

# **DATA ANALYTICS**

## **Assignment 1**

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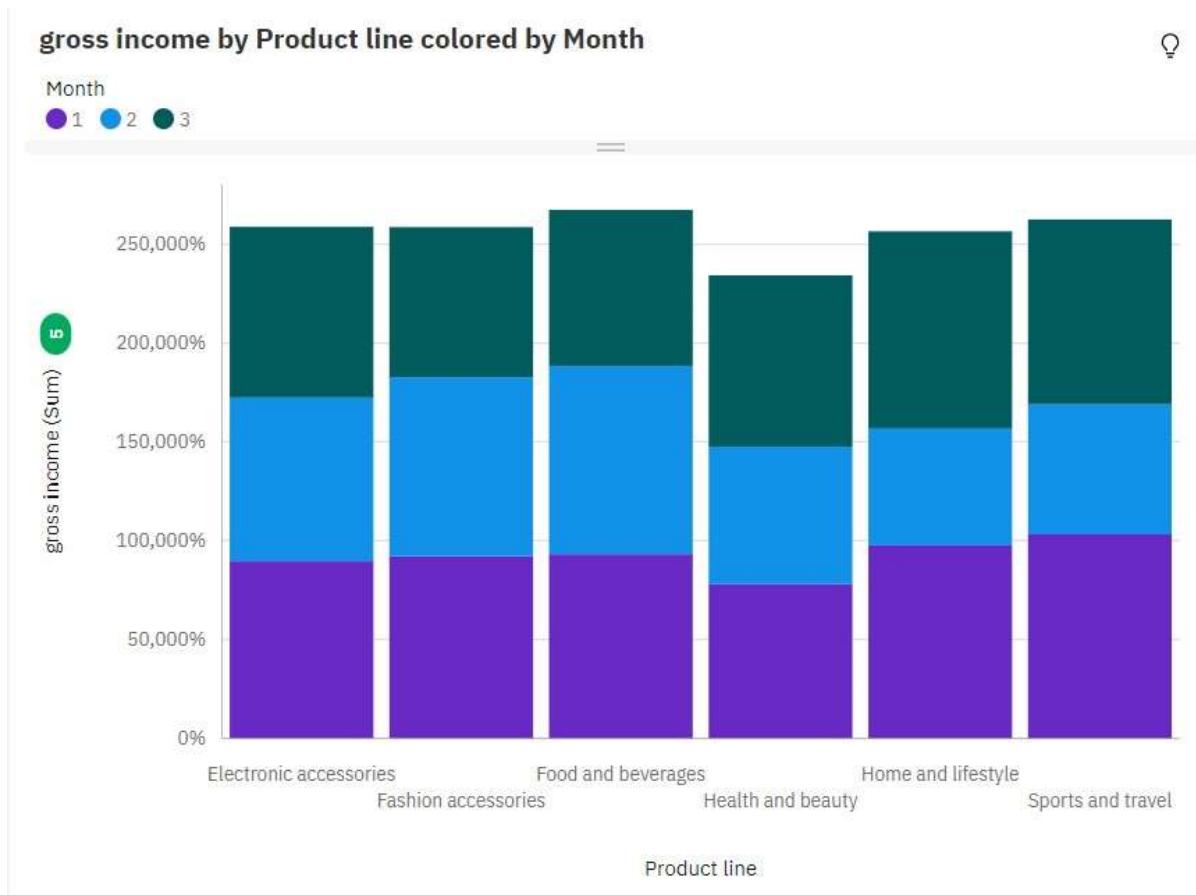
**Challenge:** Upload the dataset to Cognos Analytics, delete the unnecessary columns, create a data module, explore and visualize the dataset

**Cleaning the given data by removing unnecessary columns**

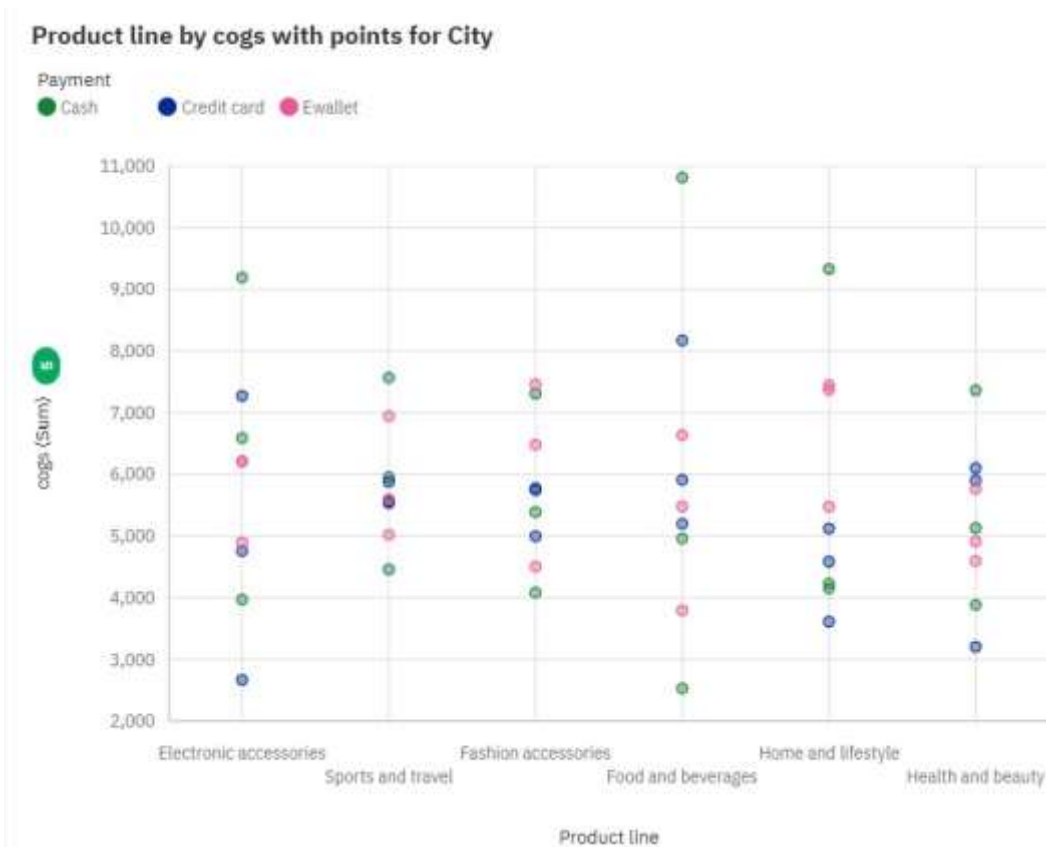
- **Time:** There is a vast variation in time which will make it tough to derive meaningful insights as we are dealing with a large dataset.
- **Date:** The date column is further divided into months because we are dealing with a single year. Hence the visualizations will not give hidden insights. So, 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:

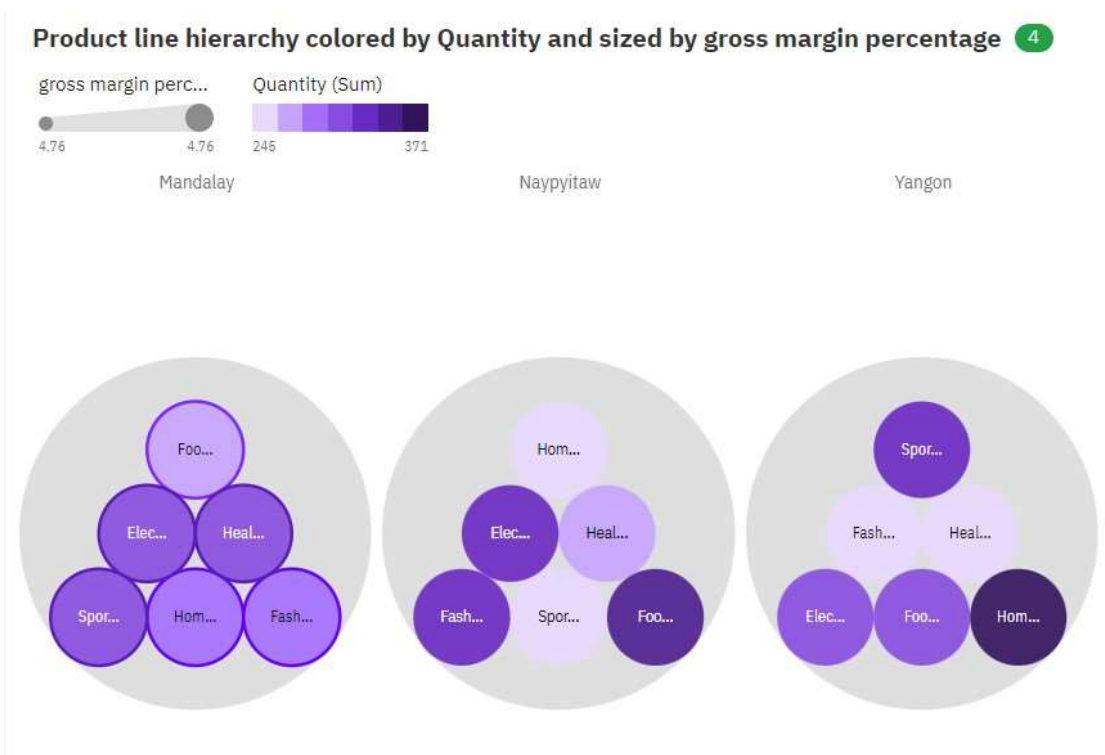
### 1. Gross income by Product line colored by Month stacked column chart



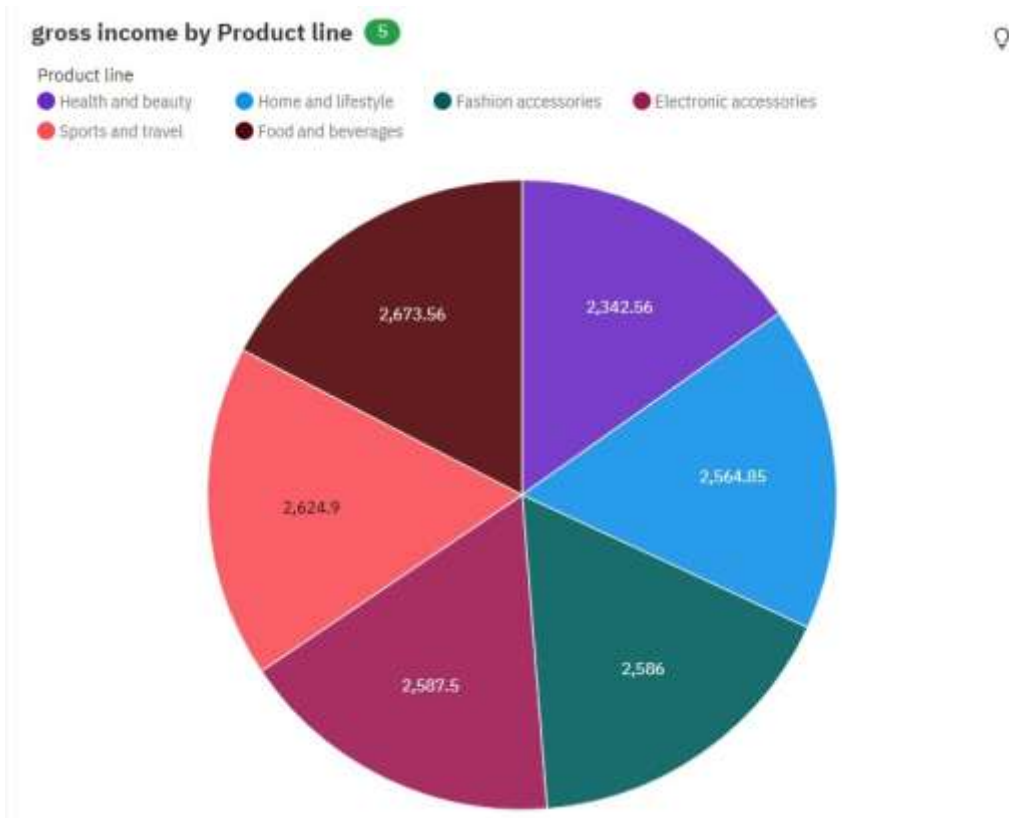
## 2. Product line by cogs with points for City scatter plot



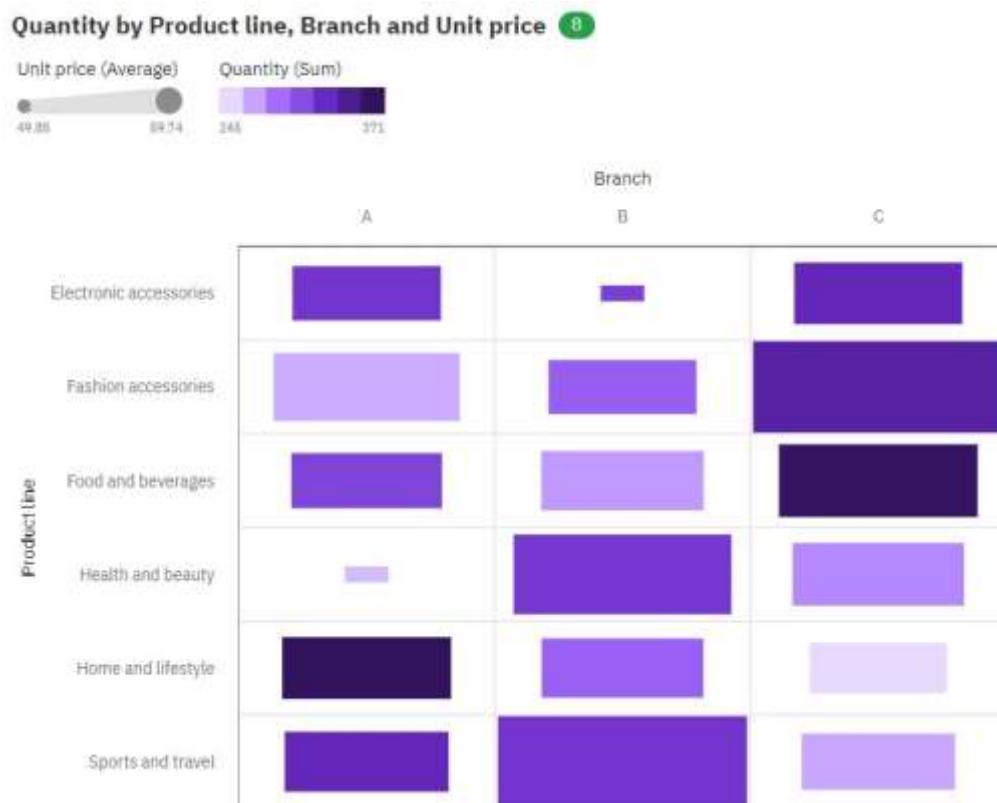
## 3. Product line hierarchy colored by Quantity and sized by gross margin percentage packed hierarchy bubble chart



#### 4. Gross income by Product line pie chart

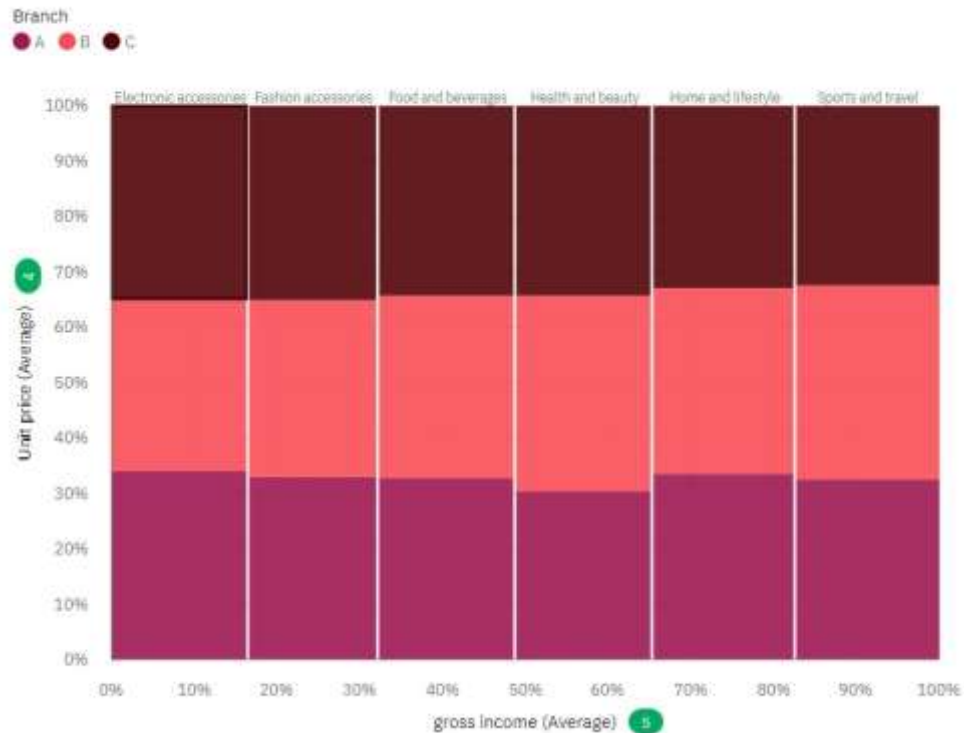


#### 5. Quantity by Product line, Branch, and Unit price heat map



## 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

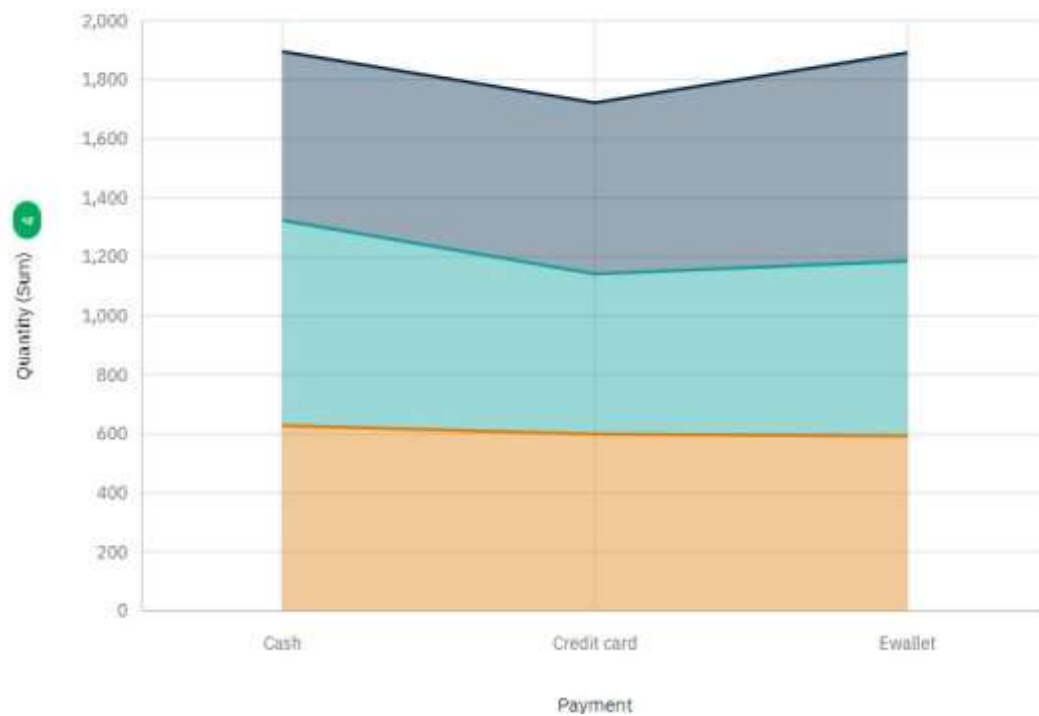


## 7. Quantity by Payment colored by City area chart

Quantity by Payment colored by City

City

- Mandalay
- Naypyitaw
- Yangon

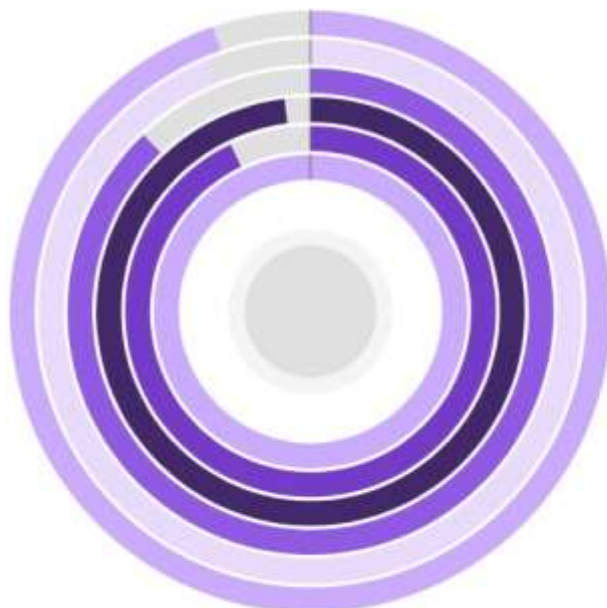


## 8. Product line colored by City sized by Total word cloud



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

Quantity by Product line colored by Rating 4



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

gross income by City colored by Product line



Product line

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

