

# DATA ANALYTICS

## GUIDED PROJECT REPORT

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## PROJECT DESCRIPTION:

### DHL Logistics Facility Data Analytics Using IBM Cognos Analytics:

## INTRODUCTION:

DHL is an international Umbrella brand and trademark for the courier, package delivery and express mail service, which is a division of the German logistics firm Deutsche Post. The company group delivers over 1.6 billion parcels per year.

The company DHL itself was founded in San Francisco, USA, in 1969 and expanded its service throughout the world by the late 1970s. In 1979, under the name of DHL Air Cargo, the company entered the Hawaiian Islands with an inter-island cargo service using two DC-3 and four DC-6 aircraft. Adrian Dalsey and Larry Hillblom personally oversaw the daily operations until its eventual bankruptcy closed the doors in 1983. At its peak, DHL Air Cargo employed just over 100 workers, management, and pilots.

## GOAL OF THE PROJECT:

To provide Analytics to improve New Marks and grow the business

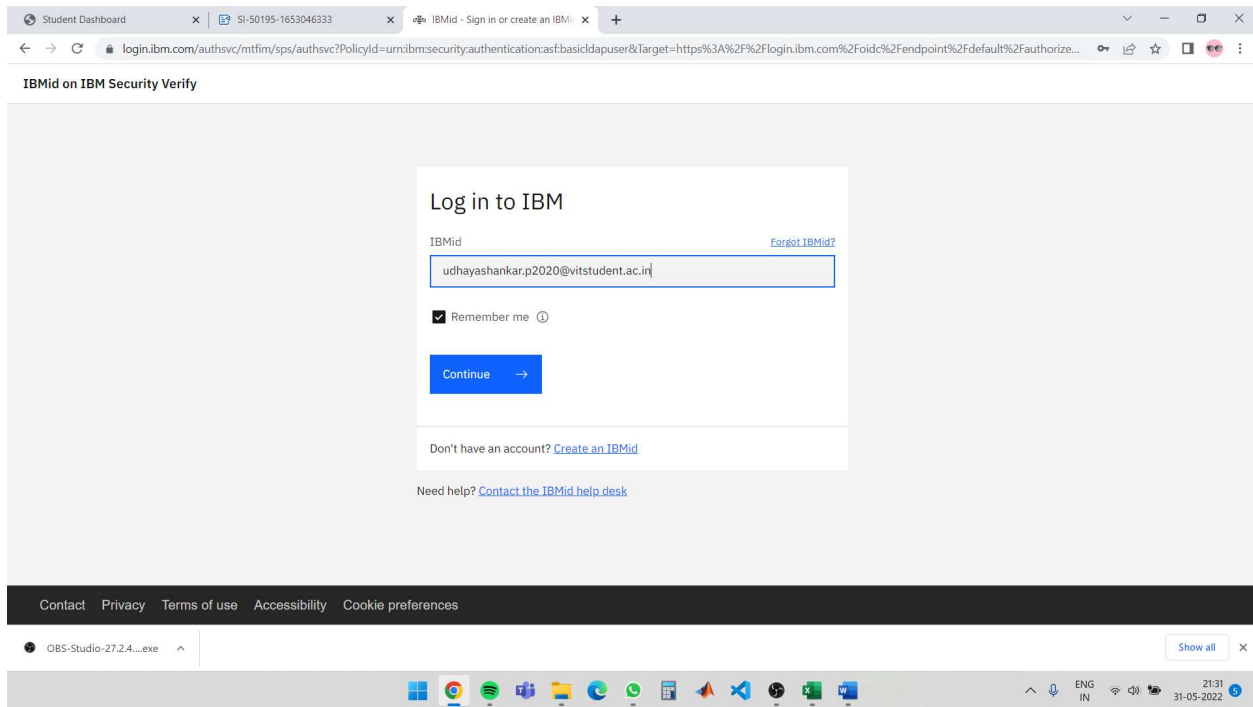
## QUESTION:

Using the given dataset, we plan to create various graphs and charts to highlight the insights and visualizations.

1. City-wise No of Pickups made?
2. City-wise No of Objects serviced?
3. State-wise No of Cities, where DHFL Services are provided?
4. Total Number of Objects IDs Serviced by DHFL - Summary Card
5. Zip Code wise Number of Objects Serviced?
6. Location Type Filters
7. Placement Filters
8. Mach Status Filters
9. Location Ty Filters
10. Location Th Filters
11. Top Contributor Countries / Cities? - Geo Map display

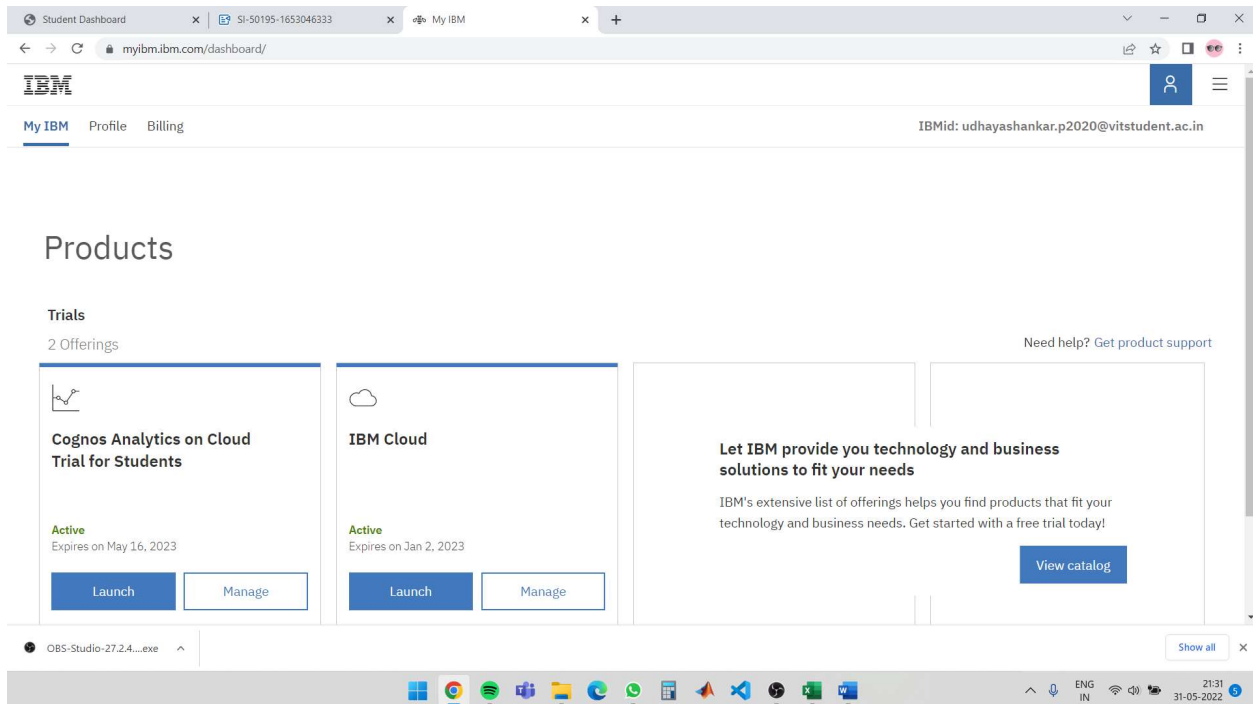
## SOLUTIONS:

### CREATE AND LOGIN TO IBM:



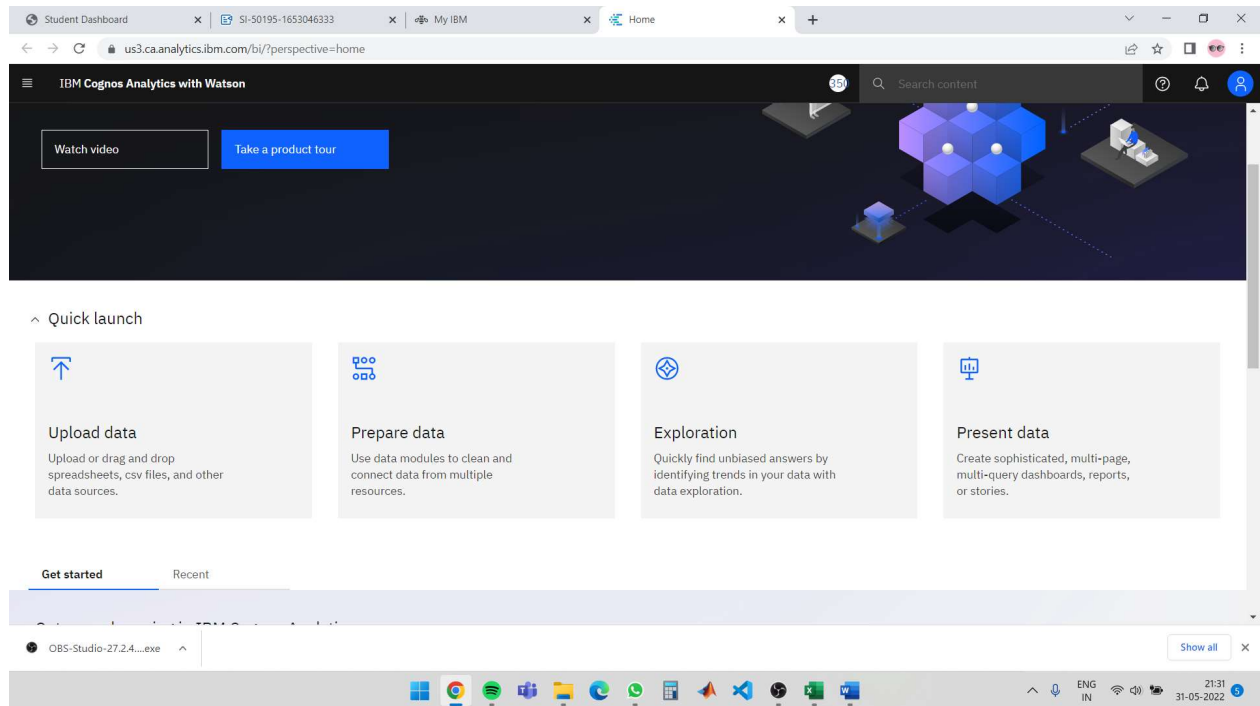
Pic-1-Login to IBM

### LOGIN PAGE:



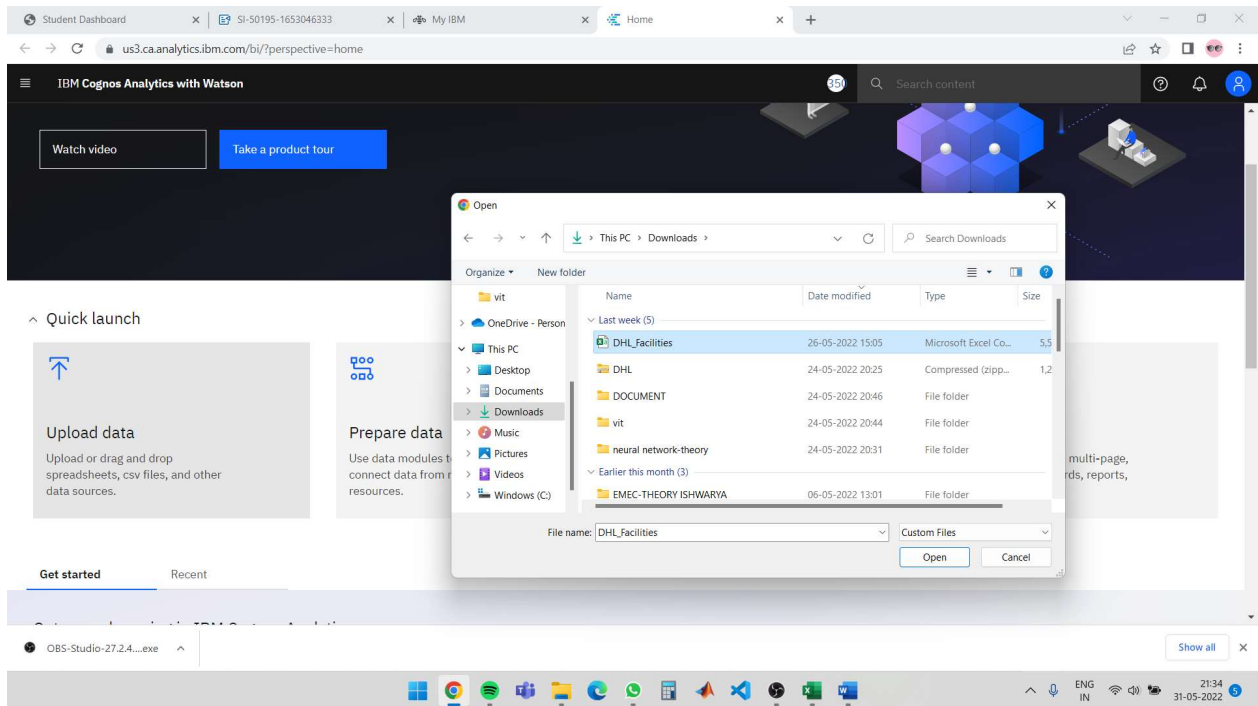
## Pic-2 Login page

### IBM COGNOS LOGIN:



## Pic-3 Cognos login

## LOADING DATA TO CLOUD:



Pic-4 DATA UPLOADING

## DATA PREPERATION:

Upload a (.csv) to prepare data of ibm cognos analytics and understand the data and start working on it

The screenshot shows the IBM Cognos Analytics interface. On the left, the 'Data module' pane lists the uploaded file 'DHL\_Facilities.csv'. The main area displays a 'Grid' view of the data. The grid has 11 rows and 7 columns: Row Id, X, Y, OBJECTID, FEATURE\_ID, NAME, and ADDRESS. The data represents various DHL facilities with their coordinates and names.

Row Id	X	Y	OBJECTID	FEATURE_ID	NAME	ADDRESS
1	-11208338.4063	5030050.6886	1	2093	DHL STATION	5120 EAST LEE RD
2	-8043436.2275	5299085.4766	2	2293	PC CONNECTION	450 MARLBORC
3	-8045971.8629	5301971.1998	3	2294	20 CENTRAL SQ	20 CENTRAL SQ
4	-8046141.6251	5301455.1644	4	2299	SHIPPING SHACK	63 EMERALD ST
5	-8053021.8375	5367961.06	5	2597	CLAREMONT LOCK & KEY	159 PLEASANT
6	-7992278.131	5623122.3718	6	2853	25 NELSON ROAD	25 NELSON RD
7	-9407483.1514	4583990.0076	7	4305	UNIVERSITY OF KENTUCKY COLLEGE OF HEALTH SCIENCES	900 S LIMESTO
8	-8071231.8138	5217005.9287	8	6771	POSTAL CONNECTION	375 COLLEGE S
9	-8072774.5906	5218061.0587	9	6772	D H JONES REALTY	27 PRAY ST
10	-8081281.0695	5212345.4458	10	6774	106 RUSSELL RD	106 RUSSELL R
11	-8153608.3483	5211298.6328	11	6802	DHL EXPRESS	100 VALLEY ST

Pic-5 data preperatoion

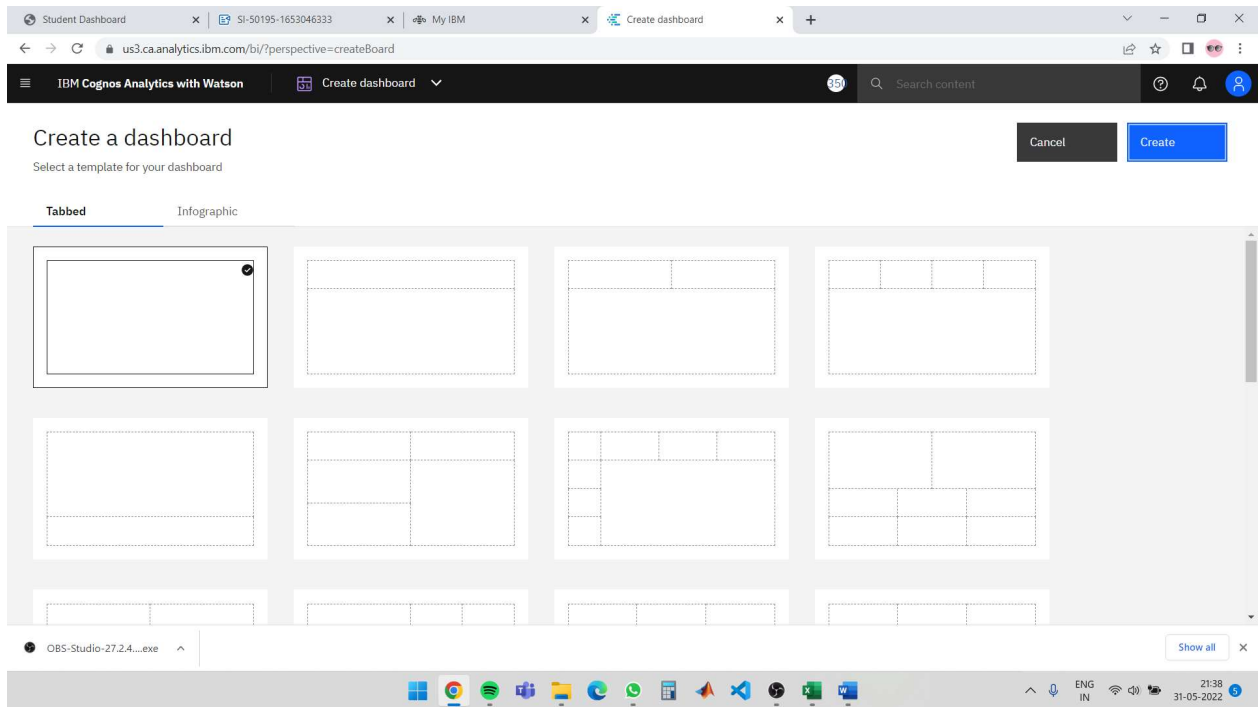
## EXPLORATION DATA:

S.NO	Field Name	Type	Description
1	X	Geo	Geo Code
2	Y	Geo	Geo Code
3	OBJECTID	int	Object ID – Sequence Number
4	FEATURE_ID	Int	Feature ID – Int number
5	NAME	Text	Name of the Client
6	ADDRESS	Text	Address 1
7	ADDRESS2	Text	Address 2
8	CITY	Text	City Name
9	STATE	State	State Name
10	ZIP	Int	Zip code
11	LATITUDE	Geo	Geo value of Latitude
12	LONGITUDE	Geo	Geo value of Longitude
13	MATCH_STATUS	Text	Address Match Status
14	PLACEMENT	Text	Delivered Target
15	CENSUS_CODE	Int	Zip Code of Target
16	LAST_PICKUP	Text	Last Pickup Time and Day
17	LOCATION_TY	Text	Source Location type
18	LOCATION_TH	Text	Target Location type

Table-1 DATA EXPLORATION

## DATA VISUALIZATION CHARTS:

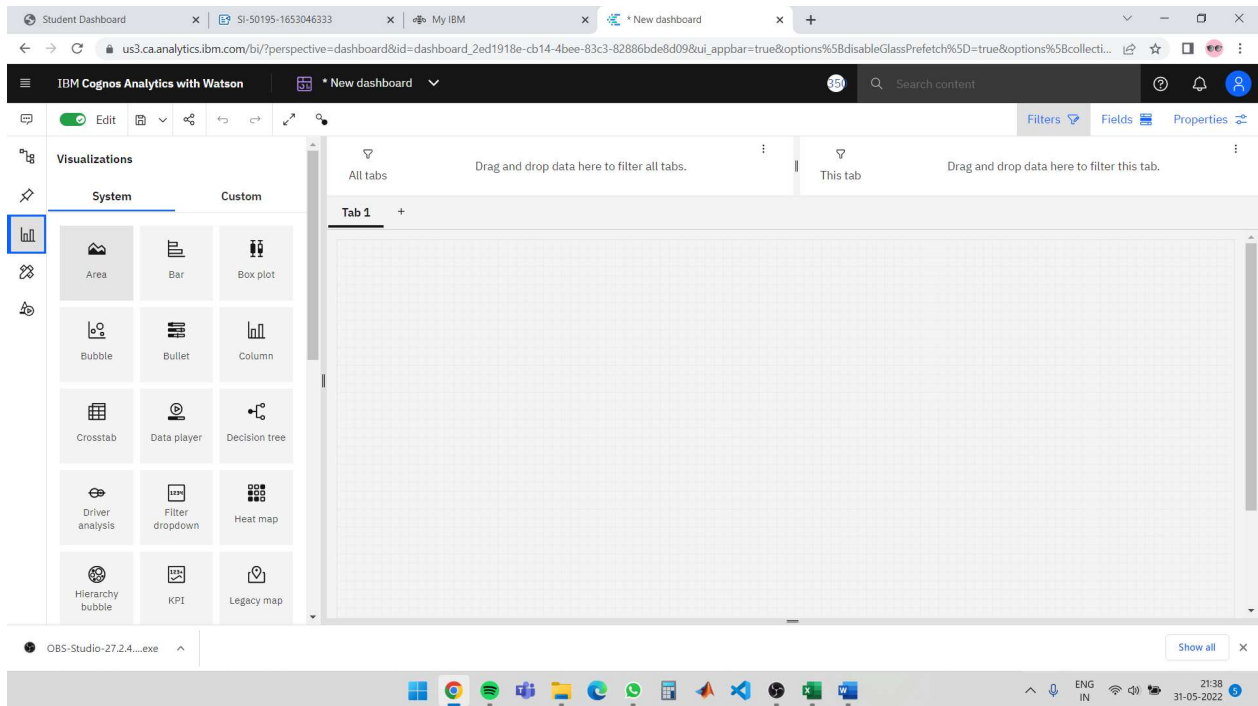
### CREATE TEMPLATE:



Pic-6 Selecting template



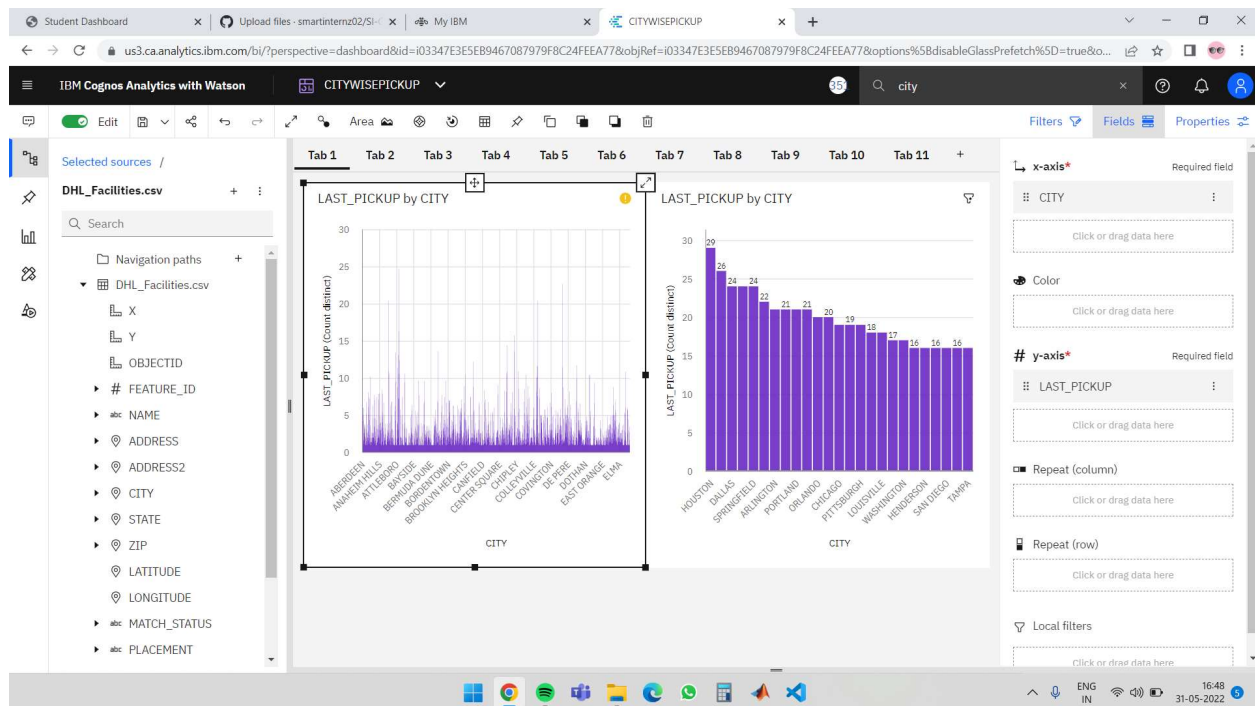
## ADD VISUALISATION:



Pic-7 Selecting visualisation

## CITY WISE NUMBER OF PICKUPS MADE:

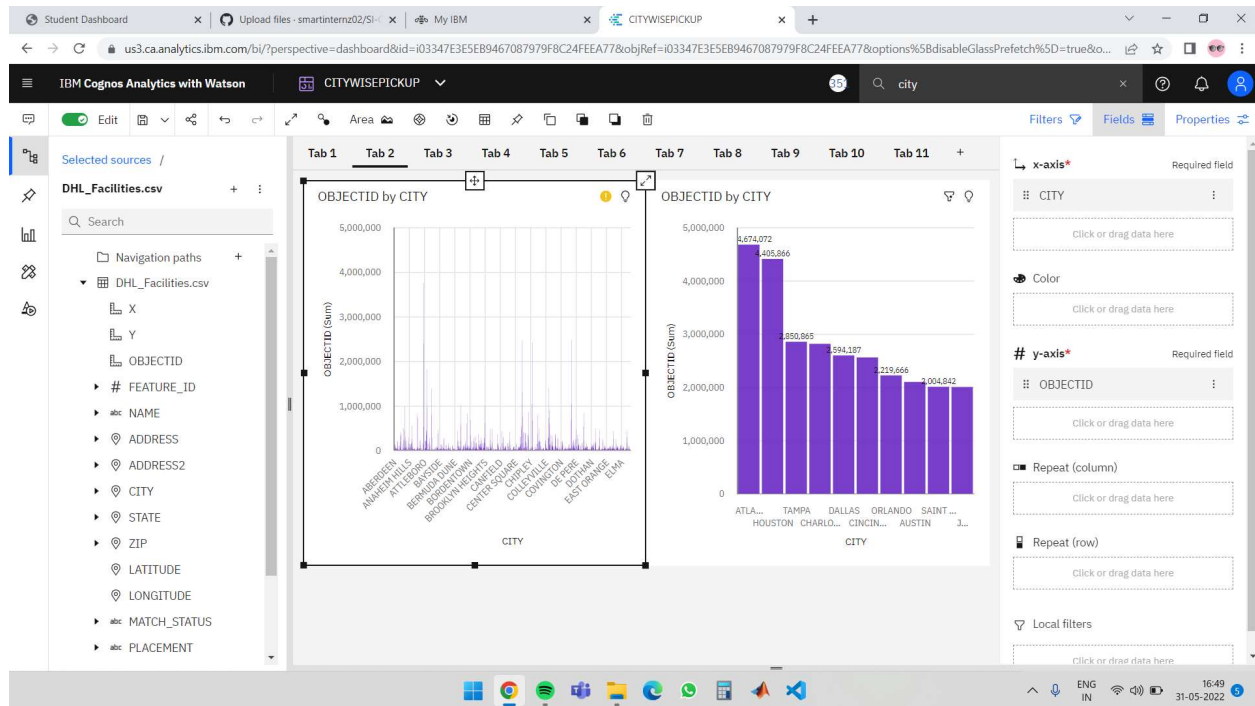
To analyse this I will be using area graph with city in x-axis and pickups in y-axis I have also used column chart to have a greater visualisation to show top 10 city pickup here I have enabled show value label to show value in count by placing city in bars and last pickup in bars.



Pic-8 CITY WISE NUMBER OF PICKUPS MADE

## CITY WISE NUMBER OF OBJECTS SERVICED:

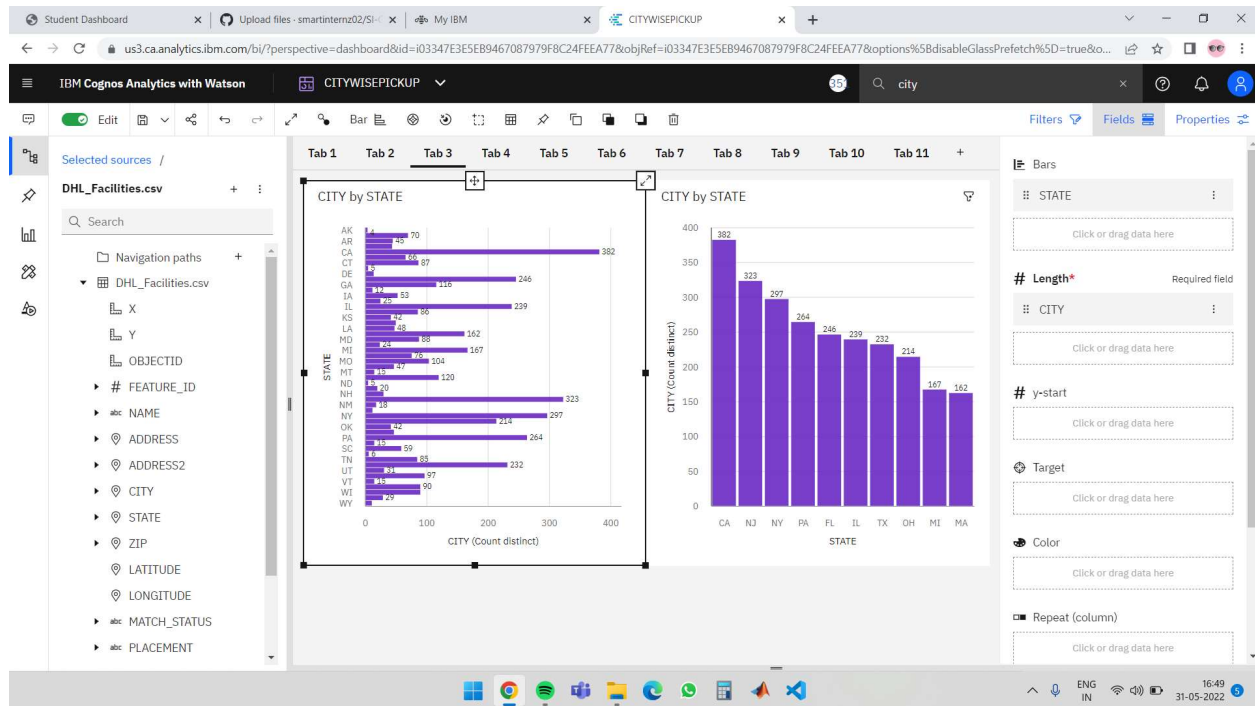
To analyse this I will be using area graph with city in x-axis and object-ID in y-axis I have also used column chart to have a greater visualisation to show top 10 city pickup here I have enabled show value label to show value in count by placing city in bars and object-ID in length.



PIC-9 CITY WISE NUMBER OF OBJECTS SERVICED

## State-wise No of Cities, where DHFL Services are provided:

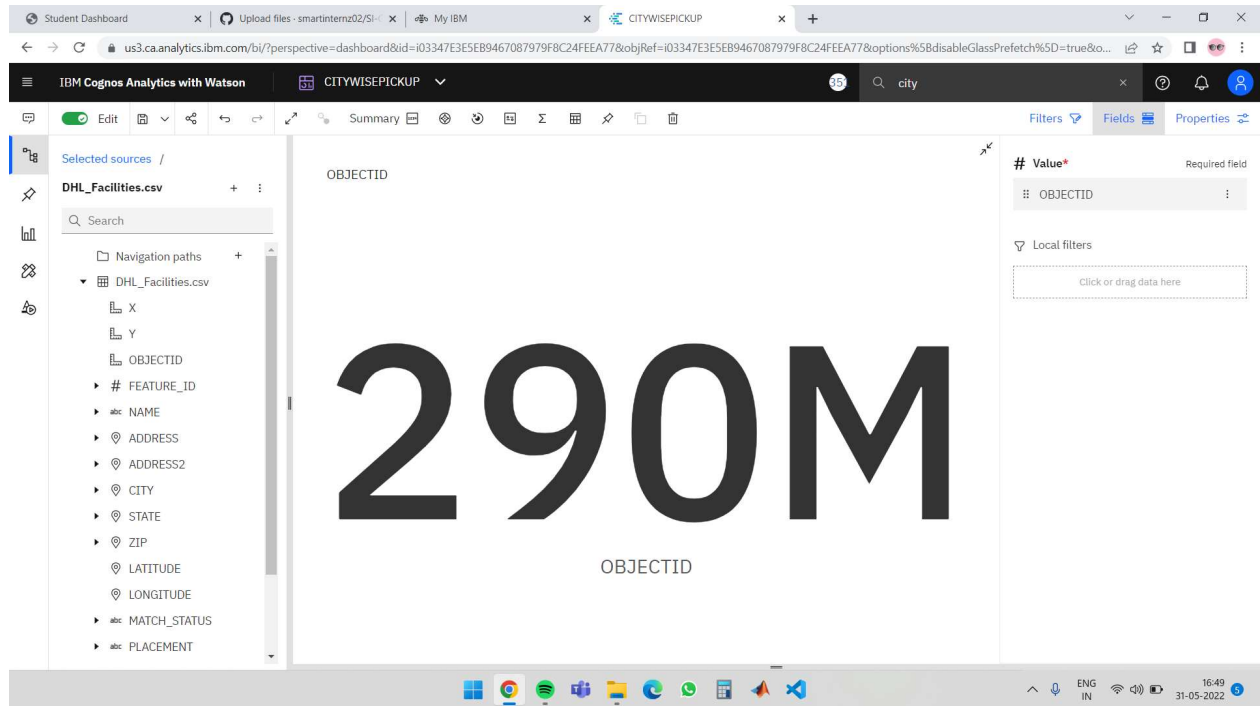
To analyse this I will be using bar-chart with city in length and state in bars I have also used column chart to have a greater visualisation to show top 10 state with more number of dhl service provided cities. here I have enabled show value label to show value in count by placing state in bars and city in length.



Pic-10 State-wise No of Cities, where DHFL Services are provided

Total Number of Objects IDs Serviced by DHL - Summary Card:

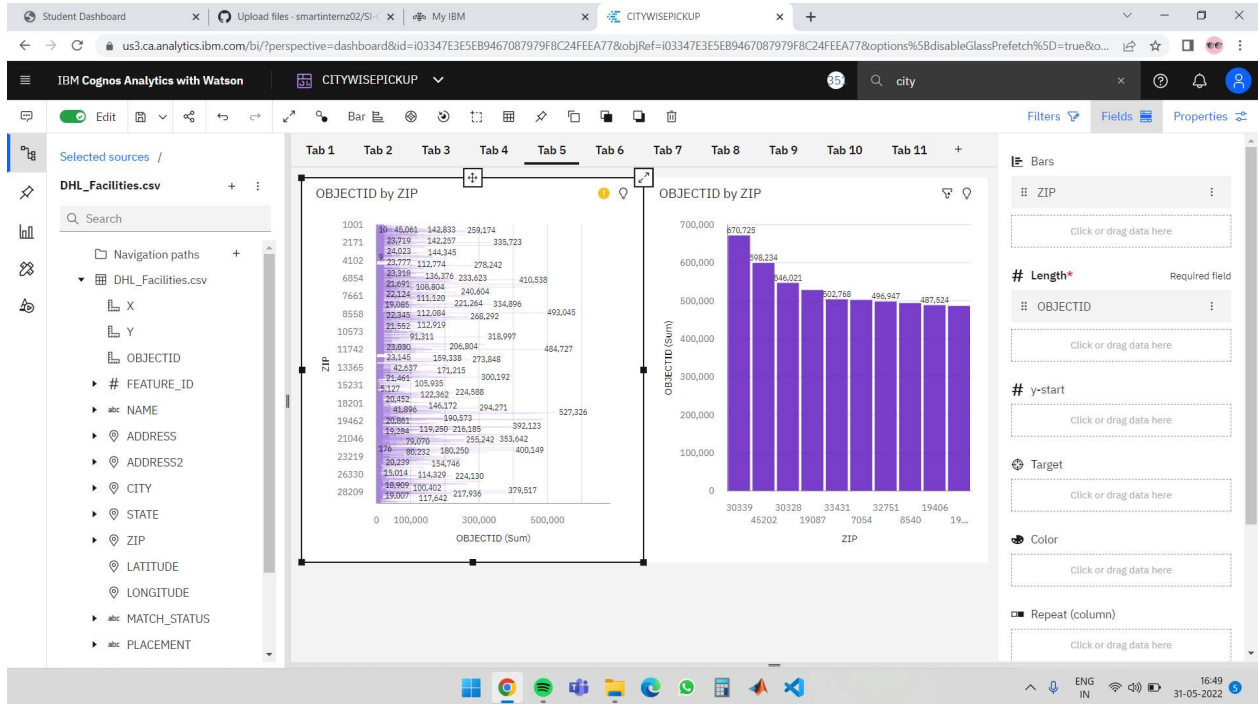
Used a summary card to display total number of object id's serviced by DHL by placing object-ID in the value



Pic-11 Total Number of Objects IDs Serviced by DHL - Summary Card:

Zip Code wise Number of Objects Serviced:

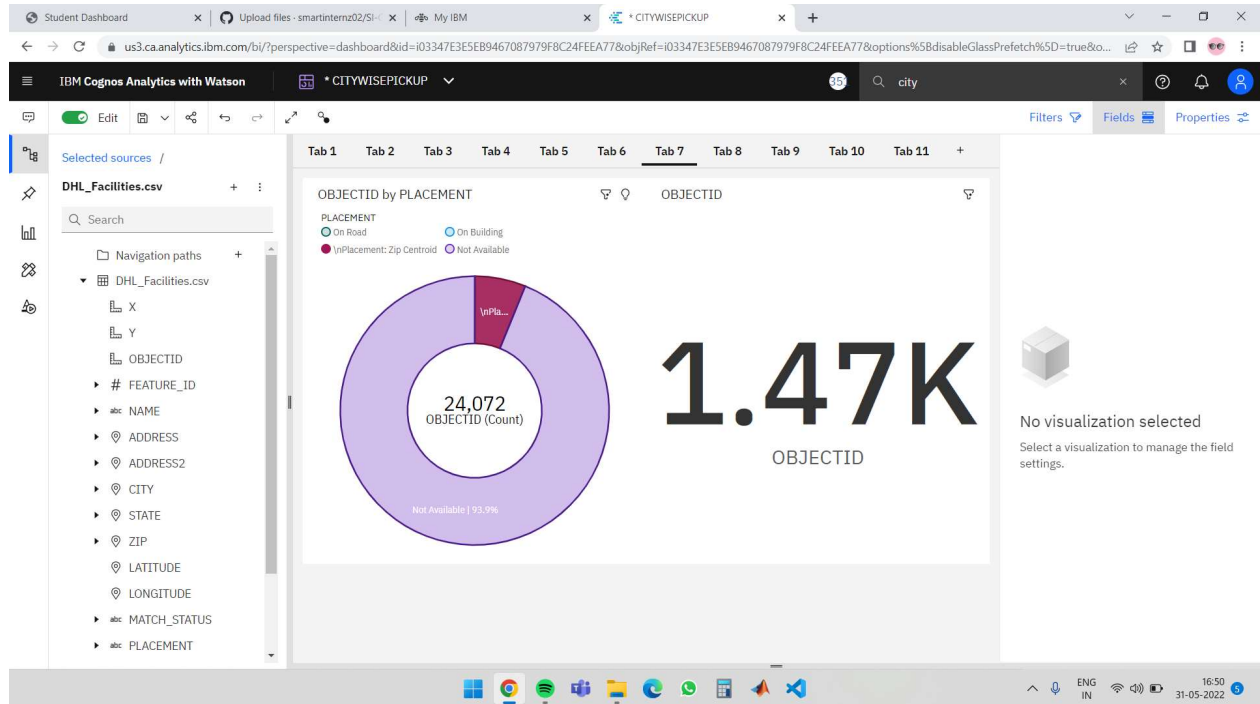
To analyse this I will be using bar-chart with object-ID in length and zip code in bars I have also used column chart to have a greater visualisation to show top 10 state with more number of dhl service provided cities. here I have enabled show value label to show value in count by placing zip in bars and object-ID in length



Pic-12 Zip Code wise Number of Objects Serviced

## Placement Filters:

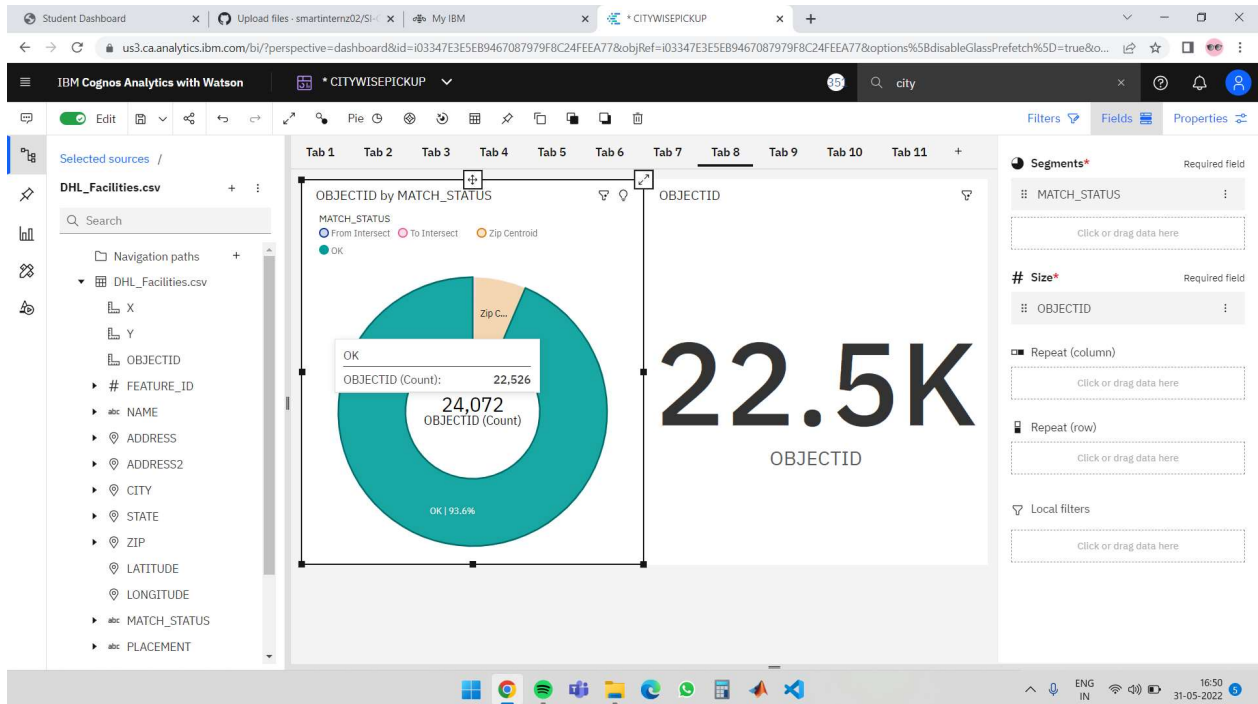
In this question I will be using pie chart from visualisation with placement in segment and object-ID in size and also I will be using a summary card to show object-ID in number form for various segments of the pie chart.



Pic-13 Placement Filters

Mach Status Filters:

In this question I will be using pie chart from visualisation with Match status in segment and object-ID in size and also I will be using a summary card to show object-ID in number form for various segments of the pie chart.

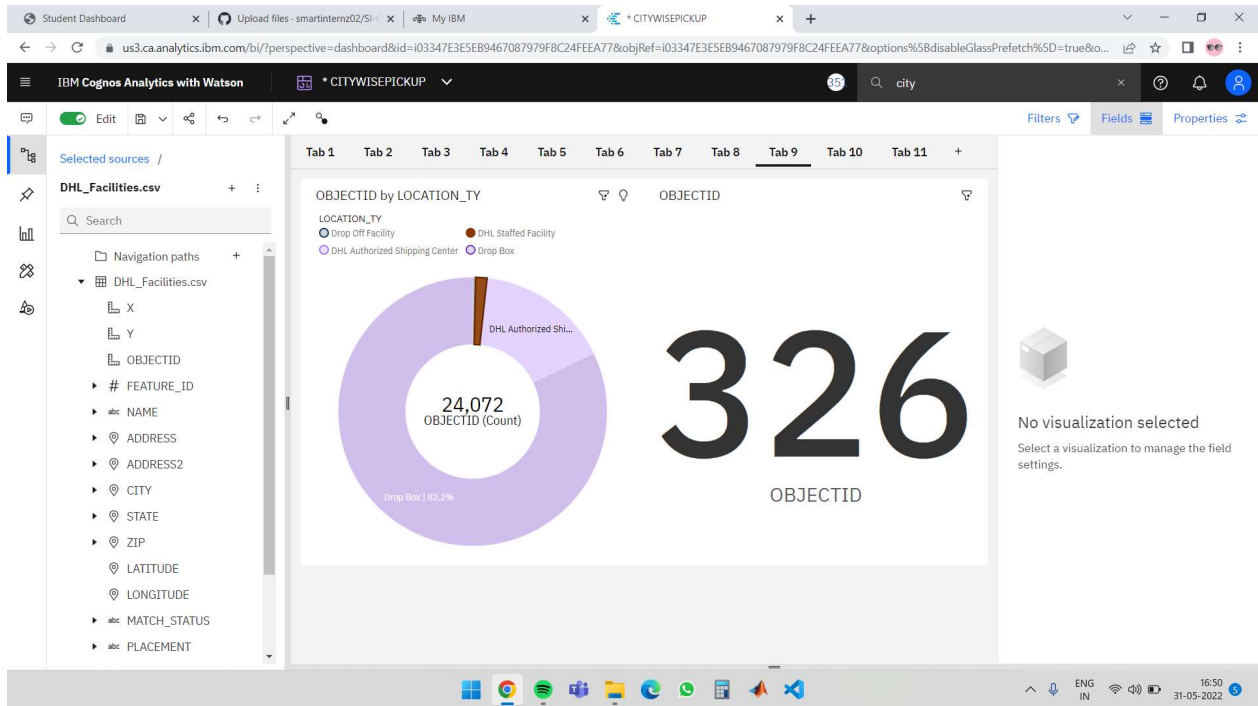


Pic-14 Mach Status Filters



Location Ty Filters:

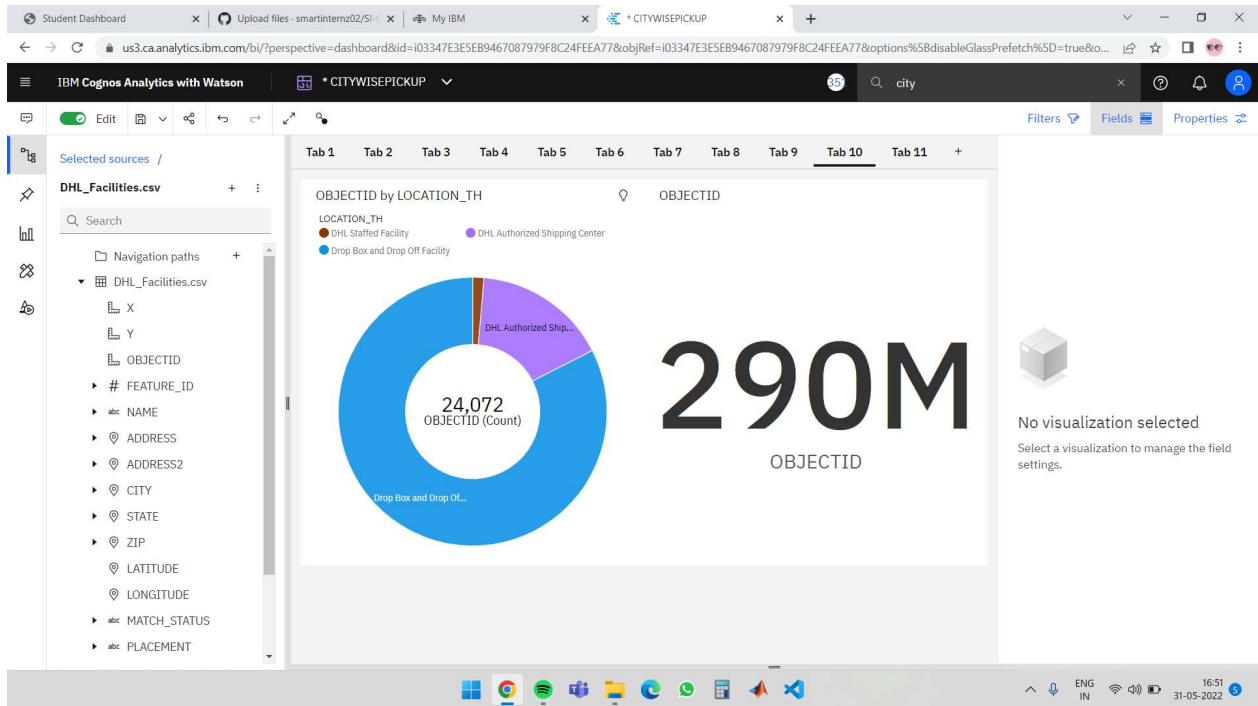
In this question I will be using pie chart from visualisation with Location\_TY in segment and object-ID in size and also I will be using a summary card to show object-ID in number form for various segments of the pie chart.



Pic-15 Location Ty Filters

## Location Th Filters

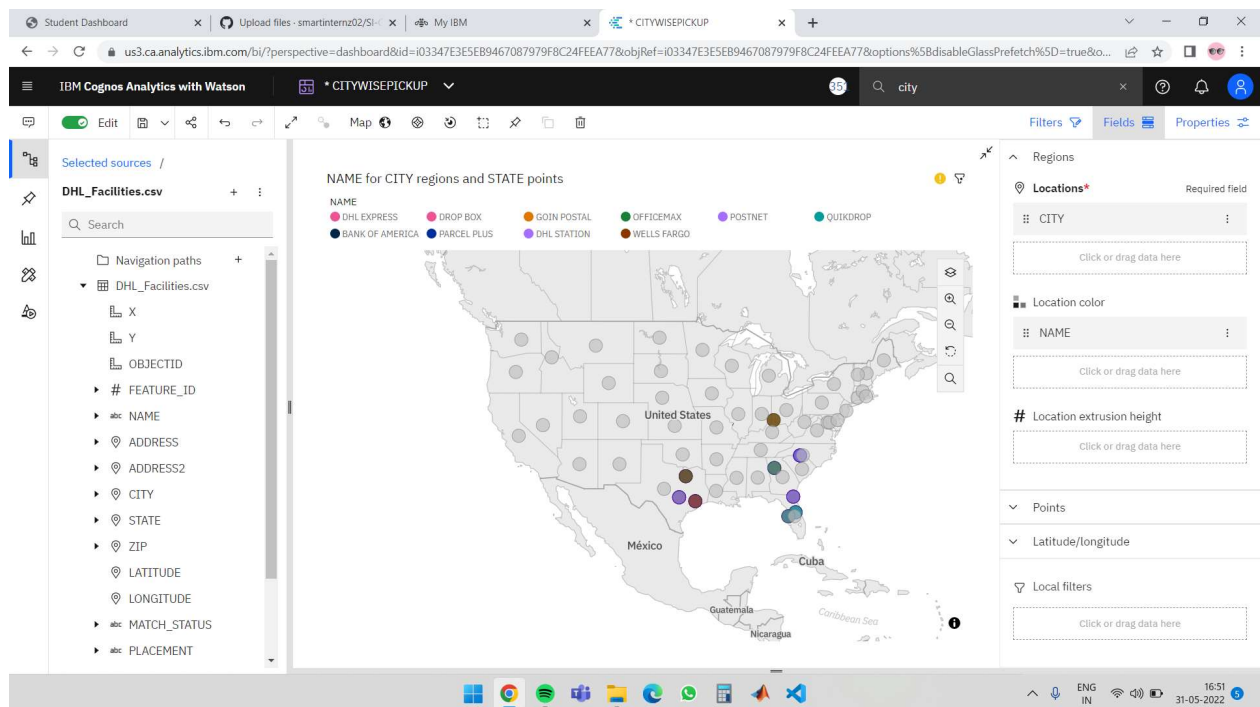
In this question I will be using pie chart from visualisation with Location\_TH in segment and object-ID in size and also I will be using a summary card to show object-ID in number form for various segments of the pie chart.



Pic-16 Location TH Filters

## Top Contributor Countries / Cities? - Geo Map display

In this I will be using geo map as mentioned in the query and I will be placing city in location and name in location colour to find the top contributing city since the column country is not given and by using top down filter we can find the top contributing city in the geo map.



Pic-17 Geo Map display

## CONCLUSION:

From the above pictures I can conclude that for the data given by applying various filters and using various visualisation I have provided various analytics which may improve new marks and grow the business.