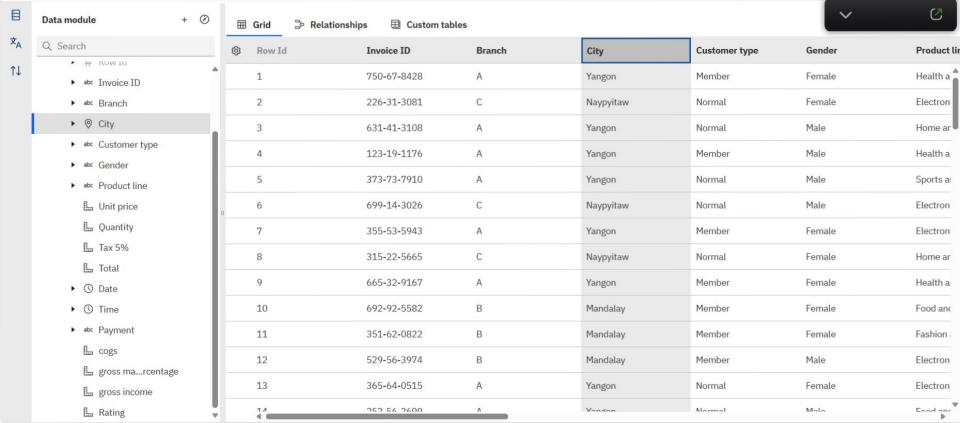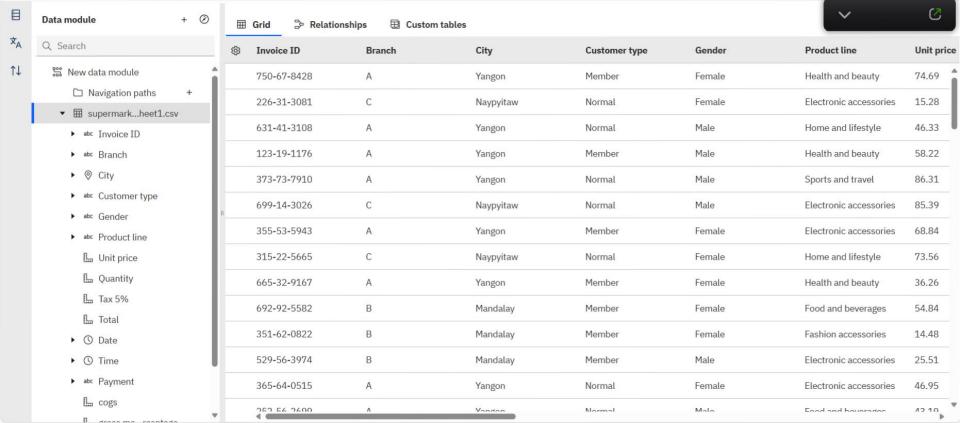# DATA ANALYTICS ON SUPER MARKET
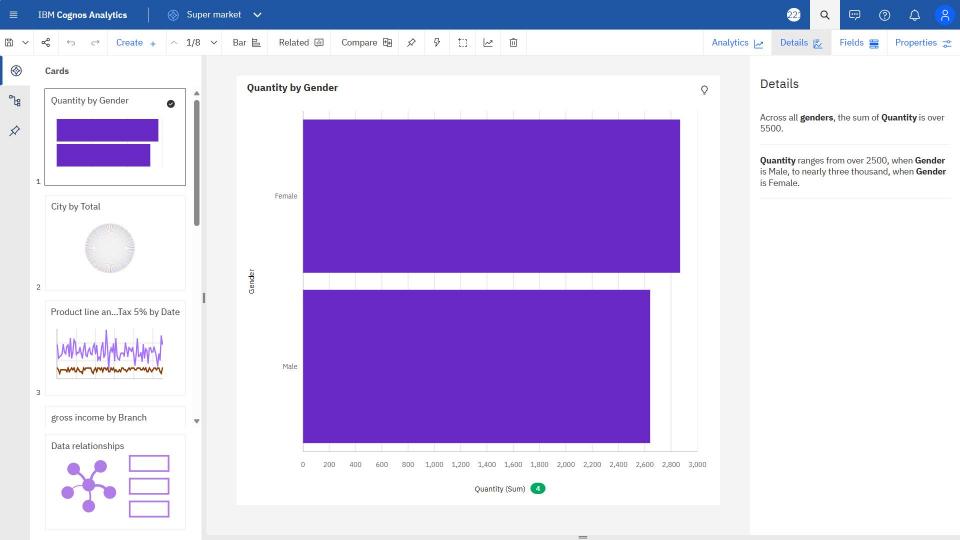
NAME - GOBI J

DATA

Search

	Row Id	Invoice ID	Branch	City	Customer type	Gender	Product lir
	1	750-67-8428	A	Yangon	Member	Female	Health a
	2	226-31-3081	C	Naypyitaw	Normal	Female	Electron
	3	631-41-3108	A	Yangon	Normal	Male	Home a
	4	123-19-1176	A	Yangon	Member	Male	Health a
	5	373-73-7910	A	Yangon	Normal	Male	Sports a
	6	699-14-3026	C	Naypyitaw	Normal	Male	Electron
	7	355-53-5943	A	Yangon	Member	Female	Electron
	8	315-22-5665	C	Naypyitaw	Normal	Female	Home a
	9	665-32-9167	A	Yangon	Member	Female	Health a
	10	692-92-5582	B	Mandalay	Member	Female	Food and
	11	351-62-0822	B	Mandalay	Member	Female	Fashion
	12	529-56-3974	B	Mandalay	Member	Male	Electron
	13	365-64-0515	A	Yangon	Normal	Female	Electron
	14	252-56-2699	A	Yangon	Normal	Male	Food and

Data module side panel:

- Row Id
- Invoice ID
- Branch
- City
- Customer type
- Gender
- Product line
- Unit price
- Quantity
- Tax 5%
- Total
- Date
- Time
- Payment
- cogs
- gross ma...rcentage
- gross income
- Rating

Data module

Grid | Relationships | Custom tables

New data module
- Navigation paths
- supermark...heet1.csv
  - Invoice ID
  - Branch
  - City
  - Customer type
  - Gender
  - Product line
  - Unit price
  - Quantity
  - Tax 5%
  - Total
  - Date
  - Time
  - Payment
  - cogs

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
252-56-2699	A	Yangon	Normal	Male	Food and beverages	43.19

EXPLORATIONS

Create + | ⌃ 1/8 ⌄ | Bar ▤ | Related ▥ | Compare ▦ | Analytics ∿ | Details ⊟ | Fields ▤ | Properties ≡

Cards

Quantity by Gender ✓

1

City by Total

2

Product line an...Tax 5% by Date

3

gross income by Branch

Data relationships

Quantity by Gender

Gender

Female

Male

0 200 400 600 800 1,000 1,200 1,400 1,600 1,800 2,000 2,200 2,400 2,600 2,800 3,000

Quantity (Sum) ④

Details

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

Quantity ranges from over 2500, when **Gender** is Male, to nearly three thousand, when **Gender** is Female.

IBM **Cognos Analytics**

22

Super market

2/8

Pie
Related
Compare

Analytics
Details
Fields
Properties

Create +

Cards

Quantity by Gender

1

City by Total ✓

2

Product line an...Tax 5% by Date

3

gross income by Branch

Data relationships

City by Total 5

Total

548.97	340.53	772.38	453.5	463.89	417.56	19.25	652.26	608.2	112.22
216.85	316.47	66.87	1,003.59	465.44	374.8	451.36	796.91	399.76	25.26
208.68	185.09	404.65	314.54	237.43	427.81	190.6	360.89	212.69
122.52	551.12	46.68	153.05	187.87	887.92	232.64	401.27	462.67
561.08	649.3	265.1	572.78	193.46	311.19	181.88	231.24	145.4
72.01	130.03	33.94	103.82	75.78	215	151.48	374.39	37.68
54.04	77.66	32.53	507.91	266.03	801.86	31.23	295.69	36.55	160.21
78.6	714.33	95.67	404.36	721.98	1,042.65	26.25	554.15	633.99	684.92
144.96	95.87	335.9	166.01	822.26	161.7	610.49	860.69	512.19	277.79

Details

The total number of results for **City**, across all **totals**, is a thousand.

87.234 (0.2 %), 276.948 (0.2 %), 217.6335 (0.2 %), 216.846 (0.2 %), and 93.744 (0.2 %) are the most frequently occurring categories of **Total** with a combined count of 10 items with **City** values (1 % of the total) .

Create +   3/8   Line   Related   Compare   Analytics   Details   Fields   Properties

Cards

Quantity by Gender

1

City by Total

2

Product line an...Tax 5% by Date

3

gross income by Branch

Data relationships

Product line and Tax 5% by Date

Measures
- Product line   ● Tax 5%

Values

5

28
26
24
22
20
18
16
14
12
10
8
6
4
2
0

1/1/...   1/9/2019   1/17/2019   1/25/2019   2/2/2019   2/10/2019   2/18/2019   2/26/2019   3/6/2019   3/14/2019   3/22/2019   3/...
1/5/2019   1/13/2019   1/21/2019   1/29/2019   2/6/2019   2/14/2019   2/22/2019   3/2/2019   3/10/2019   3/18/2019   3/26/2019

Date

Details

The total number of results for **Product line**, across all **dates**, is a thousand.

The average values of **Tax 5%** range from 5.561, occurring when **Date** is 2019-02-13, to 27.04, when **Date** is 2019-02-11.

Product line has a weak upward trend.

The total number of results for **Tax 5%**, across all **dates**, is a thousand.

2019-02-07 (2 %) and 2019-02-15 (1.9 %) are the most frequently occurring categories of **Date** with a combined count of 39 items with **Tax 5%** values (3.9 % of the total).

Create + ^ 4/8 ⌄ Area 🖾 Related 🖽 Compare 🖽

Analytics 📈 Details 📊 Fields 🗄 Properties ⚙

Cards

2

Product line an...Tax 5% by Date

3

gross income by Branch ✓

4

Branch by Custo...and Unit price

Data relationships

gross income by Branch 💡

gross income (Sum)

5,500

5,000

4,500

4,000

3,500

L5

3,000

2,500

2,000

1,500

1,000

500

0

A   B   C

Branch

Details

Across all **branches**, the sum of **gross income** is over fifteen thousand.

gross income ranges from over five thousand, when **Branch** is B, to nearly 5500, when **Branch** is C.

Heat map   Related   Compare

Analytics   Details   Fields   Properties

Cards

Product line an...Tax 5% by Date

3

gross income by Branch

4

Branch by Custo...and Unit price

5

gross income / ...gin percentage

Data relationships

Branch by Customer type and Unit price

Branch (Count dis...

1   3

Unit price   4

10.18   11.28   12.09   12.73   13.79   14.7   15.37   15.81   16.48   17.48   18.08   19.1   19.77   2...
10.08   10.69   11.85   12.29   13.5   14.36   14.96   15.55   16.28   17.14   17.77   18.33   19.32   20.38

Member

Customer type

Normal

Details

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

Member is the most frequently occurring category of **Customer type** with a count of 501 items with **Branch** values (50.1 % of the total).

83.77 is the most frequently occurring category of **Unit price** with a count of 3 items with **Branch** values (0.3 % of the total).

22

Analytics | Details | Filters | Fields | Properties

Create + | 6/8 | Sync

Cards

4

Branch by Custo...and Unit price

5

gross income / ...gin percentage

6

Quantity by Gender

Data relationships

Chart A

gross income

16.000
15,379.37

14,000

12,000

10,000

8,000

6,000

4,000

2,000

0

gross income (Sum)

5

Chart B

gross margin percentage

5
4.76

4

3

2

1

0

gross margin percentage (Average)

Details

No visualization selected

Select a visualization to display the details and analysis of your data.

Summary	Chart A : gross income	Chart B : g...percentage	Combined
Minimum	15,379.37	4.76	-
Maximum	15,379.37	4.76	-
Average	15,379.37	-	-
Average (weighted)	-	4.76	-
Chart percent of data set	100%	-	-
Chart total	15,379.37	-	-

Create + ∧ 7/8 ∨ | Pie ⏰ | Related | Compare | Analytics | Details | Fields | Properties

Cards

5

gross income / ...gin percentage

6

Quantity by Gender ✓

7

Rating and Cus...type by Branch

8

Data relationships

Quantity by Gender

Gender
● Male ● Female

2,869

2,641

Details

⟳

Loading details...

Create +

Line and column

Related

Compare

Analytics 📈 | Details 📊 | Fields 🗄 | Properties ⚙

Cards

5

gross income / ...gin percentage

6

Quantity by Gender

7

Rating and Cus...type by Branch

8

Data relationships

Rating and Customer type by Branch

Column
🟣 Customer type (Count distinct)

Line
🔵 Rating (Average)

Customer type (Count distinct)

Rating (Average)

A   B   C

Branch

Details

The total number of results for **Customer type**, across all **branches**, is a thousand.

A is the most frequently occurring category of **Branch** with a count of 340 items with **Customer type** values (34 % of the total).

Over all **branches**, the average of **Rating** is 6.973.

The average values of **Rating** range from 6.818, occurring when **Branch** is B, to 7.073, when **Branch** is C.

A is the most frequently occurring category of **Branch** with a count of 340 items with **Rating** values (34 % of the total).

DASHBOARD

Tab 1 | Tab 2 | Tab 3 | +

Super Market Dashboard

gross income by Branch

Quantity by Gender

Gender
- Male
- Female

2,869

2,641

Quantity by Gender

Edit

Analytics | Filters | Fields | Properties

Tab 1 | Tab 2 | Tab 3 | +

Super Market Dashboard

City by Total

Total
- 548.97
- 340.53
- 772.38
- 453.5
- 463.89
- 417.56
- 19.25
- 652.26
- 608.2
- 112.22
- 216.85
- 316.47
- 66.87
- 1,003.59
- 465.44
- 374.8
- 451.36
- 796.91
- 399.76
- 25.26
- 208.68
- 185.09
- 404.65
- 265.1
- 314.54

Rating and Customer type by Branch

Column
- Customer type (Count distinct)

Line
- Rating (Average)

Customer type (Count distinct)

Rating (Average)

Branch

A   B   C

gross margin percentage

gross margin percentage (Average)

Tab 1   Tab 2   **Tab 3**   +

Super Market Dashboard

Product line and Tax 5% by Date

Measures
- Product line
- Tax 5%

Date

Branch by Customer type and Unit price

Branch (Count dis...

1   2

43.13 43.25 43.7 44.07 44.34 44.65 45.38 45.74 45.97 46.22 46.41 46.47 46.55 47.16 47.97 48.5 48.63 48.91 49.38 50.28 50.49 50.93 51.28 51.36 51.71 51.94 52.35 52.42 52.89 53.19 53.44 53.78 54.67 55.04 55.5 55.61 55.73 56 56.11 56.69 57.27 57.74 58.03 58.15 58.26 58.76 58.91 59.59 59.77 60.01 60.3 60.47 60.87		
4... 43.19 43.27 44.02 44.12 44.63 45.35 45.58 45.79 46.02 46.33 46.42 46.53 46.77 47.59 48.09 48.61 48.71 49.04 49.92 50.45 50.79 51.13 51.34 51.69 51.91 52.2 52.38 52.75 53.17 53.3 53.72 54.45 54.86 55.45 55.67 55.87 56.04 56.5 57.12 57.59 57.89 58.07 58.22 58.39 58.9 58.95 59.61 59.86 60.18 60.38 60.74		

Unit price

Member

Customer type

STORY

Quantity by Gender

- Female exceeds Male in Quantity by 228.
- Gender Female has the highest values of both Quantity and cogs.
- Across all genders, the sum of Quantity is over 5500.
- Quantity ranges from over 2500, when Gender is Male, to nearly three thousand, when Gender is Female.

Quantity by Gender

Gender
◯ Male   ● Female

2,869   2,641

Analytics   Filters   Fields   Properties

Branch by Customer type and Unit price

- Customer type Normal has the highest Branch due to Unit price 21.58.
- Unit price 21.58 has the highest Count distinct Branch but is ranked #253 in Total cogs.
- Unit price 87.87 has the highest Total cogs but is ranked #9 in Count distinct Branch.
- Customer type Normal has the highest Total Total but is ranked #1 in Count distinct Branch.
- Customer type Member has the highest Count distinct Branch but is ranked #2 in Total Total.

Branch by Customer type and Unit price

Branch (Count dis...

1   2

Unit price

15.87 17.49 18.85 20.77 21.52 22.21 24.18 25.31 25.91 27.38 30.35 32.32 33.63 34.56 36.91 37.69 39.75 41.5 43.25 44.65 46.22 47.16 48.91 50.93 51.94 53.19 55.04 56 57.74 58.76 60.01 61.29 62.62 64.19 65.31 66.47

Member

Customer type

Normal

Gross income by Branch
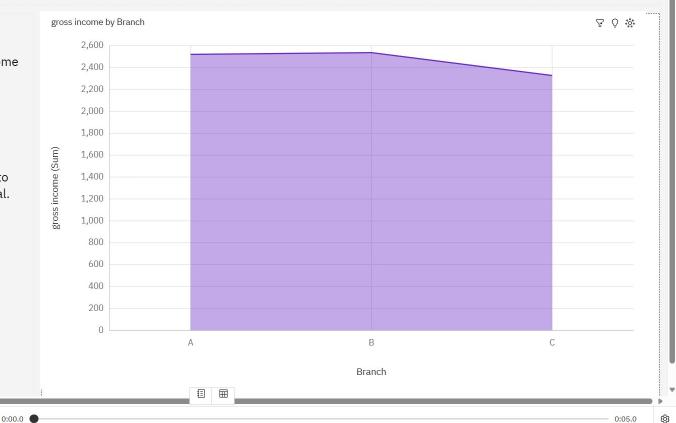
- Branch B has the highest values of both gross income and cogs.
- Over all branches, the sum of gross income is nearly 7500.
- gross income ranges from almost 2500, when Branch is C, to over 2500, when Branch is B.
- For gross income, the most significant values of Branch are B and A, whose respective gross income values add up to over five thousand, or 68.5 % of the total.

gross income by Branch

Quantity by Gender

- Female exceeds Male in Quantity by 228.
- Gender Female has the highest values of both Quantity and cogs.
- Across all genders, the sum of Quantity is over 5500.
- Quantity ranges from over 2500, when Gender is Male, to nearly three thousand, when Gender is Female.

Quantity by Gender

Quantity (Sum)
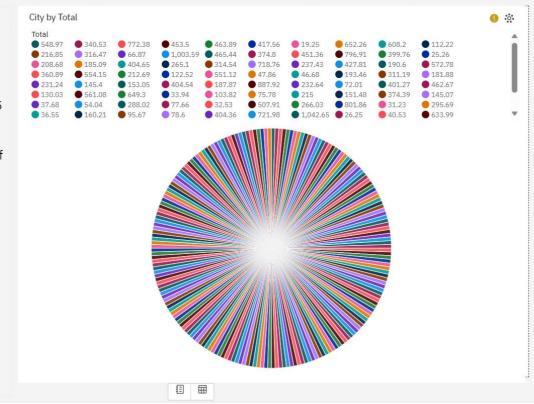
City by Total

- Total 276.948 has the highest Count distinct City but is ranked #184 in Total cogs.
- Total 829.08 has the highest Total cogs but is ranked #8 in Count distinct City.
- 87.234 (0.2 %), 276.948 (0.2 %), 217.6335 (0.2 %), 216.846 (0.2 %), and 93.744 (0.2 %) are the most frequently occurring categories of Total with a combined count of 10 items with City values (1 % of the total).
- The total number of results for City, across all totals, is a thousand.
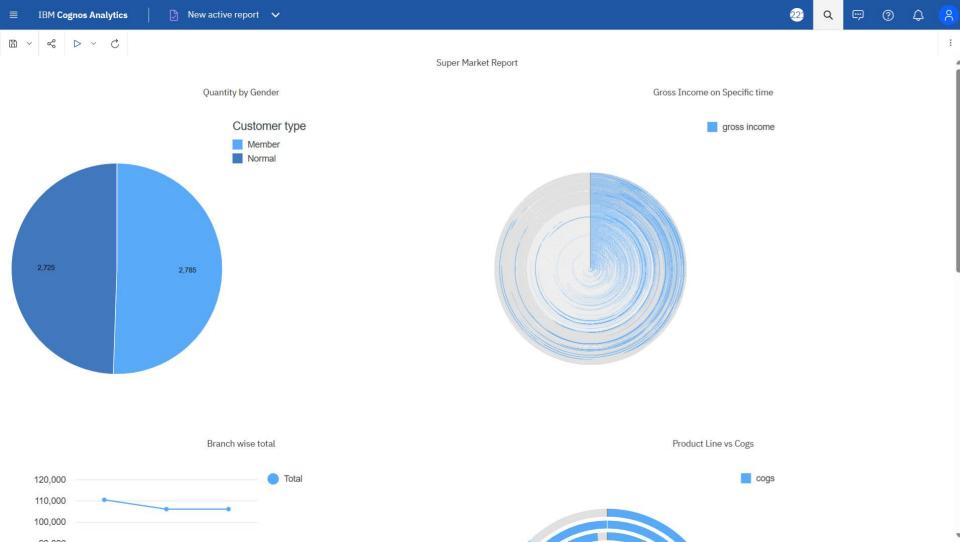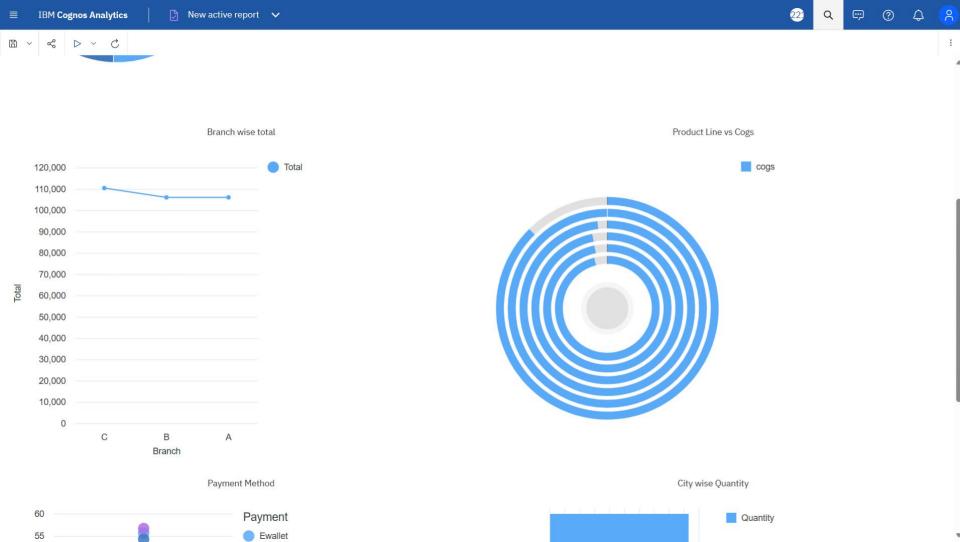-

City by Total

Total

548.97	340.53	772.38	453.5	463.89	417.56	19.25	652.26	608.2	112.22
216.85	316.47	66.87	1,003.59	465.44	374.8	451.36	796.91	399.76	25.26
208.68	185.09	404.65	265.1	314.54	718.76	237.43	427.81	190.6	572.78
360.89	554.15	212.69	122.52	551.12	47.86	46.68	193.46	311.19	181.88
231.24	145.4	153.05	404.54	187.87	887.92	232.64	72.01	401.27	462.67
130.03	561.08	649.3	33.94	103.82	75.78	215	151.48	374.39	145.07
37.68	54.04	288.02	77.66	32.53	507.91	266.03	801.86	31.23	295.69
36.55	160.21	95.67	78.6	404.36	721.98	1,042.65	26.25	40.53	633.99

REPORT

Super Market Report

Quantity by Gender

Customer type
■ Member
■ Normal

2,725   2,785

Gross Income on Specific time

■ gross income

Branch wise total

120,000

110,000

100,000

● Total

Product Line vs Cogs

■ cogs

Branch wise total

Total

Product Line vs Cogs

cogs

Payment Method

Payment

Ewallet

City wise Quantity

Quantity

Branch

30,000

20,000

10,000

0

C   B   A

Branch

Payment Method

Payment

🔵 Ewallet
🔵 Credit card
🟣 Cash

60

55

50

45

40

35

30

25

20

15

10

5

0

-5

Unit price

City wise Quantity

🔵 Quantity

Yangon

Mandalay

Naypyitaw

City

0   200   600   1,000   1,400   1,800

Quantity

THANK YOU