

# Data Visualization on Supermarket Growth Analysis

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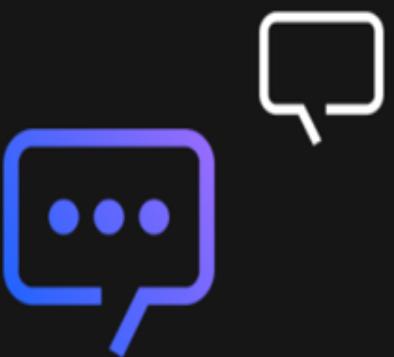
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							Properties
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Data module +

Grid Relationships Custom tables

Search

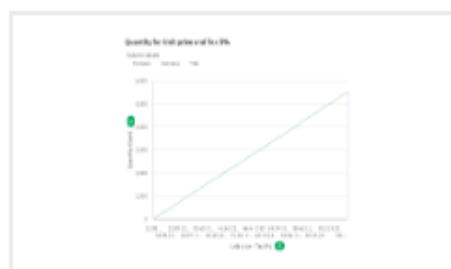
Invoice ID Branch City Customer type Gender Product line Unit pr

Invoice ID	Branch	City	Customer type	Gender	Product line	Unit pr
750-67-8428	A	Yangon	Member	Female	Health and beauty	74.6
226-31-3081	C	Naypyitaw	Normal	Female	Electronic accessories	15.2
631-41-3108	A	Yangon	Normal	Male	Home and lifestyle	46.3
123-19-1176	A	Yangon	Member	Male	Health and beauty	58.2
373-73-7910	A	Yangon	Normal	Male	Sports and travel	86.3
699-14-3026	C	Naypyitaw	Normal	Male	Electronic accessories	85.3
355-53-5943	A	Yangon	Member	Female	Electronic accessories	68.8
315-22-5665	C	Naypyitaw	Normal	Female	Home and lifestyle	73.5
665-32-9167	A	Yangon	Member	Female	Health and beauty	36.2
692-92-5582	B	Mandalay	Member	Female	Food and beverages	54.8
351-62-0822	B	Mandalay	Member	Female	Fashion accessories	14.4

# VISUALIZATIONS

## My pins

All <



## Quantity for U...aterfall chart

SuperMarket\_Explorations, 9/30/2023  
10:37 AM



## Gender, Gende...ial bar chart

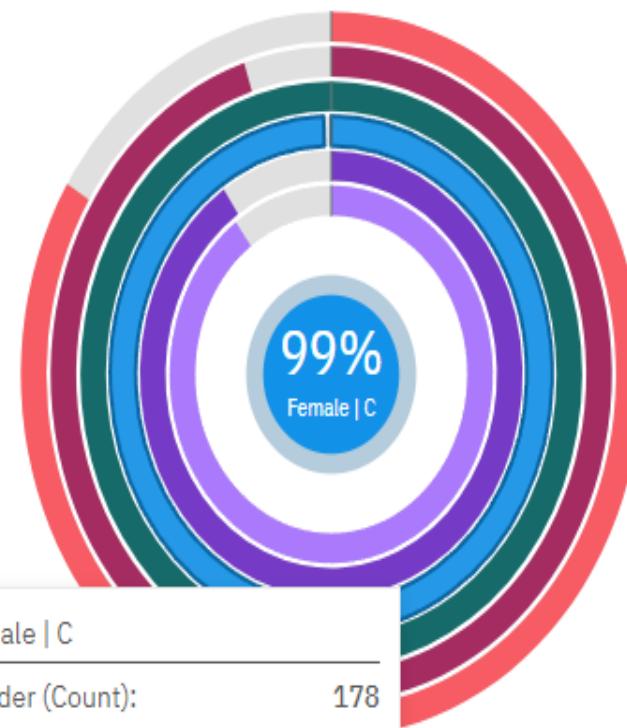
SuperMarket\_Explorations, 9/30/2023  
10:35 AM



Gender, Gender, Branch

Gender - Brand

Female | A Female | B Female | C Male | A Male | B Male | C



## Details

The total number of results for **Gender**, across all **gender - branches**, is a thousand.

Male|A (17.9 %), Female|C (17.8 %), and Male|B (17 %) are the most frequently occurring categories of **Gender - Branch** with a combined count of 527 items with **Gender** values (52.7 % of the total).

IBM Cognos Analytics | \*SuperMarket\_Explorations | 340 | ? ! ? !

My pins All Search 8 pins

Quantity for Unit price and Tax 5%

Column values  
Increase Decrease Total

Quantity (Sum) 4

6,000  
5,000  
4,000  
3,000  
2,000  
1,000  
0

10.08 ... 21.87 | 2... 33.63 | 1... 45.68 | 2... 56.5 | 2.83 69.74 | 3... 80.62 | 2... 93.2 | 9.32  
15.95 | 4... 26.67 | 1... 39.43 | 1... 51.34 | 2... 63.15 | 1... 74.66 | 1... 87.16 | 8... 98....

Unit price - Tax 5% 9

Details

Across all values of **Unit price - Tax 5%**, the sum of **Quantity** is over 5500.

**Quantity** ranges from 1, when **Unit price - Tax 5%** is 10.17|0.5085, to 18, when **Unit price - Tax 5%** is 20.01|9.0045.

For **Quantity**, the most significant values of **Unit price - Tax 5%** are 20.01|9.0045, 98.7|39.48, 64.08|22.428, and 34.42|10.326, whose respective **Quantity** values add up to 60, or 1.1% of the total.

Gender, Gender...ial bar chart

SuperMarket\_Explorations, 9/30/2023, 10:35 AM

Customer Sales by Branch



Quantity for U...waterfall chart

SuperMarket\_Explorations, 9/30/2023,

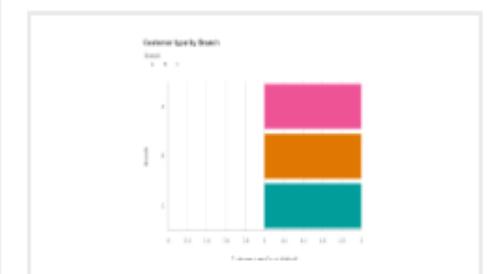
10:37 AM



Gender, Gende...ial bar chart

SuperMarket\_Explorations, 9/30/2023,

10:35 AM



Customer type...ch bar chart

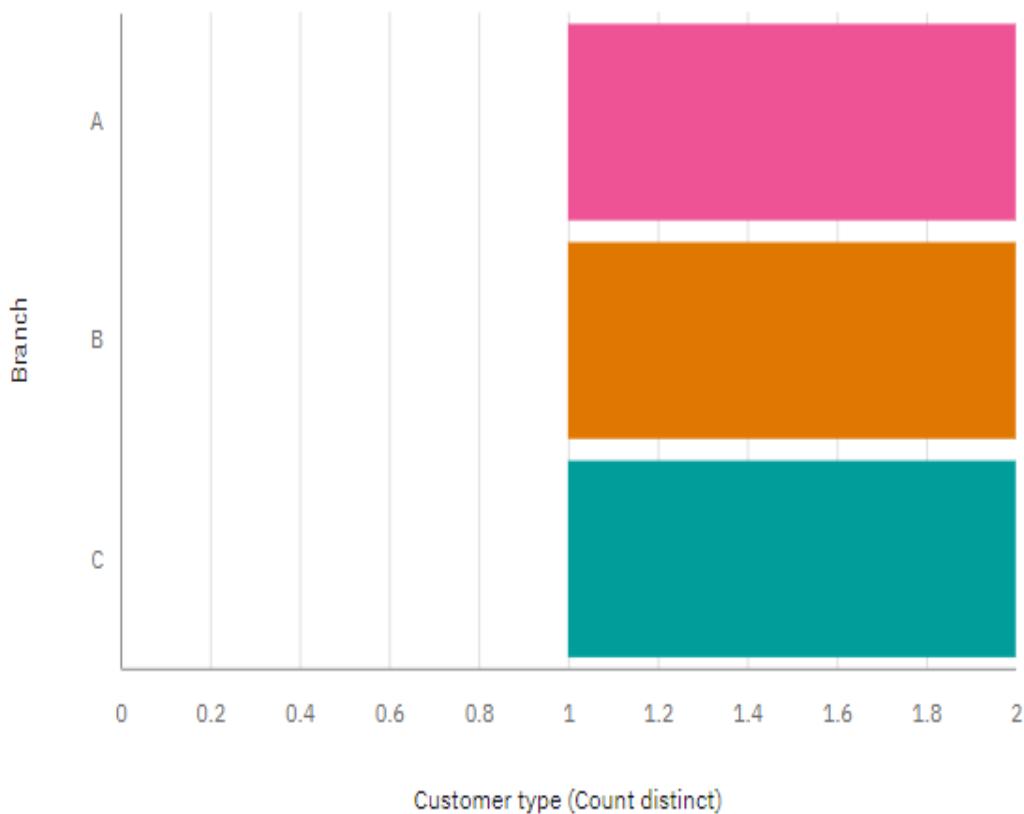
SuperMarket\_Explorations, 9/30/2023,

10:33 AM

## Customer type by Branch colored by Branch

### Branch

A B C



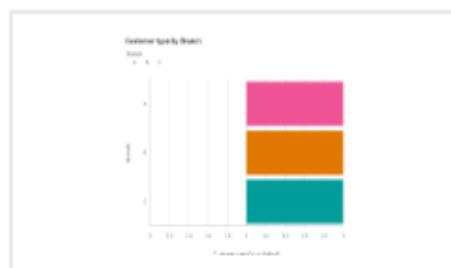
## Details

The overall number of results for Customer type 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).

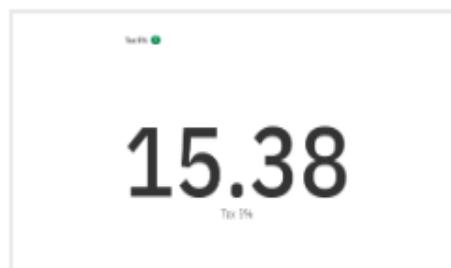


10:35 AM



Customer type distribution bar chart

SuperMarket\_Explorations, 9/30/2023,  
10:33 AM



Tax 5% summary value

SuperMarket\_Explorations, 9/30/2023,  
10:32 AM

Invoice ID: Tax 5% Analysis - Product Detail			
1000000000	70.00	20.00	Product A
Summary	10.00	3.00	
1000000001	1.00	0.30	Product B
Summary	0.10	0.03	
1000000002	1.00	0.30	Product C
Summary	0.10	0.03	
1000000003	1.00	0.30	Product D
Summary	0.10	0.03	
1000000004	1.00	0.30	Product E
Summary	0.10	0.03	
1000000005	1.00	0.30	Product F
Summary	0.10	0.03	
1000000006	1.00	0.30	Product G
Summary	0.10	0.03	
1000000007	1.00	0.30	Product H
Summary	0.10	0.03	
1000000008	1.00	0.30	Product I
Summary	0.10	0.03	
1000000009	1.00	0.30	Product J
Summary	0.10	0.03	
1000000010	1.00	0.30	Product K
Summary	0.10	0.03	
1000000011	1.00	0.30	Product L
Summary	0.10	0.03	
1000000012	1.00	0.30	Product M
Summary	0.10	0.03	
1000000013	1.00	0.30	Product N
Summary	0.10	0.03	
1000000014	1.00	0.30	Product O
Summary	0.10	0.03	
1000000015	1.00	0.30	Product P
Summary	0.10	0.03	
1000000016	1.00	0.30	Product Q
Summary	0.10	0.03	
1000000017	1.00	0.30	Product R
Summary	0.10	0.03	
1000000018	1.00	0.30	Product S
Summary	0.10	0.03	
1000000019	1.00	0.30	Product T
Summary	0.10	0.03	
1000000020	1.00	0.30	Product U
Summary	0.10	0.03	
1000000021	1.00	0.30	Product V
Summary	0.10	0.03	
1000000022	1.00	0.30	Product W
Summary	0.10	0.03	
1000000023	1.00	0.30	Product X
Summary	0.10	0.03	
1000000024	1.00	0.30	Product Y
Summary	0.10	0.03	
1000000025	1.00	0.30	Product Z
Summary	0.10	0.03	

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Create + | ^ 19/19 | Table | Related | Compare |

Tax 5% summary value  
SuperMarket\_Explorations, 9/30/2023, 10:32 AM

Invoice ID, Tax 5%, Gender, Payment and Date table  
SuperMarket\_Explorations, 9/30/2023, 10:30 AM

Rating and gr...me line chart  
SuperMarket\_Explorations, 9/30/2023, 10:23 AM

**Invoice ID, Tax 5%, Gender, Payment and Date** 5

Invoice ID	Tax 5%	Gender	Payment	Date
101-17-6199	16.03	Male	Credit card	3/13/2019
Summary	16.03			
101-81-4070	6.28	Female	Ewallet	1/17/2019
Summary	6.28			
102-06-2002	6.31	Male	Cash	3/20/2019
Summary	6.31			
102-77-2261	22.86	Male	Credit card	3/5/2019
Summary	22.86			
105-10-6182	2.15	Male	Ewallet	2/27/2019
Summary	2.15			
105-31-1824	24.33	Male	Credit card	2/1/2019
Summary	24.33			

Details  
  
No details found  
No details were found for this visualization.

Create +

20/20

Line ↘

Related ⚡

Compare ⚡

↗

↘

↶

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Analytics ↗

Details ↗

Fields 📁

Properties ⚙

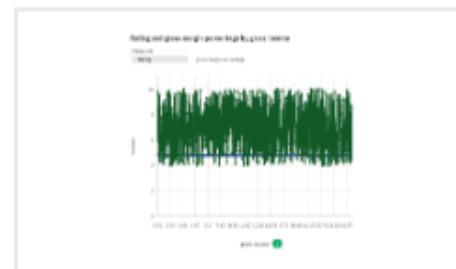


Tax 5%

## Tax 5% summary value

SuperMarket\_Explorations, 9/30/2023,  
10:32 AM

## Invoice ID, Tax 5% and Date table

SuperMarket\_Explorations, 9/30/2023,  
10:30 AM

## Rating and gross margin percentage line chart

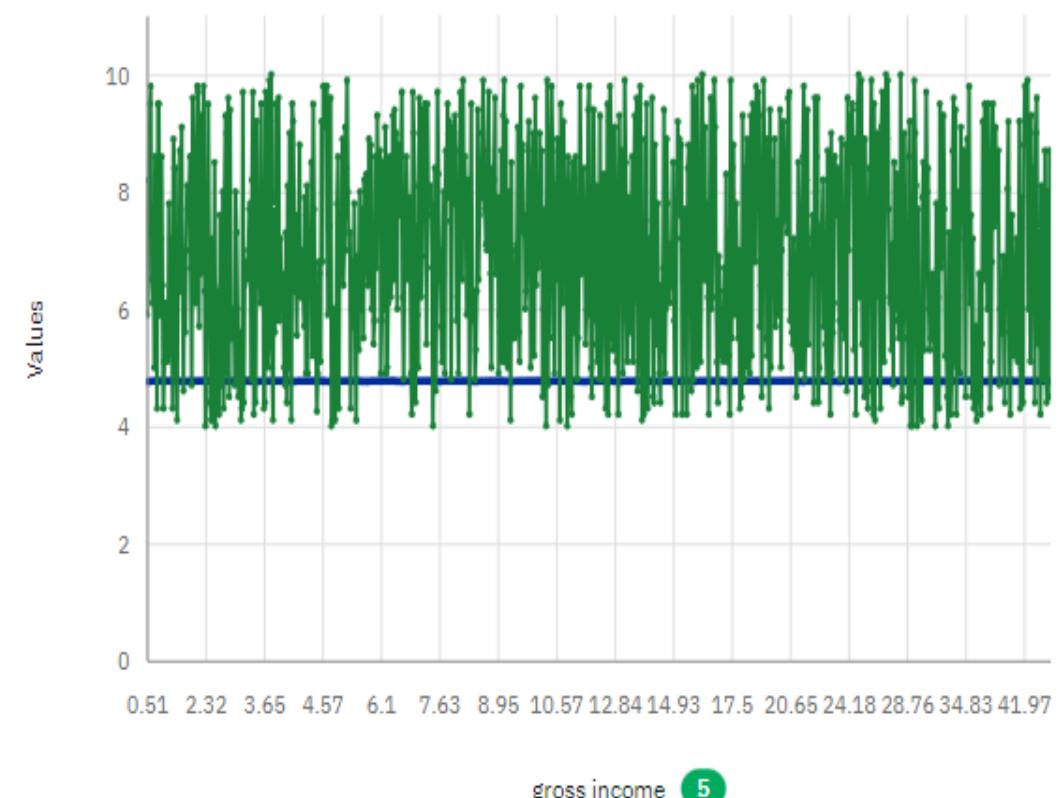
SuperMarket\_Explorations, 9/30/2023,  
10:23 AM

## Rating and gross margin percentage by gross income

## Measures

Rating

gross margin percentage



## Details

The average values of **Rating** range from 4, occurring when **gross income** is 2.3205, to 10, when **gross income** is 3.711.

**gross income** moderately affects **Rating** (64%).

The total number of results for **Rating**, across all **gross incomes**, is a thousand.

The total number of results for **gross margin percentage**, across all **gross incomes**, is a thousand.

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).

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Create + | 21/21 | Line | Related | Compare | ! ! ! ! | Analytics | Details | Fields | Properties

Rating and gr...me line chart  
SuperMarket\_Explorations, 9/30/2023, 10:23 AM

Product line, D...ity line chart  
SuperMarket\_Explorations, 9/30/2023, 10:20 AM

Total by City pie chart  
SuperMarket\_Explorations, 9/30/2023, 10:14 AM

**Product line, Date and Tax 5% by Quantity**

Measures

- Product line
- Date
- Tax 5%

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

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

The total number of results for **Date**, across all **quantities**, is a thousand.

The average values of **Tax 5%** range from 2.739, occurring when **Quantity** is 1, to 27.98, when **Quantity** is 10.

10 is the most frequently occurring category of **Quantity** with a count of 119 items with **Tax 5%** values (11.9 % of the total).

Quantity	Product line	Date	Tax 5%
1	6	70	2.739
2	6	55	4.21
3	6	53	5.21
4	6	65	6.21
5	6	65	7.21
6	6	61	8.21
7	6	60	9.21
8	6	48	10.21
9	6	63	11.21
10	6	63	27.98

Create +

22/22

Pie

Related

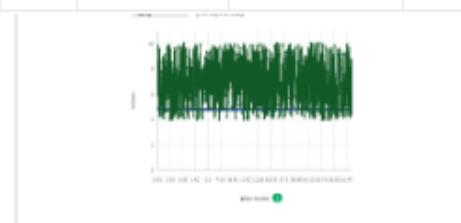
Compare

Analytics

Details

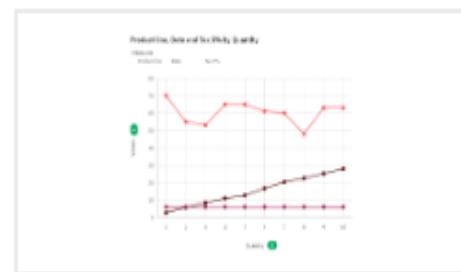
Fields

Properties



Rating and growth line chart

SuperMarket\_Explorations, 9/30/2023,  
10:23 AM



Product line, Delivery line chart

SuperMarket\_Explorations, 9/30/2023,  
10:20 AM



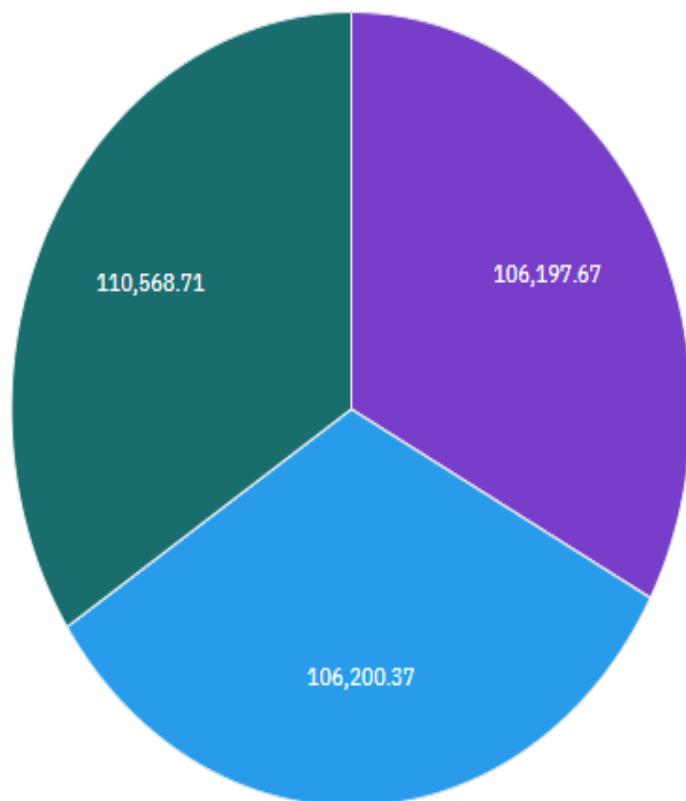
Total by City pie chart

SuperMarket\_Explorations, 9/30/2023,  
10:14 AM

## Total by City (5)

### City

- Mandalay
- Yangon
- Naypyitaw



## Details

Over all cities, the sum of Total is nearly 323 thousand.

Total ranges from over 106 thousand, in Mandalay, to nearly 111 thousand, in Naypyitaw.

# DASHBOARD

Edit

Analytics Filters Fields Properties

SuperMarket

SuperMarket-1

SuperMarket-2

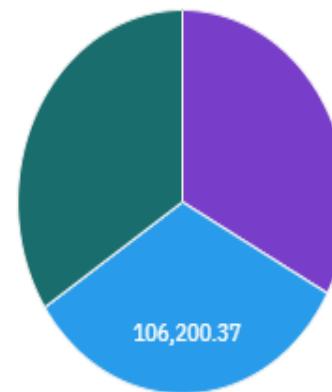
+

### Super Market Growth Analysis

#### Total by City

City

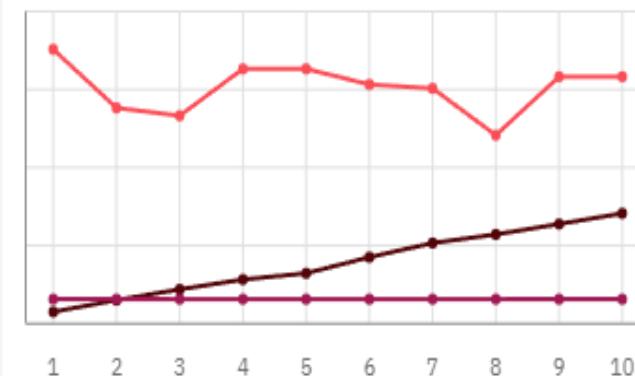
Mandalay Yangon Naypyitaw



#### Product line, Date and Tax 5% by Quantity

Measures

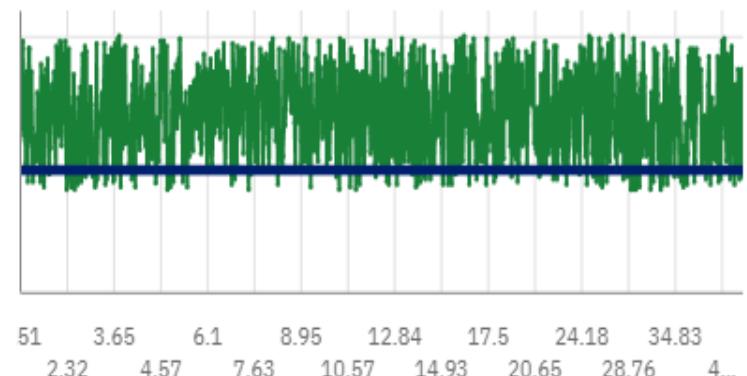
Product line Date Tax 5%



#### Rating and gross margin percentage by gross income

Measures

Rating gross margin percentage



Edit

Analytics Filters Fields Properties

SuperMarket

SuperMarket-1

SuperMarket-2

+

### Super Market Growth Analysis

Invoice ID, Tax 5%, Gender, Payment and Date

Invoice ID	Tax 5%	Gender	Paym
101-17-6199	16.03	Male	Credit
<b>Summary</b>		16.03	
101-81-4070	6.28	Female	Evening
<b>Summary</b>		6.28	
102-06-2002	6.31	Male	Cash
<b>Summary</b>		6.31	
102-77-2261	22.86	Male	Credit

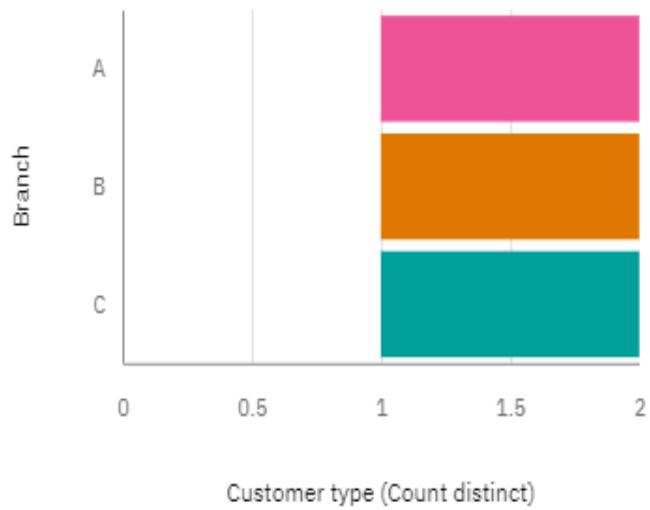
Tax 5%

# 15.38

Tax 5%

Customer type by Branch

Branch  
● A ● B ● C



Edit

Analytics Filters Fields Properties

SuperMarket SuperMarket-1 SuperMarket-2

## Gender, Gender, Branch

Gender - Branch

- Female | A
- Female | B
- Female | C
- Male | A
- Male | B
- Male | C



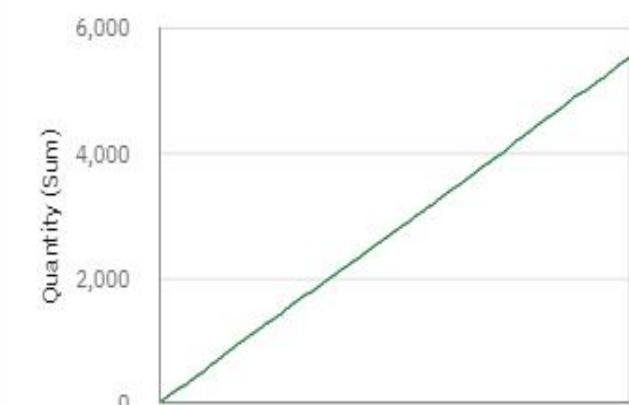
## Super Market Growth Analysis



## Quantity for Unit price and Tax 5%

Column values

- Increase
- Decrease
- Total



10.08 ... 33.63 | 1.68 56.5 | 2.83 80.62 | 2...

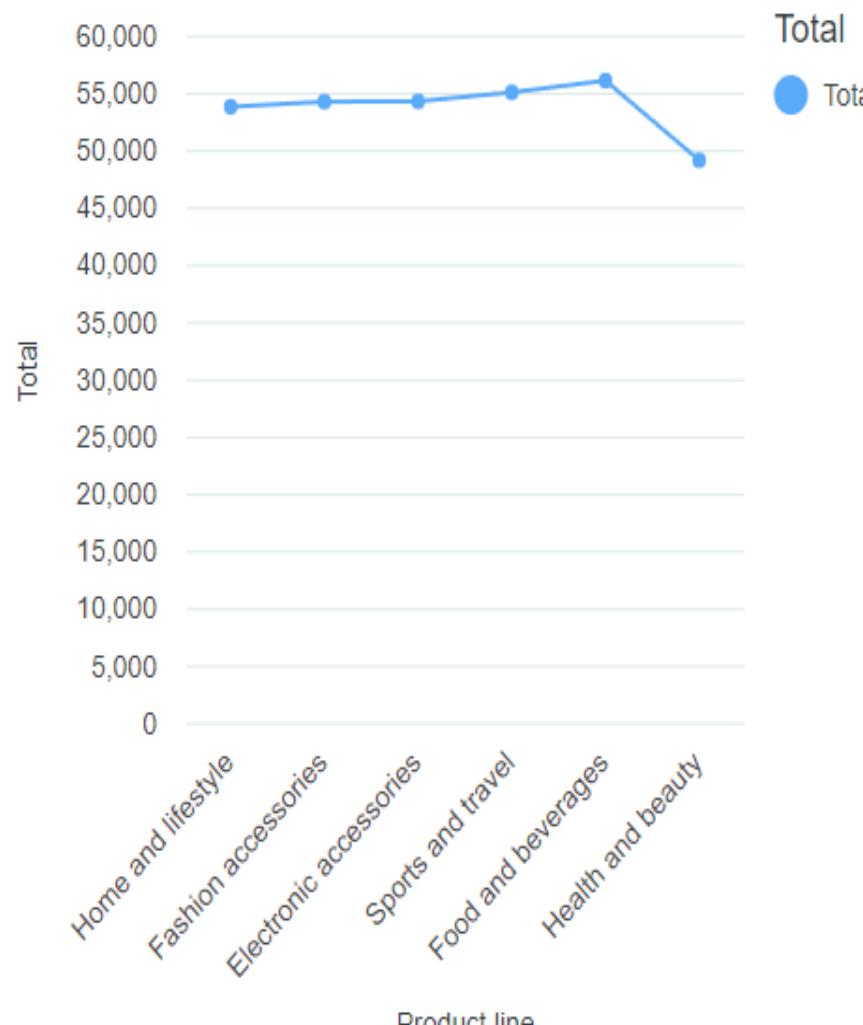
21.87 | 2.19 45.68 | 2... 69.74 | 3... 93...

Unit price - Tax 5%

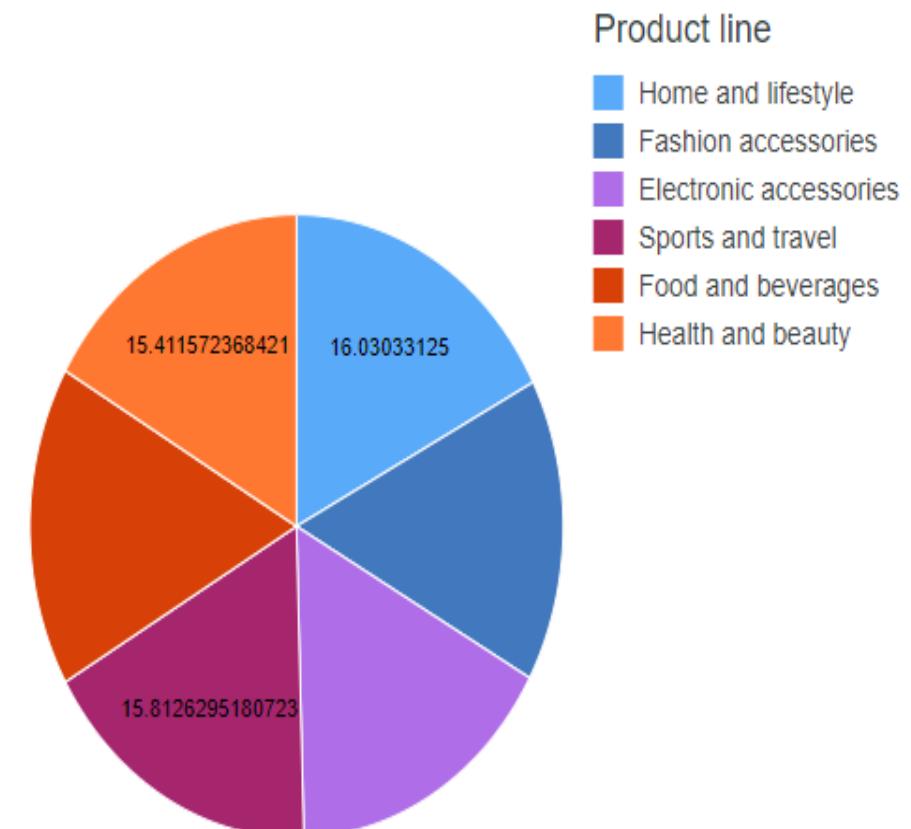
REPORT

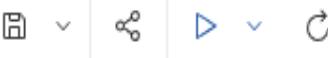
## Super Market Report Analysis

Total

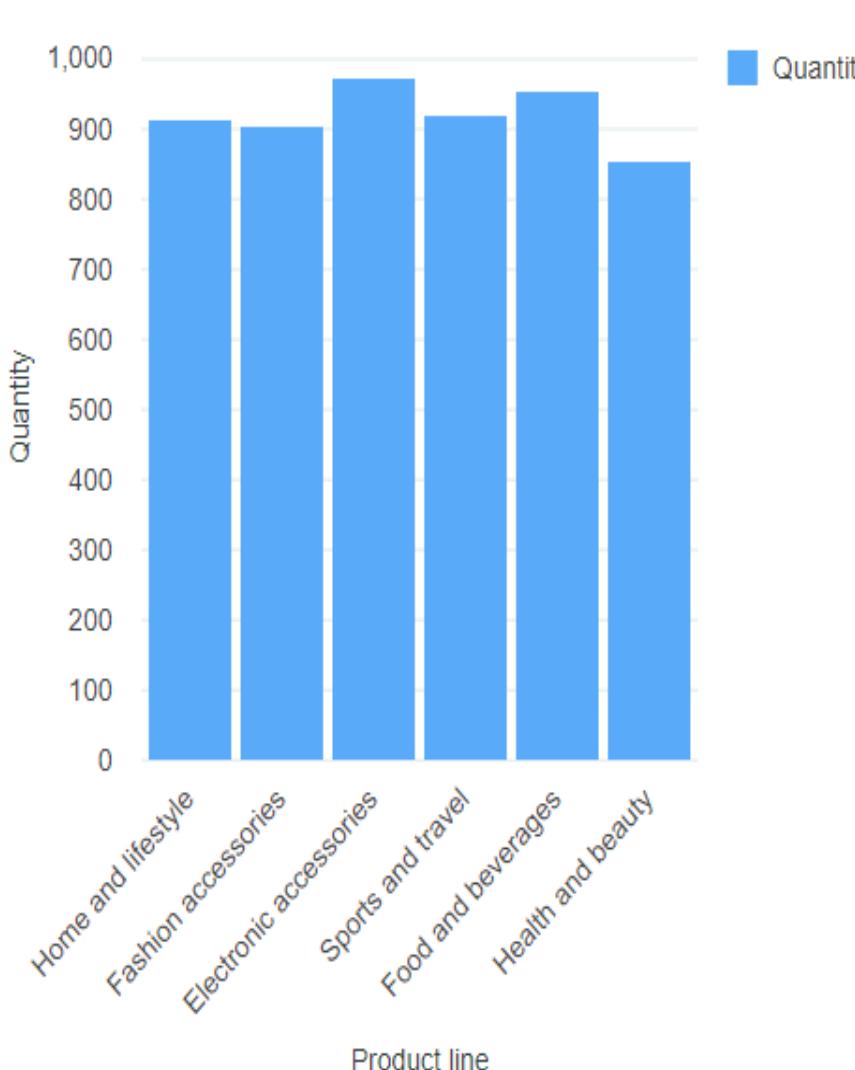


Gross Income





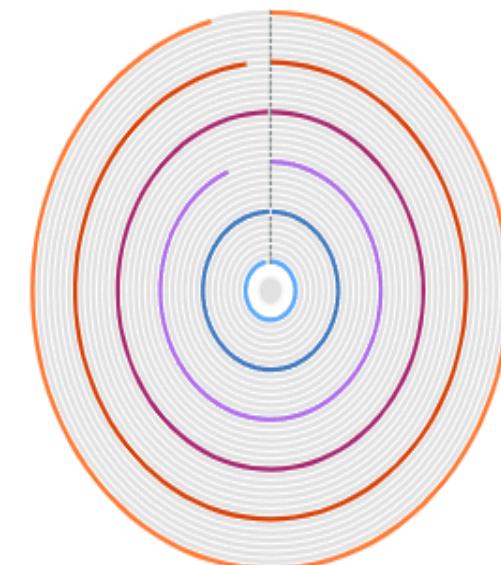
Tax

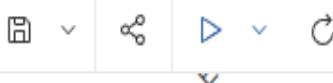


Quantity

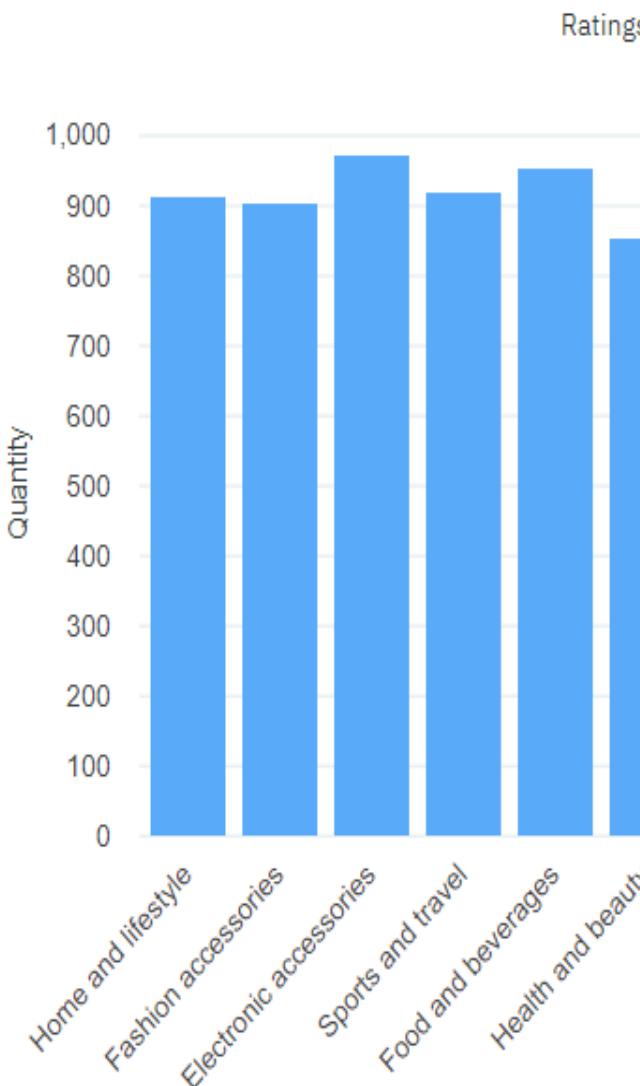
Product line

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



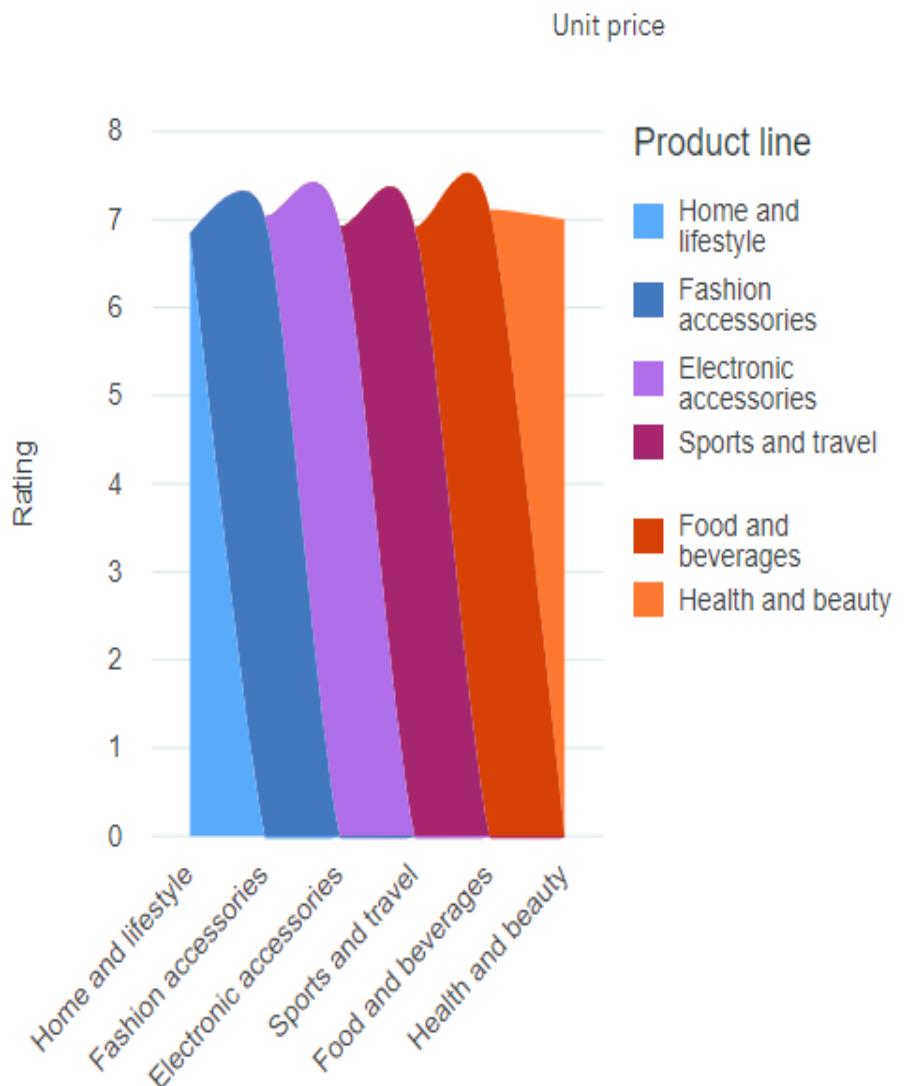


Product line



Quantity

Quantity



Product line

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

STORY

Edit

Analytics

Filters

Fields

Properties



## Super Market Growth Analysis



Prev scene



Next scene

Scene 1 of 8

0:00.0

0:05.0





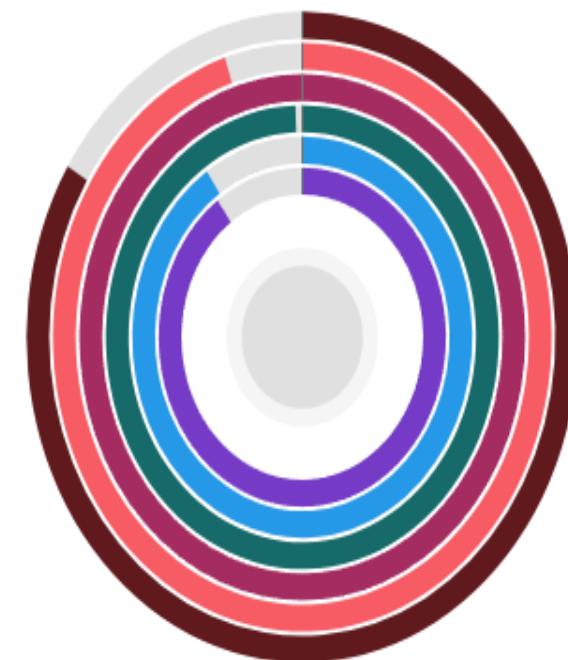
# Super Market Growth Analysis

- Male|A (17.9 %), Female|C (17.8 %), and Male|B (17 %) are the most frequently occurring categories of Gender - Branch with a combined count of 527 items with Gender values (52.7 % of the total).
- Add insight to favorites
- The total number of results for Gender, across all gender - branches, is a thousand.

Gender, Gender, Branch

Gender - Branch

Female | A Female | B Female | C Male | A Male | B Male | C





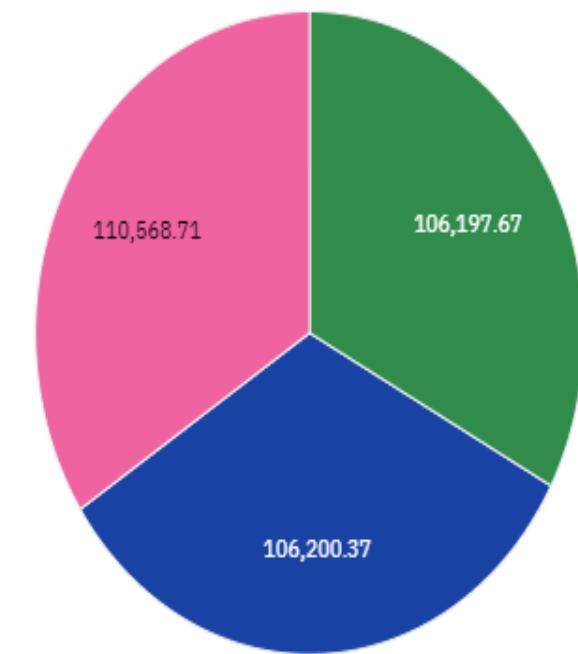
## Super Market Growth Analysis

- City Naypyitaw has the highest values of both Total and cogs.
- Add insight to favorites
- Over all cities, the sum of Total is nearly 323 thousand.
- Add insight to favorites
- Total ranges from over 106 thousand, in Mandalay, to nearly 111 thousand, in Naypyitaw.
- 

Total by City

City

Mandalay Yangon Naypyitaw



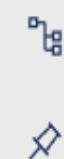
Edit

Analytics

Filters

Fields

Properties



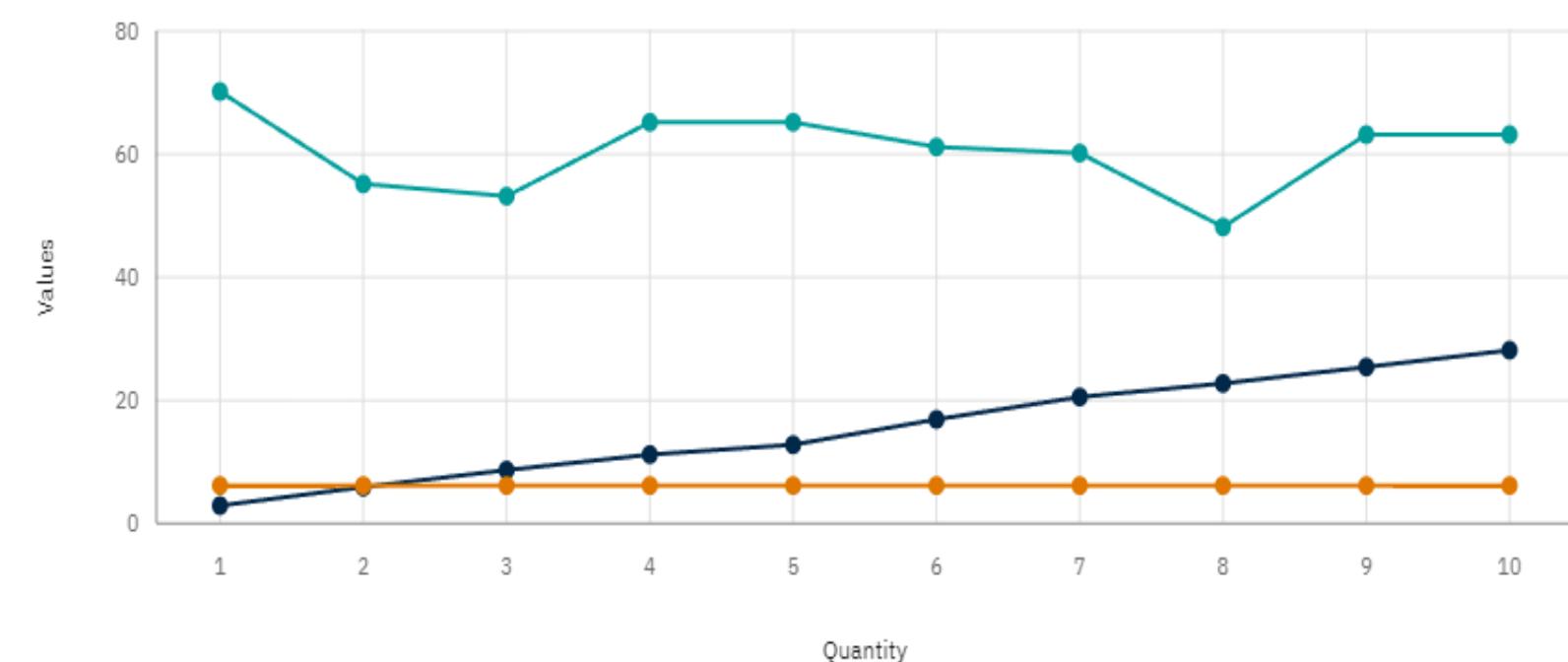
# Super Market Growth Analysis

- 10 is the most frequently occurring category of Quantity with a count of 119 items with Tax 5% values (11.9 % of the total).
- Add insight to favorites
- The total number of results for Date, across all quantities, is a thousand.
- Add insight to favorites
- The total number of results for Product line, across all quantities, is a thousand.
- Add insight to favorites
- The total number of results for Tax 5%, across all quantities, is a thousand.
- Add insight to favorites
- The average values of Tax 5% range from 2.739, occurring when Quantity is 1, to 27.98, when Quantity is 10.
- Add insight to favorites

Product line, Date and Tax 5% by Quantity

Measures

Product line Date Tax 5%



Edit

Analytics

Filters

Fields

Properties



## Super Market Growth Analysis

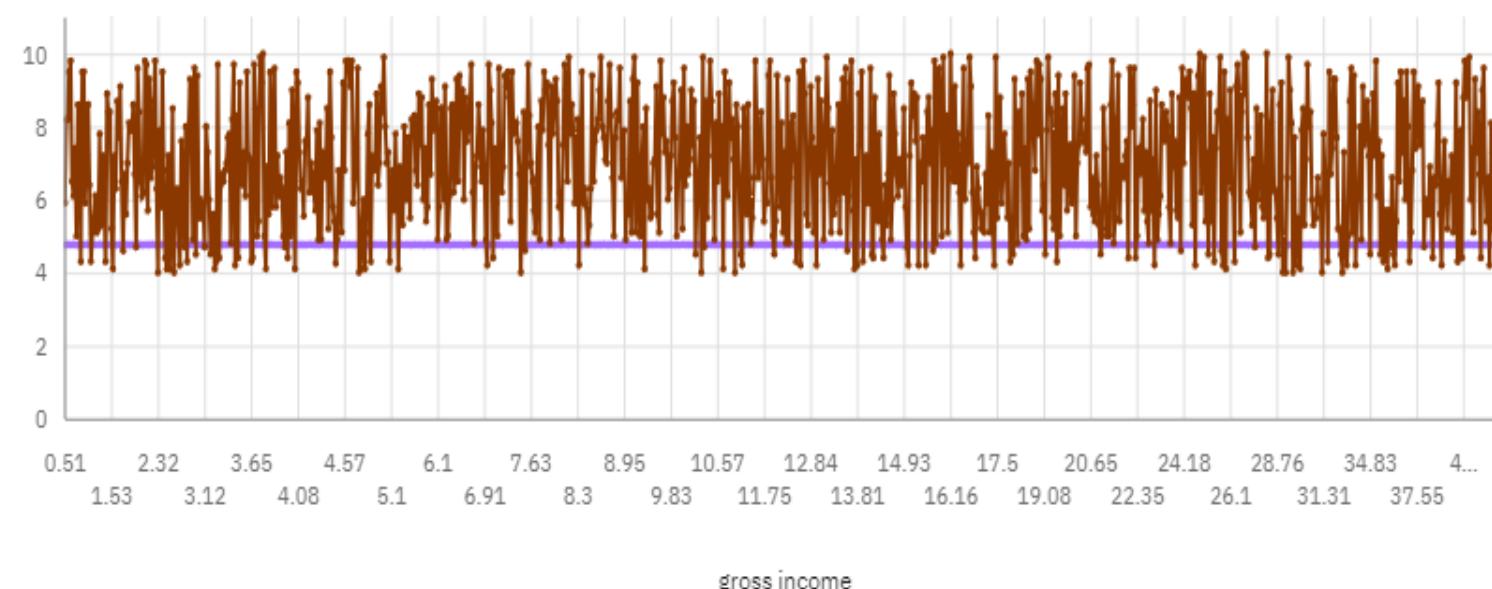
- Rating and gross margin percentage diverged the most when gross income is 26.395, and when Rating was 5.238 higher than the gross margin percentage.
- Add insight to favorites
- gross income 3.711 has the highest Average Rating but is ranked #854 in Total cogs.
- Add insight to favorites
- gross income 0.5085 has the highest Average gross margin percentage but is ranked #678 in Average Rating.
- Add insight to favorites
- gross income 39.48 has the highest Total cogs but is ranked #307 in Average Rating.
- Add insight to favorites
- gross income 3.711 has the highest Average Rating but is ranked #1 in Average gross margin percentage.
- Add insight to favorites
- gross income moderately affects Rating (64%).
- Add insight to favorites
- 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

Rating and gross margin percentage by gross income

Measures



Values



Prev scene



Next scene

Scene 5 of 8

0:00.0

0:05.0



Edit

Analytics

Filters

Fields

Properties



## Super Market Growth Analysis

- Customer type Normal has the lowest average Tax 5% at 15.15.
- Add insight to favorites
- Customer type Member has the highest average Tax 5% at 15.61.
- Add insight to favorites
- The overall number of results for Tax 5% is a thousand.
- Add insight to favorites
- 

Tax 5%

15.38

Tax 5%



Edit

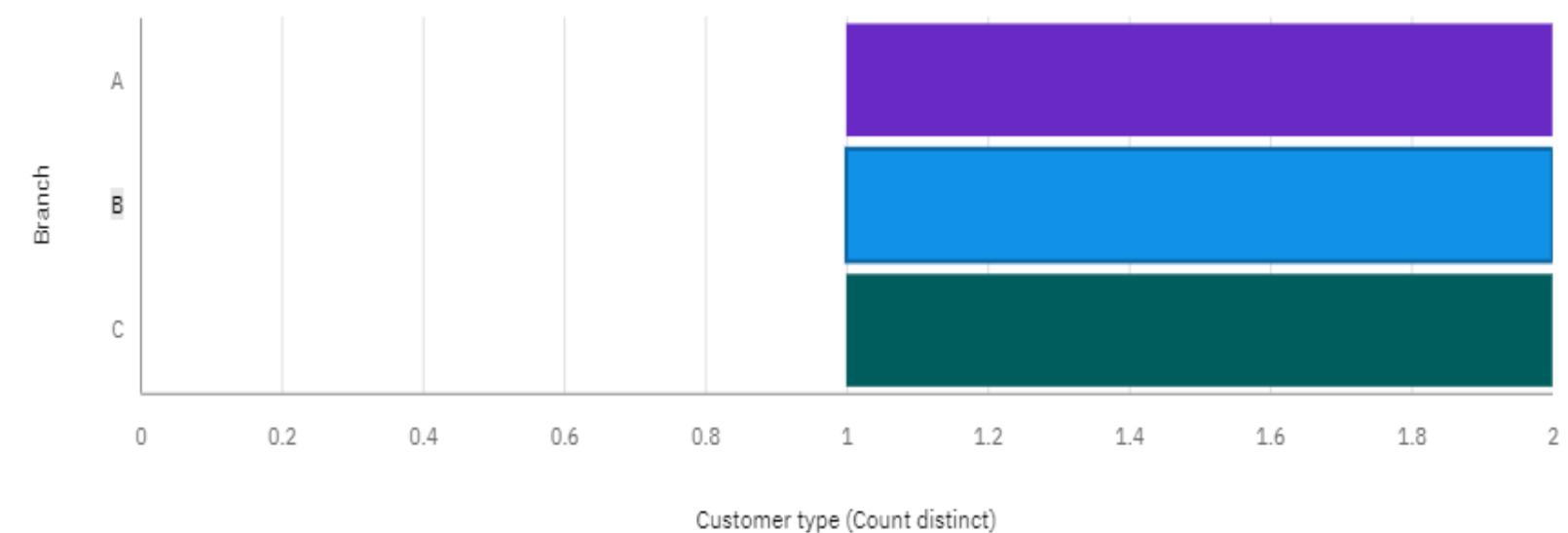
Analytics Filters Fields Properties

# Super Market Growth Analysis

- Branch A has the highest City due to Date 2019-01-01.
- Add insight to favorites
- Branch A has the highest values of both Customer type and City.
- Add insight to favorites
- Date 2019-01-01 has the highest City at 3, out of which Branch A contributed the most at 1.
- Add insight to favorites
- A is the most frequently occurring category of Branch with a count of 340 items with Customer type values (34 % of the total).
- Add insight to favorites
- The overall number of results for Customer type is a thousand.
- Add insight to favorites
- 

Customer type by Branch

Branch  
● A ● B ● C



Edit

Analytics

Filters

Fields

Properties

# Super Market Growth Analysis

- Unit price 87.87 has the highest total Quantity due to Tax 5% 43.935.
- Add insight to favorites
- Unit price 87.87 has the highest values of both Quantity and cogs.
- Add insight to favorites
- gross income and Quantity diverged the most when Tax 5% is 39.48, and when gross income was 62.96 higher than the Quantity.
- Add insight to favorites
- 20.01 has a Quantity of 18 for Tax 5% 9.0045.
- Add insight to favorites
- Tax 5% 9.0045 has the highest Total Quantity but is ranked #345 in Total gross income.
- Add insight to favorites
- Tax 5% 39.48 has the highest Total gross income but is ranked #2 in Total Quantity.
- Add insight to favorites
- Across all values of Unit price - Tax 5%, the sum of Quantity is over 5500.
- Add insight to favorites
- Quantity ranges from 1 when Unit price - Tax 5% is

Quantity for Unit price and Tax 5%

Column values

Increase Decrease Total



THANK YOU