Amazon Top 50 Best Selling Books Analytics
Using IBM Cognos Analytics

A Project Report

Data Analytics

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Link to Video:

Introduction

Overview

Dataset on Amazon's Top 50 bestselling books from 2009 to 2019 contains 550 books. The data has been categorized into fiction and non-fiction using Goodreads. We need to analyse the data using IBM Cognos. We will consider various aspects and find the various relations between the parameters and form the dashboard which would contain various types of graphs.

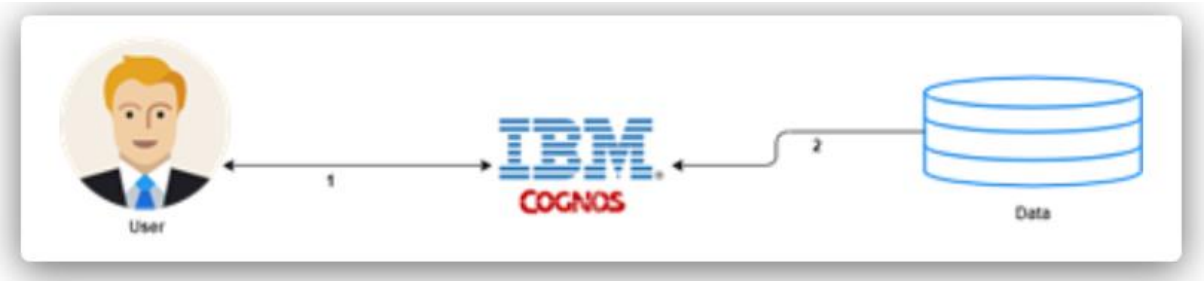
Goal

Find explanatory Data Analytics and Book Rating Predictions

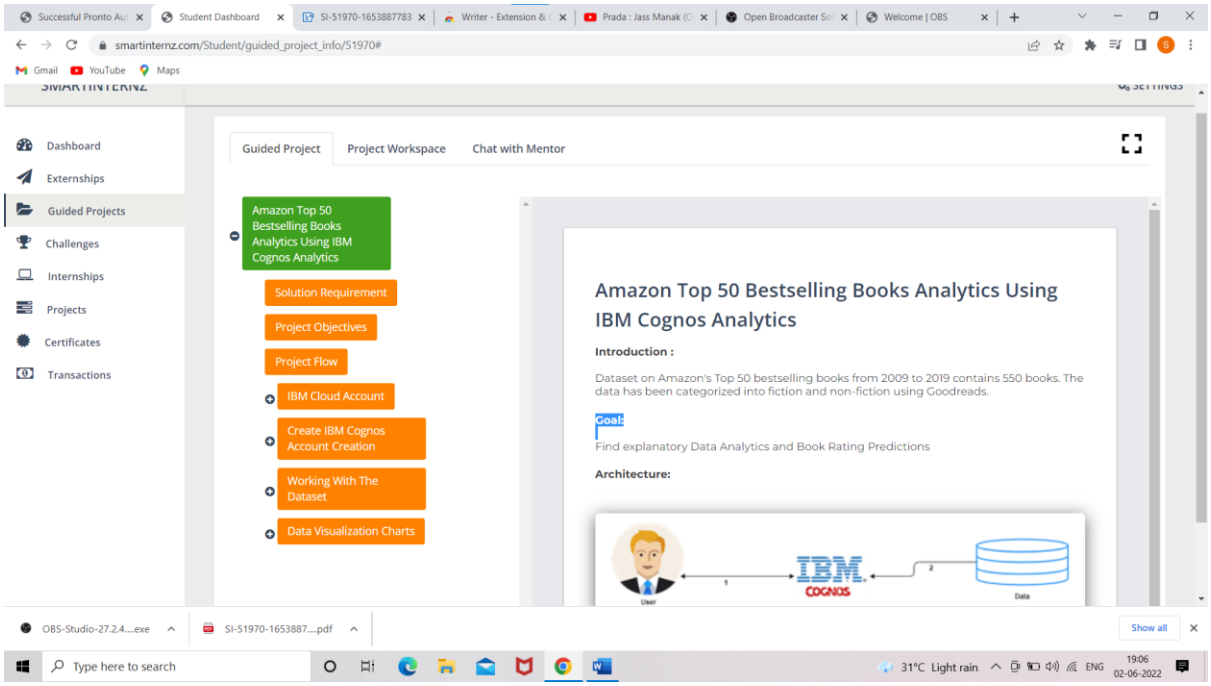
By the end of this Project, we will:

- 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).

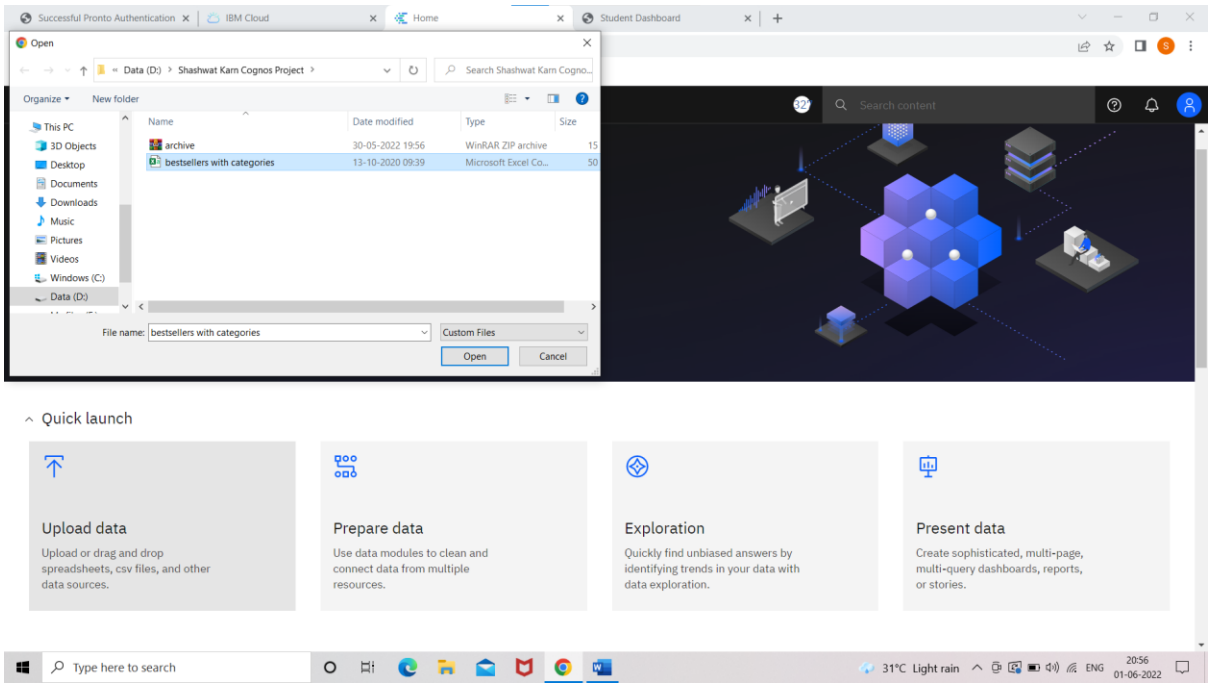
Architecture



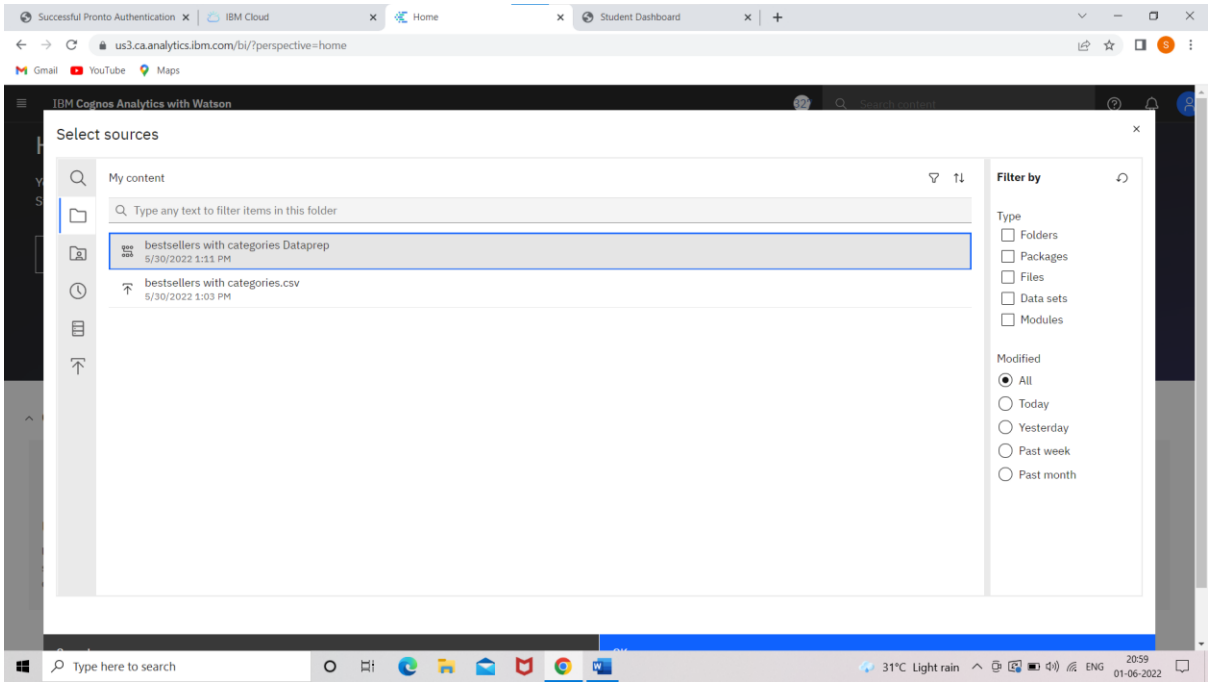
Project Flow



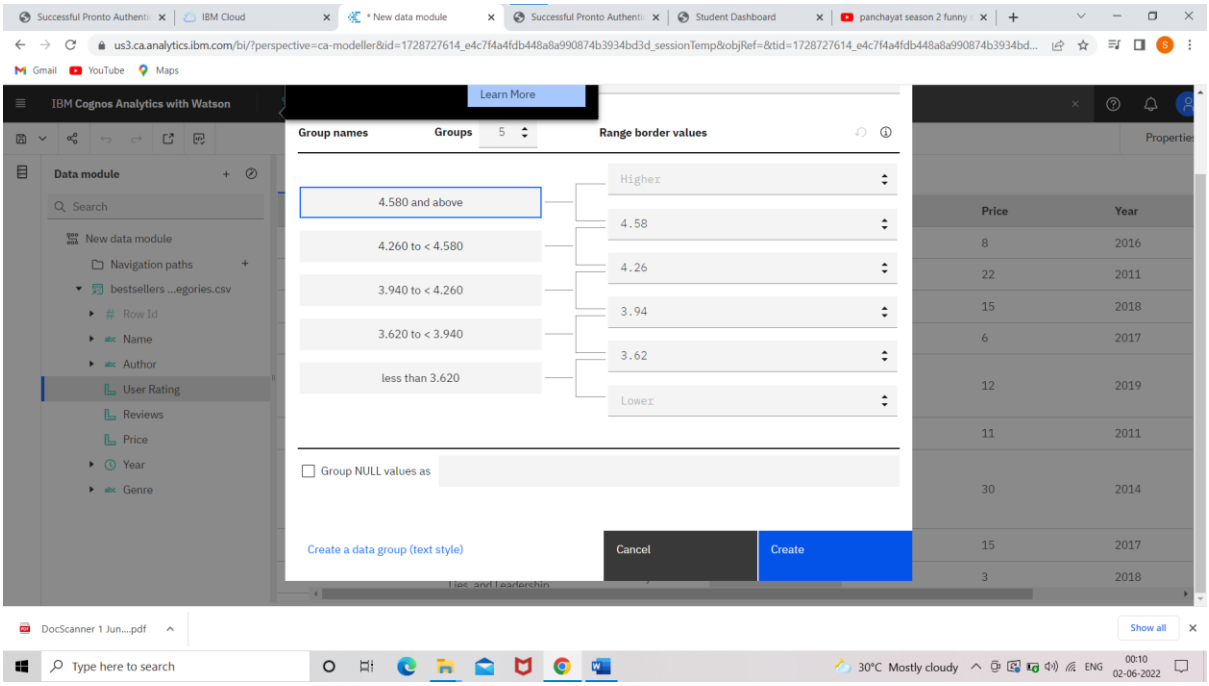
1) Upload the dataset



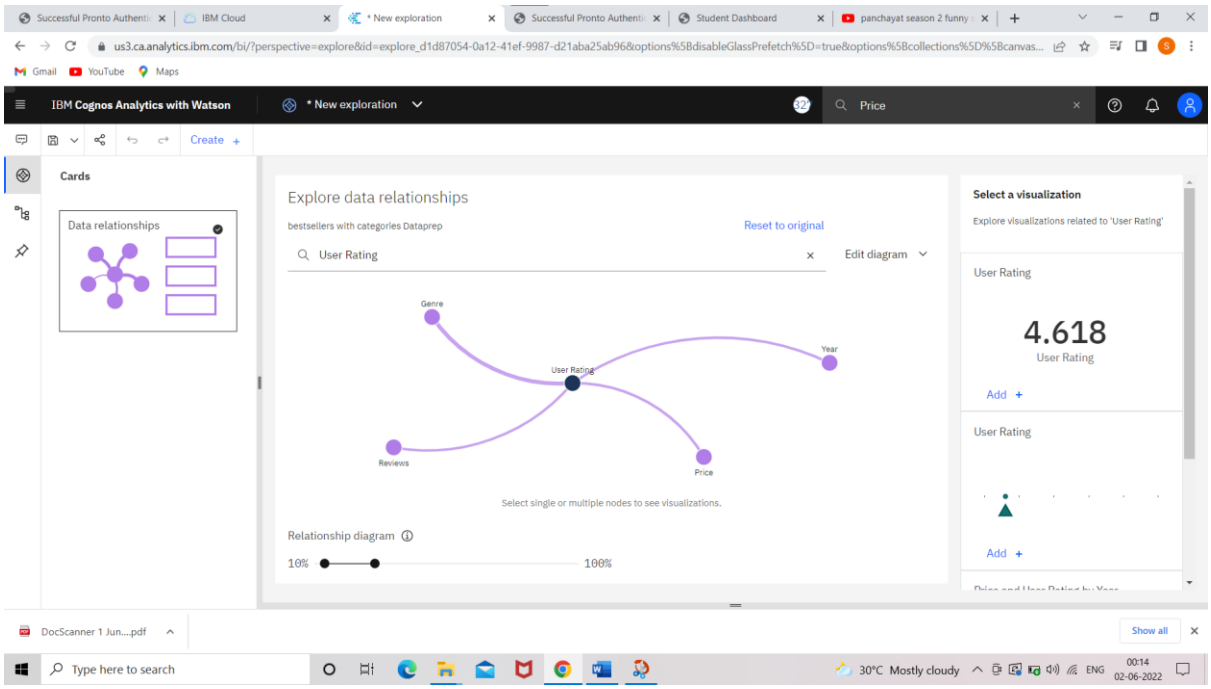
2) Prepration of Dataset



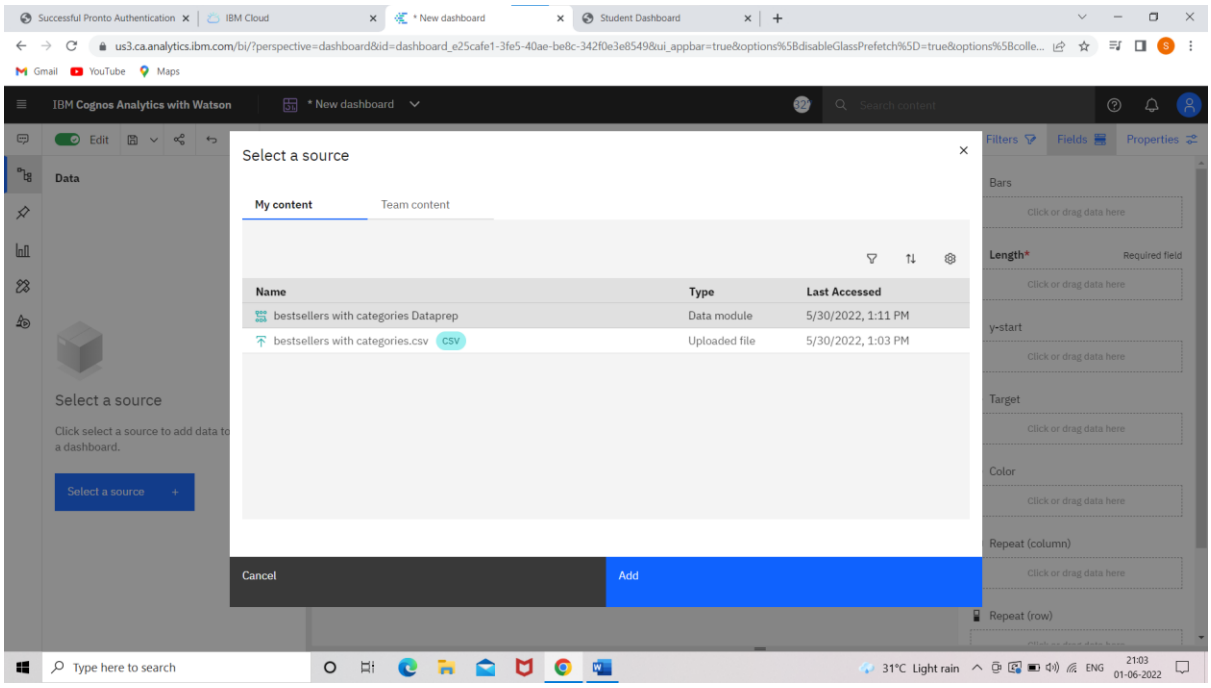
3) Calculating Data and Creating a Group



4) Exploring the Data

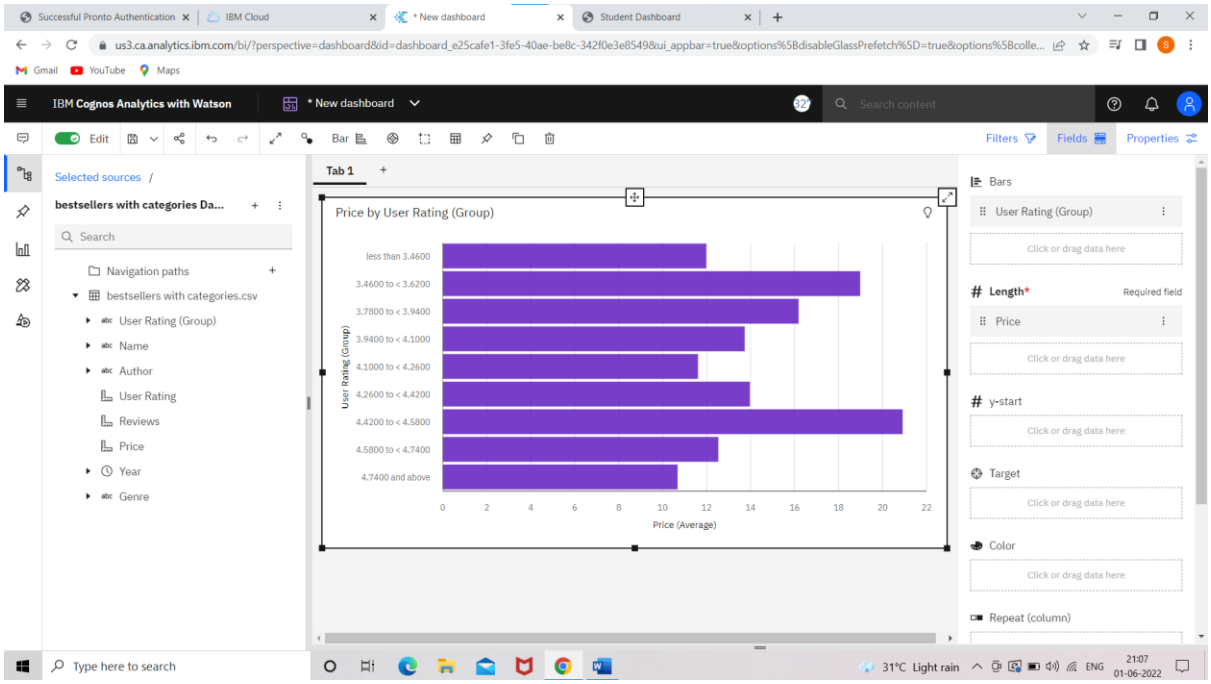


5) Selecting the Dataset

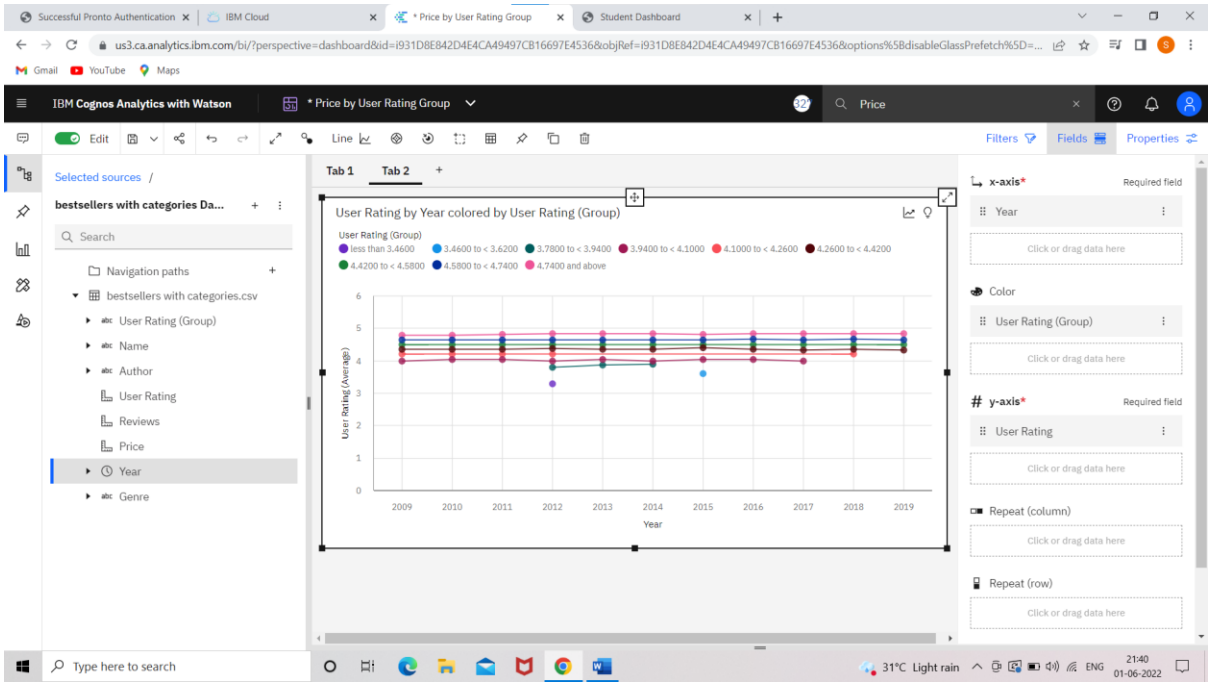


Data Visulaization

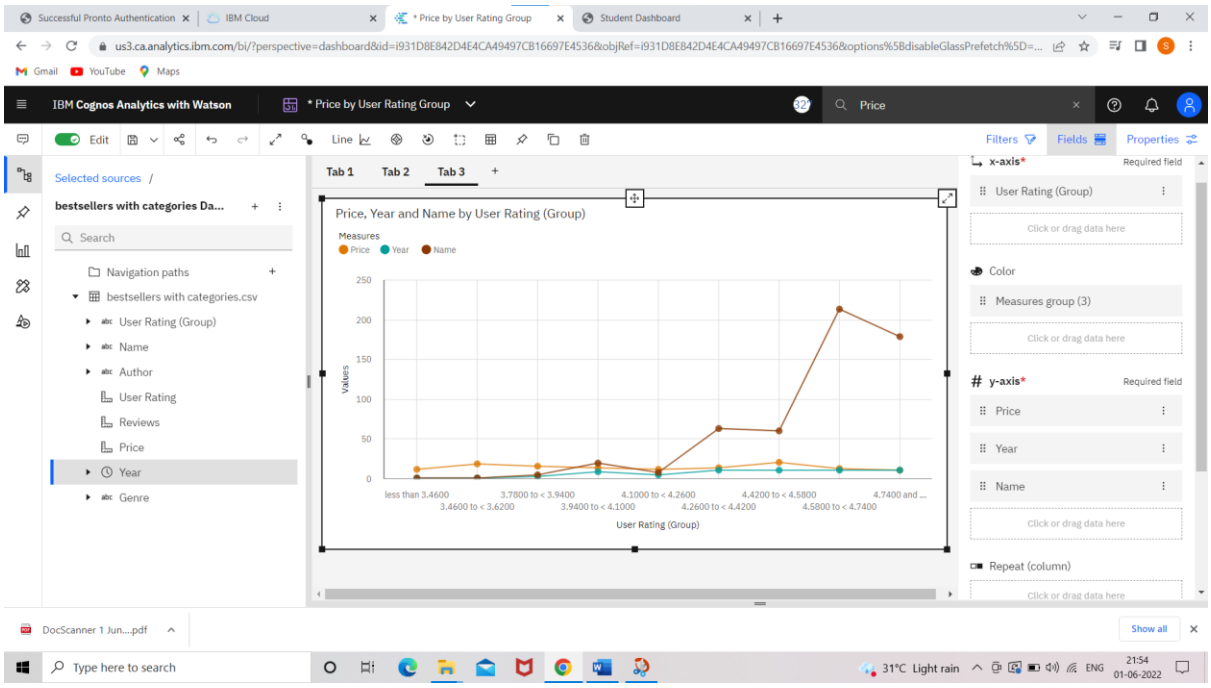
i) Price by User Rating (Group)



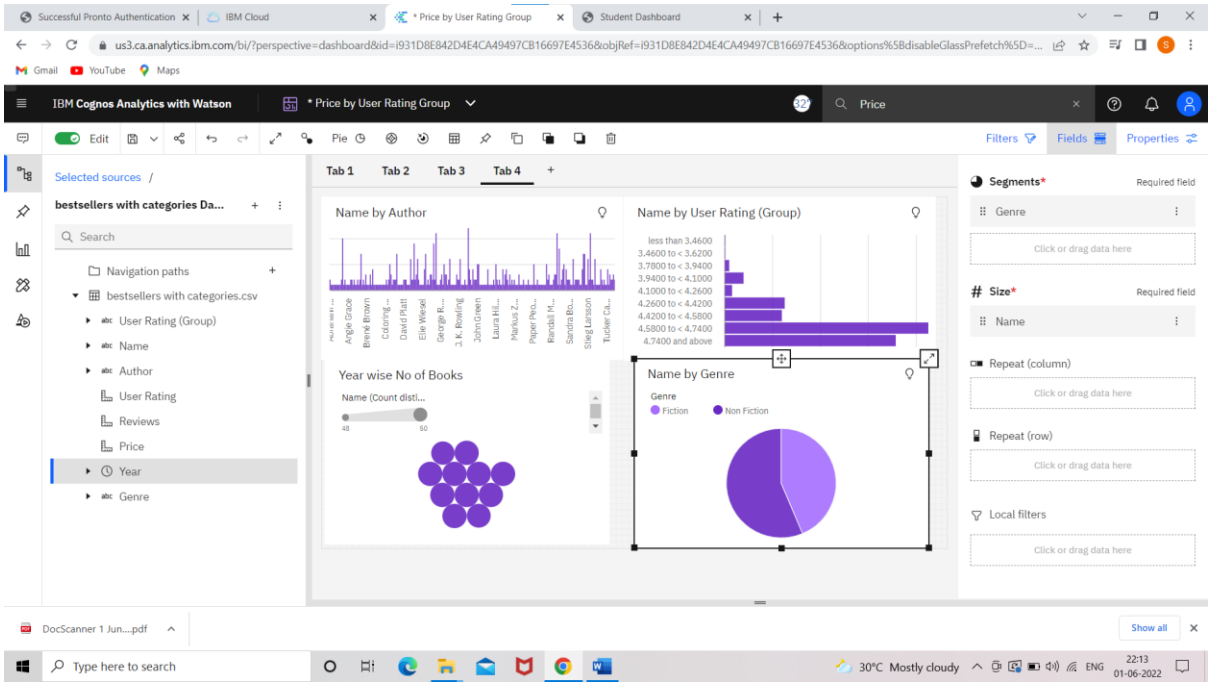
ii) Line Chart Showing Price by Year with User Rating Groups Color



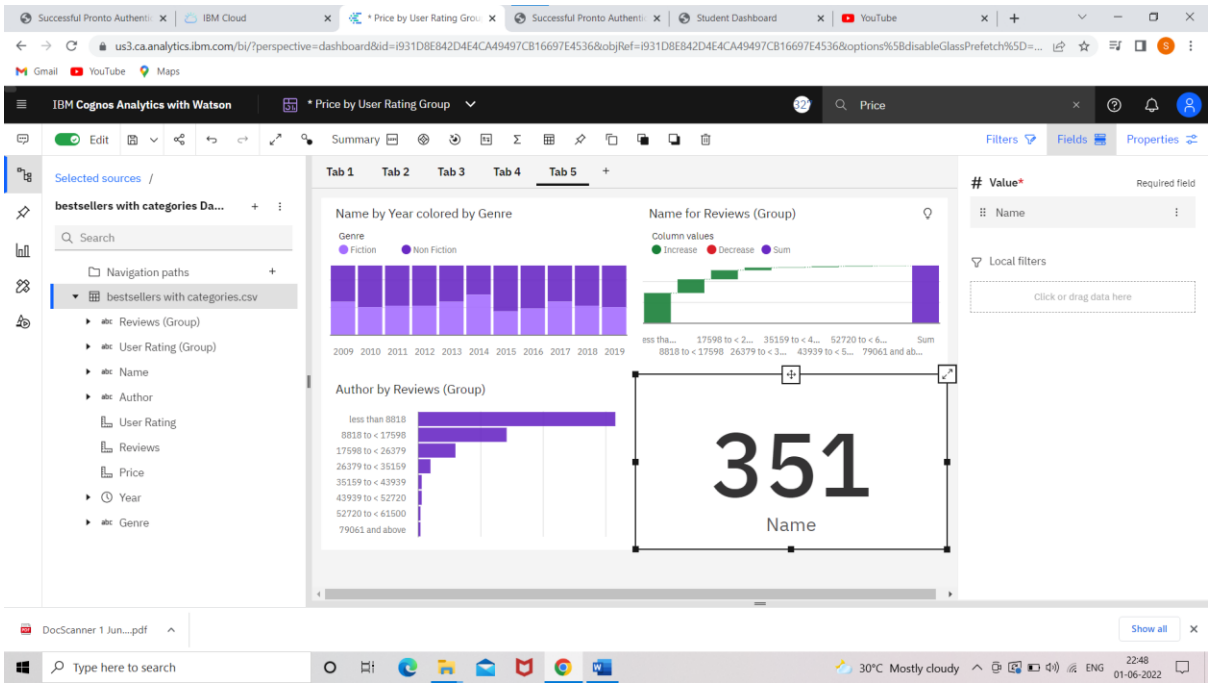
iii) Line Chart Showing Price, Year and Name by User Rating



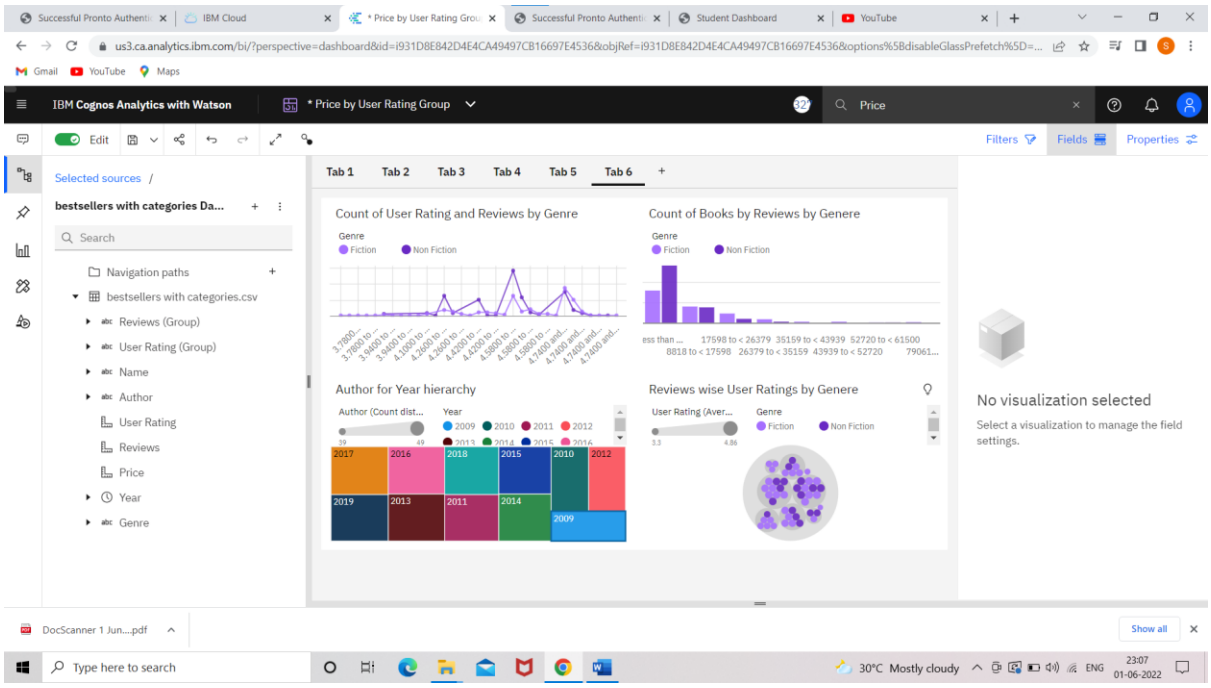
iv) Count of Books by Author, User Groups, Year and Genre Wise



v) Dashboard Showing Reviews of various Categories



vi) Dashboard Showing book reviews



Advantage and Disadvantage of creating Dashboard

Advantage:

- Enhanced Visibility: Dashboards provide greater visibility with information available whenever it is required to ensure businesses are better placed to respond to changing market conditions.

- Timesaving Efficiency: With dashboards, we are no longer wasting valuable time generating reports from multiple systems. Instead, data is drawn from a source and displayed as an easy to interpret visual overview.

- Better Forecasting: With greater insight into the data, future demand can be more accurately predicted using historic information. Businesses can be more effectively planned for demand fluctuations, setting measurable goals and deliverables for greater success.

- Better Decision Making: Whether you're providing reporting and analysis for the entire organization or functional areas of the business, a dashboard allows companies to analyse key data quickly and meticulously. Visualized interactivity serves to deliver overwhelming amounts of data in a way that

is easy to understand. With the ability to easily identify what the data really means; better decisions can be made relevant to the business.

Disadvantage:

- Flashy or cluttered design, with users attempting to incorporate too much information without understanding constraints or considering their specific needs from the range of different measurables detailed data analysis provides.

- The technology used in the development of dashboards differs from other software solutions already employed in organizations and can be initially difficult to understand.

- The business has no predetermined rules and hierarchies for how dashboard metrics are used. This means each employee can use the metrics in different ways, resulting in a diverse set of data being reported.

Conclusion

We can understand supplied data using diagrams, graphs, and maps in this way. This knowledge of data enables us to ask the proper questions in order to achieve our objectives through method optimization. We learned how to upload and prepare data with this assignment. We also covered statistical ideas that aided in the computation and presentation of graphs and maps for the dashboard.