

DA Assignment - 1

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

DATA MODULE:

https://us3.ca.analytics.ibm.com/bi/?perspective=ca-modeller&pathRef=.my_folders%2Fkk%2Fdata%2Bmodule2

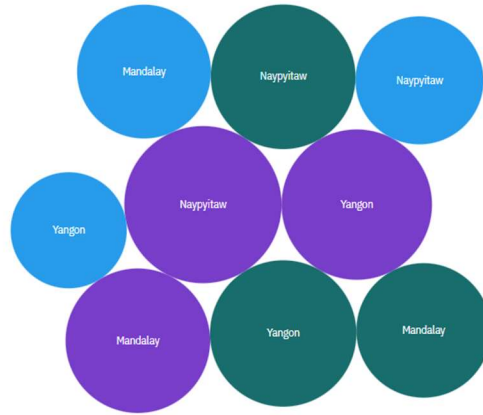
revenue	Row Id	Invoice ID	City	Customer type	Gender	Product line	Unit price	Quantity
453.49499999093	14	252-56-2699	Yangon	Normal	Male	Food and beverages	43.19	10
749.4899999850101	15	829-34-3910	Yangon	Normal	Female	Health and beauty	71.38	10
590.4359999881913	16	299-46-1805	Mandalay	Member	Female	Sports and travel	93.72	6
506.6354999898672	17	656-95-9349	Yangon	Member	Female	Health and beauty	68.93	7
457.4429999908511	18	765-26-6951	Yangon	Normal	Male	Sports and travel	72.61	6
172.2104999965577	19	329-62-1586	Yangon	Normal	Male	Food and beverages	54.67	3
84.6299999983074	20	319-50-3348	Mandalay	Normal	Female	Home and lifestyle	40.3	2
451.7099999909658	21	300-71-4605	Naypyitaw	Member	Male	Electronic accessories	86.04	5
277.1369999944572	22	371-85-5789	Mandalay	Normal	Male	Health and beauty	87.98	3
69.71999999860559	23	273-16-6619	Mandalay	Normal	Male	Home and lifestyle	33.2	2
181.4399999963712	24	636-48-8204	Yangon	Normal	Male	Electronic accessories	34.56	5
279.1844999944163	25	549-59-1358	Yangon	Member	Male	Sports and travel	88.63	3
441.75599999116486	26	227-03-5010	Yangon	Member	Female	Home and lifestyle	52.59	8
35.19599999929607	27	649-29-6775	Mandalay	Normal	Male	Fashion accessories	33.52	1
184.10699999631782	28	189-17-4241	Yangon	Normal	Female	Fashion accessories	87.67	2
463.8899999907221	29	145-94-9061	Mandalay	Normal	Female	Food and beverages	88.36	5
235.21049999529575	30	848-62-7243	Yangon	Normal	Male	Health and beauty	24.89	9
494.1824999901163	31	871-79-8483	Mandalay	Normal	Male	Fashion accessories	94.13	5
737.7614999852448	32	149-71-6266	Mandalay	Member	Male	Sports and travel	78.07	9

VISUALIZATIONS:

City colored by Month sized by revenue 5

revenue (Sum) 29,860.12 40,434.68

Month 1 2 3



Details

Over all **cities** and **months**, the sum of **revenue** is nearly 323 thousand.

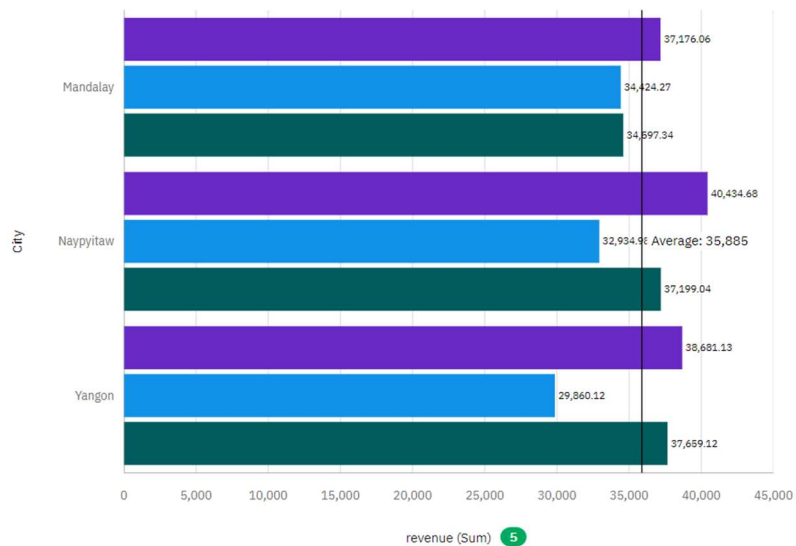
The summed values of **revenue** range from almost 30 thousand to over 40 thousand.

For **revenue**, the most significant value of **City** is Naypyitaw, whose respective **revenue** values add up to nearly 111 thousand, or 34.2 % of the total.

For **revenue**, the most significant values of **Month** are 1 and 3, whose respective **revenue** values add up to almost 226 thousand, or 69.9 % of the total.

revenue by City colored by Month

Month 1 2 3



Details

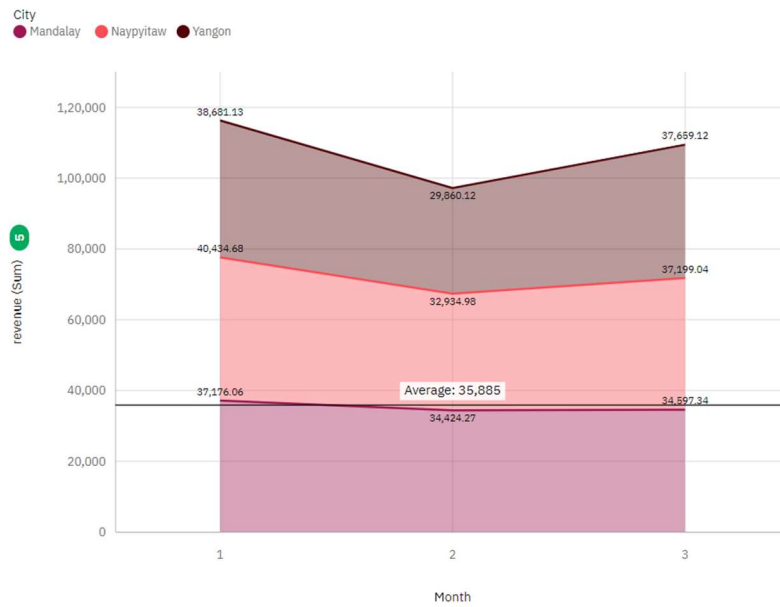
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revenue by Month colored by City



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