contains name of the book, Author - name of the author, User Rating - average rating of the book, Reviews - number of reviews on amazon made for that book, Price - price of the book in $, Year - year in which the book was listed in bestsellers, Genre - genre of the book fiction? or non fiction?.
4. Now next step is to upload the data in the cognos analytics.
5. Now clean and prepare the data for exploration. Here we are creating a new calculation of user rating groups and review groups.In user rating groups we will make groups of the user rating (for eg. 4.5 and above,2.5-3.5).
6. Now that our data is prepared we will make visualizations. We will create dashboards and make add visualisation.
7. For the first task - price by user rating groups. We will make a bar chart. Go to visualisation -> select bar chart.



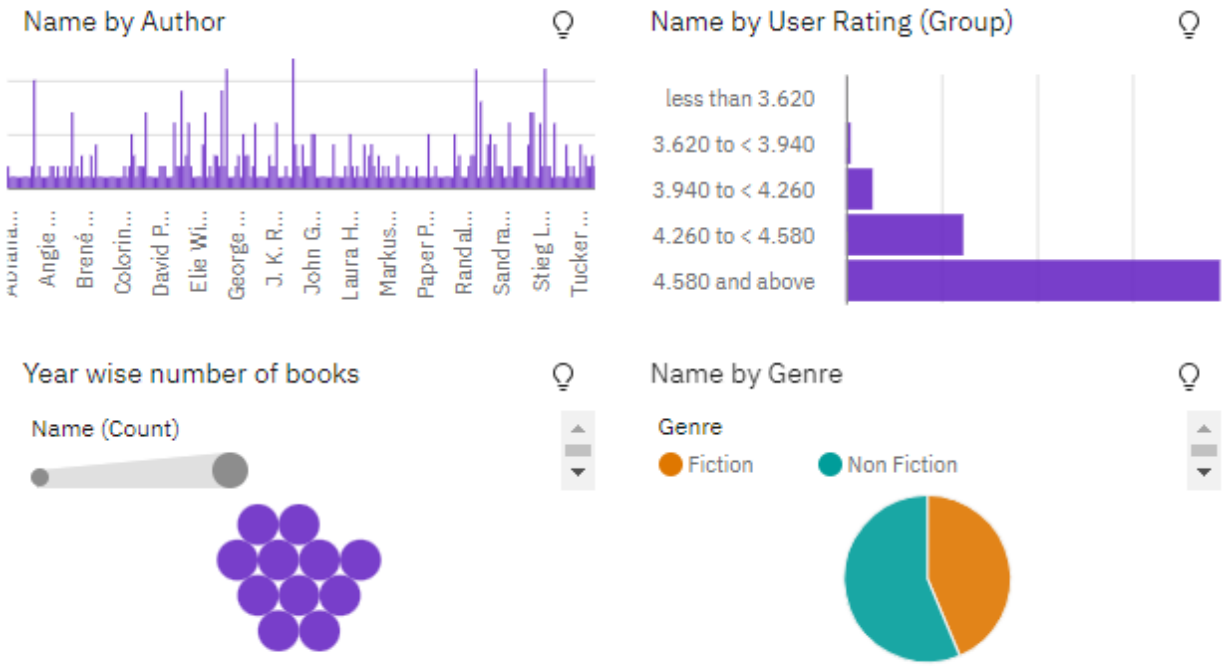
8. For the second task - we have to create a line char showing price by year by user rating groups. Create a new tab in the dashboard ->Select line chart on the x - axis select year and on the y- axis select user rating and on the colour section select user rating group.



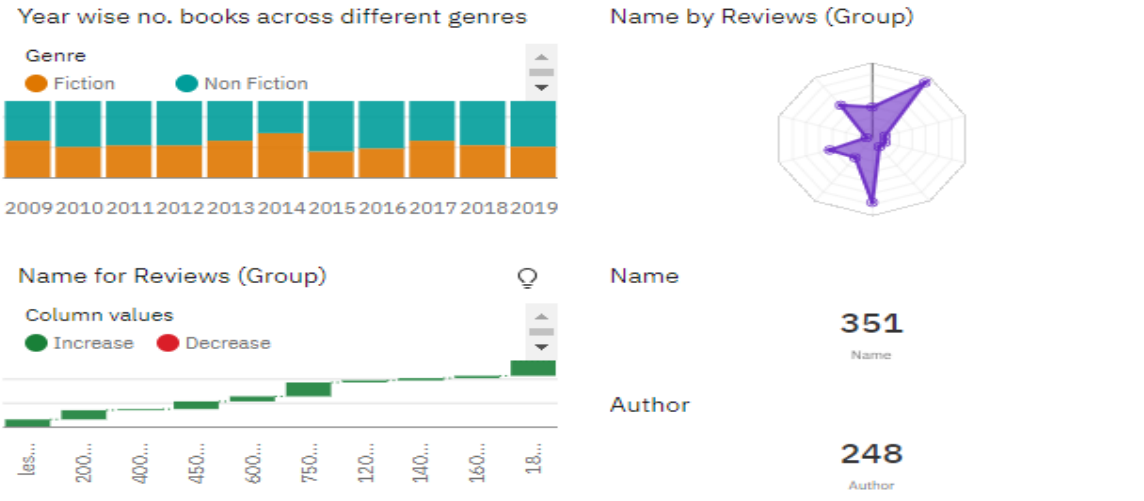
9. For the third task - make line char between user rating, price ,year and no. of books. Select x - axis as user rating group and on y-axis add price , year and name(summarize as count).



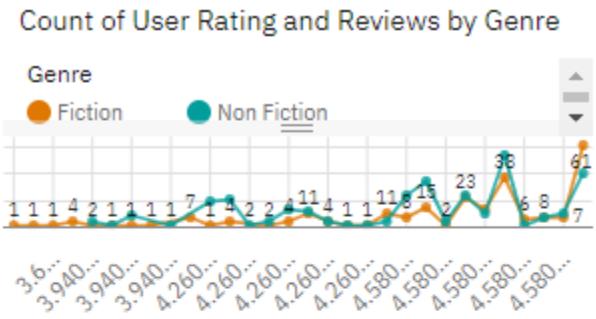
10. For the fourth task , we have to create dashboard showing count of books by author, user groups, year and genre wise. For count by authors I have created a column chart, for count by user rating I have created bar chart, for year wise number of books I prepared a bubble chart and for count by genre I have prepared a pie chart.

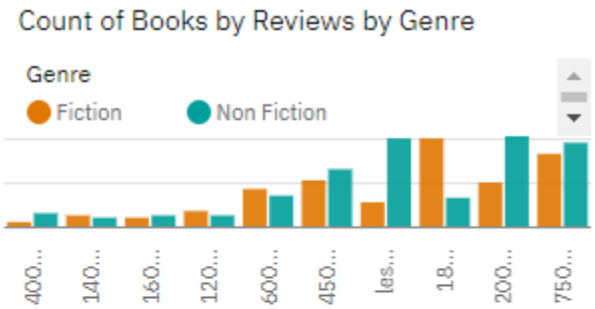


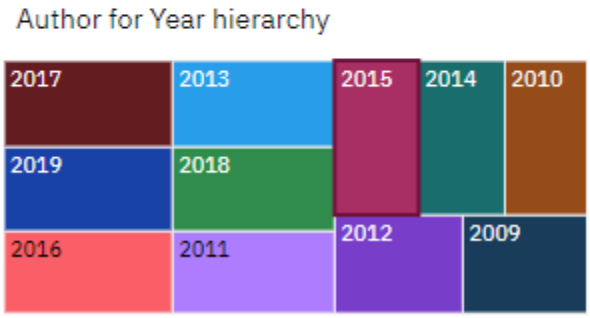
11. For the fifth task - dashboard showing reviews of different categories. Here I have made stacked column chart for Year wise no. books across different genres, radar chart for count by review group, waterfall chart for count by reviews, and summary cards for count and author.

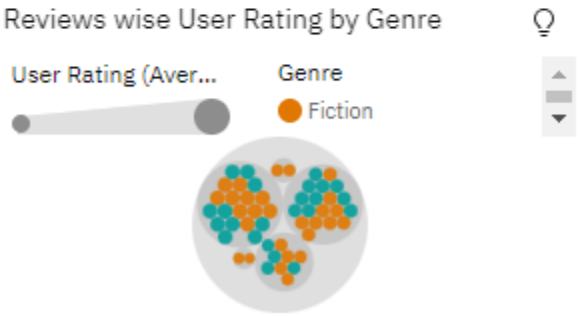


12. For the last task - dashboard showing book reviews, I have prepared line chart, column chart, tree map, and hierarchical bubble chart.









CONCLUSION - In this project we learned how to use IBM cognos for data analytics, and how to upload, prepare and explore data with different types of visualisations.