

Data Visualization on Supermarket Growth Analysis

Name: Gokul Hari R



My IBM

Profile

Billing

My products

 Search product name

Trials

3 offerings



Cognos Analytics on Cloud Trial for Students

Upgrade options

Expires on Sep 30, 2024

Active

Launch

Manage



IBM Cloud

Upgrade options

Activ

Launch

Manage

Sort by product name



IBM Cognos Analytics on Cloud - Trial

Upgrade options

Expired

Purchase

Manage

Subscriptions

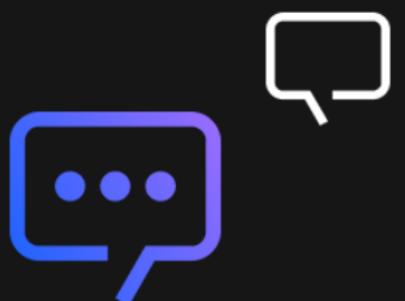
0 offerings

Let's talk 

Get quick answers with the Assistant

Ask the Assistant a question in your own words to uncover insights about your data.

Ask a question



Introduction to Cognos Analytics

Leverage self-service analytics to make more confident decisions.

[Get started](#)

[Watch videos](#)



Upload data and start creating content

Upload spreadsheets, CSV files, and other types of files, and create content based on these files.

Upload spreadsheets, CSV files, and other types of files, and create content based on these files.



Create content from existing data

Locate data sources in the Content view, and create content based on these sources.

Locate data sources in the Content view, and create content based on these sources.

IBM Cognos Analytics | SuperMarket_N... data module | 364 | Search | Properties

Data module + ⚡

Search

SuperMarke...ata 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
- ▶ cogs
- ▶ gross ma...rcentage
- ▶ gross income

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
252-56-2699	A	Yangon	Normal	Male	Food and beverages	43.19
829-34-3910	A	Yangon	Normal	Female	Health and beauty	71.38

VISUALIZATIONS

us3.ca.analytics.ibm.com/bi/?perspective=explore&id=i527D36D216DE4E79823D4152A0F8357D&objRef=i527D36D216DE4E79823D4152A0F8357D&options%5BdisableGlassPrefet... 1

IBM Cognos Analytics | * _SuperMarketDS ... exploration 366

Total summary value
SM_DS_Assignment01, 9/30/2023, 10:23 AM

Rating and gro...aterfall chart
SM_DS_Assignment01, 9/30/2023, 10:22 AM

Product line, D...ity line chart
SM_DS_Assignment01, 9/30/2023, 10:19 AM

Total by City pie chart
SM_DS_Assignment01, 9/30/2023, 10:14 AM

Total by City 5

City
Mandalay (purple), Yangon (blue), Naypyitaw (teal)

The pie chart displays the total values for three cities: Mandalay, Yangon, and Naypyitaw. The data is as follows:

City	Total Value
Mandalay	106,197.67
Yangon	106,200.37
Naypyitaw	110,568.71

Details

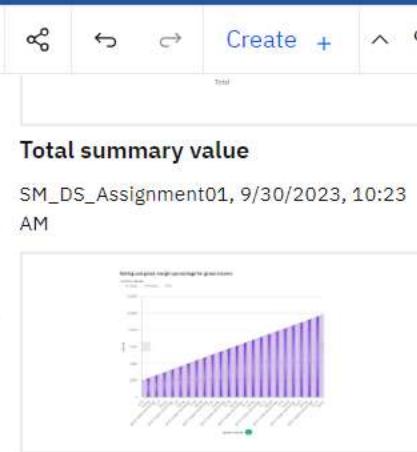
Over all **cities**, the sum of **Total** is nearly 323 thousand.

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

IBM Cognos Analytics

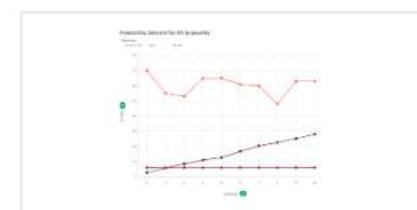
* SuperMarketDS ... exploration ▾

366



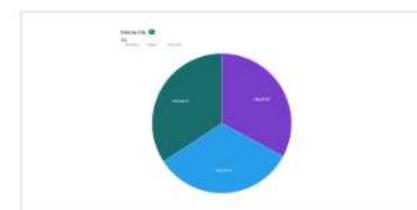
Rating and growth chart

SM_DS_Assignment01, 9/30/2023, 10:22 AM



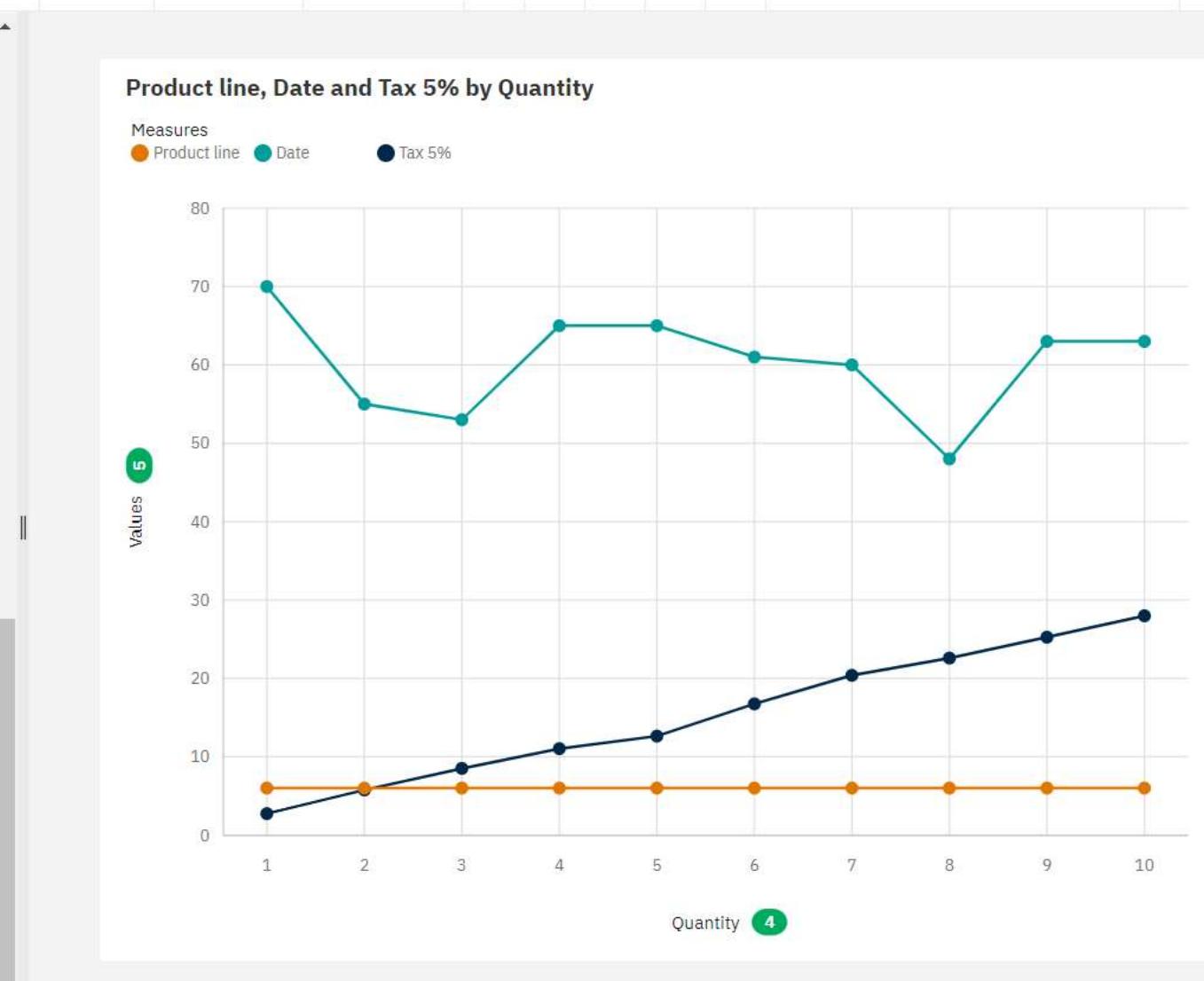
Product line, Duty line chart

SM_DS_Assignment01, 9/30/2023, 10:19 AM



Total by City pie chart

SM_DS_Assignment01, 9/30/2023, 10:14 AM



Details

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.

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

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

us3.ca.analytics.ibm.com/bi/?perspective=explore&id=i527D36D216DE4E79823D4152A0F8357D&objRef=i527D36D216DE4E79823D4152A0F8357D&options%5BdisableGlassPrefet... 1

IBM Cognos Analytics | * _SuperMarketDS ... exploration 366

Create + 10/10 Waterfall Related Compare t: w: Analytics Details Fields Properties

Total summary value
SM_DS_Assignment01, 9/30/2023, 10:23 AM

Rating and gross margin percentage for gross income

Column values
Increase (green dot), Decrease (red dot), Total (purple dot)

Rating and gross margin percentage for gross income waterfall chart

Product line, D...ility line chart

Total by City pie chart

Details

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

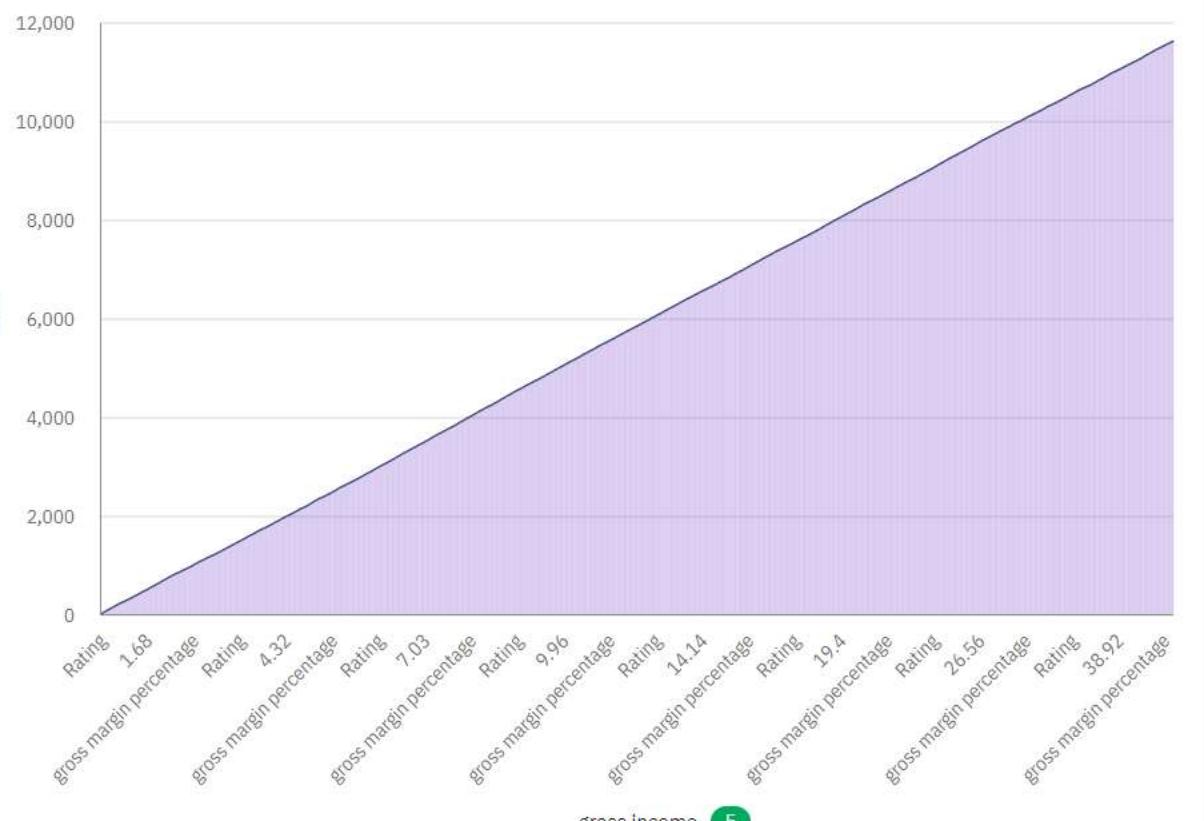
The total number of results for **Rating**, across all **gross incomes**, is a thousand.

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%).

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 **gross margin percentage** values (1 % 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).



us3.ca.analytics.ibm.com/bi/?perspective=explore&id=i527D36D216DE4E79823D4152A0F8357D&objRef=i527D36D216DE4E79823D4152A0F8357D&options%5BdisableGlassPrefet... 1

IBM Cognos Analytics * *_SuperMarketDS ... exploration 366

Create + 11/11 Summary Related Compare Details Fields Properties

Customer type...ch bar chart
SM_DS_Assignment01, 9/30/2023, 10:25 AM

323K
Total summary value
SM_DS_Assignment01, 9/30/2023, 10:23 AM

Rating and gro...aterfall chart
SM_DS_Assignment01, 9/30/2023, 10:22 AM

Total 5

Details
The overall number of results for **Total** is a thousand.

323K
Total

us3.ca.analytics.ibm.com/bi/?perspective=explore&id=i527D36D216DE4E79823D4152A0F8357D&objRef=i527D36D216DE4E79823D4152A0F8357D&options%5BdisableGlassPrefet... 1

IBM Cognos Analytics * _SuperMarketDS ... exploration 366

Analytics Details Fields Properties

15.38

Tax 5% summary value
SM_DS_Assignment01, 9/30/2023, 10:31 AM

Invoice ID, D...Payment table
SM_DS_Assignment01, 9/30/2023, 10:29 AM

Customer type...ch bar chart
SM_DS_Assignment01, 9/30/2023, 10:25 AM

323K

Total summary value

Customer type by Branch colored by Branch

Branch: A (Brown), B (Purple), C (Dark Purple)

Branch	Customer type (Count distinct)
A	~340
B	~300
C	~380

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).

us3.ca.analytics.ibm.com/bi/?perspective=explore&id=i527D36D216DE4E79823D4152A0F8357D&objRef=i527D36D216DE4E79823D4152A0F8357D&options%5BdisableGlassPrefet... 1

IBM Cognos Analytics | * _SuperMarketDS ... exploration 366

Create + 13/13 Table Related Compare Details Fields Properties

15.38

Tax 5% summary value
SM_DS_Assignment01, 9/30/2023, 10:31 AM

Invoice ID, Date, Gender and Payment table
SM_DS_Assignment01, 9/30/2023, 10:29 AM

Customer type...ch bar chart
SM_DS_Assignment01, 9/30/2023, 10:25 AM

323K

Total summary value
Waiting for us3.ca.analytics.ibm.com...

Invoice ID, Date, Gender and Payment

Invoice ID	Date	Gender	Payment
101-17-6199	3/13/2019	Male	Credit card
101-81-4070	1/17/2019	Female	Ewallet
102-06-2002	3/20/2019	Male	Cash
102-77-2261	3/5/2019	Male	Credit card
105-10-6182	2/27/2019	Male	Ewallet
105-31-1824	2/1/2019	Male	Credit card
106-35-6779	3/27/2019	Male	Cash
109-28-2512	1/7/2019	Female	Ewallet
109-86-4363	2/14/2019	Female	Credit card
110-05-6330	3/25/2019	Female	Credit card
110-48-7033	1/29/2019	Male	Cash
114-35-5271	2/7/2019	Female	Cash
115-38-7388	3/30/2019	Female	Credit card
115-99-4379	3/14/2019	Female	Credit card
118-62-1812	3/24/2019	Female	Cash
120-06-4233	3/12/2019	Male	Cash
400-54-0040	4/10/2019	Female	Credit card

Details

No details found
No details were found for this visualization.

us3.ca.analytics.ibm.com/bi/?perspective=explore&id=i527D36D216DE4E79823D4152A0F8357D&objRef=i527D36D216DE4E79823D4152A0F8357D&options%5BdisableGlassPrefet...

IBM Cognos Analytics | * _SuperMarketDS ... exploration 366

Search

8 pins

Tax 5% 5

Gender by Bran...rial bar chart
SM_DS_Assignment01, 9/30/2023, 10:34 AM

15.38

Tax 5% summary value
SM_DS_Assignment01, 9/30/2023, 10:31 AM

Invoice ID, D...Payment table
SM_DS_Assignment01, 9/30/2023, 10:29 AM

15.38

Tax 5%

Details

The overall number of results for **Tax 5%** is a thousand.

us3.ca.analytics.ibm.com/bi/?perspective=explore&id=i527D36D216DE4E79823D4152A0F8357D&objRef=i527D36D216DE4E79823D4152A0F8357D&options%5BdisableGlassPrefet... 1

IBM Cognos Analytics * *_SuperMarketDS ... exploration 366

Search Create + 15/15 Radial Related Compare Details Fields Properties

8 pins

Gender by Branch colored by Gender and Branch

Gender - Branch

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

Gender by Branch colored by Gender and Branch

Gender - Branch

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

Details

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

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

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).

Gender by Bran...ial bar chart

SM_DS_Assignment01, 9/30/2023, 10:34 AM

15.38

Tax 5% summary value

SM_DS_Assignment01, 9/30/2023, 10:31 AM

Invoice ID, D...Payment table

SM_DS_Assignment01, 9/30/2023, 10:29 AM

DASHBOARD

IBM Cognos Analytics | SuperMarket_dashboard | 348 | Search | Help | Notifications | User

Edit | Print | Copy | Link | Open | 100% | Analytics | Filters

SuperMarket | SuperMarket1 | SuperMarket2

SuperMarket Growth Analysis

Total by City

City

- Mandalay
- Yangon
- Naypyitaw

City	Value
Mandalay	110,568.71
Yangon	106,200.37
Naypyitaw	106,197.67

Product line, Date and Tax 5% by Quantity

Measures

- Product line
- Date
- Tax 5%

Quantity	Date	Tax 5%
1	70	5
2	55	7
3	53	8
4	65	11
5	65	13
6	62	16
7	61	20
8	48	23
9	63	26
10	63	28

Rating and gross margin percentage for gross income

Column values

- Increase
- Decrease
- Total

Rating	gross income
4.32	0
9.96	5,000
19.4	10,000
38.92	12,000

IBM Cognos Analytics | SuperMarket_dashboard

348 | Search icon | Message icon | Help icon | Bell icon | Logout icon

Edit | Print icon | Copy icon | Share icon | Download icon | Zoom icon | 100% | Analytics icon | Filters icon

SuperMarket | **SuperMarket1** | SuperMarket2

SuperMarket Growth Analysis

Total

131.92

Total

Customer type by Branch colored by Branch

Branch

C

Customer type (Count distinct)

Invoice ID, Date, Gender and Payment

Invoice ID	Date	Gender	Payment
101-17-6199	3/13/2019	Male	Credit card
101-81-4070	1/17/2019	Female	Ewallet
102-06-2002	3/20/2019	Male	Cash
102-77-2261	3/5/2019	Male	Credit card
105-10-6182	2/27/2019	Male	Ewallet
105-31-1824	2/1/2019	Male	Credit card
106-35-6779	3/27/2019	Male	Cash
109-28-2512	1/7/2019	Female	Ewallet
109-86-4363	2/14/2019	Female	Credit card
110-05-6330	3/25/2019	Female	Credit card

SuperMarket Growth Analysis

Tax 5%

15.38

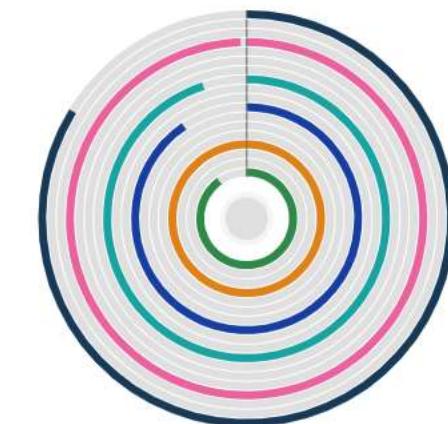
Tax 5%



Gender by Branch colored by Gender and Branch

Gender - Branch

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

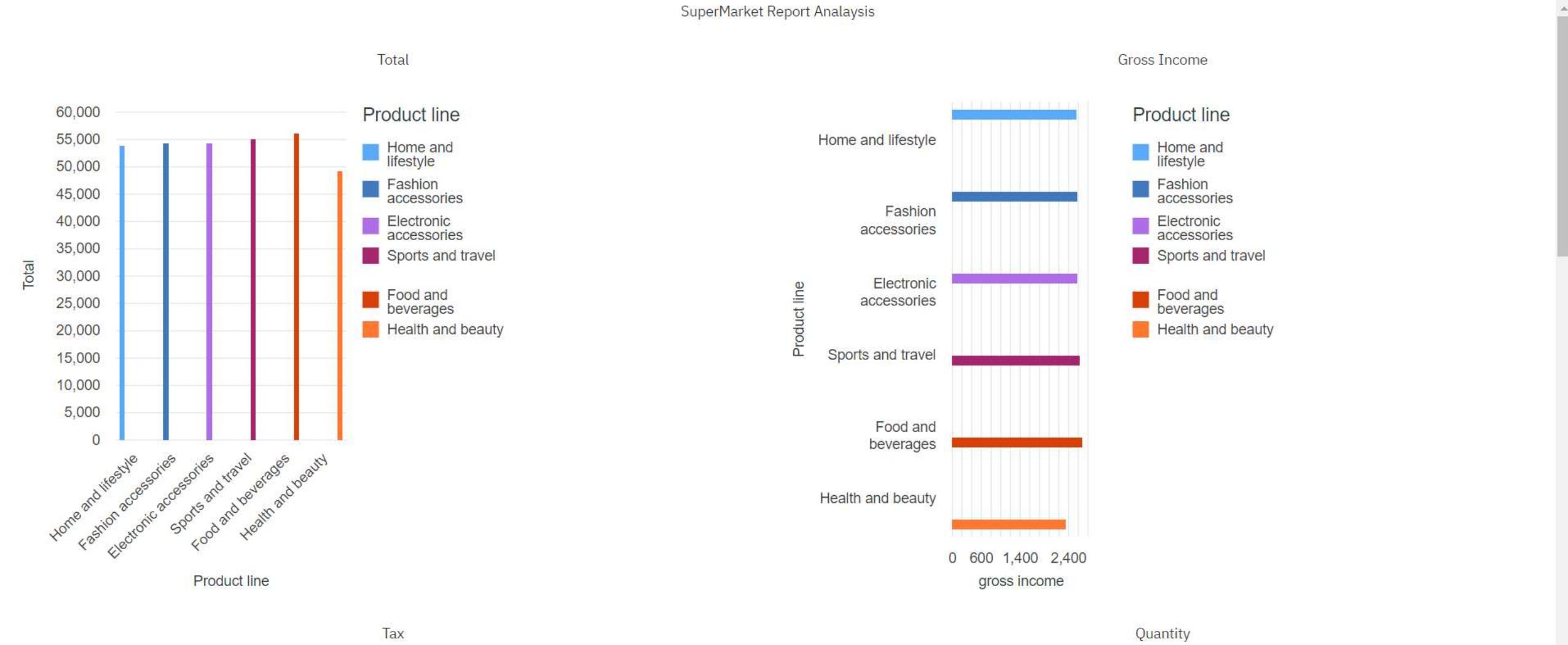


REPORT

us3.ca.analytics.ibm.com/bi/?perspective=authoring&closeWindowOnLastView=true

IBM Cognos Analytics | New active report | 366 | Search | Chat | Help | Bell | User

Maintenance: The upgrade is now complete. Click on More Info to see what actions may be necessary and to subscribe to future events [Dismiss](#) [More info](#)



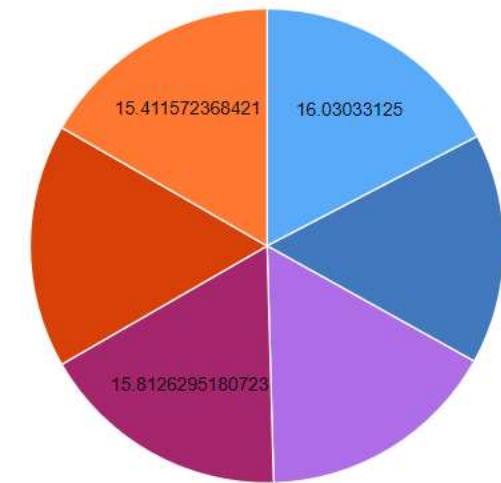
(i) Maintenance: The upgrade is now complete. Click on More Info to see what actions may be necessary and to subscribe to future events [Dismiss](#) [More info](#)



Tax

Product line

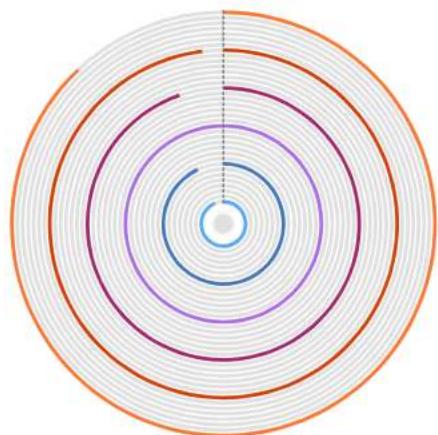
- Home and lifestyle
- Fashion accessories
- Electronic accessories
- Sports and travel
- Food and beverages
- Health and beauty



Quantity

Product line

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



Rating

Product line

Unit Price

Product line

WhatsApp x | Meet - iun-wwes x | * New active report x | New active report x | My IBM x | Inbox (7,717) - 2k20 x | supermarket images x | +

us3.ca.analytics.ibm.com/bi/?perspective=authoring&closeWindowOnLastView=true

IBM Cognos Analytics | New active report

Maintenance: The upgrade is now complete. Click on More Info to see what actions may be necessary and to subscribe to future events

Dismiss | More info

Rating

Product line

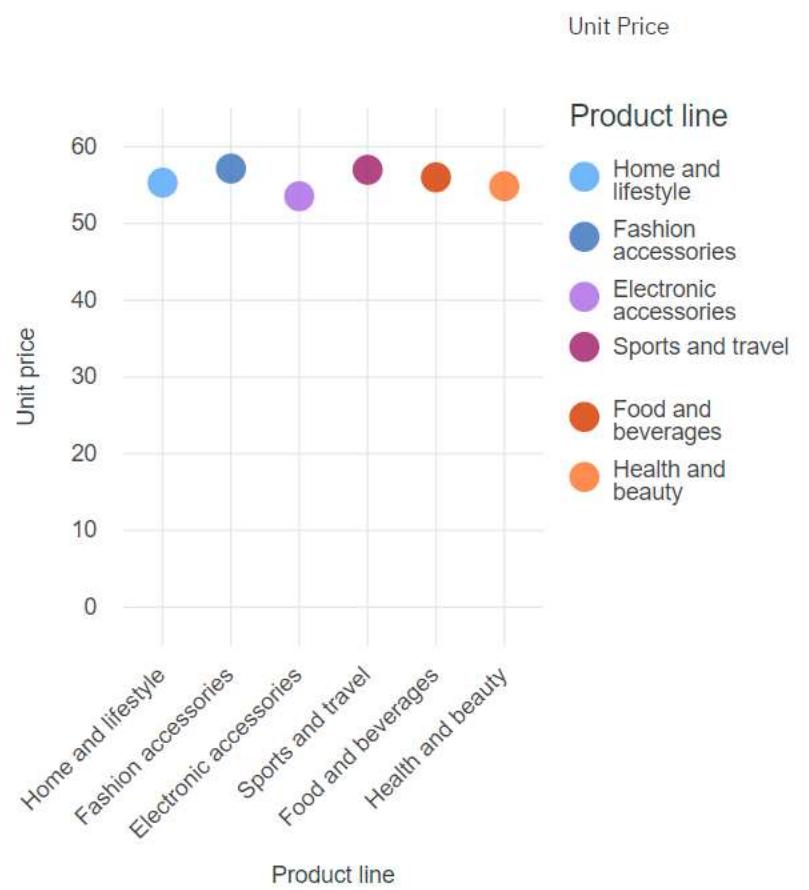
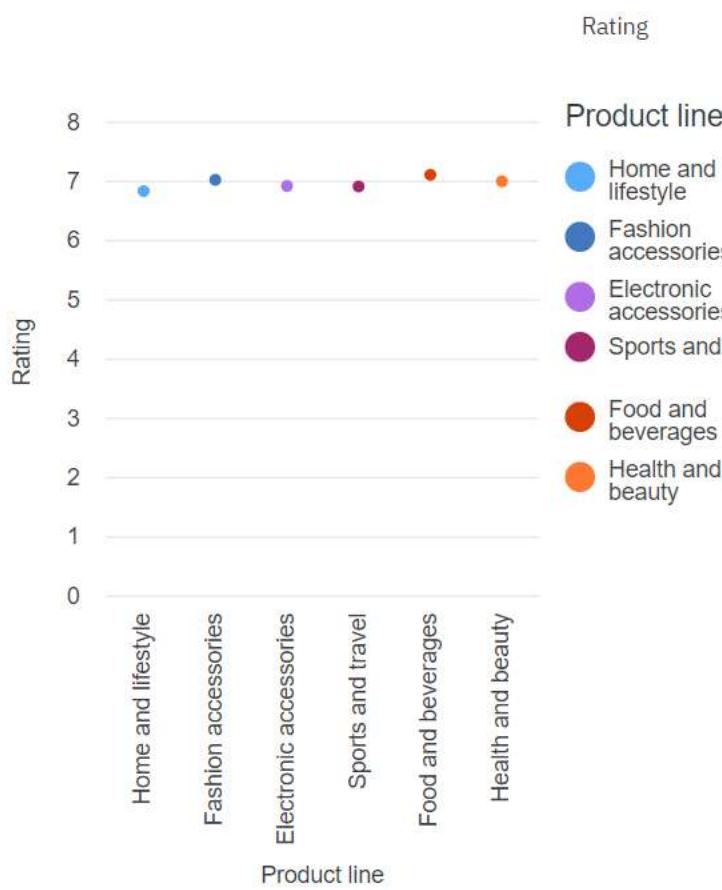
- Home and lifestyle
- Fashion accessories
- Electronic accessories
- Sports and travel
- Food and beverages
- Health and beauty

Rating

Unit Price

Product line

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



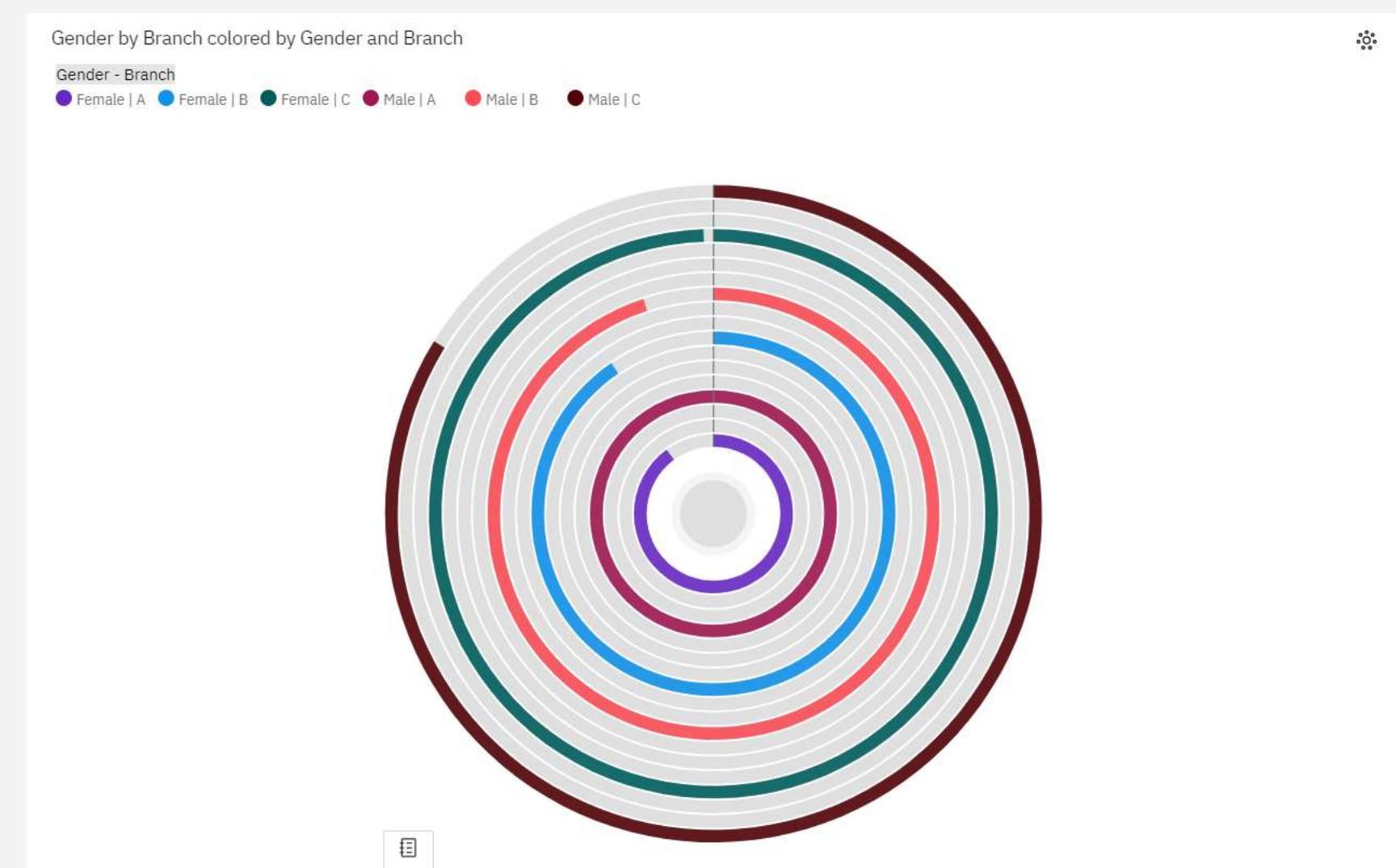
STORY

SuperMarket Growth Analysis



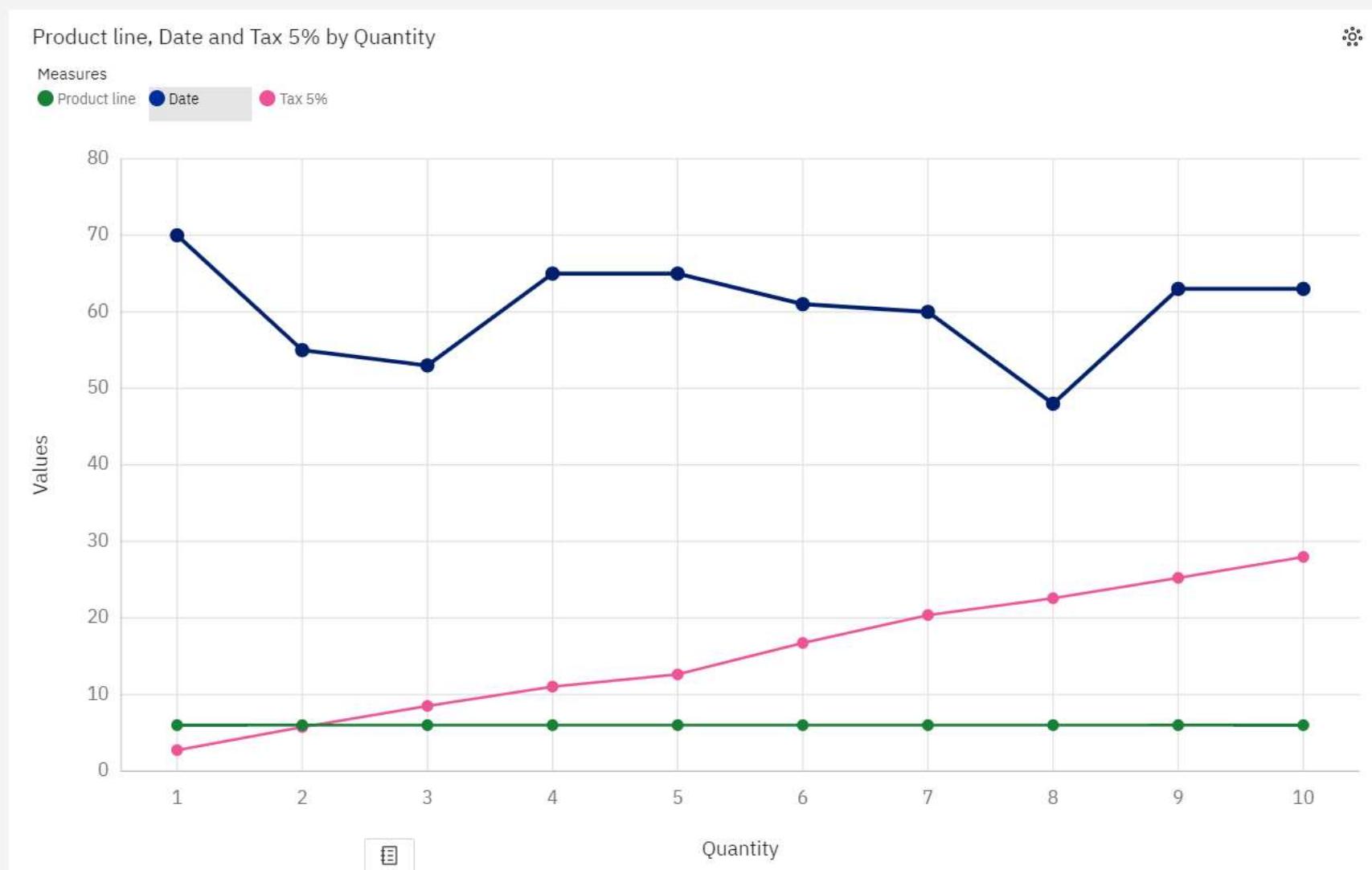
SuperMarket Growth Analysis

- Branch C has the highest Total Total but is ranked #3 in Count Gender.
- Add insight to favorites
- Branch A has the highest Count Gender but is ranked #2 in Total Total.
- Add insight to favorites
- A is the most frequently occurring category of Branch with a count of 340 items with Gender values (34 % of the total).
- Add insight to favorites
- The total number of results for Gender, across all branches, is a thousand.



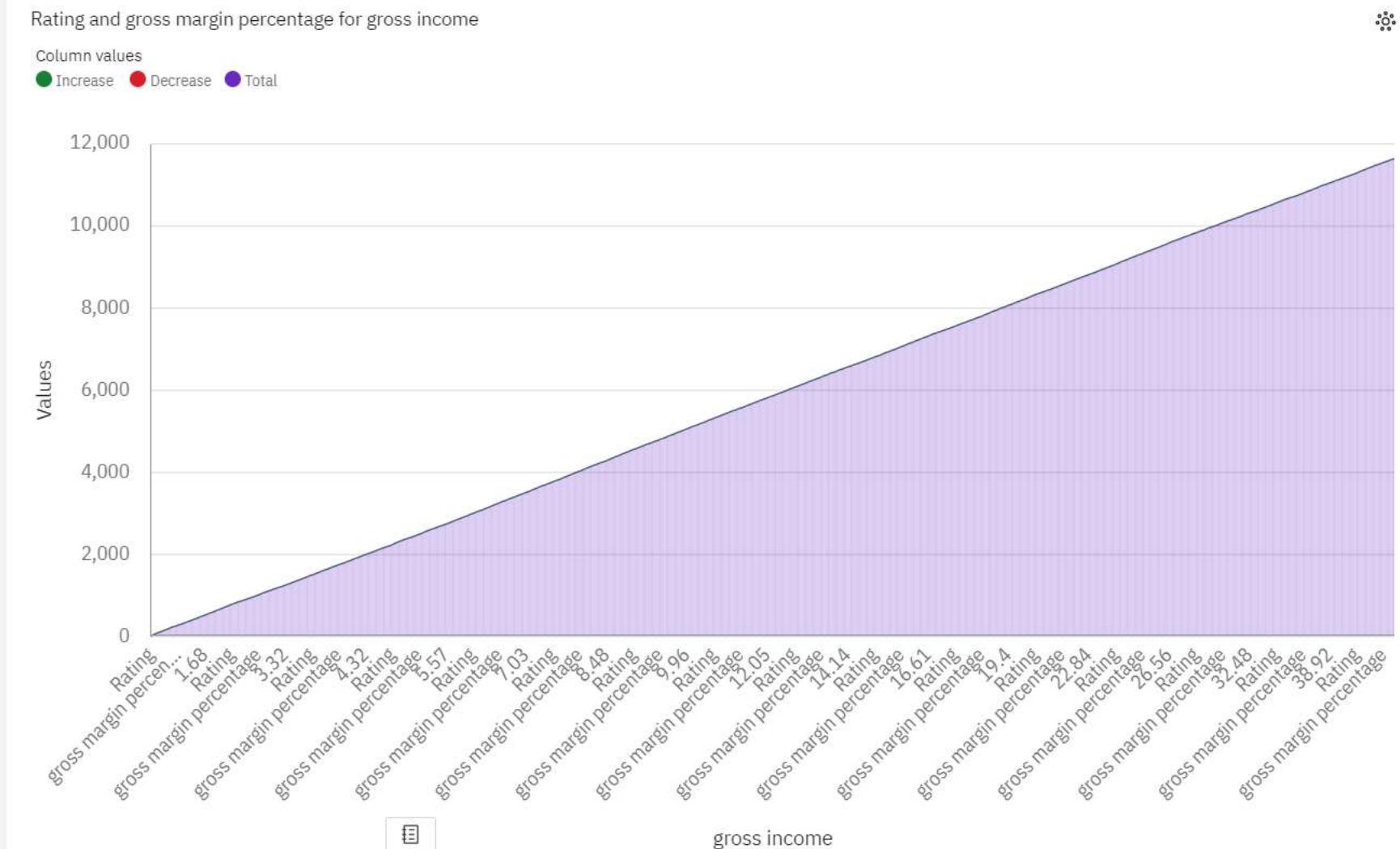
SuperMarket Growth Analysis

- 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.
- 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.



SuperMarket 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.
- gross income 39.48 has the highest Total cogs but is ranked #307 in Average Rating.
- gross income moderately affects Rating (64%).
- 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).



SuperMarket Growth Analysis

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

Total

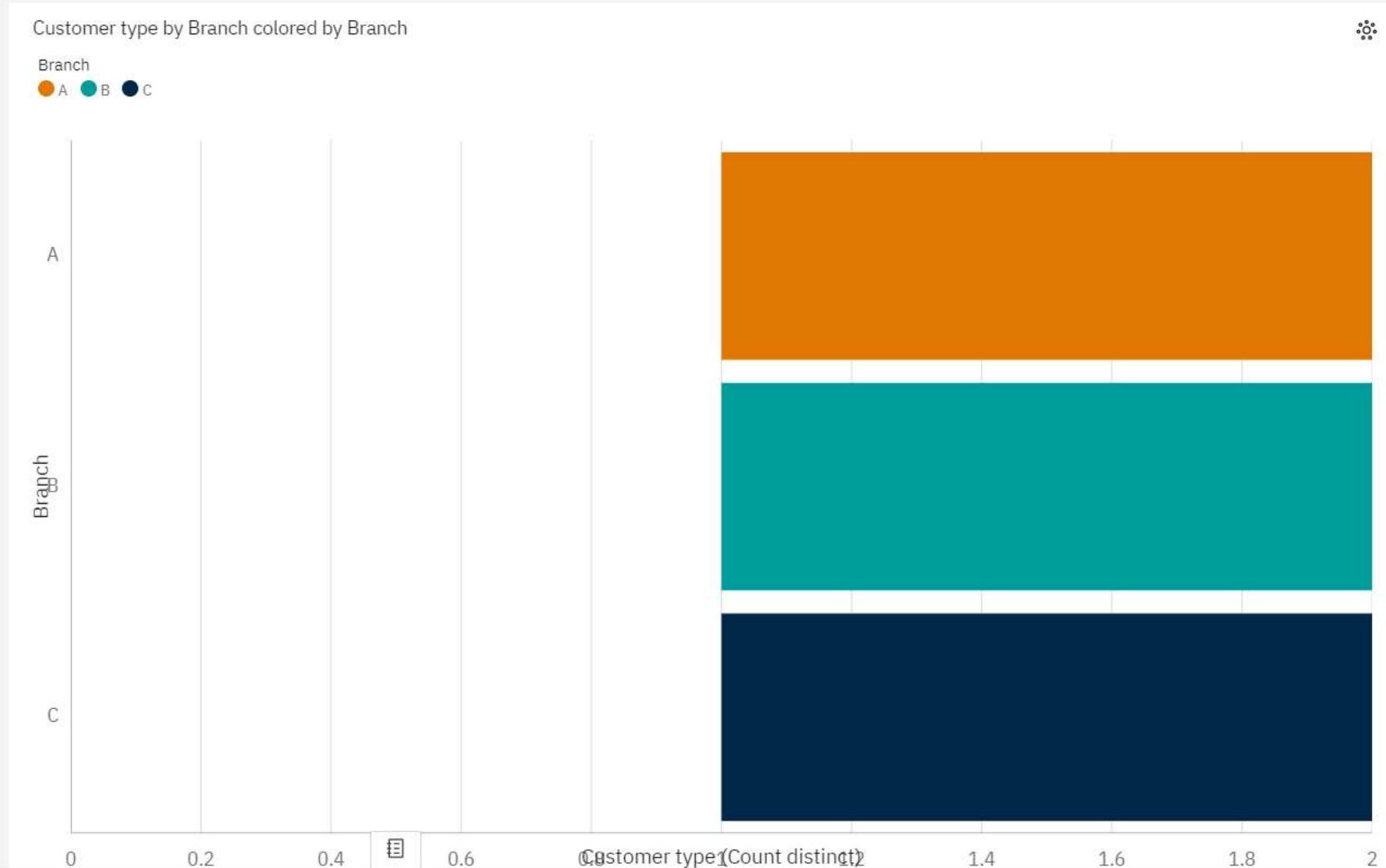
323K

Total



SuperMarket 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).
- The overall number of results for Customer type is a thousand.



SuperMarket 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.

Tax 5%

15.38

Tax 5%



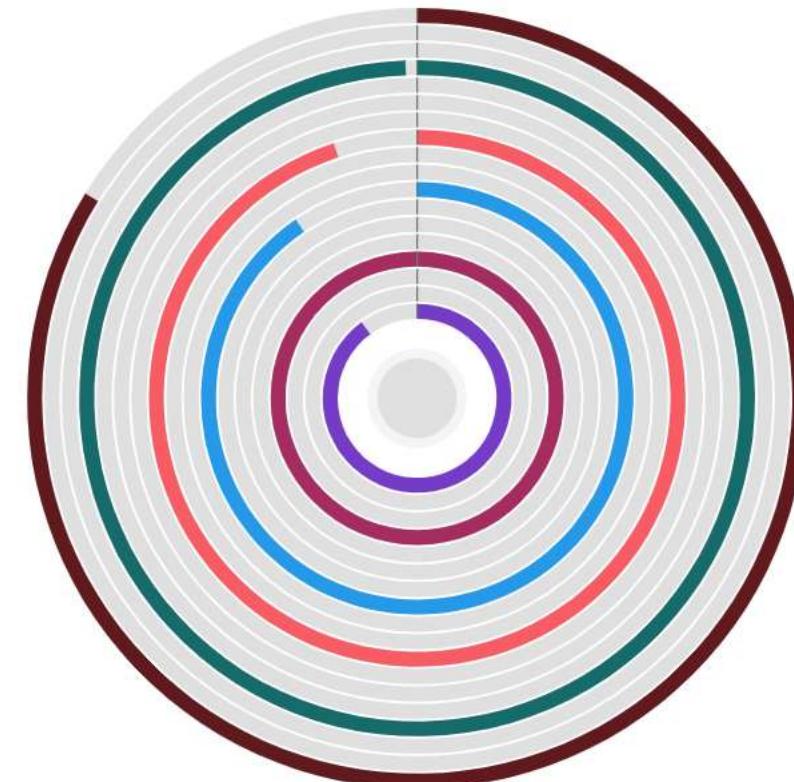
SuperMarket Growth Analysis

- Branch C has the highest Total Total but is ranked #3 in Count Gender.
- Add insight to favorites
- Branch A has the highest Count Gender but is ranked #2 in Total Total.
- Add insight to favorites
- A is the most frequently occurring category of Branch with a count of 340 items with Gender values (34 % of the total).
- Add insight to favorites
- The total number of results for Gender, across all branches, is a thousand.

Gender by Branch colored by Gender and Branch

Gender - Branch

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



THANK YOU