DA Assignment - 1

Name : Vakkaptla Rashmitha

Reg Number :21BCE7831

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)

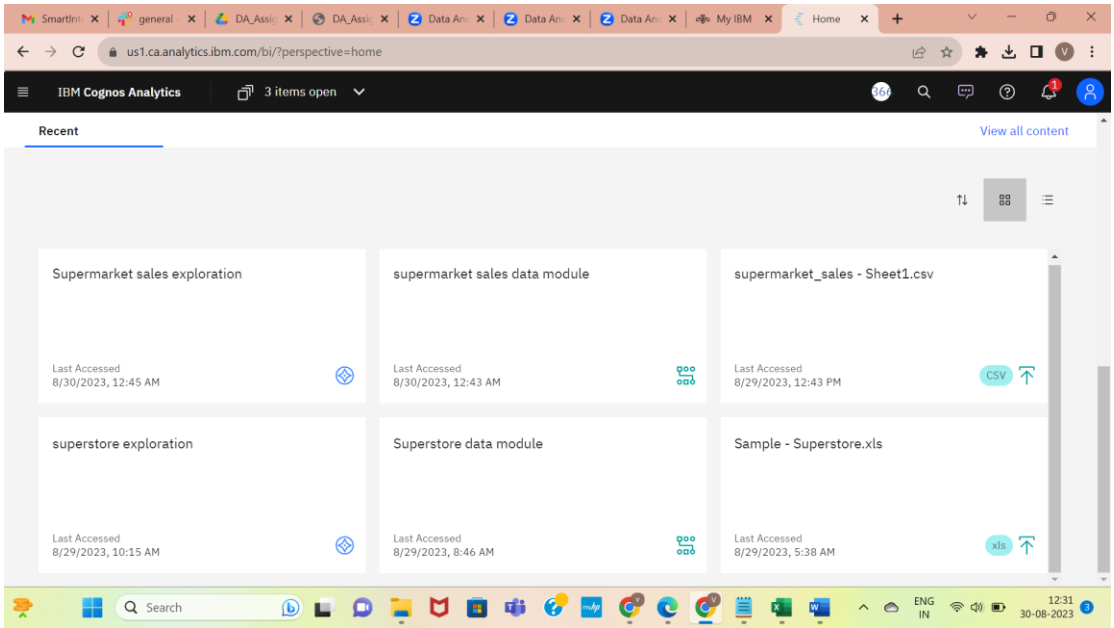
Dataset Link: [Dataset]

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

Steps :

Step 1 :

The Dataset is uploaded to cognos Analytics



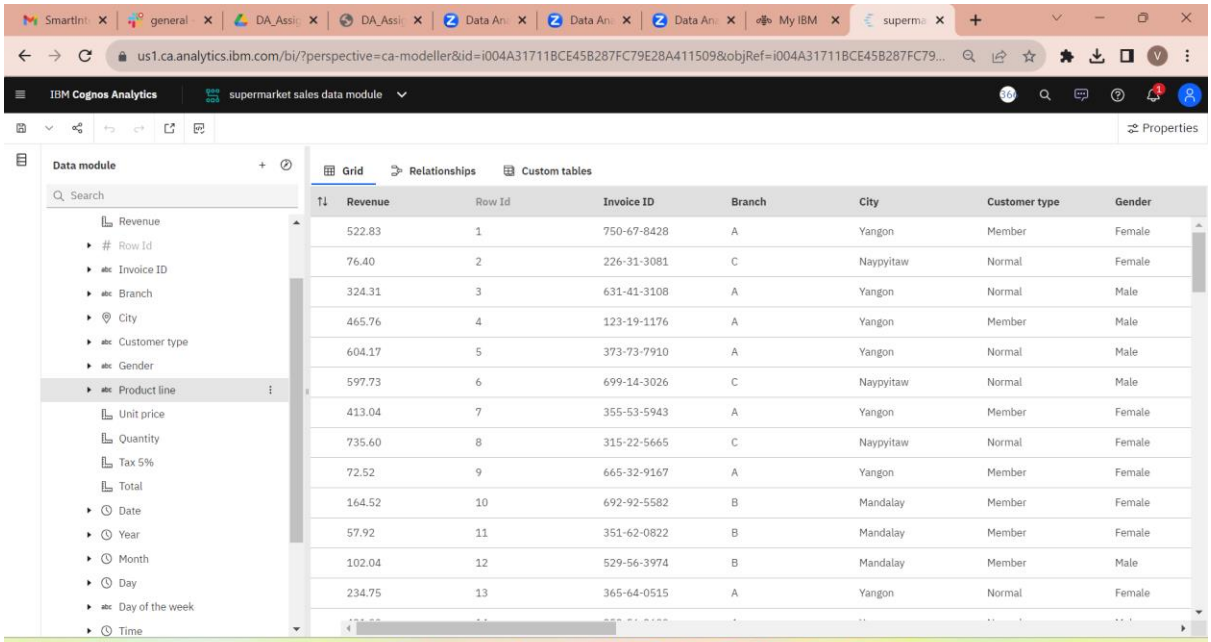
Step 2:

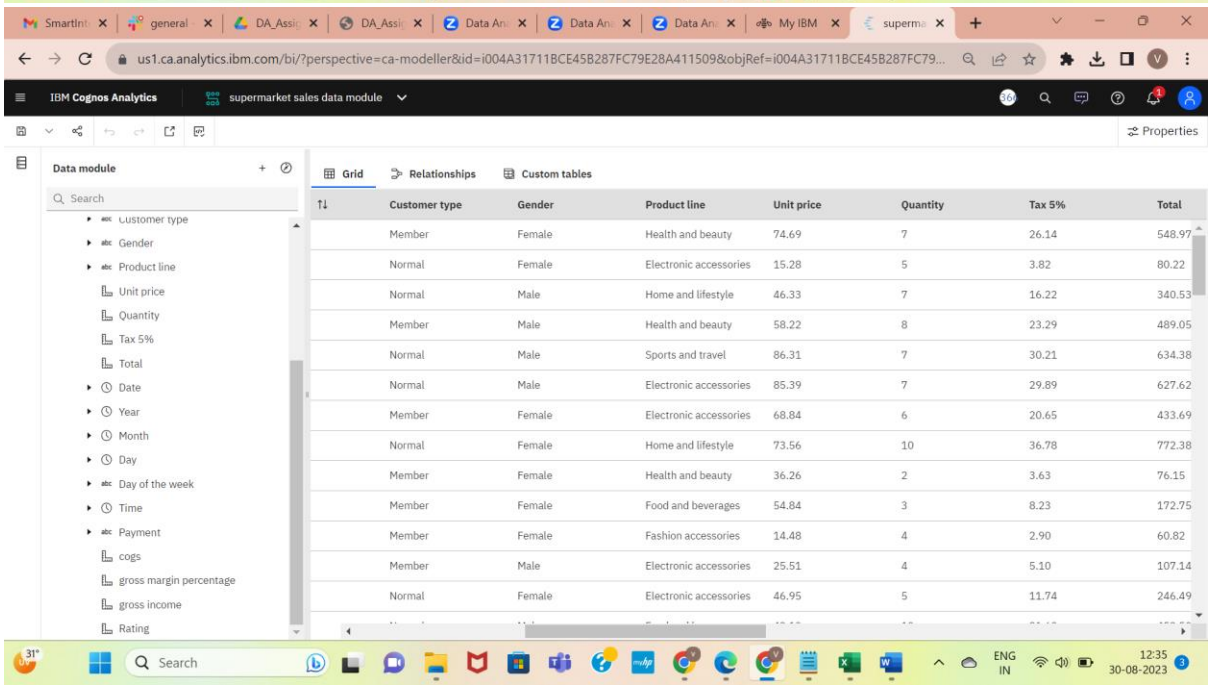
The new Data module is created with the new columns as well.

I divided Date column into year,month,date,Day of the week.

I also added new column by using calculator named as Revenue.

Also, I formatted all the unformatted data and then saved into my content.

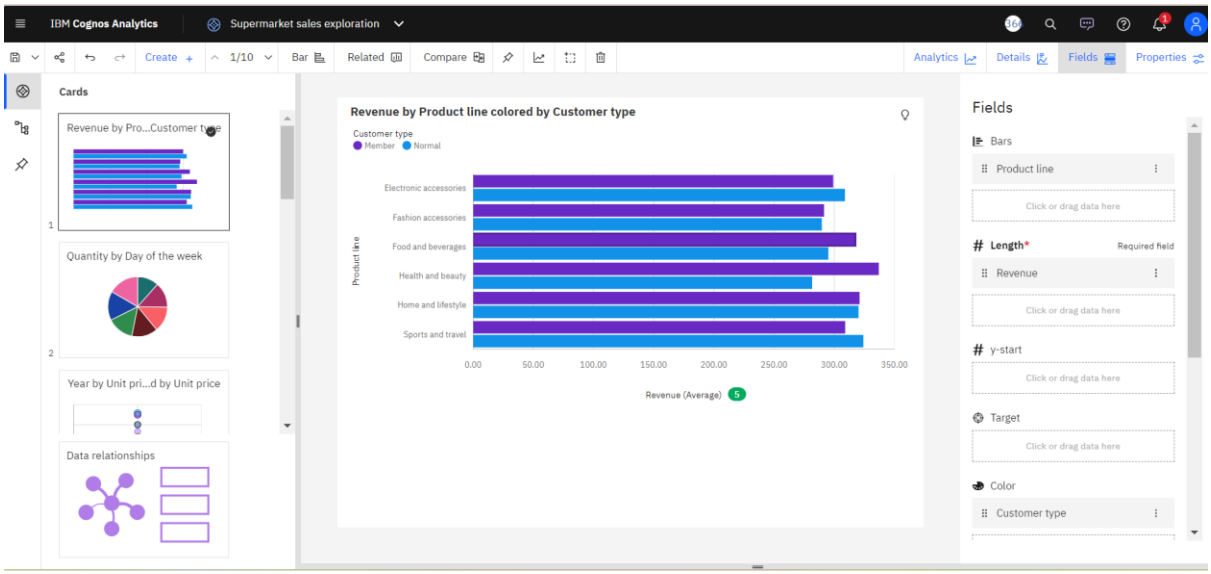




Step 3 :

By using this data module I created visualizations :

1.Bar chart :



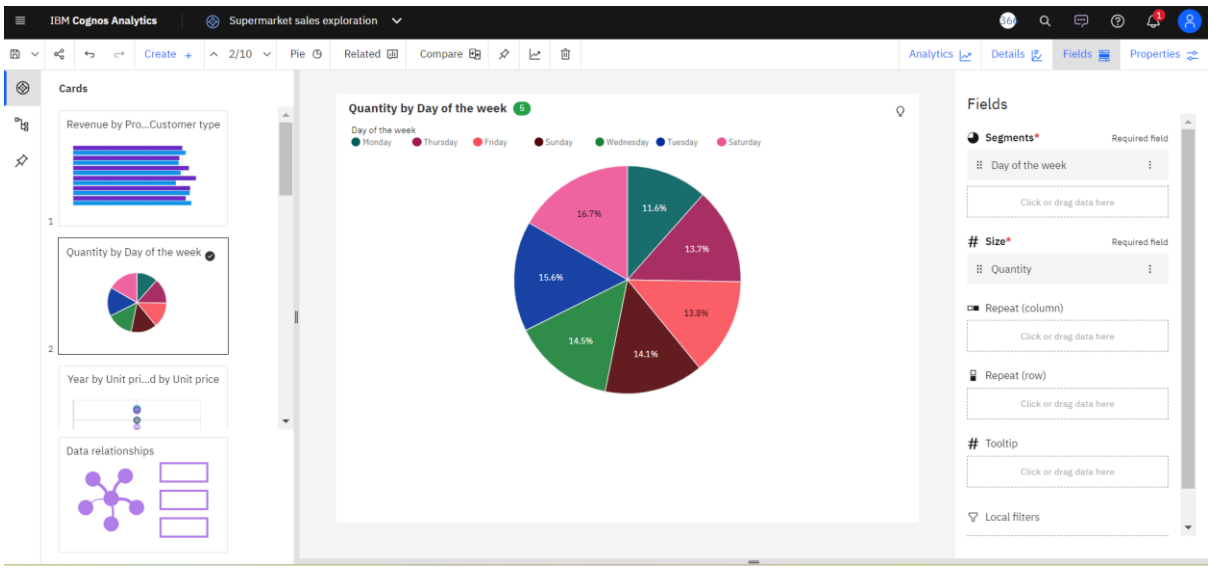
Bar Chart

Bar- Product line

Length- Revenue

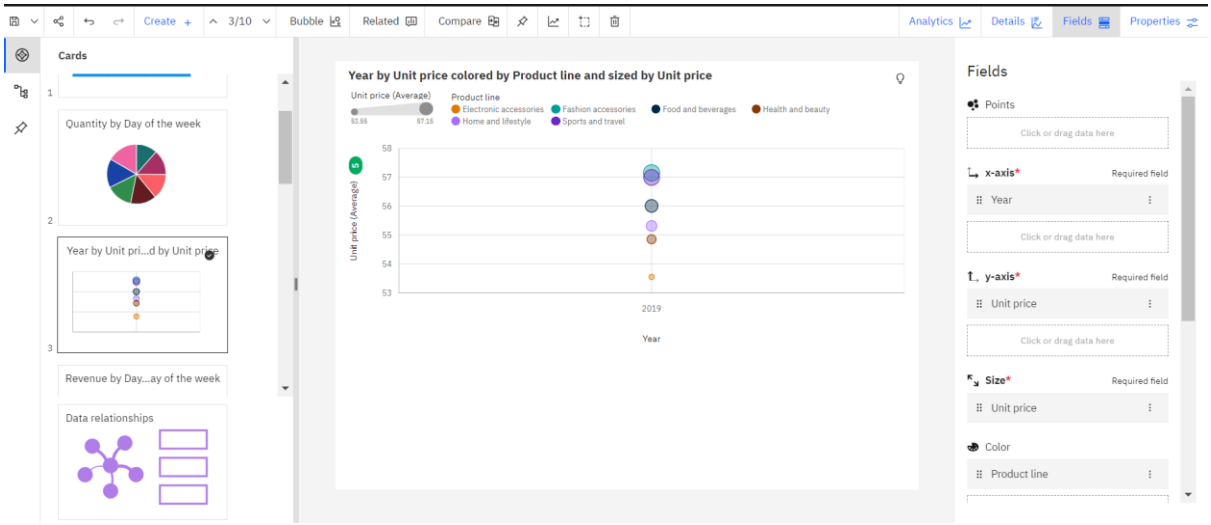
Color- Customer type

2.Pie chart :



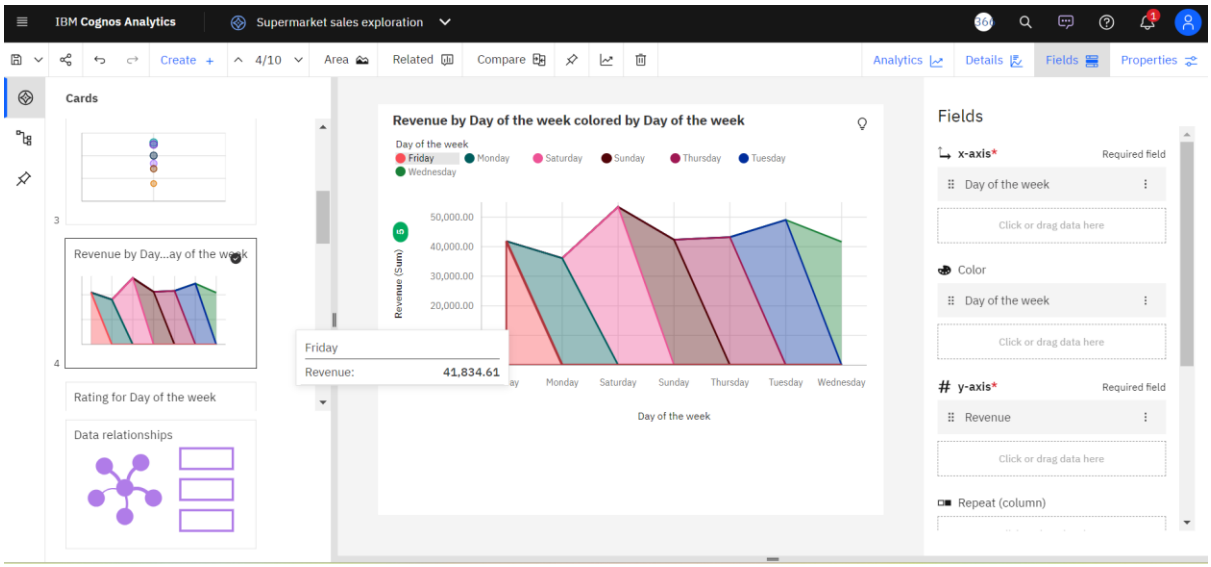
Pie chart
Segment- Day of Week
Size-Quantity

3.Bubble chart :



Bubble Chart
X Axis- Year
Y Axis – Unit price
Size- Unit price
Color- product line

4.AREA chart :



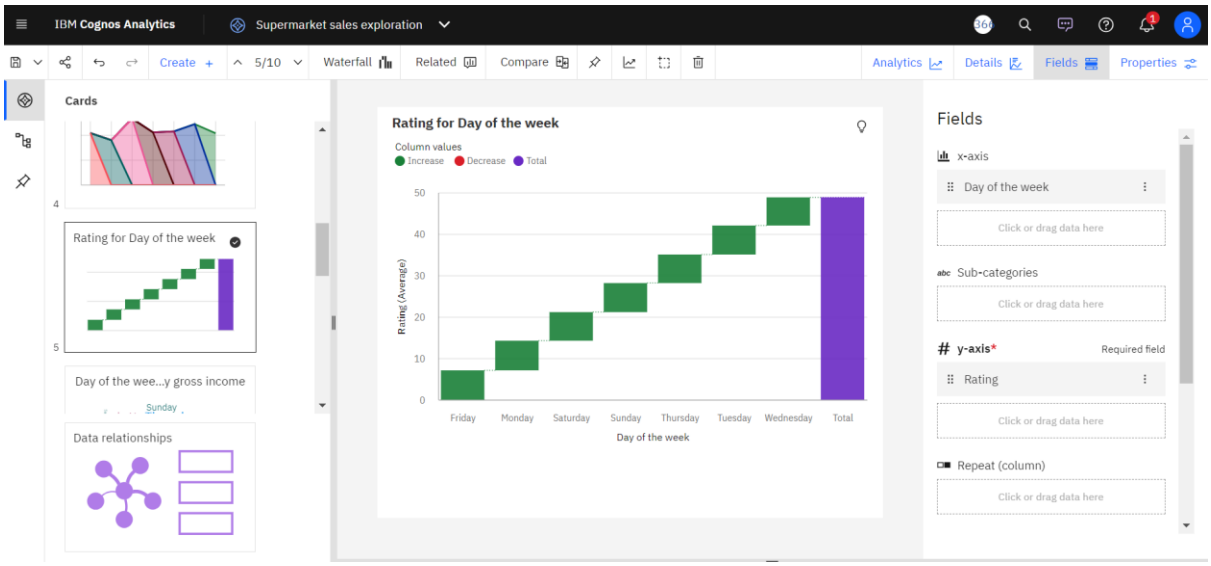
Area chart :

X axis- Day of week

Y axis- revenue

Color- Day of Week

5.Waterfall chart :

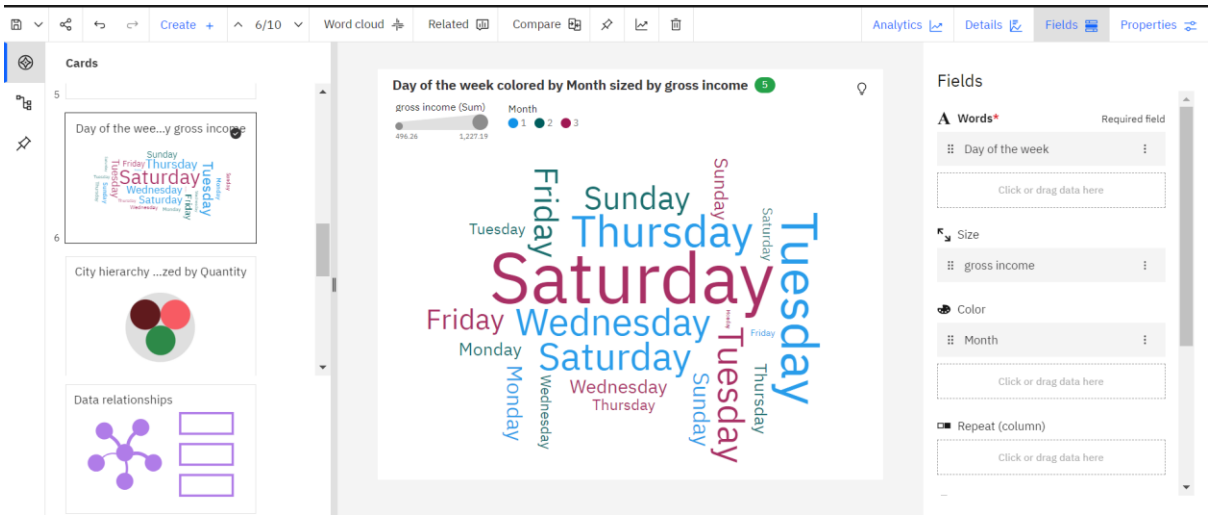


waterfall chart

x axis- Day of the week

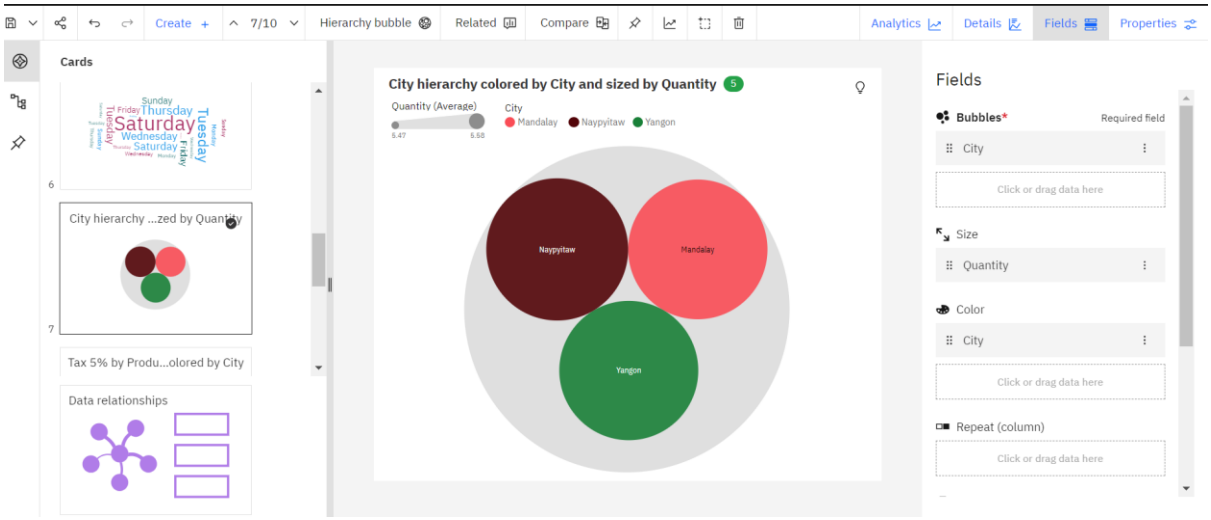
Y axis- Rating

6.Word cloud Chart :



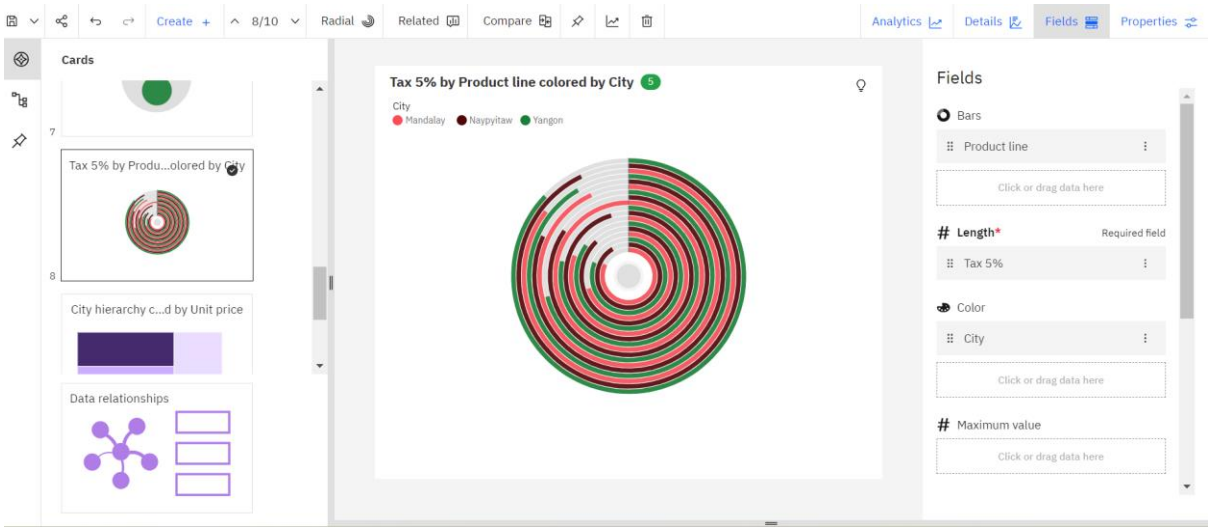
Word Cloud Chart
word- Day of the week
Size-Gross income
Color- Month

7.Hierarchical Bubble Chart :



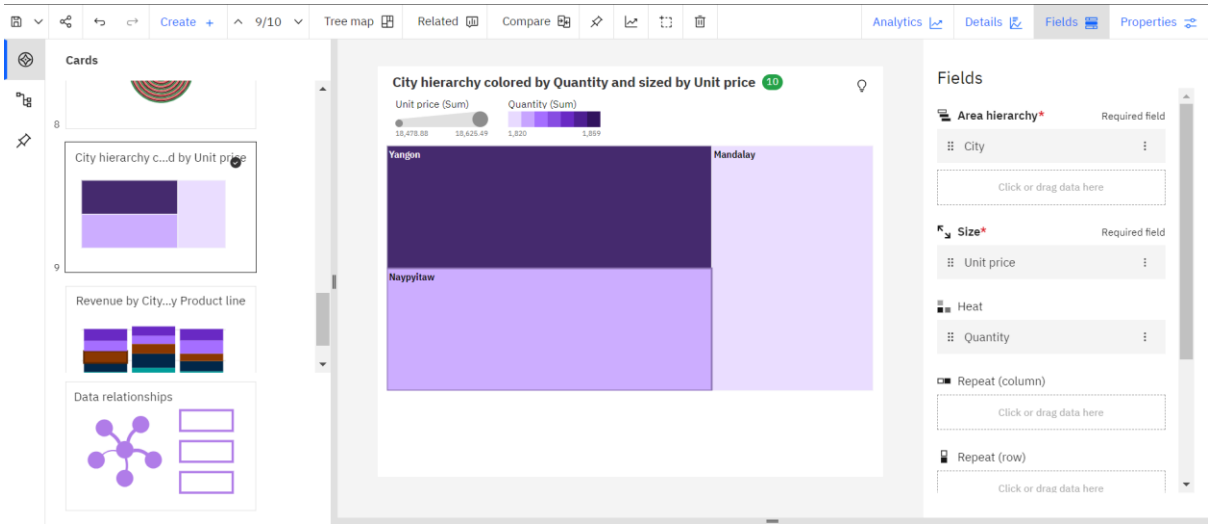
Hierarchical Bubble:
Bubbles- City
Size- Quantity
Color- City

8.Radial Chart :



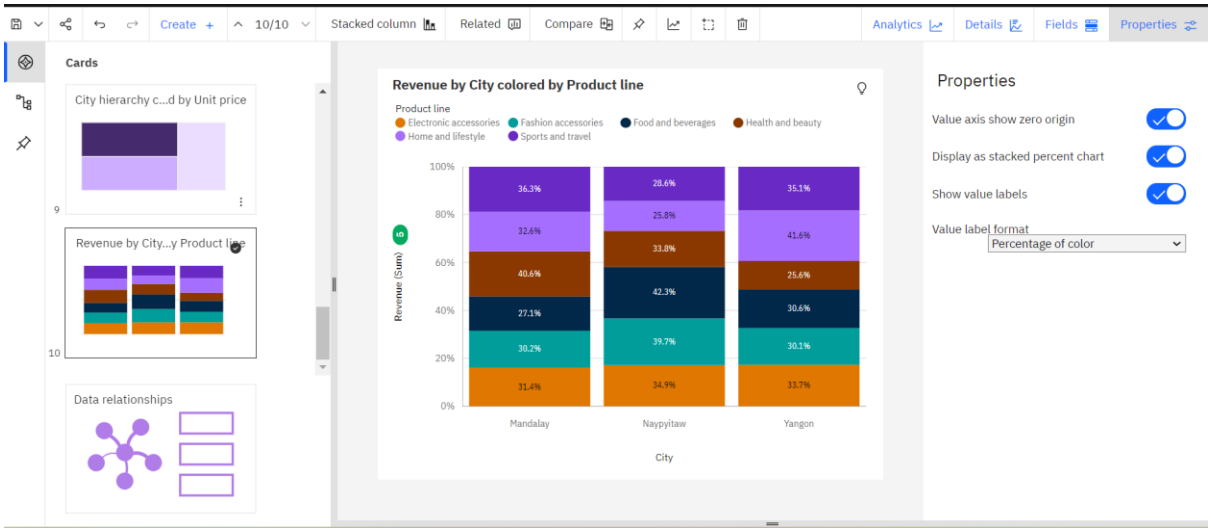
Radial Chart
Bar- Product Line
Length- Tax 5%
Color-City

9.Tree Map :



Tree Map
Area Hierarchy- City
Size- Unit price
Heat-Quantity

10.Stacked column chart :



Stacked column chart :
Bar- City
Length- Revenue
Color -Product Line

*****Thank You ******