

# Data Visualization on Supermarket Growth Analysis

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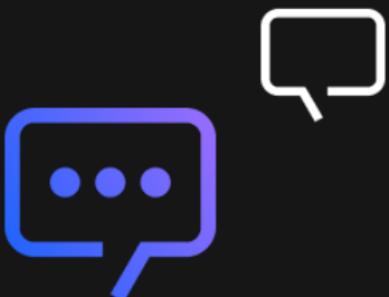
14:31

03-10-2023

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Supermarket dashboard	>Last Accessed 10/3/2023, 12:57 AM	Supermarket exploration	Last Accessed 10/3/2023, 12:05 AM	Supermarket data module	Last Accessed 10/3/2023, 12:01 AM	supermarket_sale- Sheet1.csv	Last Accessed 10/2/2023, 11:58 PM
HRDataset__v14.csv	Last Accessed 10/1/2023, 9:44 AM	CSV	CSV	CSV	CSV	CSV	CSV

IBM Cognos Analytics Supermarket data module 338 🔍 🚧 1 🌐 Properties

Data module + ⏎

Search

Supermarket data module

Navigation paths +

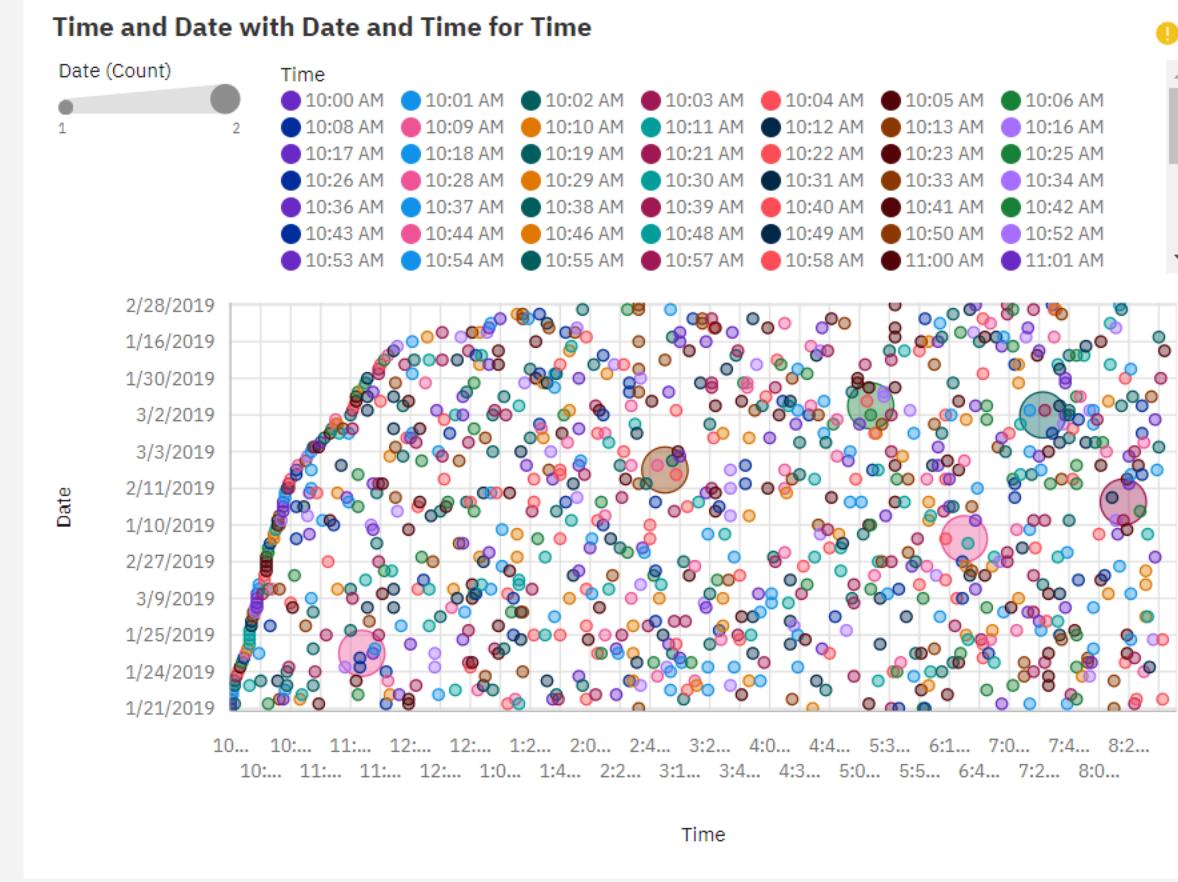
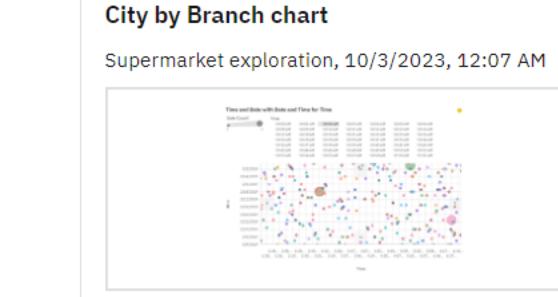
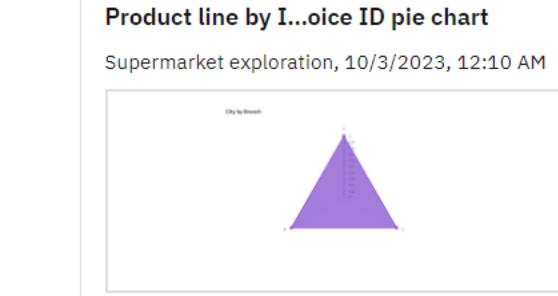
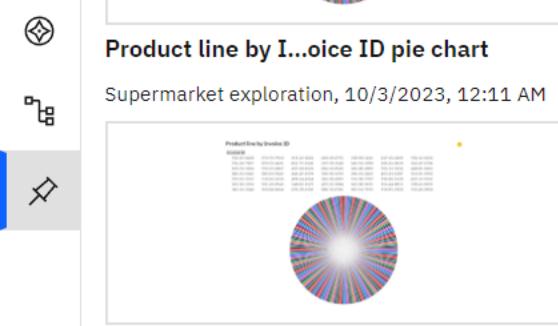
supermark...heet1.csv :

- abc Invoice ID
- abc Branch
- 📍 City
- abc Customer type
- abc Gender
- abc Product line
- Unit price
- Quantity
- Tax 5%
- Total
- Date
- Time
- abc Payment

Grid Relationships Custom tables

Invoice ID	Branch	City	Customer type	Gender	Product line	Unit price
750-67-8428	A	Yangon	Member	Female	Health and beauty	74.69
226-31-3081	C	Naypyitaw	Normal	Female	Electronic accessories	15.28
631-41-3108	A	Yangon	Normal	Male	Home and lifestyle	46.33
123-19-1176	A	Yangon	Member	Male	Health and beauty	58.22
373-73-7910	A	Yangon	Normal	Male	Sports and travel	86.31
699-14-3026	C	Naypyitaw	Normal	Male	Electronic accessories	85.39
355-53-5943	A	Yangon	Member	Female	Electronic accessories	68.84
315-22-5665	C	Naypyitaw	Normal	Female	Home and lifestyle	73.56
665-32-9167	A	Yangon	Member	Female	Health and beauty	36.26
692-92-5582	B	Mandalay	Member	Female	Food and beverages	54.84
351-62-0822	B	Mandalay	Member	Female	Fashion accessories	14.48
529-56-3974	B	Mandalay	Member	Male	Electronic accessories	25.51
365-64-0515	A	Yangon	Normal	Female	Electronic accessories	46.95

# VISUALISATIONS



## Details

The overall number of results for **Date** is a thousand.





IBM Cognos Analytics \* Supermarket exploration 338 Search Details Fields Properties

Tax 5% summary value  
Supermarket exploration, 10/3/2023, 12:40 AM

Quantity by Total...Total area chart  
Supermarket exploration, 10/3/2023, 12:39 AM

gross margin per...radial bar chart  
Supermarket exploration, 10/3/2023, 12:18 AM

gross margin per...radial bar chart  
Supermarket exploration, 10/3/2023, 12:15 AM

gross margin percentage by cogs colored by gross margin percentage 10 !

gross margin perc...  
4.76 4.76

Details

The overall number of results for **gross margin percentage** is a thousand.

Over all values of **cogs**, the average of **gross margin percentage** is 4.762.

180.09 (0.2 %), 167.54 (0.2 %), 207.27 (0.2 %), 89.28 (0.2 %), and 448.56 (0.2 %) are the most frequently occurring categories of **cogs** with a combined count of 10 items with **gross margin percentage** values (1 % of the total).

### IBM Cognos Analytics \* Supermarket exploration

13/13 Area Related Compare Details Fields Properties

**Tax 5% summary value**  
Supermarket exploration, 10/3/2023, 12:40 AM

**Quantity by Total colored by Total**

Total

10.68	12.69	13.17	13.42	14.68	16.11	16.2	16.28	17.09	18.64	19.19	19.25
20.11	20.69	22.39	22.66	23.5	23.75	24.11	25.26	26.25	26.55	26.72	26.73
26.8	28.42	30.22	30.41	31	31.23	31.75	31.93	32.14	32.15	32.28	32.53
33.36	33.43	33.5	33.94	34.63	35.2	35.31	36.55	37.61	37.68	38.85	40.34
40.53	40.96	41.08	41.39	41.45	41.74	42.37	43.87	44.35	44.59	44.99	45.11
45.93	46.68	47.86	48.51	48.73	49.31	49.42	49.77	49.81	51.04	51.15	53.15
53.34	53.93	54.04	54.97	55	55.04	55.28	55.88	56.12	56.41	56.47	56.95

Quantity (Sum)

10.68 48.73 76.58 95.92 128.02 160.21 188 221.89 269.54 313.57 367.55 433.69 507.68 603.88 731.43  
32.14 65.6 85.59 107 145.07 174.3 206.43 246.68 290.08 339.36 400.76 469.41 548.16 657.53 788.51

Total 5

**Details**

Across all **totals** and **totals**, the sum of **Quantity** is over 5500.

The summed values of **Quantity** range from 1 to 18.

For **Quantity**, the most significant value of **Total** is 189.0945, whose respective **Quantity** values add up to 18, or 0.3 % of the total.

Product line by ...ed column chart  
Supermarket exploration, 10/3/2023, 12:43 AM

Rating by gross i...Rating line chart  
Supermarket exploration, 10/3/2023, 12:42 AM

Tax 5% 5

# 15.38

Tax 5%

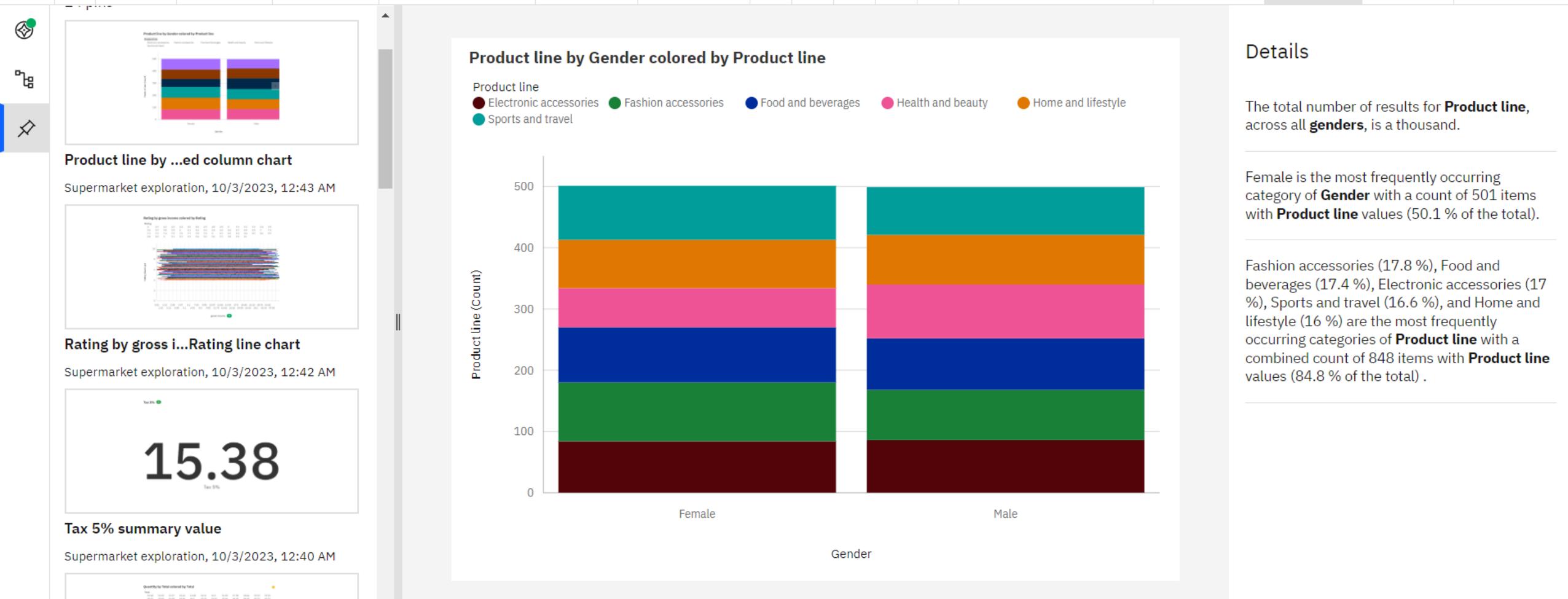
Details

Tax 5% summary value  
Supermarket exploration, 10/3/2023, 12:40 AM

Quantity by Total...Total area chart  
Supermarket exploration, 10/3/2023, 12:39 AM



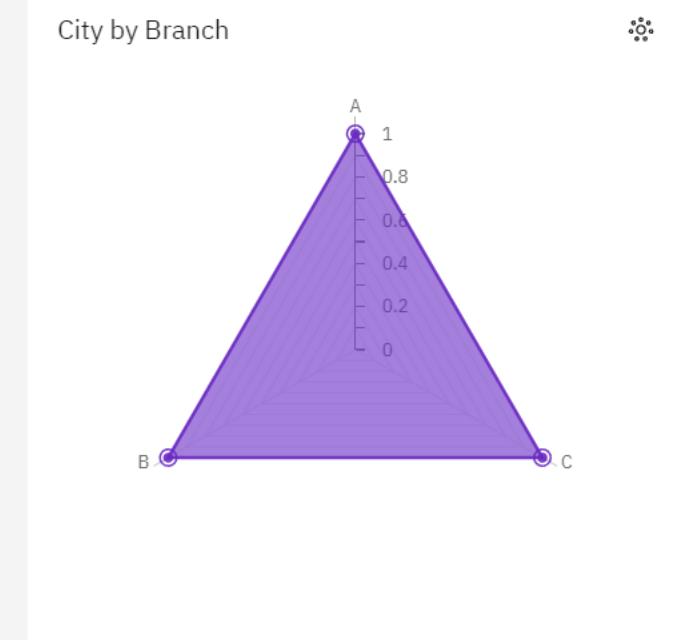
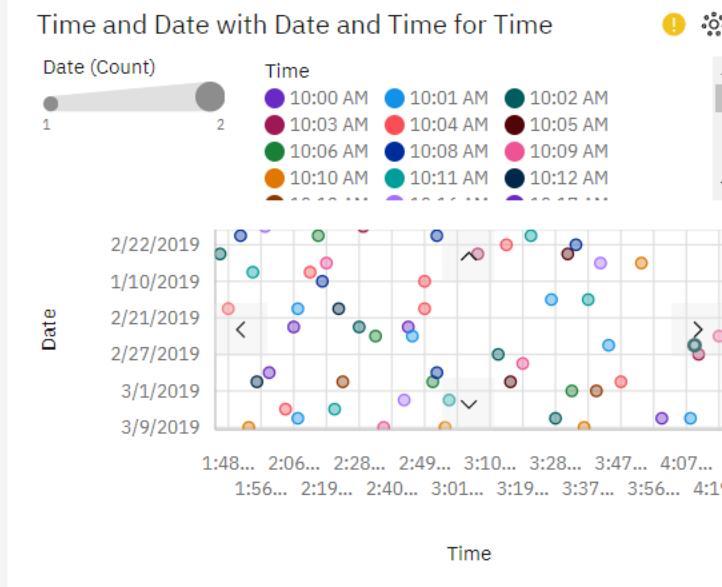
IBM Cognos Analytics \* Supermarket exploration 338 Search Details Fields Properties



# DASHBOARD

Tab 1 Tab 2 Tab 3 Tab 4

# DASHBOARD

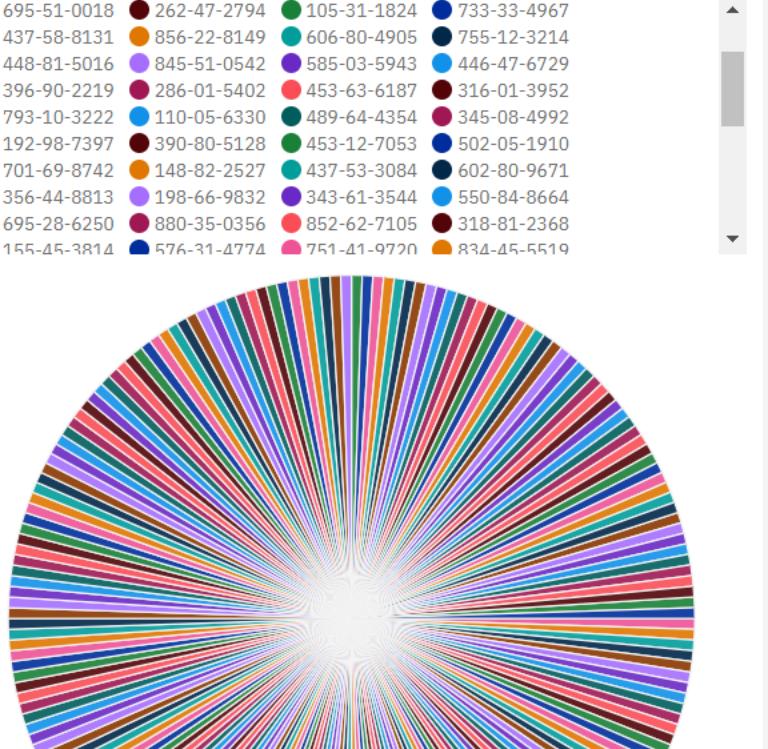


IBM Cognos Analytics Supermarket dashboard 338 🔍 🗃 🗺 100% Analytics Filters

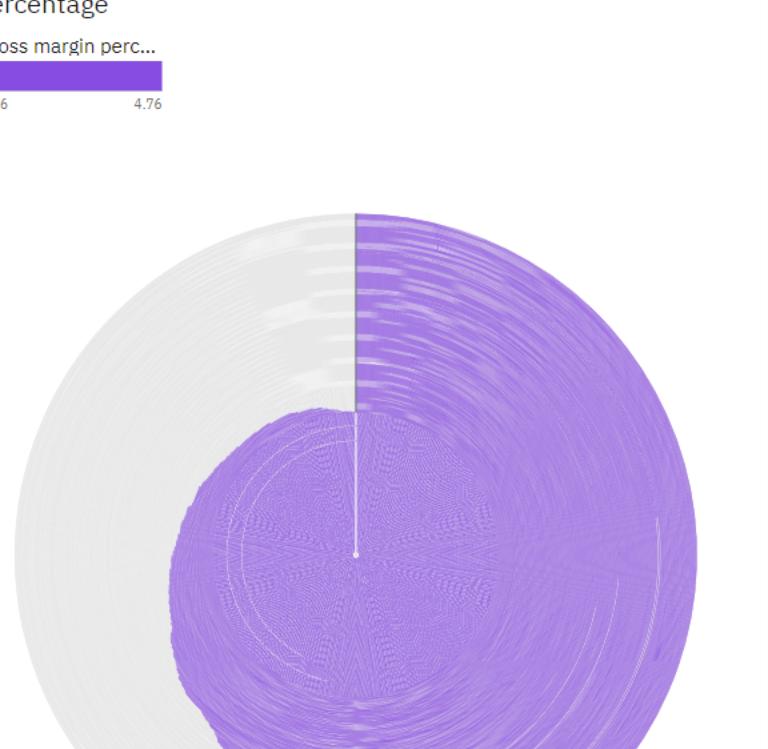
Tab 1 Tab 2 Tab 3 Tab 4

Product line by Invoice ID

gross margin percentage by cogs colored by gross margin percentage



Invoice ID	Color
695-51-0018	Red
437-58-8131	Pink
448-81-5016	Brown
396-90-2219	Dark Teal
793-10-3222	Purple
192-98-7397	Red
701-69-8742	Pink
356-44-8813	Brown
695-28-6250	Dark Teal
155-45-3814	Green
262-47-2794	Dark Brown
856-22-8149	Orange
845-51-0542	Light Purple
286-01-5402	Dark Red
110-05-6330	Blue
148-82-2527	Orange
880-35-0356	Dark Purple
576-31-4774	Blue
105-31-1824	Green
606-80-4905	Cyan
585-03-5943	Dark Purple
453-63-6187	Red
489-64-4354	Dark Teal
453-12-7053	Green
343-61-3544	Dark Purple
852-62-7105	Red
751-41-9720	Pink
733-33-4967	Blue
755-12-3214	Dark Teal
446-47-6729	Blue
316-01-3952	Dark Red
345-08-4992	Red
502-05-1910	Dark Teal
602-80-9671	Dark Teal
550-84-8664	Blue
318-81-2368	Dark Red
834-45-5519	Orange



gross margin perc...  
4.76 4.76

IBM Cognos Analytics Supermarket dashboard 338 🔍 🗃 🗺 100% Analytics Filters

Tab 1 Tab 2 Tab 3 Tab 4

Quantity by Total colored by Total

Tax 5%

15.38 Tax 5%

Quantity (Sum)

IBM Cognos Analytics Supermarket dashboard 338 🔍 ⓘ 1 📈 Edit 100% Analytics Filters

Tab 1 Tab 2 Tab 3 Tab 4

Rating by gross income colored by Rating

Rating

Rating	Gross Income
4.0	0.51
4.1	2.32
4.2	3.65
4.3	6.1
4.4	8.95
4.5	12.84
4.6	17.5
4.7	24.18
4.8	34.83
4.9	5.8
5.0	5.9
5.1	6.0
5.2	6.1
5.3	6.2
5.4	6.3
5.5	6.4
5.6	6.5
5.7	6.6
5.8	6.7
5.9	6.8
6.0	6.9
6.1	7.0
6.2	7.1
6.3	7.2
6.4	7.3
6.5	7.4
6.6	7.5
6.7	7.6
6.8	7.7
6.9	7.8
7.0	7.9
7.1	8.0
7.2	8.1
7.3	8.2
7.4	8.3
7.5	8.4
7.6	8.5
7.7	8.6
7.8	8.7
7.9	8.8
8.0	8.9
8.1	9.0
8.2	9.1
8.3	9.2
8.4	9.3
8.5	9.4
8.6	9.5
8.7	9.6
8.8	9.7
8.9	9.8
9.0	9.9
9.1	10.0

Rating (Average)

Product line by Gender colored by Product line

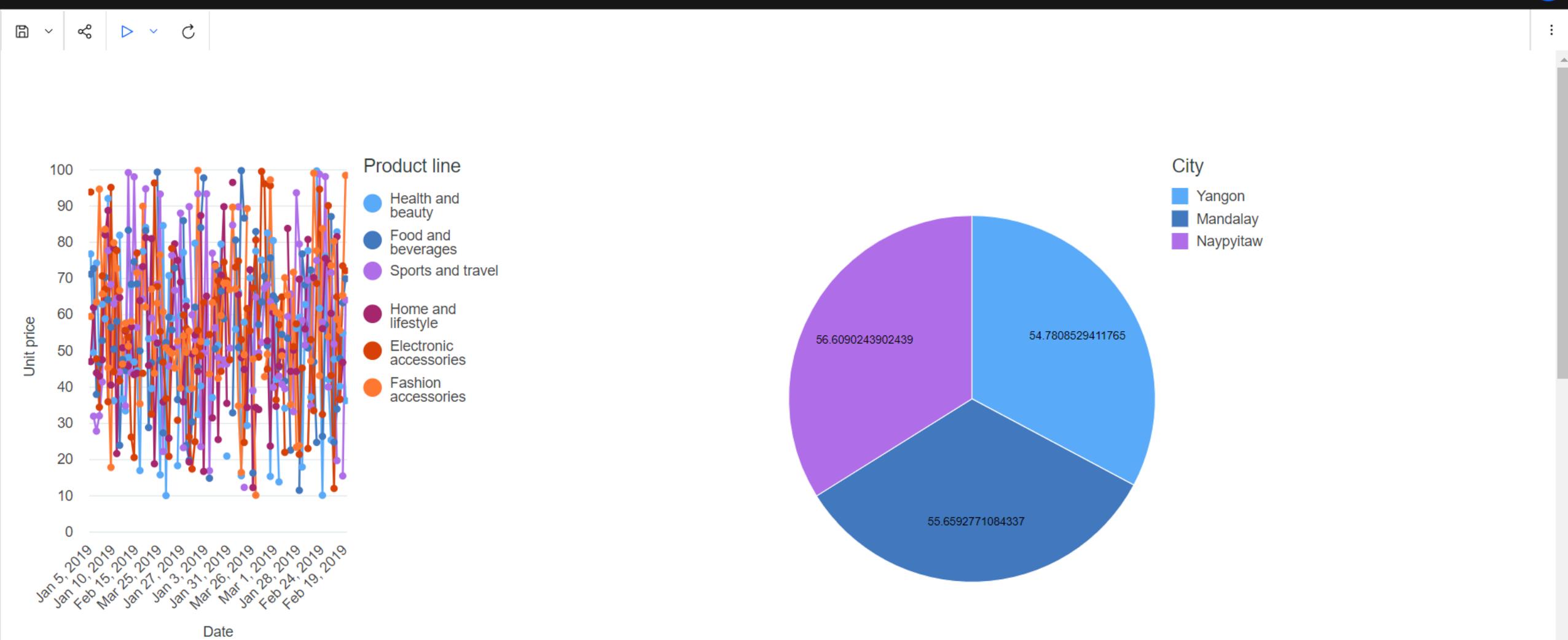
Product line

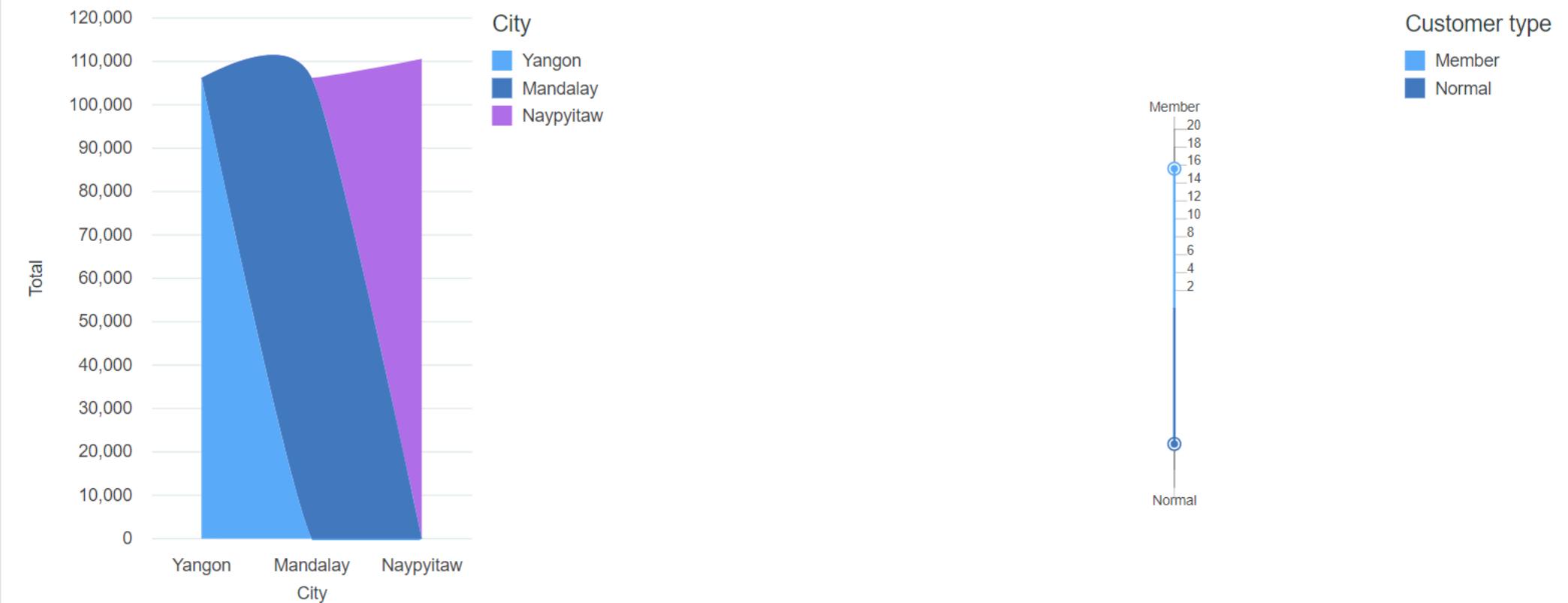
Product line	Gender
Electronic accessories	Female
Food and beverages	Female
Fashion accessories	Male
Health and beauty	Male
Home and lifestyle	Female
Sports and travel	Male

Product line (Count)

Female Male

# REPORT





STORY

Edit Analytics Filters

# Supermarket Analysis



Prev scene ▶▶ Next scene Scene 1 of 9 0:05.0 0:05.0

IBM Cognos Analytics Supermarket story 338 🔍 ⚡ 🌐 1 🎙

Edit Analytics Filters Fields Properties

• The overall number of results for Date is a thousand.

Time and Date with Date and Time for Time

Date (Count)

1 2

Time

10:00 AM	10:01 AM	10:02 AM	10:03 AM	10:04 AM	10:05 AM	10:06 AM	10:08 AM
10:09 AM	10:10 AM	10:11 AM	10:12 AM	10:13 AM	10:16 AM	10:17 AM	10:18 AM
10:19 AM	10:21 AM	10:22 AM	10:23 AM	10:25 AM	10:26 AM	10:28 AM	10:29 AM
10:30 AM	10:31 AM	10:33 AM	10:34 AM	10:36 AM	10:37 AM	10:38 AM	10:39 AM
10:40 AM	10:41 AM	10:42 AM	10:43 AM	10:44 AM	10:46 AM	10:48 AM	10:49 AM
10:50 AM	10:52 AM	10:53 AM	10:54 AM	10:55 AM	10:57 AM	10:58 AM	11:00 AM

2/28/2019  
1/16/2019  
1/30/2019  
3/2/2019  
3/3/2019  
2/11/2019  
1/10/2019  
2/27/2019  
3/9/2019  
1/25/2019  
1/24/2019  
1/21/2019

10... 10:4... 11:2... 12:0... 12:4... 1:28... 2:06... 2:49... 3:28... 4:07... 4:48... 5:35... 6:17... 7:02... 7:44... 8:26...  
10:1... 11:0... 11:4... 12:2... 1:06... 1:48... 2:28... 3:10... 3:47... 4:30... 5:09... 5:58... 6:41... 7:24... 8:01...

Time

Story properties

Scenes

Story type: Slide show

Scene transition: Animated path

Canvas

Color and theme

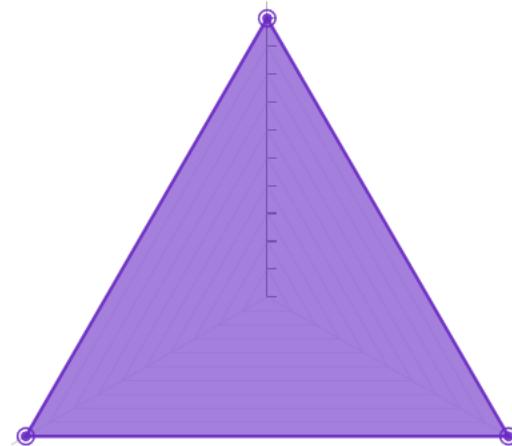
Visualization header icons

Advanced

# Supermarket Analysis

- Branch A has the highest City due to Date 2019-01-01.
- Date 2019-01-01 has the highest City at 3, out of which Branch A contributed the most at 1.

City by Branch



## Text properties

Text details Animation General

### Font family

IBM Plex Regular

Font size 14

Text color #161616

Styles **B** *I* U

Horizontal alignment

List

Vertical alignment

Indentation

Line height Default

Prev scene



Next scene

Scene 3 of 9

0:00.0

0:05.0



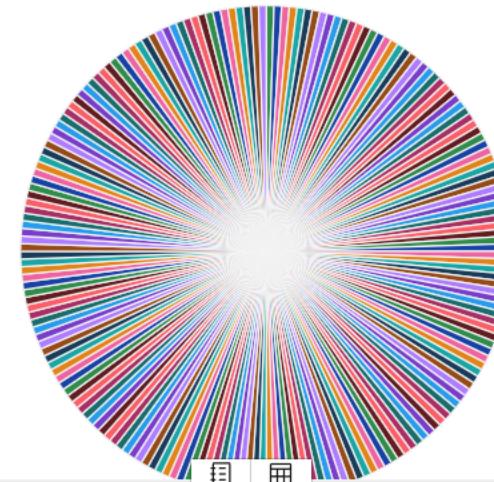
# Supermarket Analysis

- Invoice ID 750-67-8428 has the highest Count distinct Product line but is ranked #187 in Total Total.
- Invoice ID 860-79-0874 has the highest Total Total but is ranked #1 in Count distinct Product line.
- The total number of results for Product line, across all Invoice ID, is a thousand.

## Product line by Invoice ID

### Invoice ID

750-67-8428	373-73-7910	315-22-5665	649-29-6775	228-96-1411	617-15-4209	796-12-2025
756-01-7507	870-72-4431	861-77-0145	227-78-1148	642-32-2990	695-51-0018	262-47-2794
105-31-1824	733-33-4967	437-58-8131	856-22-8149	606-80-4905	755-12-3214	448-81-5016
845-51-0542	585-03-5943	446-47-6729	396-90-2219	286-01-5402	453-63-6187	316-01-3952
793-10-3222	110-05-6330	489-64-4354	345-08-4992	192-98-7397	390-80-5128	453-12-7053
502-05-1910	701-69-8742	148-82-2527	437-53-3084	602-80-9671	356-44-8813	198-66-9832



## Text properties

### Text details

### Font family

IBM Plex Regular

Font size 14

Text color #161616

Styles **B** *I* U

Horizontal alignment

List

Vertical alignment

Indentation

Line height Default

### Inner margins (px)

Prev scene



Next scene

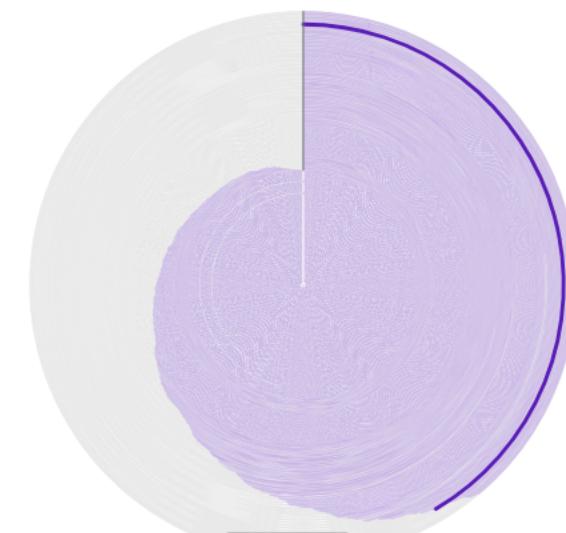
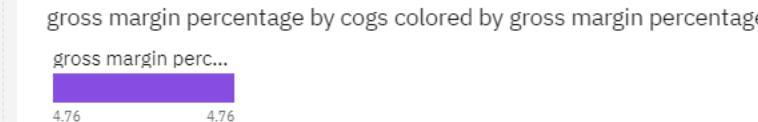
Scene 4 of 9 0:00:0

0:05:0



# Supermarket Analysis

- cogs 10.17 has the highest Average gross margin percentage but is ranked #90 in Total gross income.
- cogs 699.72 has the highest Average Unit price but is ranked #90 in Total gross income.
- cogs 789.6 has the highest Total gross income but is ranked #31 in Average Unit price.
- cogs 789.6 has the highest Total gross income but is ranked #1 in Average gross margin percentage.



## Story properties

### Scenes

Story type Slide show  
Scene transition Animated path

### Canvas

### Color and theme

### Visualization header icons

### Advanced

Prev scene



Next scene

Scene 5 of 9

0:00.0

0:05.0



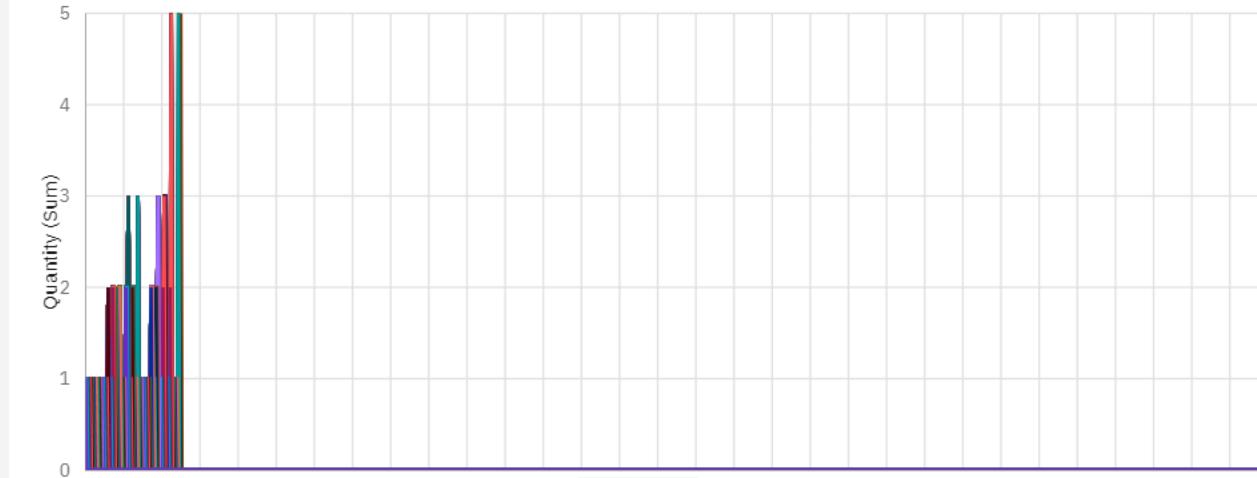
# Supermarket Analysis

- Total 189.0945 has the highest Total Quantity but is ranked #345 in Total cogs.
- Total 829.08 has the highest Total cogs but is ranked #2 in Total Quantity.
- Across all totals and totals, the sum of Quantity is over 5500.
- The summed values of Quantity range from 1 to 18.
- Add insight to favorites
- For Quantity, the most significant value of Total is 189.0945, whose respective Quantity values add up to 18, or 0.3 % of the total.

Quantity by Total colored by Total

Total

10.68	12.69	13.17	13.42	14.68	16.11	16.2	16.28	17.09	18.64	19.19	19.25	20.11
20.69	22.39	22.66	23.5	23.75	24.11	25.26	26.25	26.55	26.72	26.73	26.8	28.42
30.22	30.41	31	31.23	31.75	31.93	32.14	32.15	32.28	32.53	33.36	33.43	33.5
33.94	34.63	35.2	35.31	36.55	37.61	37.68	38.85	40.34	40.53	40.96	41.08	41.39
41.45	41.74	42.37	43.87	44.35	44.59	44.99	45.11	45.93	46.68	47.86	48.51	48.73
49.31	49.42	49.77	49.81	51.04	51.15	53.15	53.34	53.93	54.04	54.97	55	55.04



## Story properties

### Scenes

Story type

Slide show

Scene transition

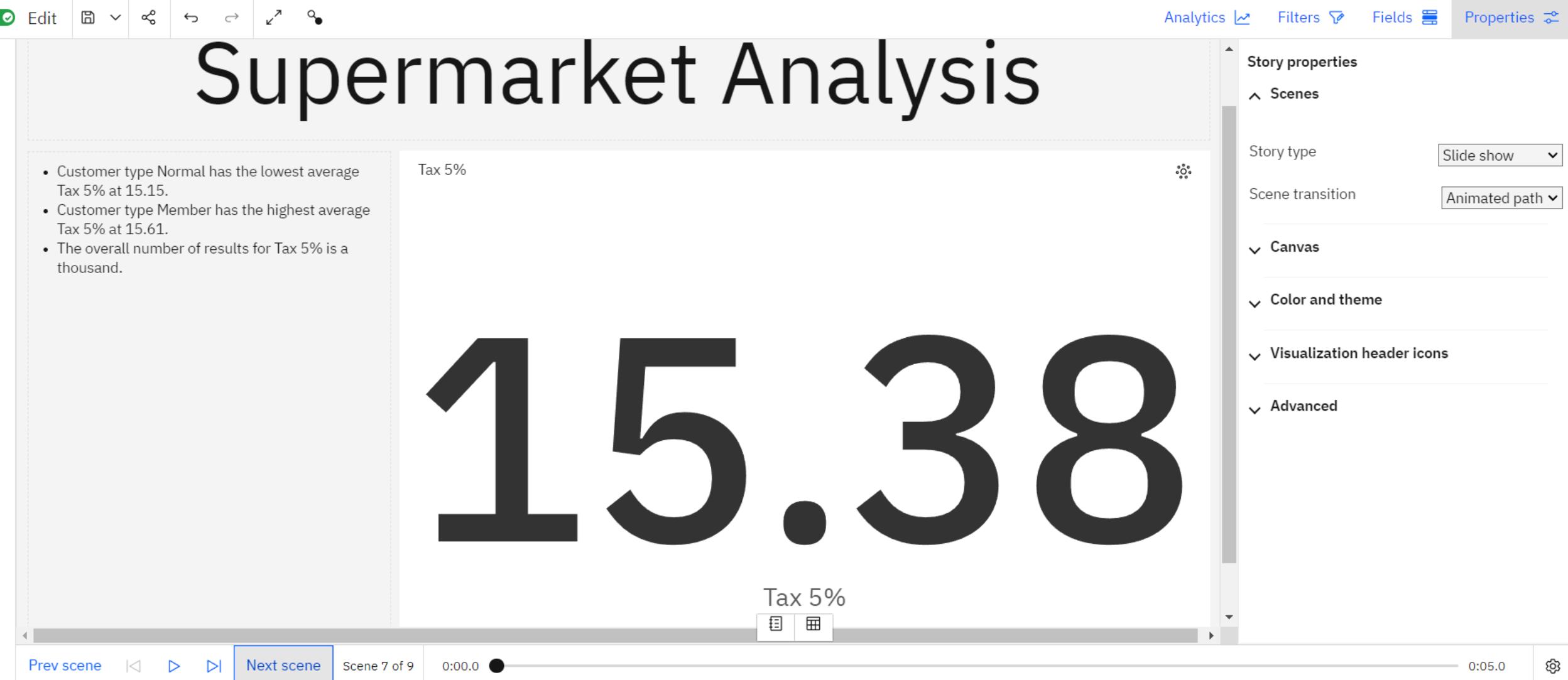
Animated path

### Canvas

### Color and theme

### Visualization header icons

### Advanced

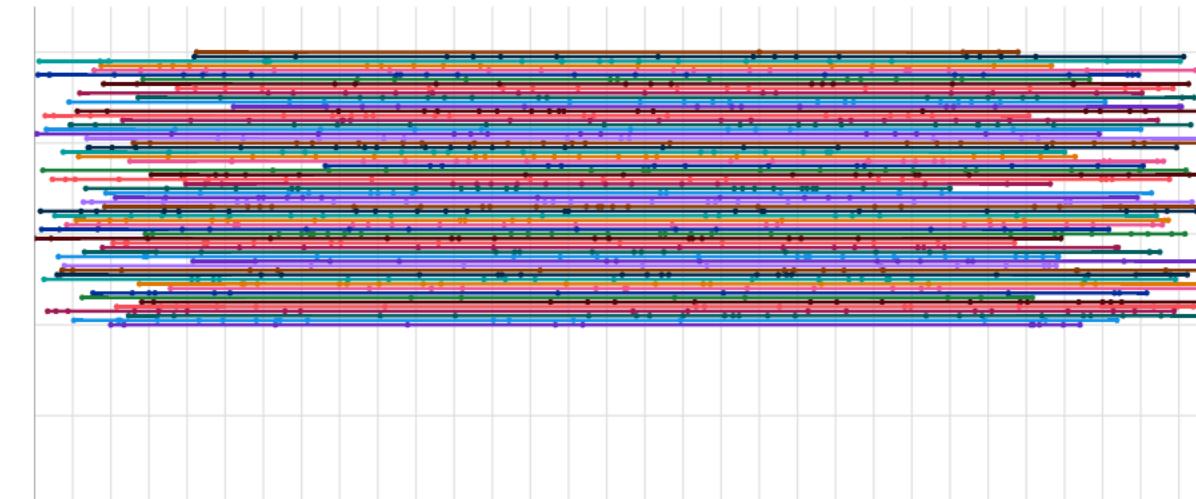
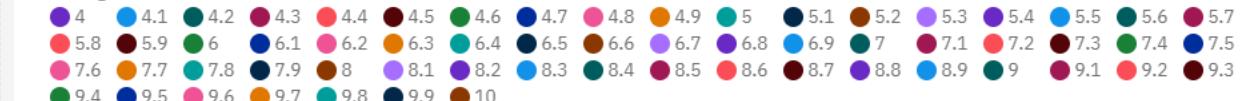


# Supermarket Analysis

- Rating strongly affects Rating (100%).
- gross income moderately affects Rating (64%).
- 6 (2.6 %) and 6.6 (2.4 %) are the most frequently occurring categories of Rating with a combined count of 50 items with Rating values (5 % of the total).
- 8.377 (0.2 %), 22.428 (0.2 %), 39.48 (0.2 %), 10.3635 (0.2 %), and 9.0045 (0.2 %) are the most frequently occurring categories of gross income with a combined count of 10 items with Rating values (1 % of the total).
- Over all gross incomes and ratings, the average of Rating is 6.973.
- The average values of Rating range from 0 to 60.

Rating by gross income colored by Rating

Rating



Prev scene



Next scene

Scene 8 of 9

0:00.0

0:05.0



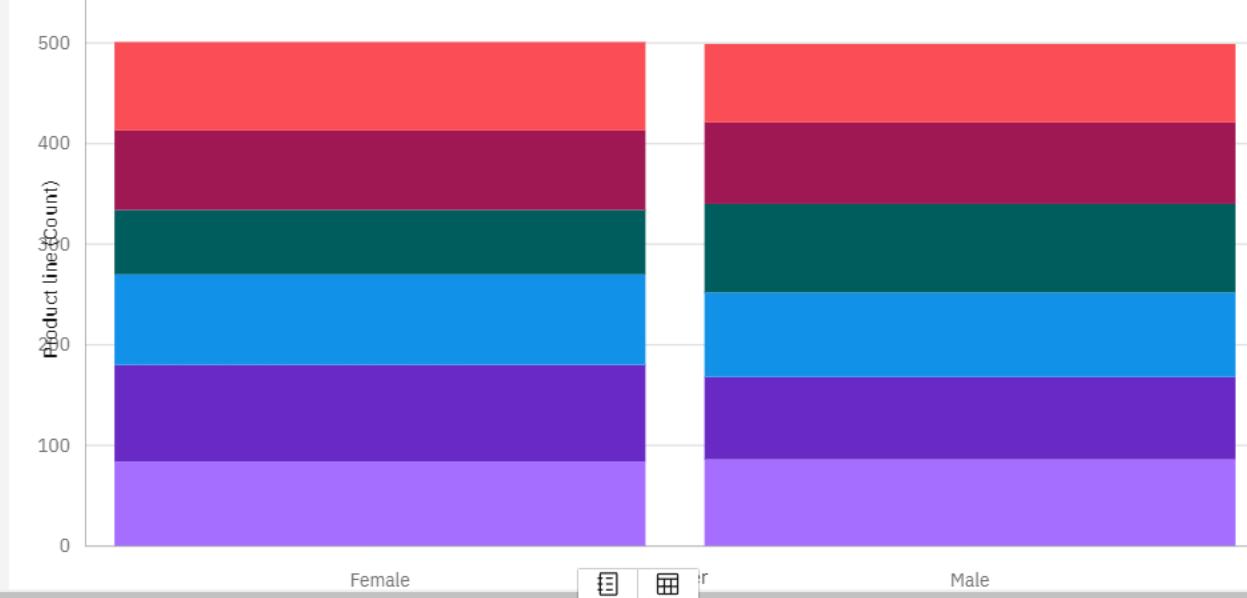
# Supermarket Analysis

- Female is the most frequently occurring category of Gender with a count of 501 items with Product line values (50.1 % of the total).
- Fashion accessories (17.8 %), Food and beverages (17.4 %), Electronic accessories (17 %), Sports and travel (16.6 %), and Home and lifestyle (16 %) are the most frequently occurring categories of Product line with a combined count of 848 items with Product line values (84.8 % of the total).
- The total number of results for Product line, across all genders, is a thousand.

Product line by Gender colored by Product line

Product line

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



## Story properties

### Scenes

Story type

Slide show

Scene transition

Animated path

### Canvas

### Color and theme

### Visualization header icons

### Advanced

Prev scene



Next scene

Scene 9 of 9

0:00.0

0:05.0



THANK YOU