

Data Visualization on Supermarket Growth Analysis

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IBM Cognos Analytics | * New data module

What's New: To read about what's new in Modeling, click More Info.

Dismiss More Info

Properties

Data module

Grid Relationships Custom tables

Row Id Invoice ID Branch City Customer type Gender Product line

Row Id	Invoice ID	Branch	City	Customer type	Gender	Product line
1	750-67-8428	A	Yangon	Member	Female	Health and beau
2	226-31-3081	C	Naypyitaw	Normal	Female	Electronic acces
3	631-41-3108	A	Yangon	Normal	Male	Home and lifest
4	123-19-1176	A	Yangon	Member	Male	Health and beau
5	373-73-7910	A	Yangon	Normal	Male	Sports and trave
6	699-14-3026	C	Naypyitaw	Normal	Male	Electronic acces
7	355-53-5943	A	Yangon	Member	Female	Electronic acces
8	315-22-5665	C	Naypyitaw	Normal	Female	Home and lifest
9	665-32-9167	A	Yangon	Member	Female	Health and beau
10	692-92-5582	B	Mandalay	Member	Female	Food and bever
11	351-62-0822	B	Mandalay	Member	Female	Fashion accessc
12	529-56-3974	B	Mandalay	Member	Male	Electronic acces
13	365-64-0515	A	Yangon	Normal	Female	Electronic acces

IBM Cognos Analytics | * New data module

What's New: To read about what's new in Modeling, click More Info.

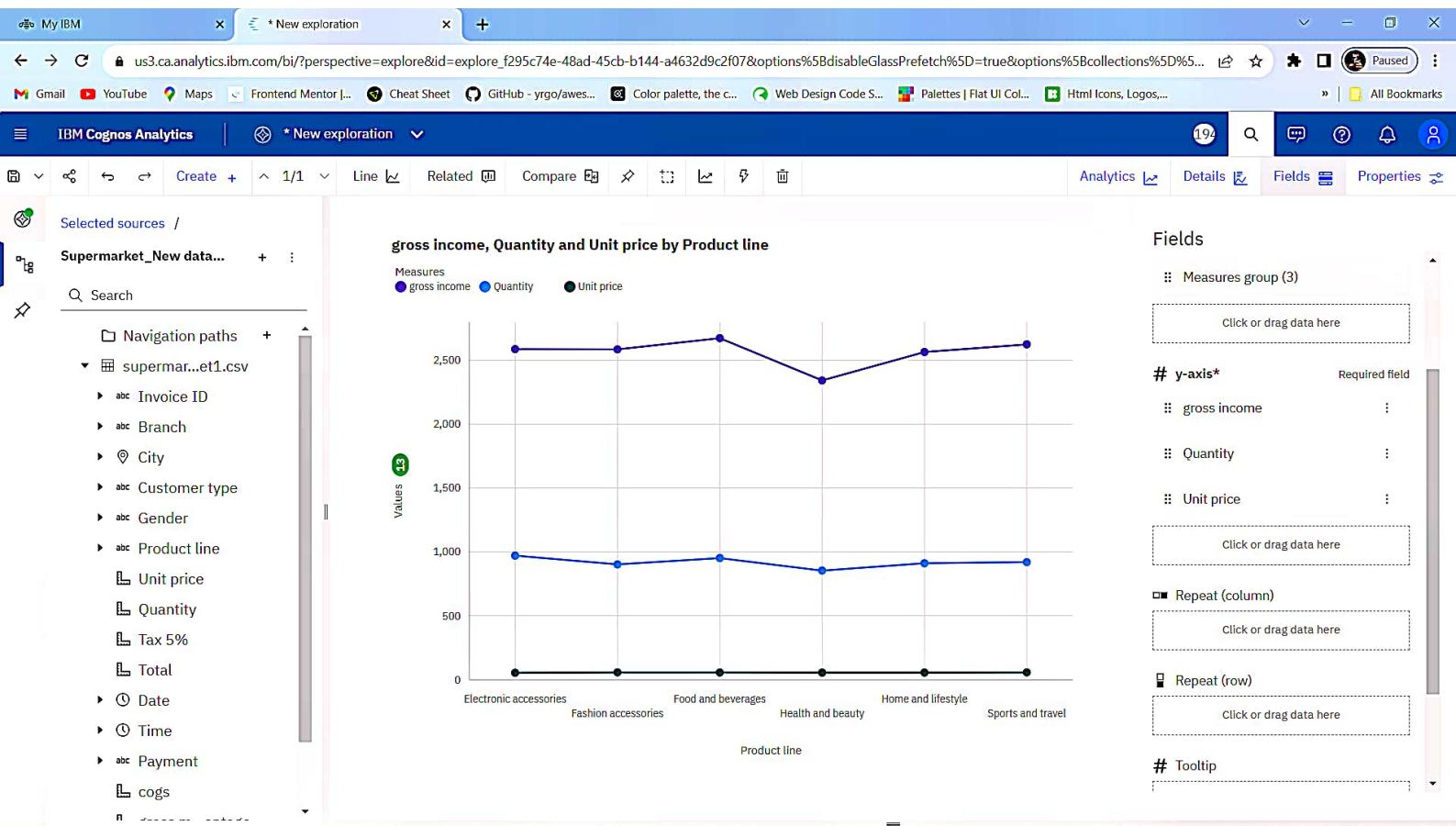
Properties

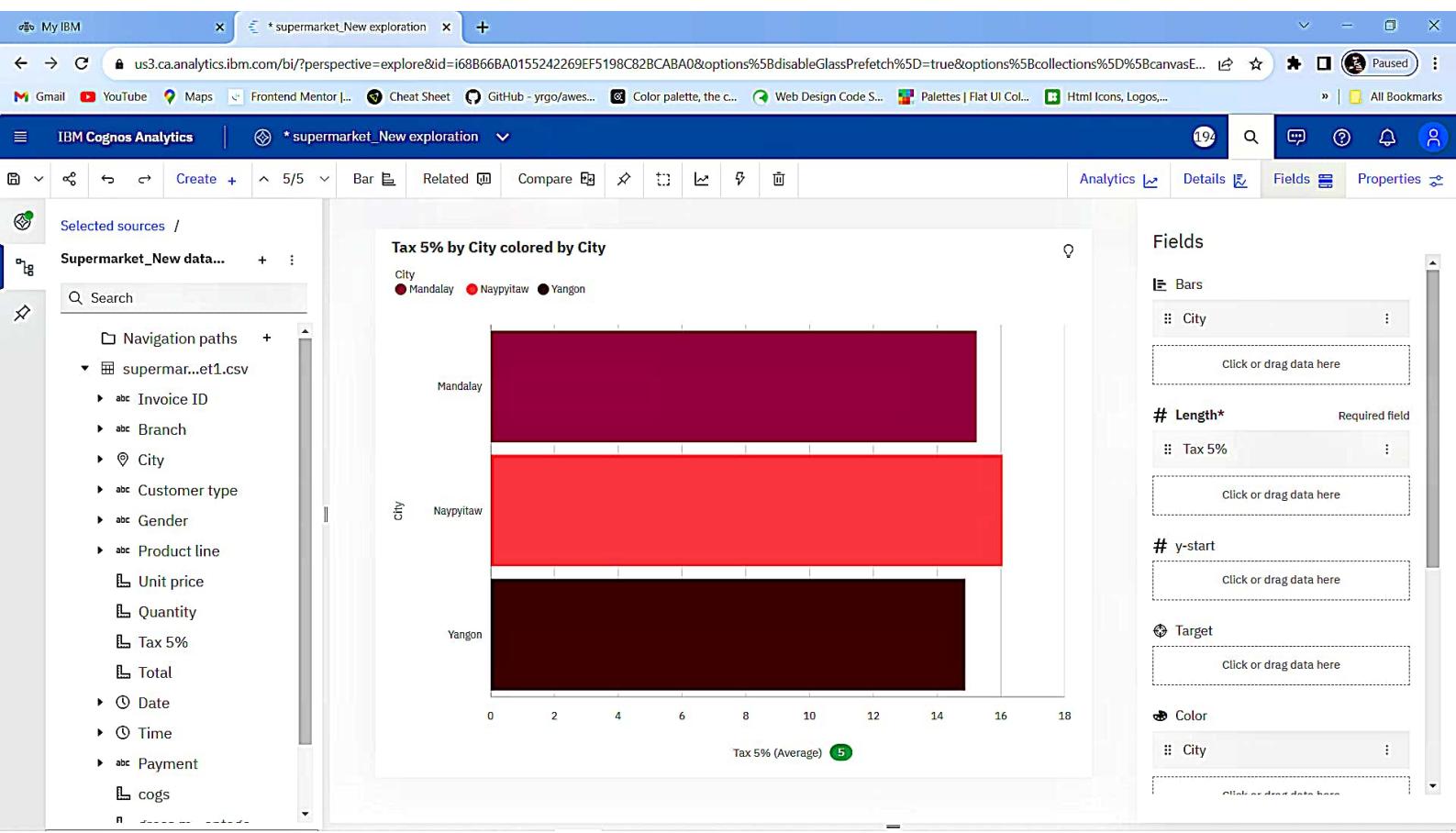
Data module

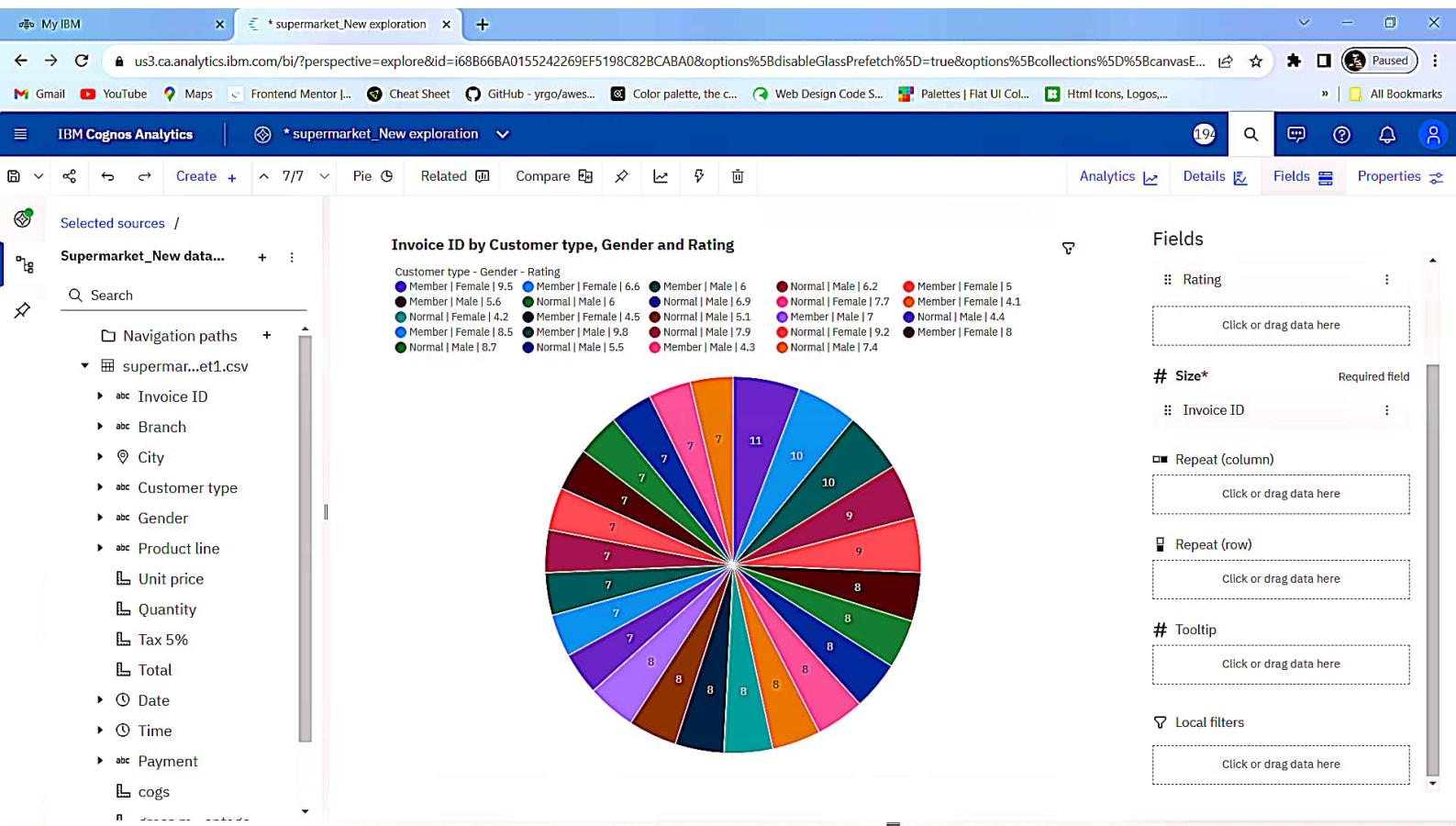
supermarket...heet1.csv

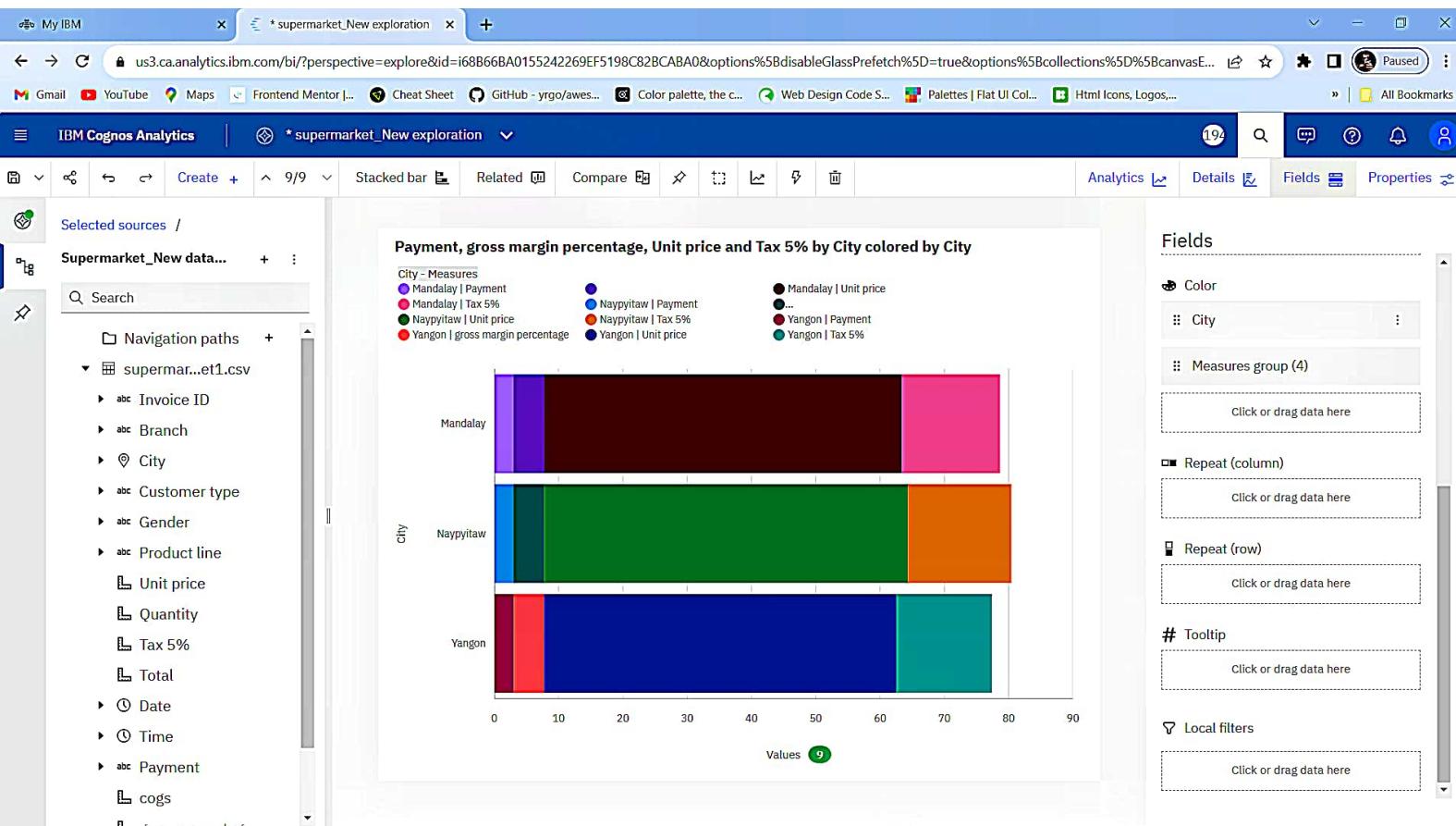
Grid Relationships Custom tables

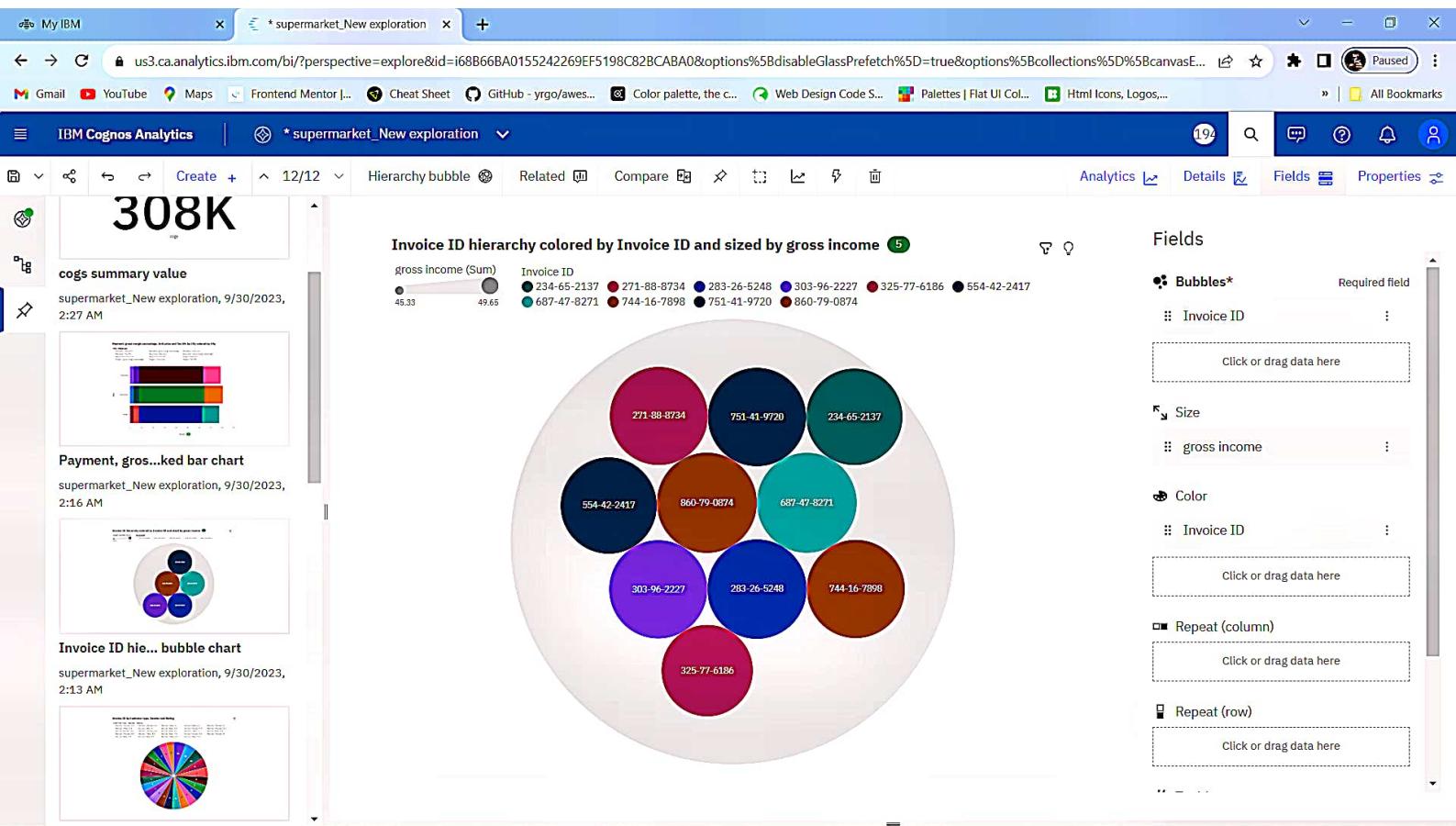
Invoice ID	Branch	City	Customer type	Gender	Product line	Unit price
750-67-8428	A	Yangon	Member	Female	Health and beauty	74.69
226-31-3081	C	Naypyitaw	Normal	Female	Electronic accessories	15.28
631-41-3108	A	Yangon	Normal	Male	Home and lifestyle	46.33
123-19-1176	A	Yangon	Member	Male	Health and beauty	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











My IBM * supermarket_New exploration +

us3.ca.analytics.ibm.com/bi/?perspective=explore&id=i68B66BA0155242269EF5198C82BCABA0&options%5BdisableGlassPrefetch%5D=true&options%5Bcollections%5D%5BcanvasE... Paused

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IBM Cognos Analytics * supermarket_New exploration 194

Fields

#	Value*	Required field
⌘	cogs	

Local filters

Click or drag data here

Invoice ID hierarchy bubble chart supermarket_New exploration, 9/30/2023, 2:28 AM

308K

cogs summary value supermarket_New exploration, 9/30/2023, 2:27 AM

Payment, gross_ked bar chart supermarket_New exploration, 9/30/2023, 2:16 AM

308K

cogs

IBM Cognos Analytics | * supermarket_New exploration

Rating summary value
supermarket_New exploration, 9/30/2023, 2:08 AM

Tax % by City...ity bar chart
supermarket_New exploration, 9/30/2023, 2:07 AM

gross income summary value
supermarket_New exploration, 9/30/2023, 2:04 AM

Rating

Fields

Value* Required field

Rating

Local filters

Click or drag data here

This screenshot shows a Cognos Analytics dashboard titled 'supermarket_New exploration'. On the left, there are three summary cards: 'Rating summary value' (6.97), 'Tax % by City...ity bar chart' (15.4K), and 'gross income summary value' (323K). A large, prominent 'Rating' value of '6.97' is displayed in the center. To the right, a 'Fields' section is visible with a single entry for 'Rating'. A 'Local filters' section contains a placeholder box with the text 'Click or drag data here'.

My IBM * supermarket_New exploration

us3.ca.analytics.ibm.com/bi/?perspective=explore&id=i68B66BA0155242269EF5198C82BCABA0&options%5BdisableGlassPrefetch%5D=true&options%5Bcollections%5D%5BcanvasE... Paused

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IBM Cognos Analytics * supermarket_New exploration 194

Create + 15/15 Summary Related Compare Fields Properties

Rating summary value
supermarket_New exploration, 9/30/2023, 2:08 AM

Tax 5% by City...ity bar chart
supermarket_New exploration, 9/30/2023, 2:07 AM

gross income 5

Fields

Value* Required field

gross income

Local filters

Click or drag data here

Waiting for us3.ca.analytics.ibm.com...

6.97

15.4K

323K

15.4K

gross income

My IBM * supermarket_New exploration +

us3.ca.analytics.ibm.com/bi/?perspective=explore&id=i68B66BA0155242269EF5198C82BCABA0&options%5BdisableGlassPrefetch%5D=true&options%5Bcollections%5D%5BcanvasE... Paused

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IBM Cognos Analytics * supermarket_New exploration 194

Tax 5% by City...ity bar chart supermarket_New exploration, 9/30/2023, 2:07 AM

15.4K

gross income summary value supermarket_New exploration, 9/30/2023, 2:04 AM

323K

Total summary value supermarket_New exploration, 9/30/2023, 2:03 AM

gross income, ...line chart

Waiting for us3.ca.analytics.ibm.com...

Total

Fields

Value* Required field

⋮ Total

Local filters Click or drag data here

This screenshot shows a Cognos Analytics dashboard titled 'supermarket_New exploration'. The main visual is a large, bold '323K' representing the total gross income. To the left, there are three smaller summary values: '15.4K' for tax 5% by city, '323K' for gross income summary value, and 'Total summary value'. A line chart at the bottom shows the trend of gross income over time. The interface includes a toolbar with various icons, a navigation bar with links like 'Analytics', 'Details', 'Fields', and 'Properties', and a search bar. The overall theme is dark with blue highlights.

My IBM * supermarket_New exploration +

us3.ca.analytics.ibm.com/bi/?perspective=explore&id=i68B66BA0155242269EF5198C82BCABA0&options%5BdisableGlassPrefetch%5D=true&options%5Bcollections%5D%5BcanvasE... Paused

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IBM Cognos Analytics * supermarket_New exploration 194

Create + 19/19 Table Related Compare Fields Properties

Selected sources /

Supermarket_New data... +

Search

Navigation paths +

- supermar...et1.csv
 - abc Invoice ID
 - abc Branch
 - City
 - Customer type
 - Gender
 - Product line
 - Unit price
 - Quantity
 - Tax 5%
 - Total
 - Date
 - Time
 - Payment
- cogs

Invoice ID, City and Tax 5% (5)

Invoice ID	City	Tax 5%
101-17-6199	1	16.03
101-81-4070	1	6.28
102-06-2002	1	6.31
102-77-2261	1	22.86
105-10-6182	1	2.15
105-31-1824	1	24.33
106-35-6779	1	4.43
109-28-2512	1	29.28
109-86-4363	1	21.03
110-05-6330	1	11.83
110-48-7033	1	6.52
114-35-5271	1	23.16
115-38-7388	1	4.07
115-99-4379	1	19.16
118-62-1812	1	15.68
...		

Fields

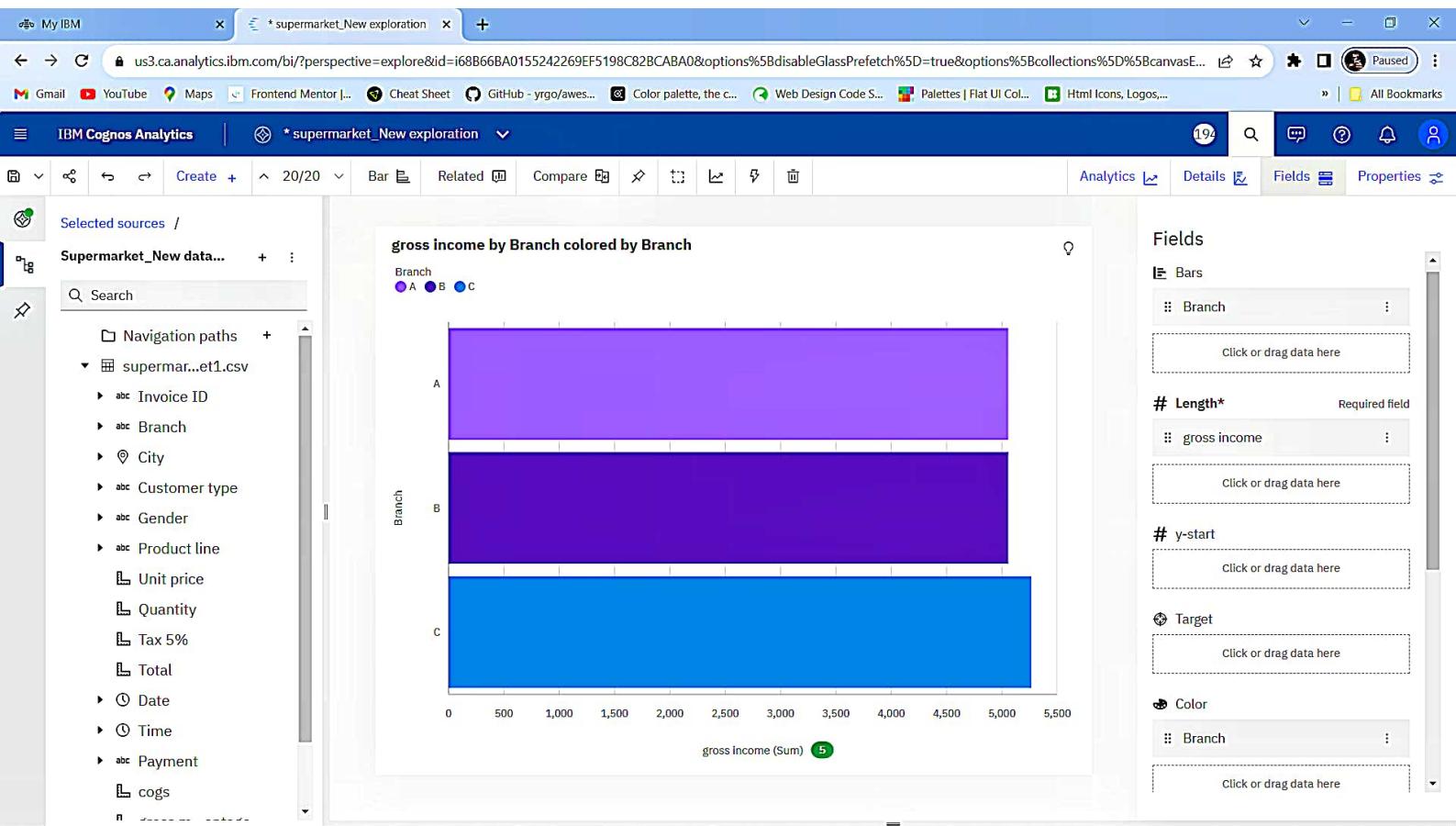
Columns* Required field

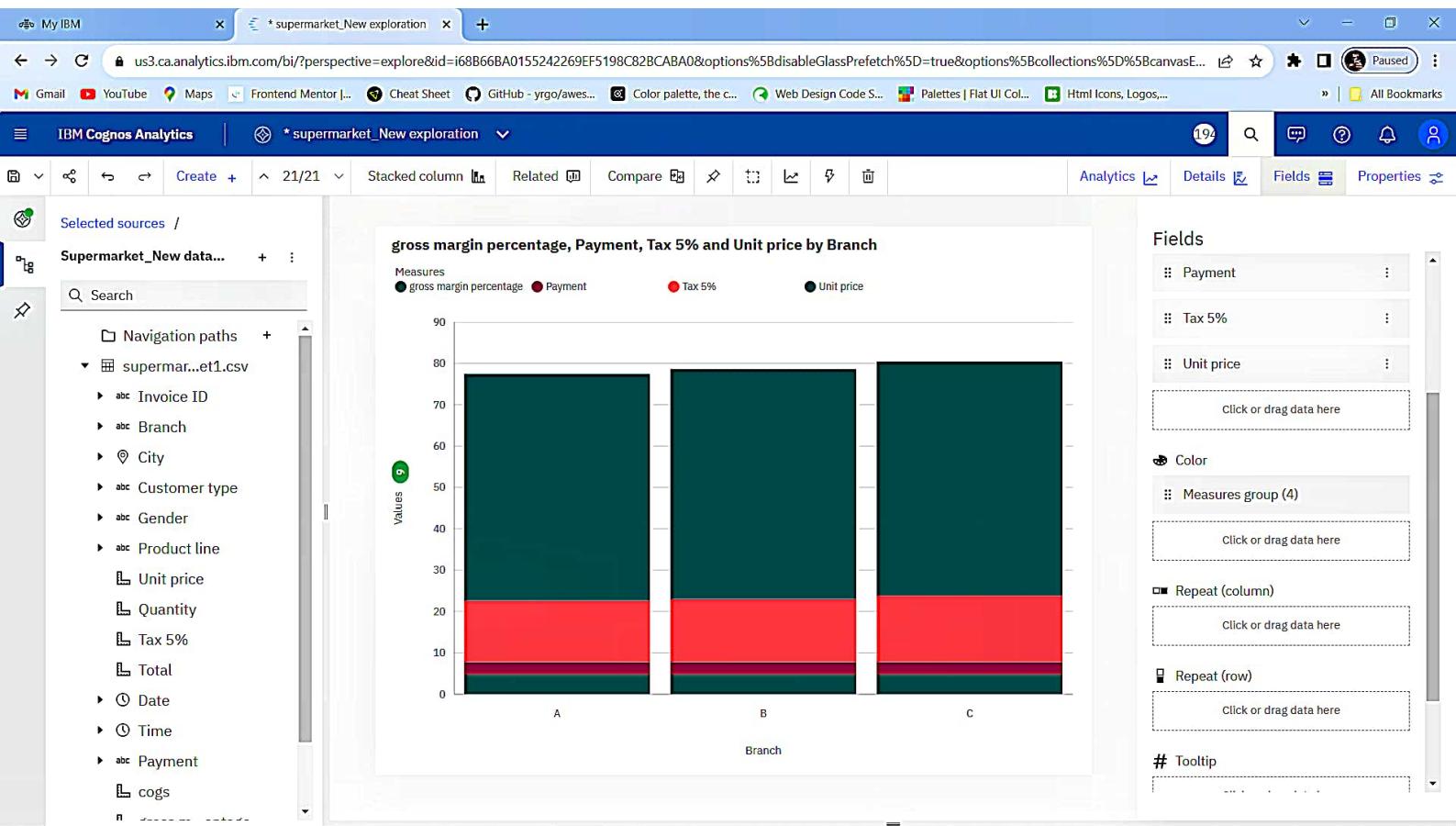
- Invoice ID
- City
- Tax 5%

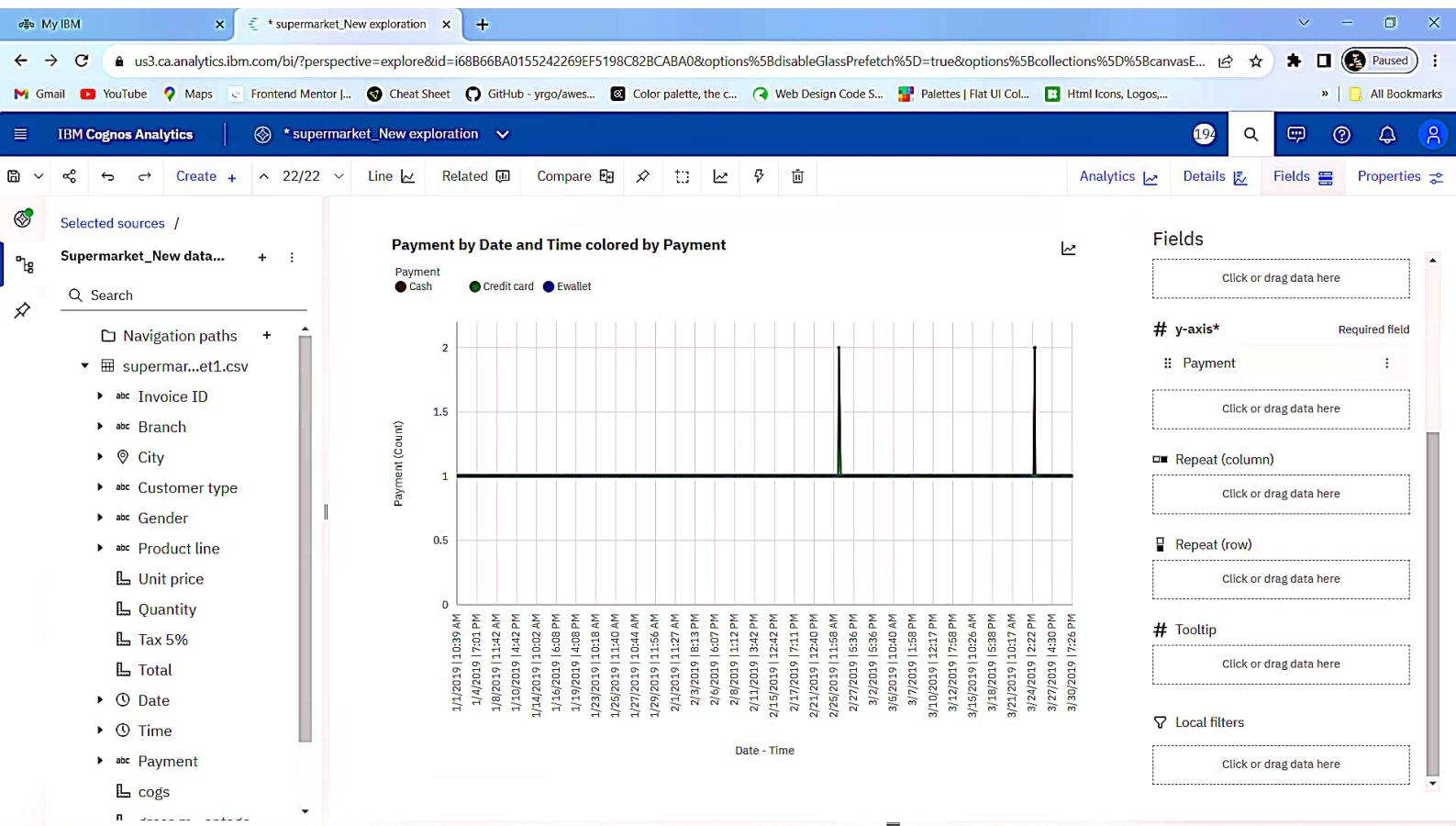
Click or drag data here

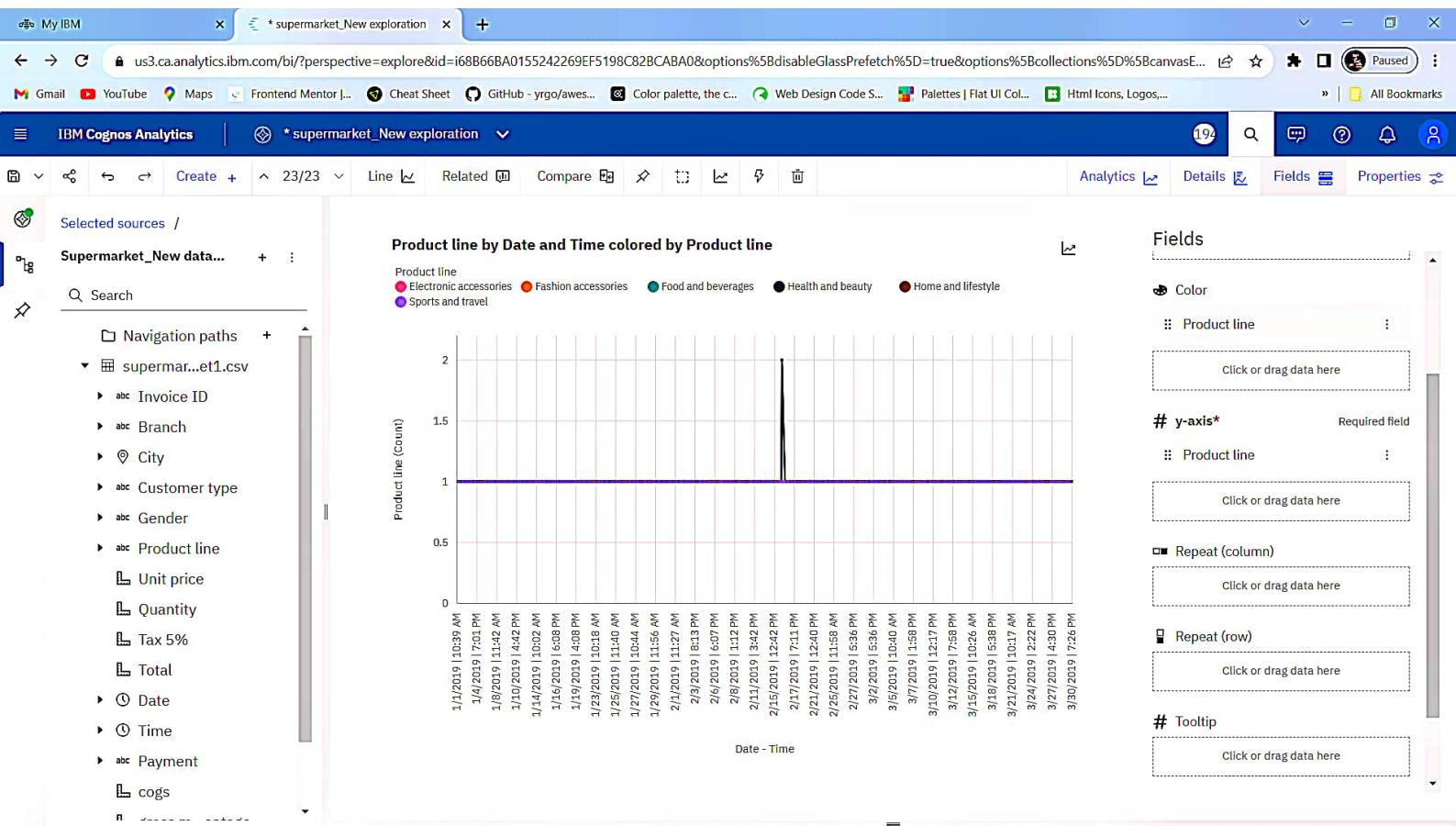
Local filters

Click or drag data here









DASHBOARD

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Supermarket

Supermarket Growth Analysis

Total	gross income	Rating
323K Total	15.4K gross income	6.97 Rating



cogs

cogs
308K cogs

IBM Cognos Analytics | * Supermarket_New dashboard | 194 | Paused

Supermarket Supermarket_1 +

Supermarket Growth Analysis

gross income, Quantity and Unit price by Product line

Invoice ID, City and Tax 5%

Invoice ID	City	Tax %
101-17-6199		1
101-81-4070		1
102-06-2002		1

Invoice ID by Customer type, Gender and Rating

Payment by Date and Time colored by Payment

Payment

- Cash
- Credit card
- Ewallet

Tax 5% by City colored by City

City

- Mandalay
- Navovitaw

This dashboard provides a comprehensive analysis of supermarket growth. It includes a line chart for product line performance, a table for invoice details, a sunburst chart for customer segmentation, a timeline chart for payment activity, and a bar chart for city-specific taxes.

My IBM * Supermarket_New dashboard supermarket images - Yahoo Inc

us3.ca.analytics.ibm.com/bi/?perspective=dashboard&id=i4800AFECEA78407F9CD64F6636903114&options%5BdisableGlassPrefetch%5D=true&options%5Bcollections%5D%5Bcanv...

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IBM Cognos Analytics * Supermarket_New dashboard 194 194 Analytics Filters Fields Properties

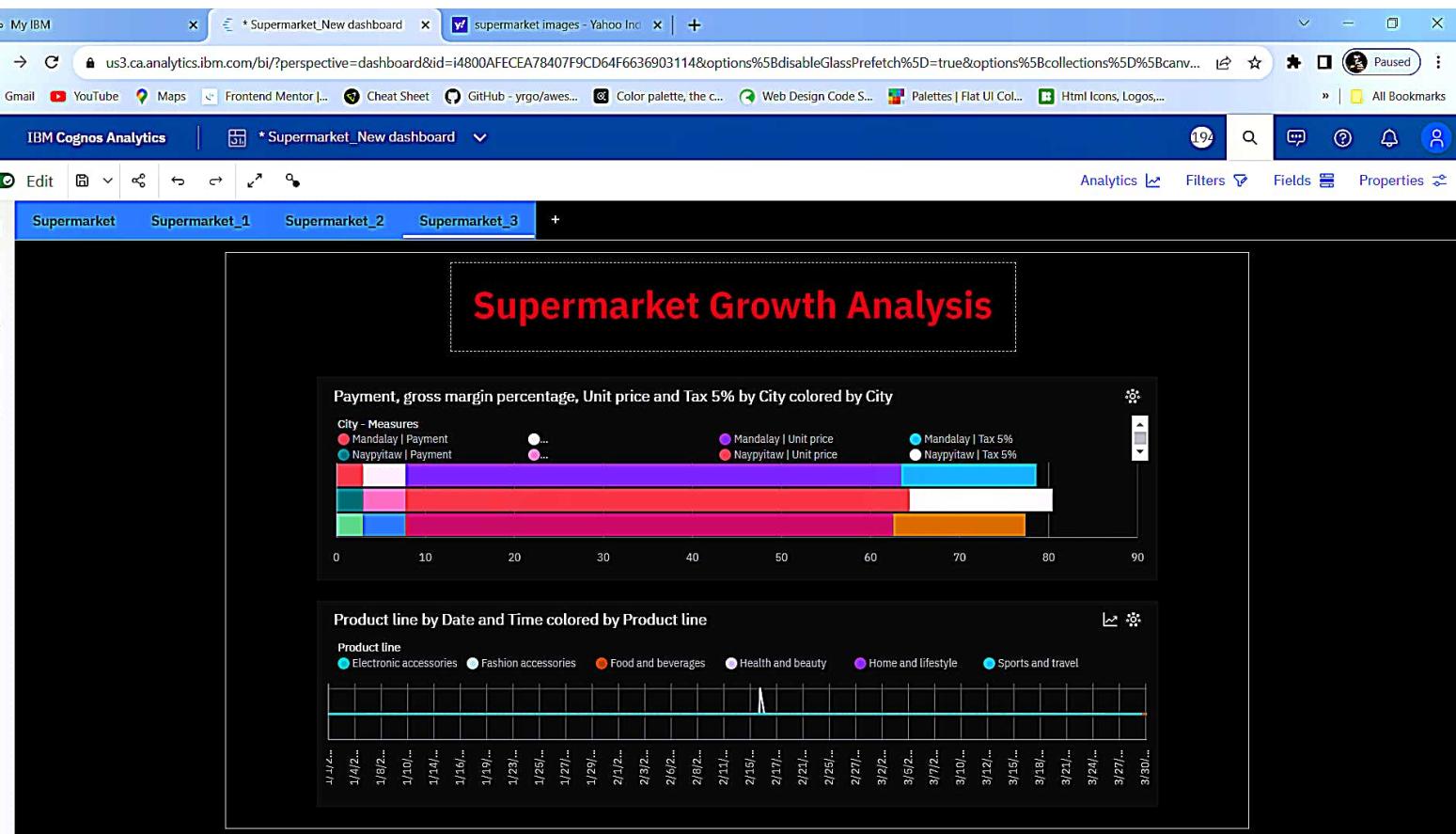
Edit Supermarket Supermarket_1 Supermarket_2 +

Supermarket Growth Analysis

gross margin percentage, Payment, Tax 5% and Unit price by Branch

Invoice ID hierarchy colored by Invoice ID and sized by gross income

F127545046



STORY

IBM Cognos Analytics | Supermarket_New story | 194 | Search | Filters | Fields | Properties

My pins Today

Search

15 pins

Product line by Date ...t line chart
supermarket_New exploration, 9/30/2023, 2:42 AM

Payment by Date ...ment line chart
supermarket_New exploration, 9/30/2023, 2:41 AM

Gross margin per ...d column chart
supermarket_New exploration, 9/30/2023, 2:40 AM

SUPERMARKET GROWTH ANALYSIS

Prev scene |<|>|>| Next scene | Scene 1 of 9 | 0:01.4 ————— 0:05.0 |

SUPERMARKET GROWTH ANALYSIS

gross income, Quantity and Unit price by Product line

Measures
● gross income ● Quantity ● Unit price

Product line	gross income	Quantity	Unit price
Electronic accessories	~2550	~1000	~0.50
Fashion accessories	~2550	~900	~0.50
Food and beverages	~2600	~950	~0.50
Health and beauty	~2300	~800	~0.50
Home and lifestyle	~2500	~900	~0.50
Sports and travel	~2550	~950	~0.50

Values

Product line

Product line Electronic accessories has the highest Total Quantity but is ranked #3 in Total cogs.
 Product line Food and beverages has the highest Total cogs but is ranked #2 in Total Quantity.
 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 Quantity values (84.8 % 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 Unit price values (84.8 % 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 Total cogs (84.8 % of the total).

Product line by Dot line chart

supermarket_New exploration, 9/30/2023, 2:42 AM

Payment by Date ...ment line chart

supermarket_New exploration, 9/30/2023, 2:41 AM

gross margin per od column chart

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IBM Cognos Analytics Supermarket_New story 194 Search Chat Notifications User

Edit Filters Fields Properties

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Product line by D...t line chart
supermarket_New exploration, 9/30/2023, 2:42 AM

Payment by Date ...ment line chart
supermarket_New exploration, 9/30/2023, 2:41 AM

gross margin per ...d column chart

SUPERMARKET GROWTH ANALYSIS

- Customer type Normal has the lowest total Total at nearly 159 thousand.
- Customer type Member has the highest total Total at over 164 thousand.
- The overall number of results for Total is a thousand.

Total

323K

Total

Prev scene Next scene Scene 3 of 9 0:00:00 0:05:00

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All Bookmarks

IBM Cognos Analytics Supermarket_New story 194 Analytics Filters Fields Properties

My pins Today Search 15 pins

Product line by D...t line chart
supermarket_New exploration, 9/30/2023, 2:42 AM

Payment by Date ...ment line chart
supermarket_New exploration, 9/30/2023, 2:41 AM

Gross margin per ...d column chart

SUPERMARKET GROWTH ANALYSIS

Customer type Member has the highest values of both Invoice ID and Total.

- Member|Female|9.5 is the most frequently occurring category of Customer type - Gender - Rating with a count of 11 items with Invoice ID values (5.8 % of the total).
- The total number of results for Invoice ID, across all customer type - gender - ratings, is 191.

Invoice ID by Customer type, Gender and Rating

Customer type - Gender - Rating

Customer Type	Gender	Rating	Count
Member	Female	9.5	11
Member	Male	6.6	7
Normal	Male	6.9	7
Member	Male	6.2	7
Member	Female	7.7	7
Normal	Female	7.7	7
Member	Female	5	7
Normal	Male	4.4	7
Member	Female	4.1	7
Normal	Male	4.4	7
Member	Female	8	7
Normal	Male	8.7	7
Member	Male	8.5	7
Normal	Female	9.2	7
Member	Female	8.5	7
Normal	Male	9.8	7
Normal	Male	7.9	7
Member	Male	5.5	7
Normal	Male	4.3	7
Member	Male	6	7
Normal	Female	7.7	7
Member	Male	7	7
Normal	Male	7.9	7
Normal	Female	9.2	7
Member	Female	8	7
Normal	Male	7.4	7

Prev scene Next scene Scene 4 of 9 0:00.0 0:05.0

IBM Cognos Analytics | Supermarket_New story | 194 | Paused

SUPERMARKET GROWTH ANALYSIS

Product line by Date line chart
supermarket_New exploration, 9/30/2023, 2:42 AM

Payment by Date line chart
supermarket_New exploration, 9/30/2023, 2:41 AM

gross margin per od column chart

Invoice ID hierarchy colored by Invoice ID and sized by gross income

gross income (Sum) Invoice ID

Invoice ID	Gross Income (Sum)
234-65-2137	45.33
271-88-8734	49.65
283-26-5248	
303-96-2227	
325-77-6186	
554-42-2417	
687-47-8271	
744-16-7898	
751-41-9720	
860-79-0874	

Prev scene | Next scene | Scene 5 of 9 | 0:00.0 | 0:05.0

SUPERMARKET GROWTH ANALYSIS

City - Measures

- Mandalay | Payment
- Mandalay | Tax 5%
- Naypyitaw | Unit price
- Naypyitaw | Tax 5%
- Yangon | gross margin percentage
- Yangon | Payment
- Yangon | Tax 5%
- Yangon | Unit price

City	Payment	Tax 5%	Unit price	Gross Margin Percentage
Mandalay	~2	~2	~60	~2
Naypyitaw	~2	~2	~60	~2
Yangon	~2	~2	~60	~2

Values

Product line by Date ...t line chart

supermarket_New exploration, 9/30/2023, 2:42 AM

Payment by Date ...ment line chart

supermarket_New exploration, 9/30/2023, 2:41 AM

gross margin per...ed column chart

City Naypyitaw has the highest values of both Tax 5% and Total.

- Yangon is the most frequently occurring category of City with a count of 340 items with Tax 5% values (34 % of the total).
- Yangon is the most frequently occurring category of City with a count of 340 items with Unit price values (34 % of the total).
- Yangon is the most frequently occurring category of City with a count of 340 items with gross margin percentage values (34 % of the total).
- The total number of results for Payment, across all cities, is a thousand.
- The total number of results for Tax 5%, across all cities, is a thousand.
- The total number of results for Unit price, across all cities, is a thousand.
- The total number of results for gross margin percentage, across all cities, is a thousand.
- The average values of Tax 5% range from 14.87, occurring in Yangon, to 16.05, in Naypyitaw.
- The average values of Unit price range from 54.78, occurring in Yangon, to 56.61, in

SUPERMARKET GROWTH ANALYSIS

- Date 2019-02-07 has the highest Payment due to Time 10:09:00.
- Time 10:01:00 has the highest Unaggregated Payment but is ranked #414 in Total Total.
- Date 2019-01-01 has the highest Unaggregated Payment but is ranked #23 in Total Total.
- Time 13:00:00 has the highest Total Total but is ranked #96 in Unaggregated Payment.
- Time 17:36:00 has the highest Payment at 8, out of which Date 2019-01-07 contributed the most at 2.
- Date 2019-03-19 has the highest Total Total but is ranked #1 in Unaggregated Payment.
- 2019-02-09 has a Payment of 2 for Time 10:00:00.
- 2019-03-24|18:27:00 (0.2 %), 2019-02-15|20:21:00 (0.2 %), 2019-01-15|15:01:00 (0.2 %), 2019-02-25|17:16:00 (0.2 %), and 2019-02-07|11:28:00 (0.2 %) are the most frequently occurring categories of Date - Time with a combined count of 10 items with Payment values (1 % of the total).
- Ewallet (41.7 %) and Credit card (33.3 %)

Payment by Date and Time colored by Payment

Payment

- Cash
- Credit card
- Ewallet

Date - Time	Payment (Count)
1/1/2019 10:39 AM	1
1/4/2019 7:01 PM	1
1/8/2019 11:42 AM	1
1/10/2019 14:42 PM	1
1/14/2019 10:02 AM	1
1/16/2019 6:08 PM	1
1/19/2019 4:08 PM	1
1/23/2019 10:18 AM	1
1/25/2019 11:40 AM	1
1/27/2019 10:44 AM	1
1/29/2019 11:56 AM	1
2/1/2019 11:27 AM	1
2/3/2019 8:13 PM	1
2/6/2019 6:07 PM	1
2/8/2019 11:12 PM	1
2/11/2019 3:42 PM	1
2/15/2019 12:42 PM	1
2/17/2019 7:11 PM	1
2/21/2019 12:40 PM	1
2/25/2019 11:58 AM	1
2/27/2019 5:36 PM	1
3/2/2019 5:36 PM	1
3/5/2019 10:40 AM	1
3/7/2019 11:58 PM	1
3/10/2019 12:17 PM	1
3/12/2019 7:58 PM	1
3/15/2019 10:26 AM	1
3/18/2019 15:38 PM	1
3/21/2019 10:17 AM	1
3/24/2019 12:22 PM	1
3/27/2019 4:30 PM	1
3/30/2019 7:26 PM	1

SUPERMARKET GROWTH ANALYSIS

gross margin percentage, Payment, Tax 5% and Unit price by Branch

Measures
● gross margin percentage ● Payment ● Tax 5% ● Unit price

Branch	Unit Price	Tax 5%	Payment	Gross Margin %
A	~1	~22	~1	~55
B	~1	~22	~1	~55
C	~1	~22	~1	~55

Product line by Date line chart

supermarket_New exploration, 9/30/2023, 2:42 AM

Payment by Date line chart

supermarket_New exploration, 9/30/2023, 2:41 AM

gross margin per... column chart

- Branch C has the highest values of both Tax 5% and Total.
- A is the most frequently occurring category of Branch with a count of 340 items with Tax 5% values (34 % of the total).
- A is the most frequently occurring category of Branch with a count of 340 items with Unit price values (34 % of the total).
- A is the most frequently occurring category of Branch with a count of 340 items with gross margin percentage values (34 % of the total).
- The total number of results for Payment, across all branches, is a thousand.
- The total number of results for Tax 5%, across all branches, is a thousand.
- The total number of results for Unit price, across all branches, is a thousand.
- The average values of Tax 5% range from 14.87, occurring when Branch is A, to 16.05, when Branch is C.
- The average values of Unit price range from

SUPERMARKET GROWTH ANALYSIS

Product line by Date and Time colored by Product line

Product line

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

Date - Time	Product line (Count)
1/1/2019 10:39 AM	1
1/4/2019 7:31 PM	2
1/8/2019 11:42 AM	1
1/10/2019 4:42 PM	1
1/14/2019 10:02 AM	1
1/16/2019 6:08 PM	1
1/19/2019 4:38 PM	1
1/23/2019 10:38 AM	1
1/25/2019 11:40 AM	1
1/27/2019 10:44 AM	1
1/29/2019 11:56 AM	1
2/1/2019 11:27 AM	1
2/3/2019 8:13 PM	1
2/6/2019 6:07 PM	1
2/8/2019 1:12 PM	1
2/11/2019 3:42 PM	1
2/15/2019 12:42 PM	1
2/17/2019 7:31 PM	2
2/21/2019 12:40 PM	1
2/25/2019 11:38 AM	1
2/27/2019 5:36 PM	1
3/2/2019 5:36 PM	1
3/5/2019 10:40 AM	1
3/7/2019 1:58 PM	1
3/10/2019 12:17 PM	1
3/12/2019 7:58 PM	1
3/15/2019 10:26 AM	1
3/18/2019 5:38 PM	1
3/21/2019 10:17 AM	1
3/24/2019 2:22 PM	1
3/27/2019 4:30 PM	1
3/30/2019 7:26 PM	1

Product line by D...t line line chart

supermarket_New exploration, 9/30/2023, 2:42 AM

Payment by Date ...ment line chart

supermarket_New exploration, 9/30/2023, 2:41 AM

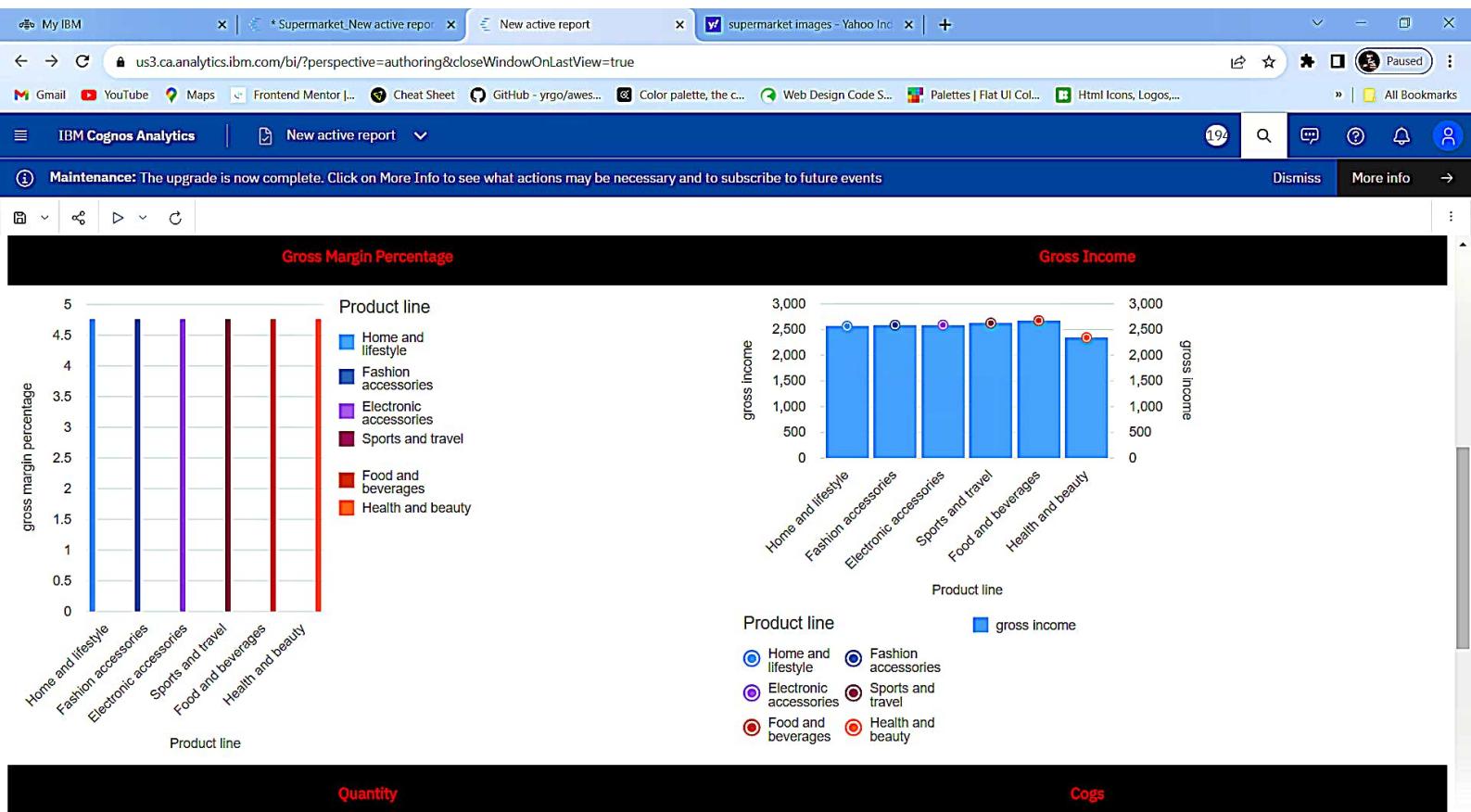
gross margin per...ed column chart

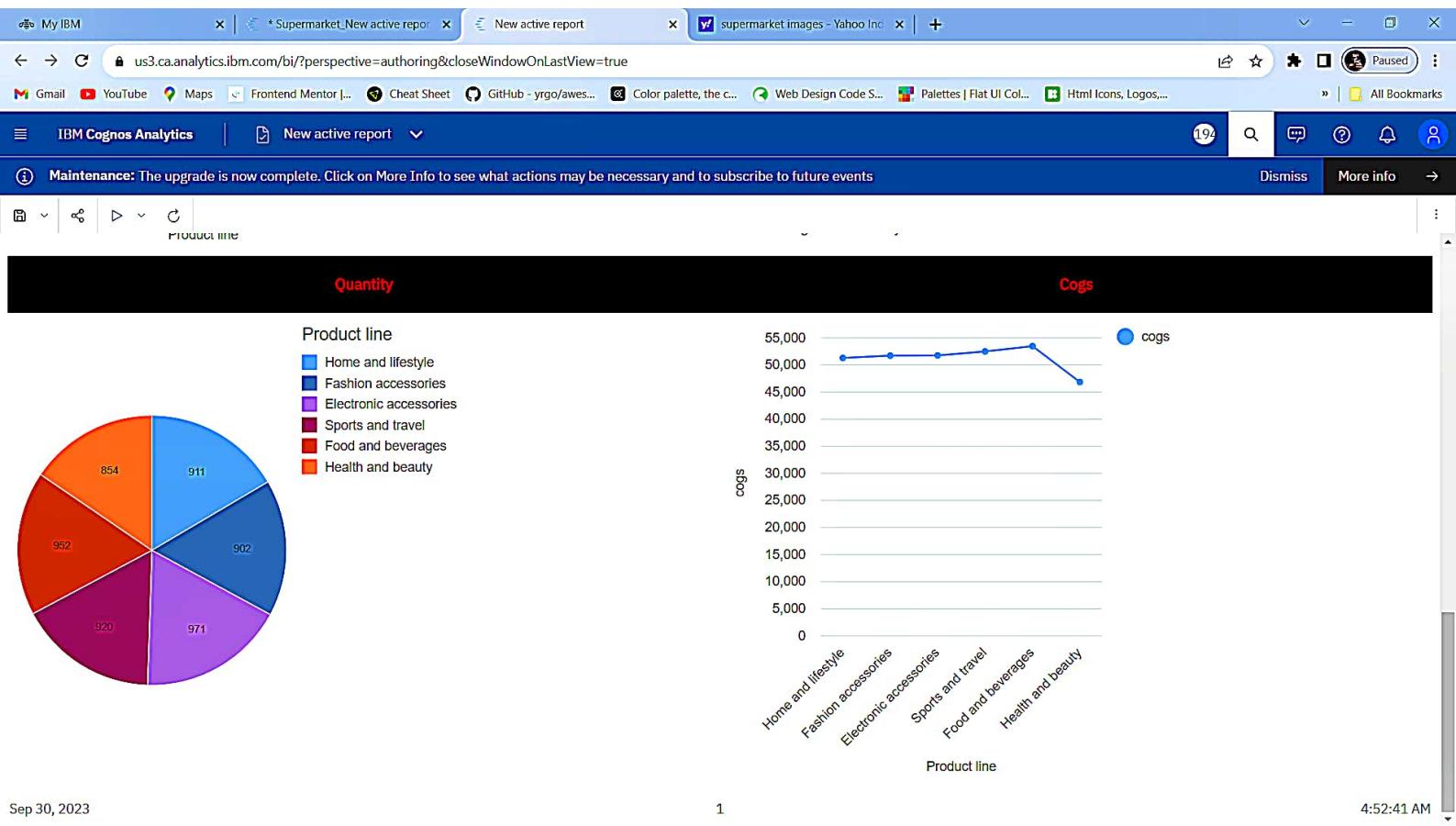
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REPORT







THANK YOU