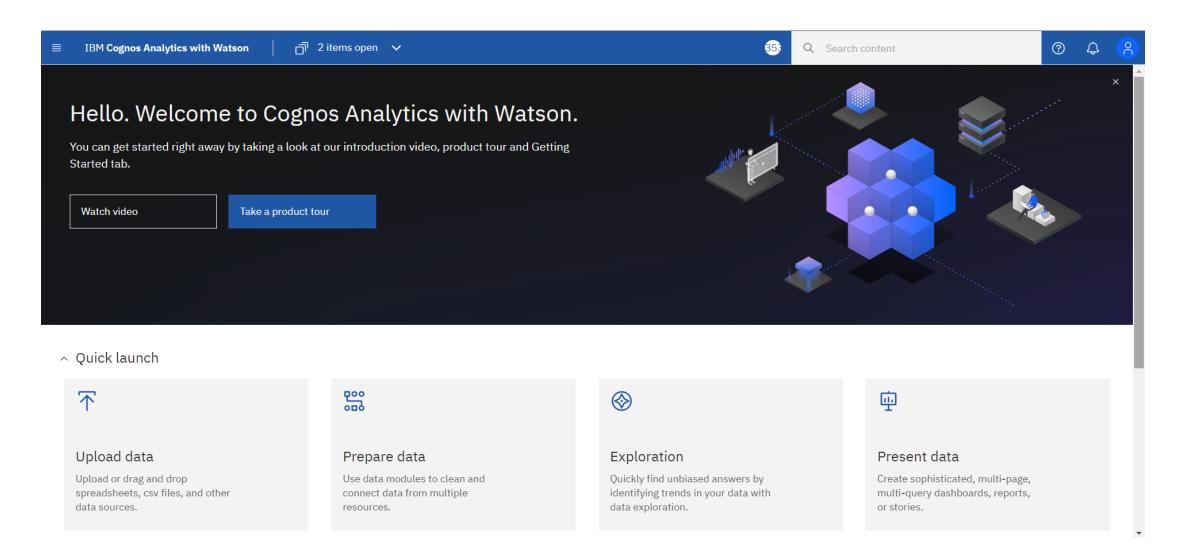# DATA VISUALIZATION ON SUPERMARKET SALES ANALYSIS
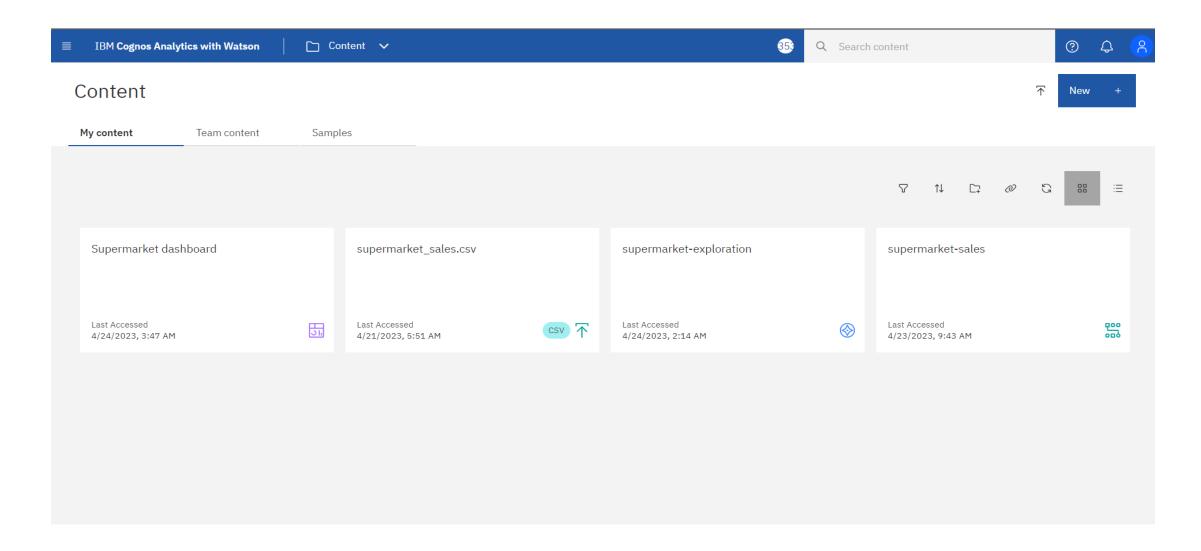
NAME: DANEESHKUMAR.S

IBM ID: 2k20cse026@kiot.ac.in
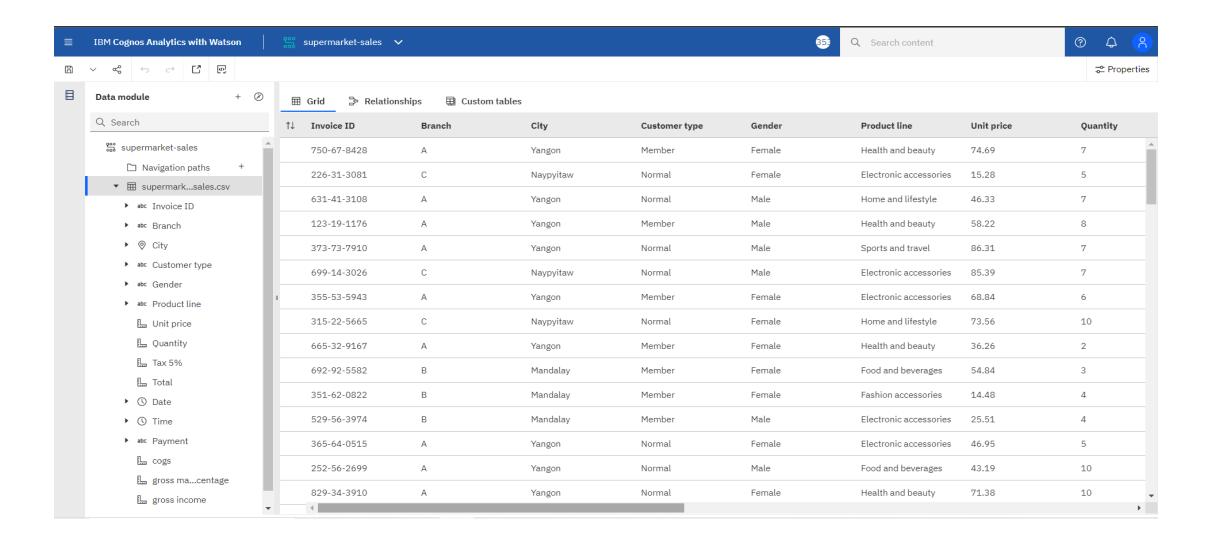
IBM COGNOS ANALYTICS - HOME
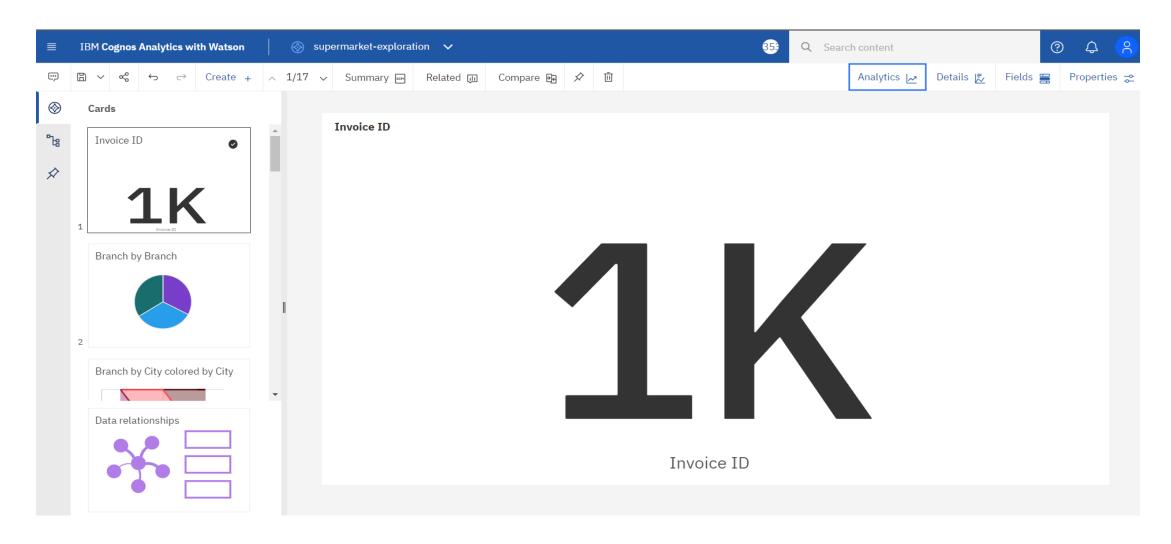
CONTENT
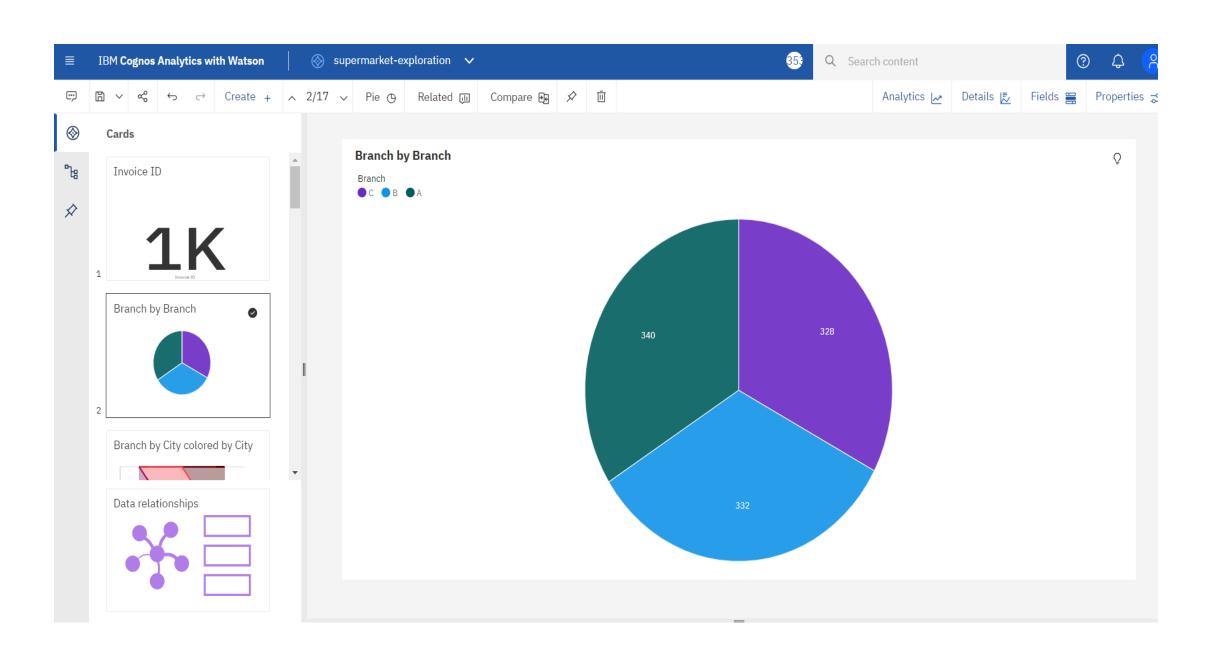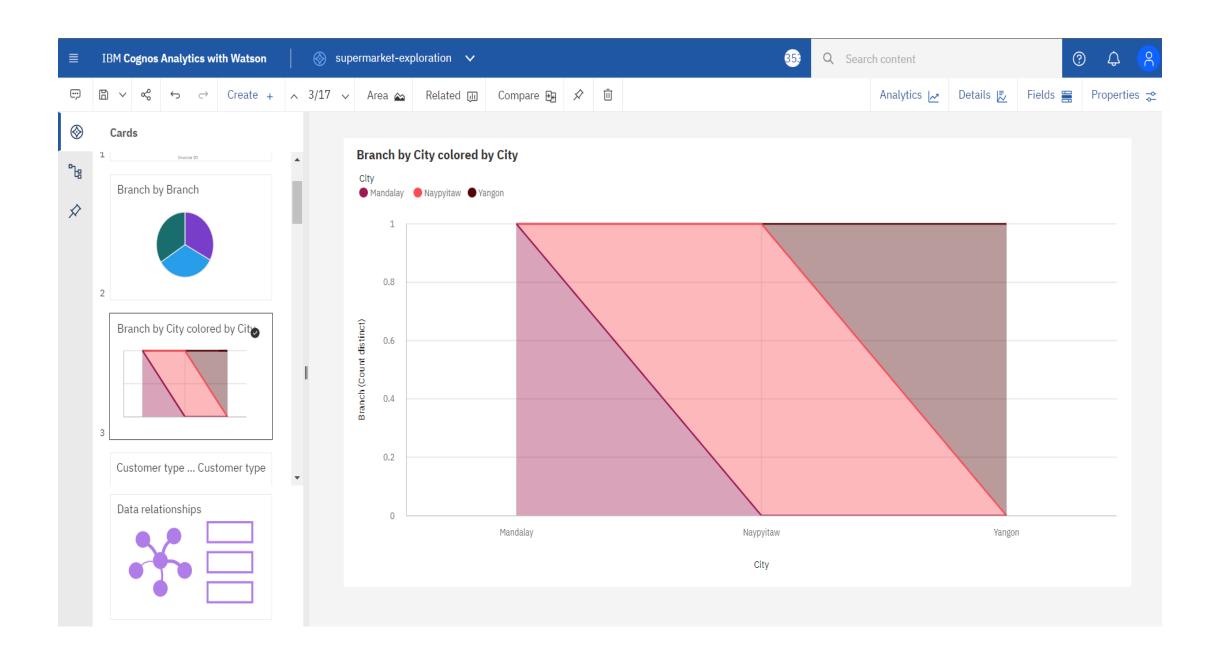
DATA MODULE

EXPLORATION

💬 💾 ⌄ ⤳ ↶ ↷ Create + ⌃ 2/17 ⌄ Pie 🕐 Related 🔲 Compare 🔢 📌 🗑

Analytics 📈 Details 📊 Fields 🗄 Properties ⚙

Cards

Invoice ID

1K
Invoice ID
1

Branch by Branch ●

2

Branch by City colored by City

Data relationships

Branch by Branch   💡

Branch
● C ● B ● A

340

328

332

💬 | 💾 ⌄ | ⌇ | ↩ ↪ | Create + | ∧ 3/17 ∨ | Area ⌄ | Related 📊 | Compare 📈 | 📌 🗑 | Analytics 📈 | Details 📊 | Fields ☰ | Properties ⚙

◈ **Cards**

1 ___ Invoice ID

Branch by Branch

2

Branch by City colored by City ✓

3

Customer type ... Customer type

Data relationships

Branch by City colored by City

City
● Mandalay ● Naypyitaw ● Yangon

Branch (Count distinct) vs City

Mandalay   Naypyitaw   Yangon

City

35

Search content

Create + ∧ 4/17 ⌄ Pie 🕐 Related 📊 Compare 📑

Analytics 📈 Details 📉 Fields 🗄 Properties ⚙

Cards

2

Branch by City colored by City

3

Customer type ... Customer type

4

Data relationships

Customer type by Customer type

Customer type
🔴 Normal 🟣 Member

501   499

Cards

Gender colored...ized by Gender

4

Gender colored...ized by Gender

5

Product line by ...by Product line

Data relationships

Gender colored by Gender sized by Gender

Gender (Count)

499   501

Gender
● Female ● Male

Female

Male

Create + ⌃ 6/17 ⌄ | Bar 📊 | Related 📇 | Compare 📑 | 📌 | ⬚ | 🗑 | Analytics 📈 | Details 📊 | Fields 🗄 | Properties ⚙

Cards

4

Gender colored...ized by Gender

5

Product line by ...by Product line ✓

6

Unit price by Pr...by Product line

Data relationships

Product line by Product line colored by Product line

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

0   20   40   60   80   100   120   140   160   180

Product line (Count)

supermarket-exploration

Create

7/17

Point

Related

Compare

Analytics

Details

Fields

Properties

Cards

Product line by ...by Product line

6

Unit price by Pr...by Product line

7

Product line by... Customer type

Data relationships

Unit price by Product line colored by Product line

Product line

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

60	
50	
40	
30	
20	
10	
0	

Unit price (Average)

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

Product line

Scatter · Related · Compare · Analytics · Details · Fields · Properties

8/17

Cards

Unit price by Pr...by Product line

Product line by... Customer type

Tax 5% by Cust...Customer type

Data relationships

Product line by Customer type with points for Customer type

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

Customer type

Normal

Member

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

Product line

Search content

Create + | ^ 9/17 ⌄ | Bar 🗐 | Related 📊 | Compare 🔀 | Analytics 📈 | Details 📊 | Fields 🗃 | Properties ⚙

Cards

8

Tax 5% by Cust...Customer type

9

Total and Tax 5...Total for Total

10

Date by Date colored by Date

Data relationships

Tax 5% by Customer type colored by Customer type

Customer type
● Member ● Normal

Customer type

Member

Normal

0   2   4   6   8   10   12   14   16

Tax 5% (Average) ⑤

Create + ∧ 10/17 ⌄ Bubble ⧉ Related ⊞ Compare ⧉ Analytics ⬚ Details ⬚ Fields ⬚ Properties ⬚

Cards

Tax 5% by Cust...Customer type

9

Total and Tax 5...Total for Total

10

Date by Date colored by Date

Data relationships

Total and Tax 5% with Total and Total for Total 5

Total (Sum)

10.68   1,658.16

Total (Sum)

10.68   1,658.16

Tax 5% (Average)

Total (Sum)

Create +   ⌃ 11/17 ⌄   Line 〰   Related   Compare   Analytics 〰   Details   Fields   Properties

Cards

10

Date by Date colored by Date ✓

11

Time by Time

12

Data relationships

Date by Date colored by Date

Date

● 1/1/2019	● 1/2/2019	● 1/3/2019	● 1/4/2019	● 1/5/2019	● 1/6/2019	● 1/7/2019	● 1/8/2019	● 1/9/2019	● 1/10/2019	● 1/11/2019	● 1/12/2019	● 1/13/2019
● 1/14/2019	● 1/15/2019	● 1/16/2019	● 1/17/2019	● 1/18/2019	● 1/19/2019	● 1/20/2019	● 1/21/2019	● 1/22/2019	● 1/23/2019	● 1/24/2019	● 1/25/2019	● 1/26/2019
● 1/27/2019	● 1/28/2019	● 1/29/2019	● 1/30/2019	● 1/31/2019	● 2/1/2019	● 2/2/2019	● 2/3/2019	● 2/4/2019	● 2/5/2019	● 2/6/2019	● 2/7/2019	● 2/8/2019
● 2/9/2019	● 2/10/2019	● 2/11/2019	● 2/12/2019	● 2/13/2019	● 2/14/2019	● 2/15/2019	● 2/16/2019	● 2/17/2019	● 2/18/2019	● 2/19/2019	● 2/20/2019	● 2/21/2019
● 2/22/2019	● 2/23/2019	● 2/24/2019	● 2/25/2019	● 2/26/2019	● 2/27/2019	● 2/28/2019	● 3/1/2019	● 3/2/2019	● 3/3/2019	● 3/4/2019	● 3/5/2019	● 3/6/2019
● 3/7/2019	● 3/8/2019	● 3/9/2019	● 3/10/2019	● 3/11/2019	● 3/12/2019	● 3/13/2019	● 3/14/2019	● 3/15/2019	● 3/16/2019	● 3/17/2019	● 3/18/2019	● 3/19/2019

Date (Count)

20

15

10

5

0

1/4/2019 2/21/2019 3/17/2019 1/22/2019 3/18/2019 1/3/2019 1/11/2019 2/11/2019 2/13/2019 2/16/2019 3/29/2019 1/7/2019 1/18/2019 2/19/2019 2/26/2019 3/16/2019 1/13/2019 1/20/2019 3/1/2019 3/22/2019 3/28/2019 1/17/2019 2/10/2019 3/6/2019 3/11/2019 3/24/2019 1/1/2019 1/29/2019 2/8/2019 3/10/2019 3/15/2019 1/15/2019 2/6/2019 2/17/2019 1/27/2019 1/31/2019 2/3/2019 3/3/2019 1/19/2019 3/9/2019 1/23/2019 1/26/2019 1/8/2019 3/14/2019 2/7/2019

Date

supermarket-exploration ⌄

🔍 Search content

Create +   ⌃ 12/17 ⌄   Line 〽   Related 📊   Compare 🔀   📌   ⬚   🗑

Analytics 〽   Details 📊   Fields ▦   Properties ⚙

◈ **Cards**

10

Date by Date colored by Date

11

Time by Time ✓

12

Payment by Pa...ed by Payment

Data relationships

Time by Time   〽 💡

Time

Create +   ⌃ 13/17 ⌄   Bar   Related   Compare   Analytics   Details   Fields   Properties

Cards

12

Payment by Pa...ed by Payment

13

Total by Produc...by Product line

Data relationships

Payment by Payment colored by Payment

Payment
● Cash   ● Credit card   ● Ewallet

Payment (Count)

💬 | 💾 ⌄ | ✕ | ↩ ↪ | Create + | ∧ 14/17 ⌄ | Column 📊 | Related 📊 | Compare 📊 | 📌 ⬚ 🗑 | Analytics ∿ | Details 📊 | Fields ⊟ | Properties ⚙

⬡ **Cards**

12

Payment by Pa...ed by Payment

13

Total by Produc...by Product line

14

gross margin percentage

Data relationships

Total by Product line colored by Product line

💡

Product line
🔴 Electronic accessories 🟠 Fashion accessories 🟢 Food and beverages 🔵 Health and beauty 🟤 Home and lifestyle 🟣 Sports and travel

Cards

14

gross margin percentage ✓

15

gross income

Data relationships

gross margin percentage

Packed bubble | Related | Compare | Analytics | Details | Fields | Properties

15/17

Create

4.76

Create + | ⌃ 16/17 ⌄ | Column 📊 | Related 🔲 | Compare 🔳 | Analytics 📈 | Details 📉 | Fields 🗄 | Properties ⚙

Cards

14

gross margin percentage

15

gross income ✓

16

Rating by Custo...ored by Rating

Data relationships

gross income

16,000

14,000

12,000

⑤

10,000

gross income (Sum)

8,000

6,000

4,000

2,000

0

| gross income: | 15,379.37 |

Analytics | Details | Fields | Properties

Create + | ∧ 17/17 ∨ | Bar | Related | Compare

Cards

gross income

Rating by Custo...ored by Rating

17

Data relationships

Rating by Customer type and Gender colored by Rating

Rating (Average)

6.94   7.02

DASHBOARD

353 Q Search content

Edit

Analytics 📈 Filters 🗑 Fields 🗄 Properties ⚙

My pins

All ⌄

Supermarket-Sales **Supermarket-Product** Supermarket-Price & Period Supermarket-Payment & Cost Supermarket-Gross & Rating +

Q Search

17 pins

Product Details

Rating by Custom...ating bar chart

supermarket-exploration, 4/24/2023, 2:13 AM

General item categorization groups ⚙

Product line
● Electronic accessories ● Fashion accessories
● Food and beverages ● Health and beauty

0	20	40	60	80	100	120	140	160	180

5% tax fee for customers buying 💡 ⚙

Customer type
● Member ● Normal

0	2	4	6	8	10	12	14	16

gross income column chart

supermarket-exploration, 4/24/2023, 2:13 AM

Number of products purchased by the customer ⚙

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

ectronic access...　Food and beverages　Home and lifestyle
　　Fashion accessories　Health and beauty　Sports and ...

Unit price of each product 💡 ⚙

Product line
● Electronic accessories ● Fashion accessories
● Food and beverages ● Health and beauty

ectronic acces...　Food and beverages　Home and lifestyle
　　Fashion accessories　Health and beauty　Sports and...

Edit

Analytics 📈 Filters 🏷 Fields 🗂 Properties 🎛

My pins   All ⌄

🔍 Search

17 pins

Rating by Custom...ating bar chart

supermarket-exploration, 4/24/2023, 2:13 AM

gross income column chart

supermarket-exploration, 4/24/2023, 2:13 AM

gross margin per...od bubble chart

Product-Price & Period

Total price including tax   💡 ⚙

Total (Sum)   Total (Sum)

10.68   1,658.16   10.68   1,658.16

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

Date of purchase   ⚙

Date
● 1/1/2019 ● 1/2/2019 ● 1/3/2019 ● 1/4/2019
● 1/5/2019 ● 1/6/2019 ● 1/7/2019 ● 1/8/2019

1/4/2019 3/17/2019 3/18/2019 3/11/2019 2/13/2019 3/29/2019 1/18/2019 2/26/2019 1/13/2019 3/28/2019 3/1/2019 2/10/2019 3/11/2019 2/8/2019 3/15/2019 2/6/2019 1/27/2019 2/3/2019 1/19/2019 1/23/2019 1/8/2019 2/7/2019

Purchase time   📈 💡 ⚙

:0... 10:40 AM 11:22 AM 12:04 PM 12:44 PM 1:28 PM 2:06 PM 2:49 PM 3:28 PM 4:07 PM 4:48 PM 5:35 PM 6:17 PM 7:02 PM 7:44 PM 8:26 PM
10:19 AM 11:01 AM 11:42 AM 12:27 PM 1:06 PM 1:48 PM 2:28 PM 3:10 PM 3:47 PM 4:30 PM 5:09 PM 5:58 PM 6:41 PM 7:24 PM 8:01 PM 8...