




# Data Visualization on Supermarket Growth Analysis

Name: BALAJI S S

# My products

Sort by product name

**Trials**  
3 offerings

<div></div> <div><b>Cognos Analytics on Cloud Trial for Students</b> <a href="#">Upgrade options</a></div> <div>Expires on Sep 5, 2024 <span>Active</span></div> <div><div>Launch</div><div>Manage</div></div>	<div></div> <div><b>IBM Cloud</b> <a href="#">Upgrade options</a></div> <div>Expires on Sep 28, 2024 <span>Active</span></div> <div><div>Launch</div><div>Manage</div></div>	<div></div> <div><b>IBM Cognos Analytics on Cloud - Trial</b> <a href="#">Upgrade options</a></div> <div><span>Expired</span></div> <div><div>Purchase</div><div>Manage</div></div>
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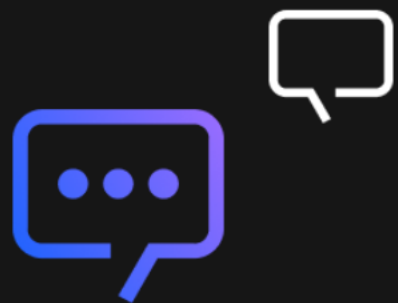
**Subscriptions**

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.



Create content from existing data

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

★A

↕

Search

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...centage

gross income

Rating

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

# VISUALIZATIONS

**Cards**

6

Customer ID	Branch	Gender	Credit Card
123456789	A	Female	1234
987654321	B	Male	5678
456789012	C	Female	9012
321098765	A	Male	3456
210987654	B	Female	7890
098765432	C	Male	1011

7

Tax 5%

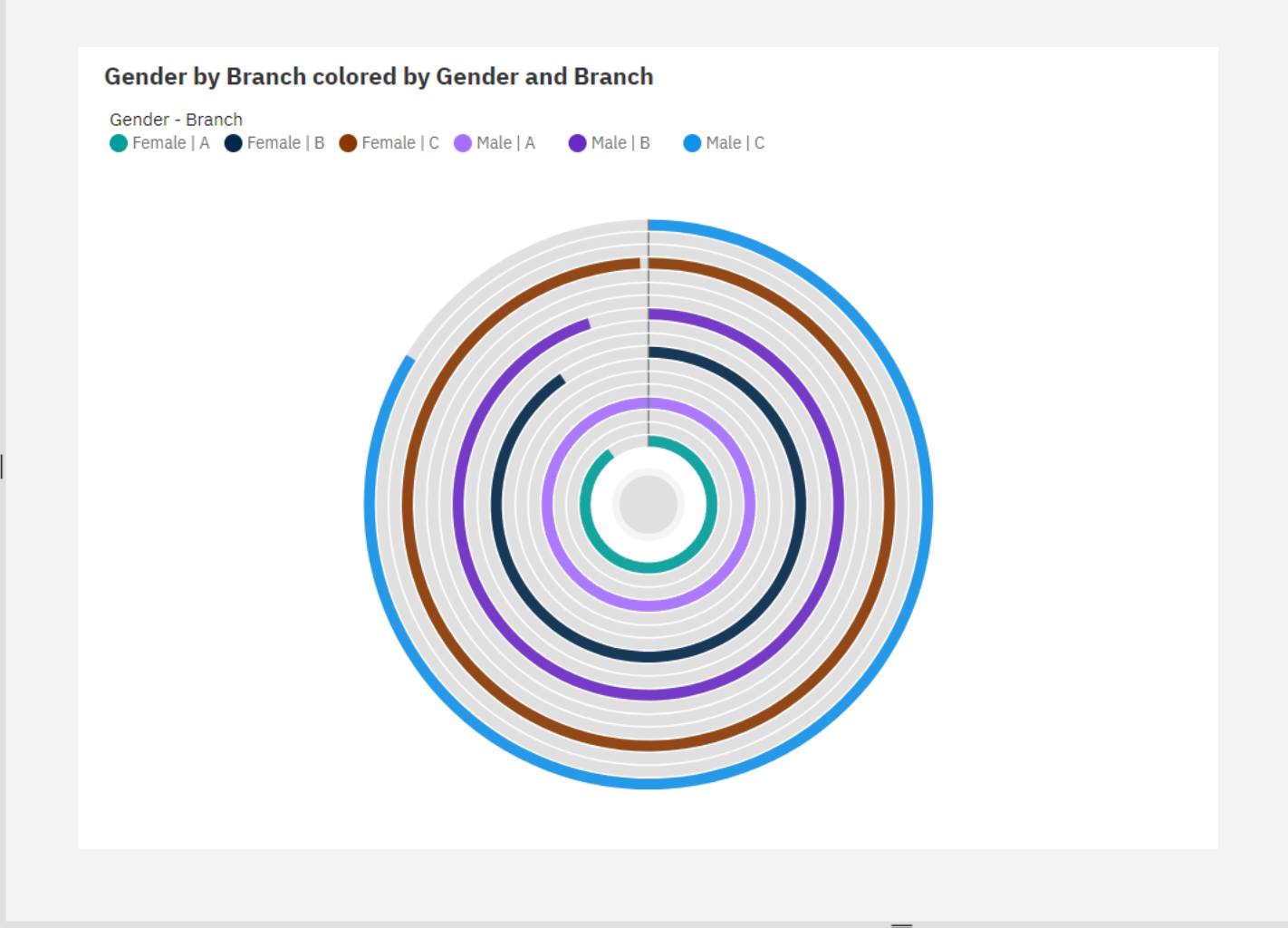
**15.38**

Tax 5%

8

Gender by Branch colored by Gender and Branch

Data relationships



### Fields

**Bars**

Branch

Click or drag data here

**# Length\*** Required field

Gender

**Color**

Gender

Branch

Click or drag data here

**# Maximum value**

Click or drag data here

### Cards

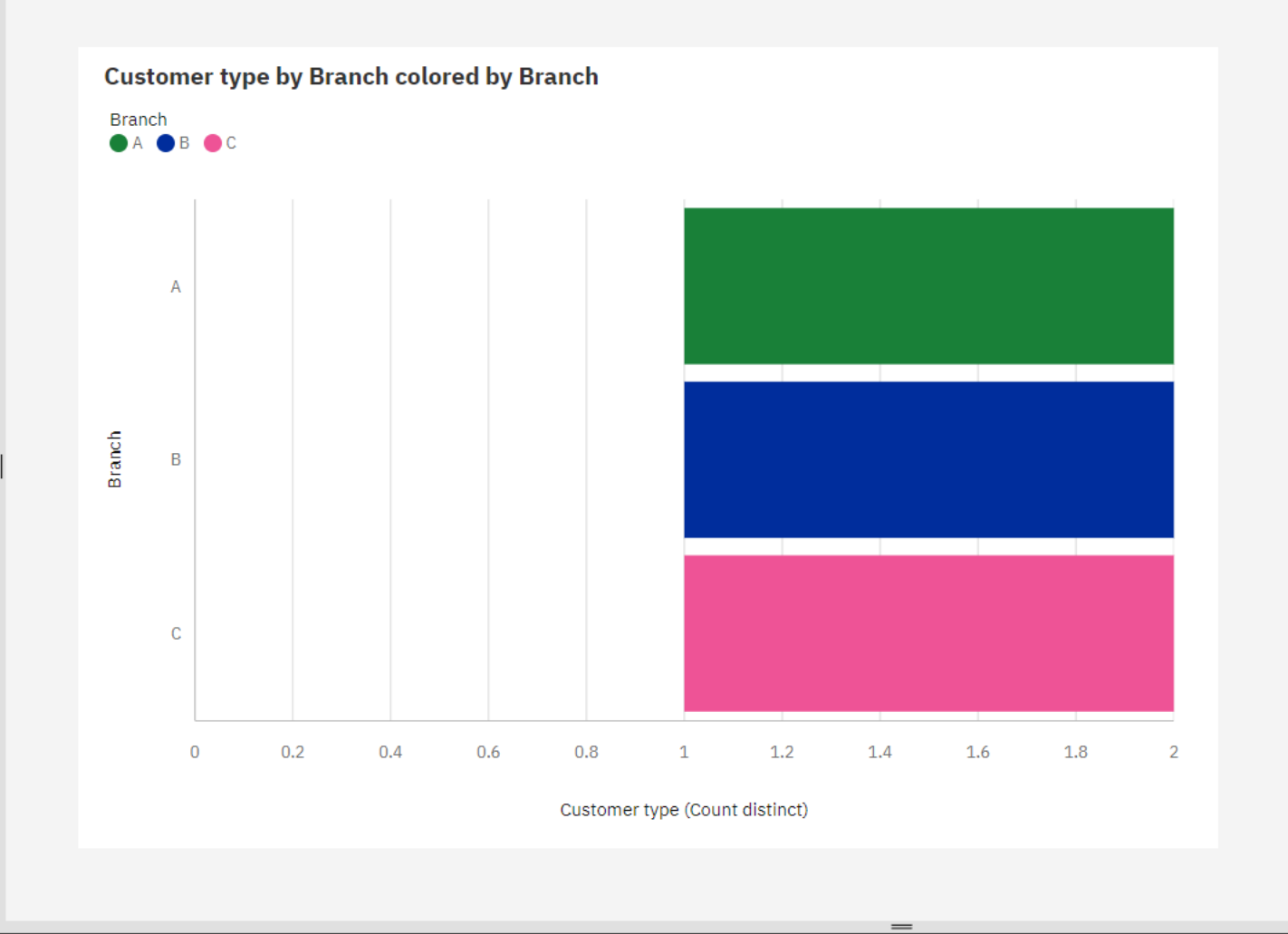
Total

323K

Customer type ...ored by Branch

Invoice ID, Dat...er and Payment

Data relationships



### Fields

Bars

Branch

Click or drag data here

# Length\* Required field

Customer type

Click or drag data here

# y-start

City

Click or drag data here

Target

Click or drag data here

Color

Branch

### Cards

Card ID	Card Name	Person	Card Color
1111-00-0001	1111-00-0001	Person	Card Color
1111-00-0002	1111-00-0002	Person	Card Color
1111-00-0003	1111-00-0003	Person	Card Color
1111-00-0004	1111-00-0004	Person	Card Color
1111-00-0005	1111-00-0005	Person	Card Color

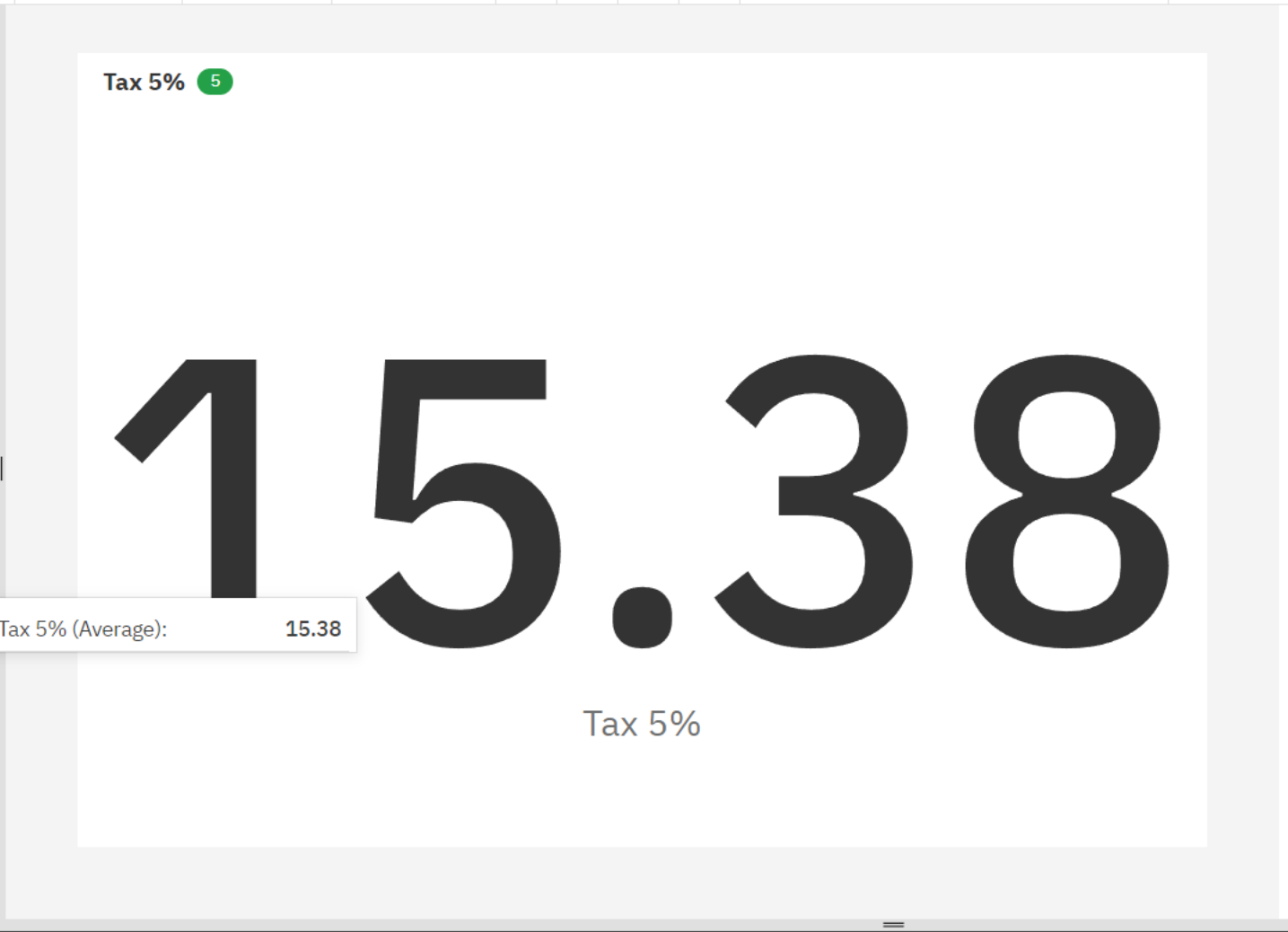
Tax 5%

15.38

Tax 5%

Gender by Bran...er and Branch

Data relationships



### Fields

# Value\* Required field

Tax 5%

Local filters

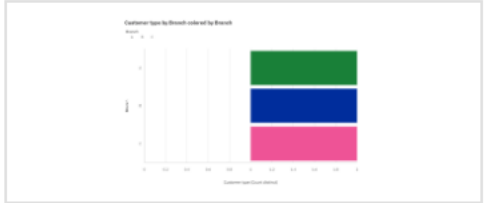
Click or drag data here



15.38

Tax 5% summary value

Assignment - 1, 9/30/2023, 10:32 AM




Customer type by...ranch bar chart

Assignment - 1, 9/30/2023, 10:25 AM

323K

Total summary value

Assignment - 1, 9/30/2023, 10:22 AM



# 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 5 of 8

0:02.3 0:05.0

**Cards**

2

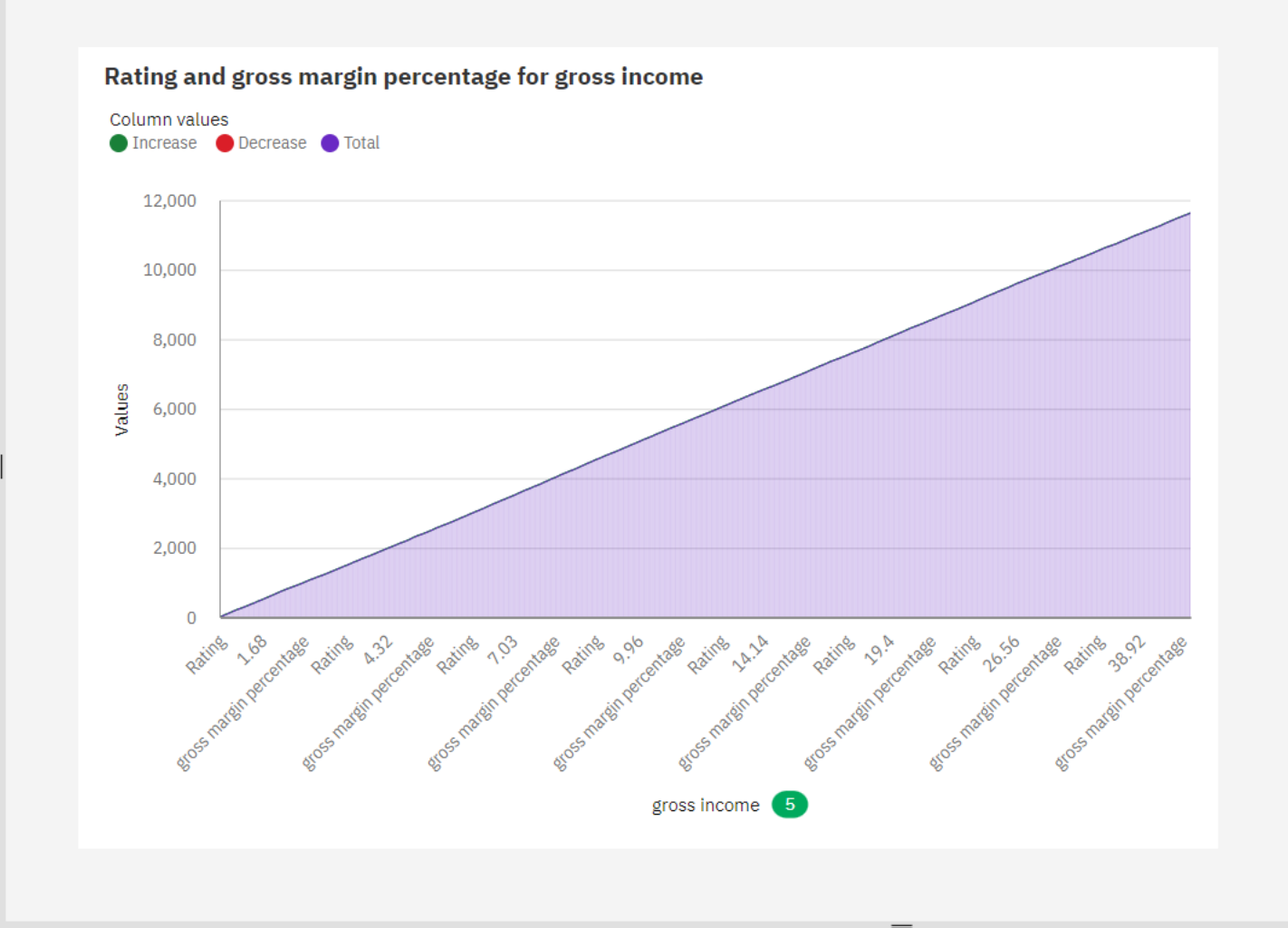
Rating and gross margin percentage for gross income

3

Total

322K

Data relationships



### Fields

x-axis

gross income

Click or drag data here

Sub-categories

Measures group (2)

Click or drag data here

# y-axis\*

Rating

gross margin percentage


Click or drag data here

Repeat (column)

### Cards

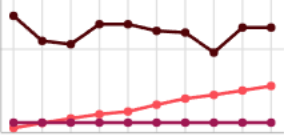
1

Total by City




2

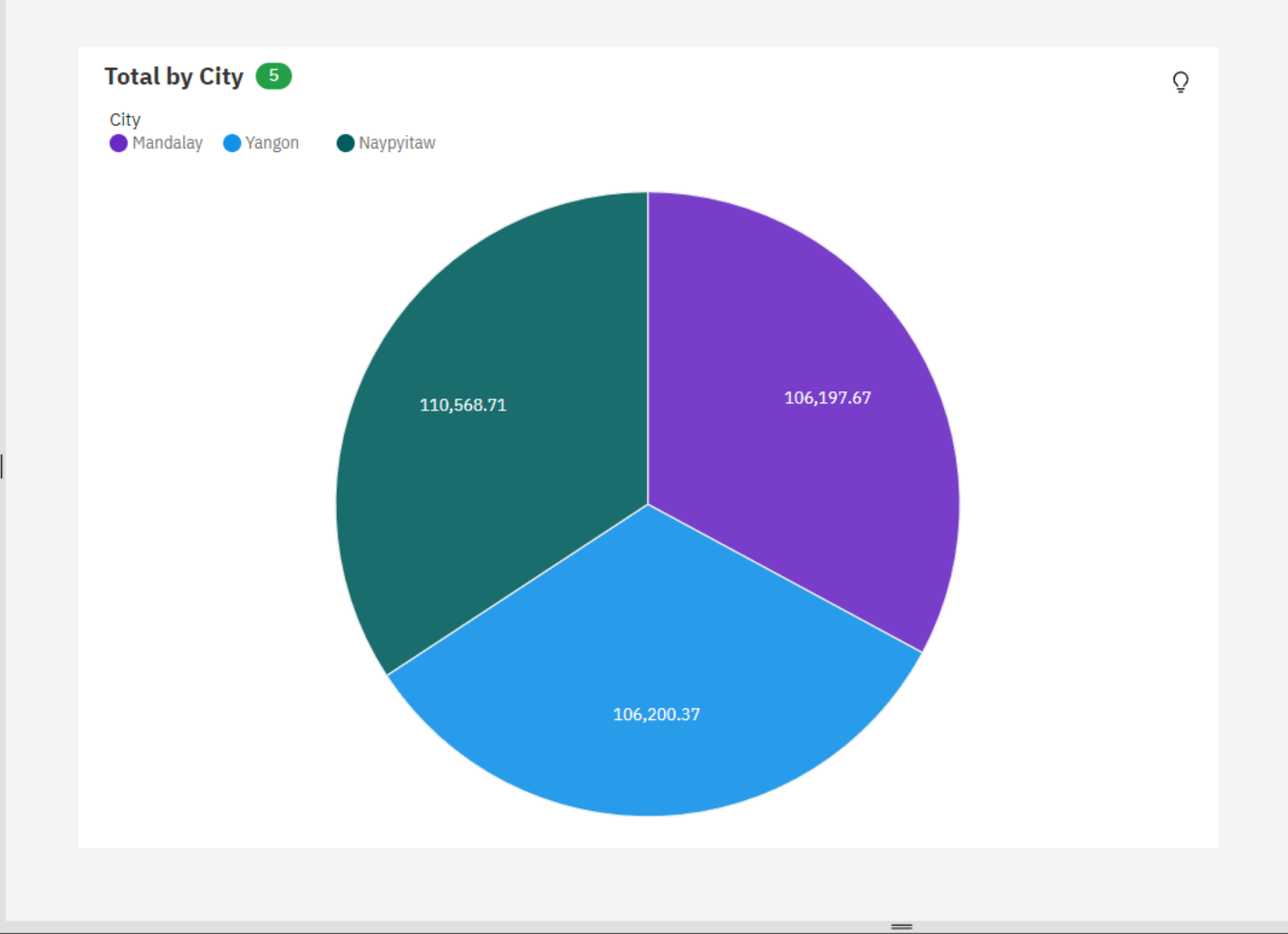
Product line, T...ate by Quantity



Rating and gros...r gross income

Data relationships





### Fields

**Segments\*** Required field

City

Click or drag data here

**# Size\*** Required field

Total

Click or drag data here

**Repeat (column)**

Click or drag data here

**Repeat (row)**

Click or drag data here

**# Tooltip**

Click or drag data here

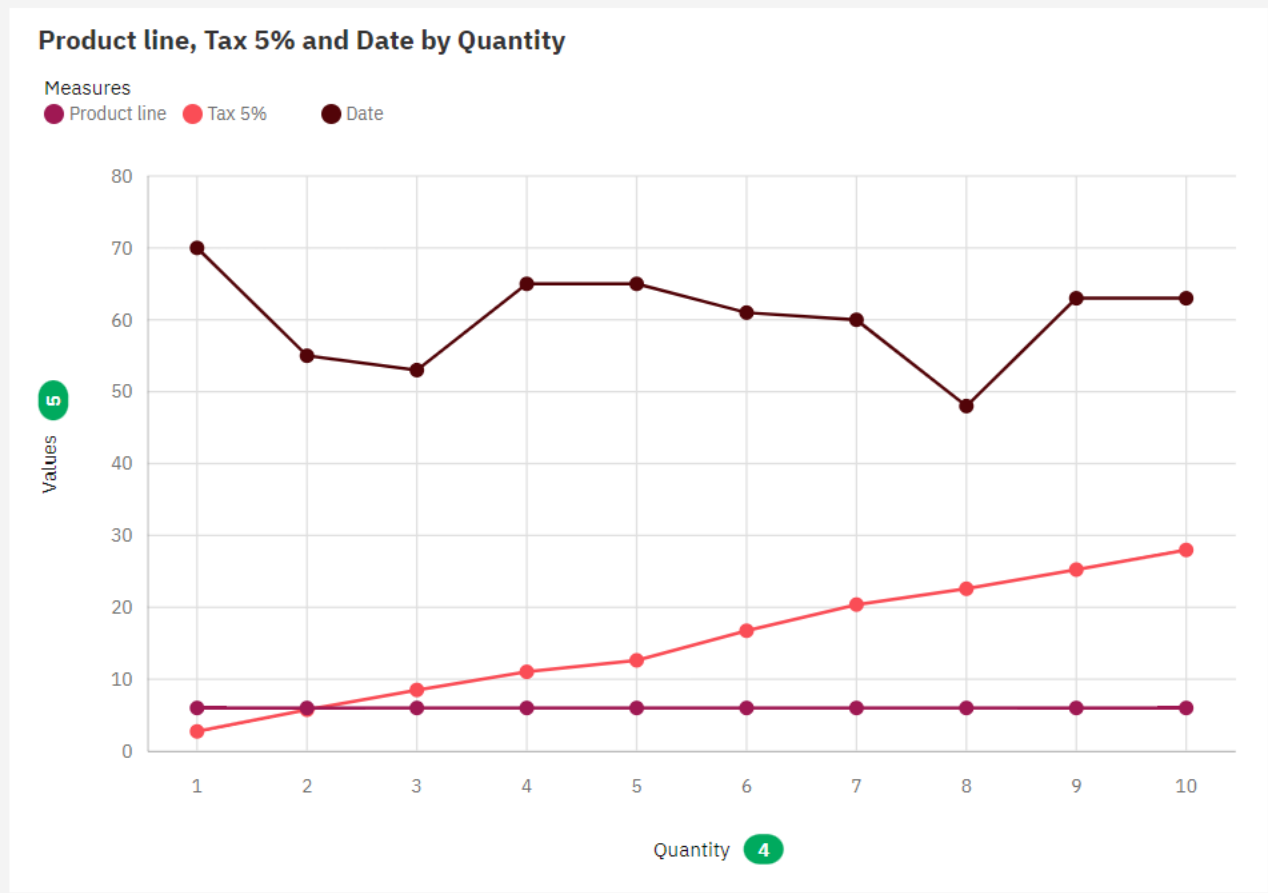
### Cards

1  
Total by City

2  
Product line, T...ate by Quantity

Rating and gros...r gross income

Data relationships



### Fields

**x-axis\*** Required field

- Quantity

Click or drag data here

**Color**

- Measures group (3)

Click or drag data here

**# y-axis\*** Required field

- Product line
- Tax 5%
- Date

Click or drag data here

# DASHBOARD

**Widgets**

**Standard**

📊 📈 📉 📋

**Advanced**

📁

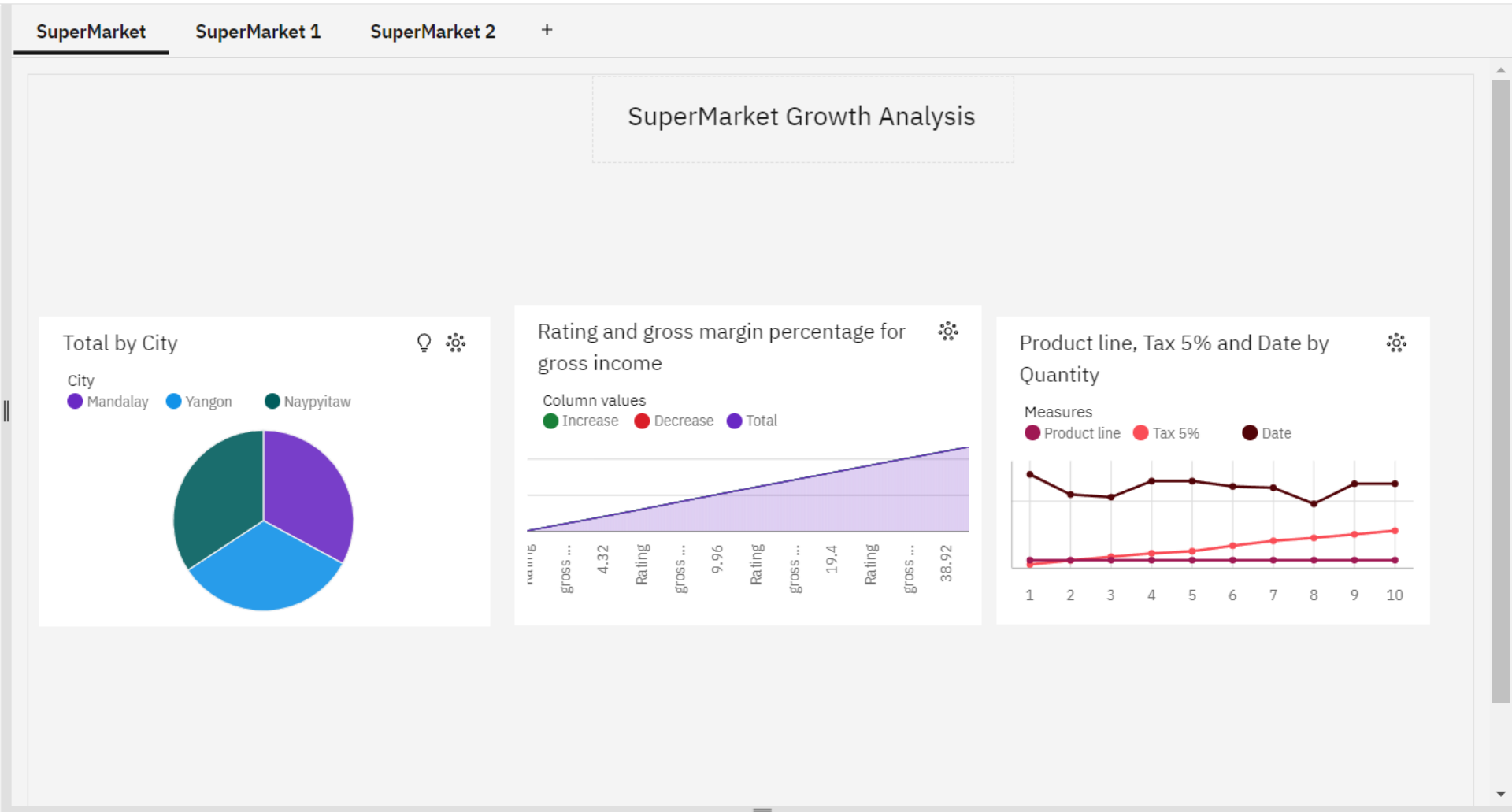
**Shapes**

— ▲ ■ 🔺

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◼ ★ ♥ 🌸

⬅ ➡ ↔ ↶



**Widgets**

**Standard**

- Table
- Image
- Video
- Link

**Advanced**

- Folder

**Shapes**

- Line
- Triangle
- Square
- Pentagon
- Hexagon
- Octagon
- Circle
- Diamond
- Star
- Heart
- Gear
- Left Arrow
- Right Arrow
- Double Arrow
- Curve Arrow

SuperMarket | **SuperMarket 1** | SuperMarket 2 | +

### SuperMarket Growth Analysis

Total

**323K**

Total

Customer type by Branch colored by Branch

Branch

- A
- B
- C

Customer type (Count distinct)

Invoice ID, Date, Gender and Payment

ce ID	Date	Gender	P
17-6199	3/13/2019	Male	
81-4070	1/17/2019	Female	
06-2002	3/20/2019	Male	
77-2261	3/5/2019	Male	
10-6182	2/27/2019	Male	
31-1824	2/1/2019	Male	

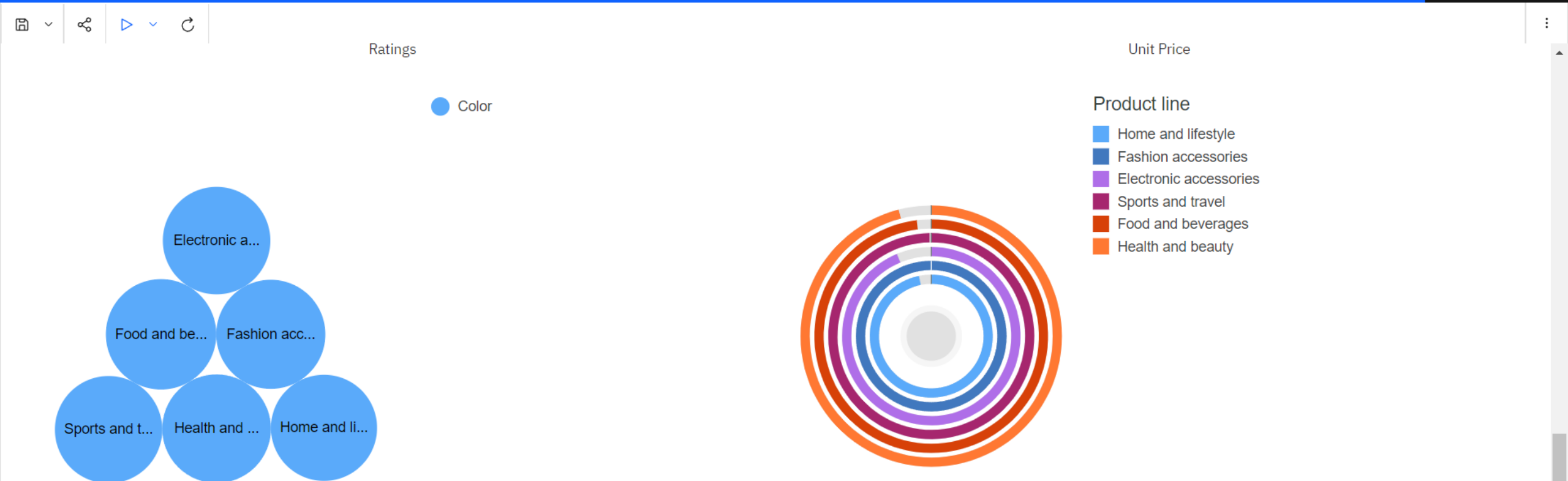






REPORT

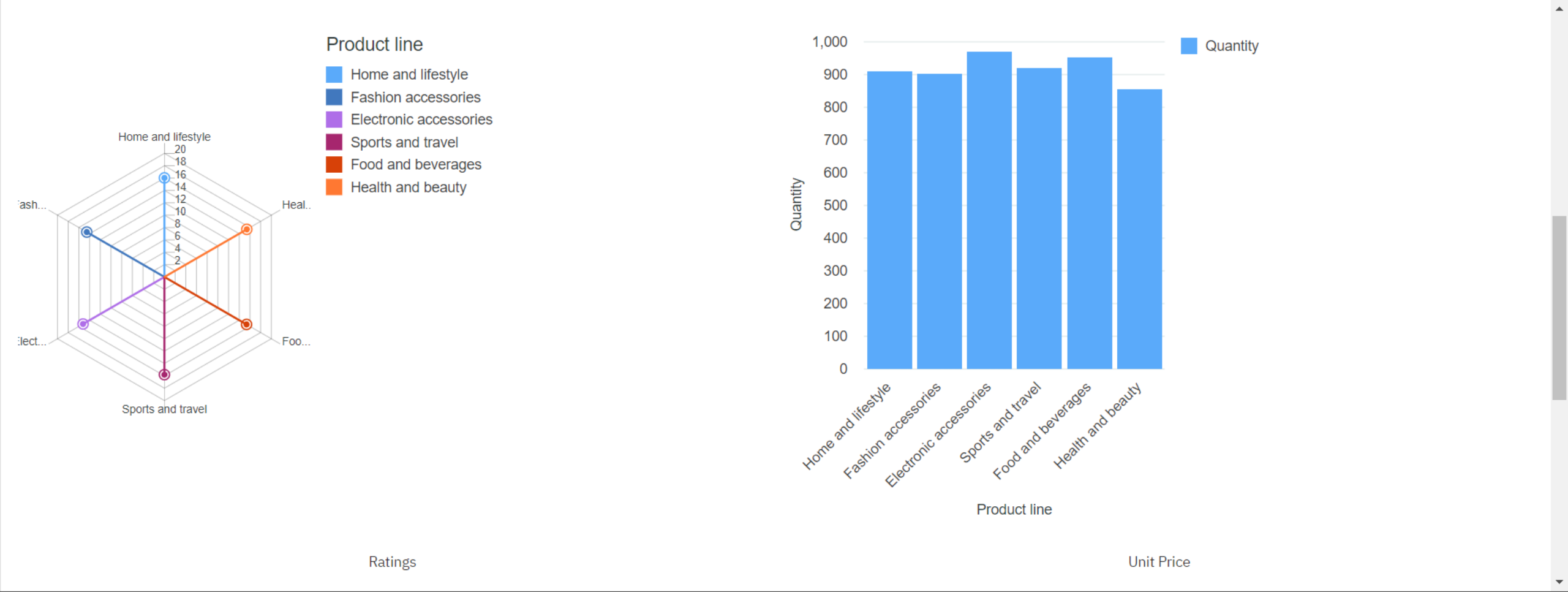
ⓘ
**Maintenance:** The upgrade is now complete. Click on More Info to see what actions may be necessary and to subscribe to future events
 Dismiss [More info](#) →

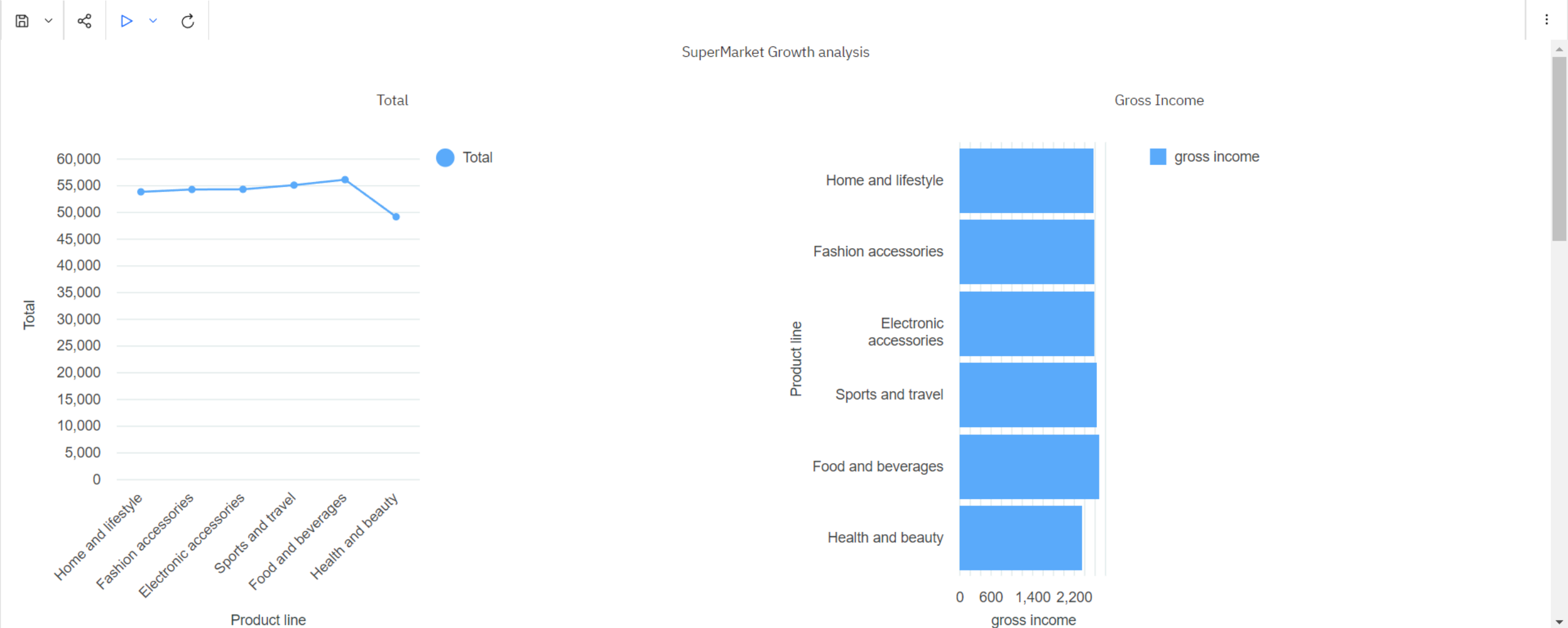


**Maintenance:** The upgrade is now complete. Click on More Info to see what actions may be necessary and to subscribe to future events

Dismiss More info

Save Share Play Refresh





STORY

# SuperMarket Growth Analysis



Prev scene | Next scene

Scene 1 of 8

0:00.0

0:05.0



Search



ENG  
IN

10:23 PM  
01-10-2023

15.38

Tax 5%

Tax 5% summary value

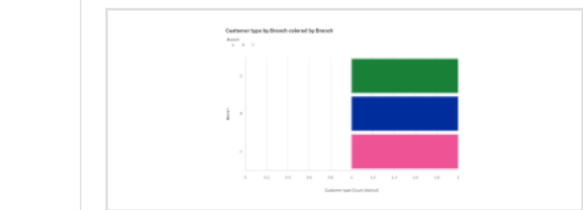
Assignment - 1, 9/30/2023, 10:32 AM

Invoice ID, Date, and Payment table

Invoice ID	Date	Branch	Payment
1000000000	2023-09-30	Branch A	1000000000
1000000000	2023-09-30	Branch B	1000000000
1000000000	2023-09-30	Branch C	1000000000
1000000000	2023-09-30	Branch A	1000000000
1000000000	2023-09-30	Branch B	1000000000
1000000000	2023-09-30	Branch C	1000000000
1000000000	2023-09-30	Branch A	1000000000
1000000000	2023-09-30	Branch B	1000000000
1000000000	2023-09-30	Branch C	1000000000
1000000000	2023-09-30	Branch A	1000000000
1000000000	2023-09-30	Branch B	1000000000
1000000000	2023-09-30	Branch C	1000000000
1000000000	2023-09-30	Branch A	1000000000
1000000000	2023-09-30	Branch B	1000000000
1000000000	2023-09-30	Branch C	1000000000
1000000000	2023-09-30	Branch A	1000000000
1000000000	2023-09-30	Branch B	1000000000
1000000000	2023-09-30	Branch C	1000000000
1000000000	2023-09-30	Branch A	1000000000
1000000000	2023-09-30	Branch B	1000000000
1000000000	2023-09-30	Branch C	1000000000

Invoice ID, Date, and Payment table

Assignment - 1, 9/30/2023, 10:28 AM



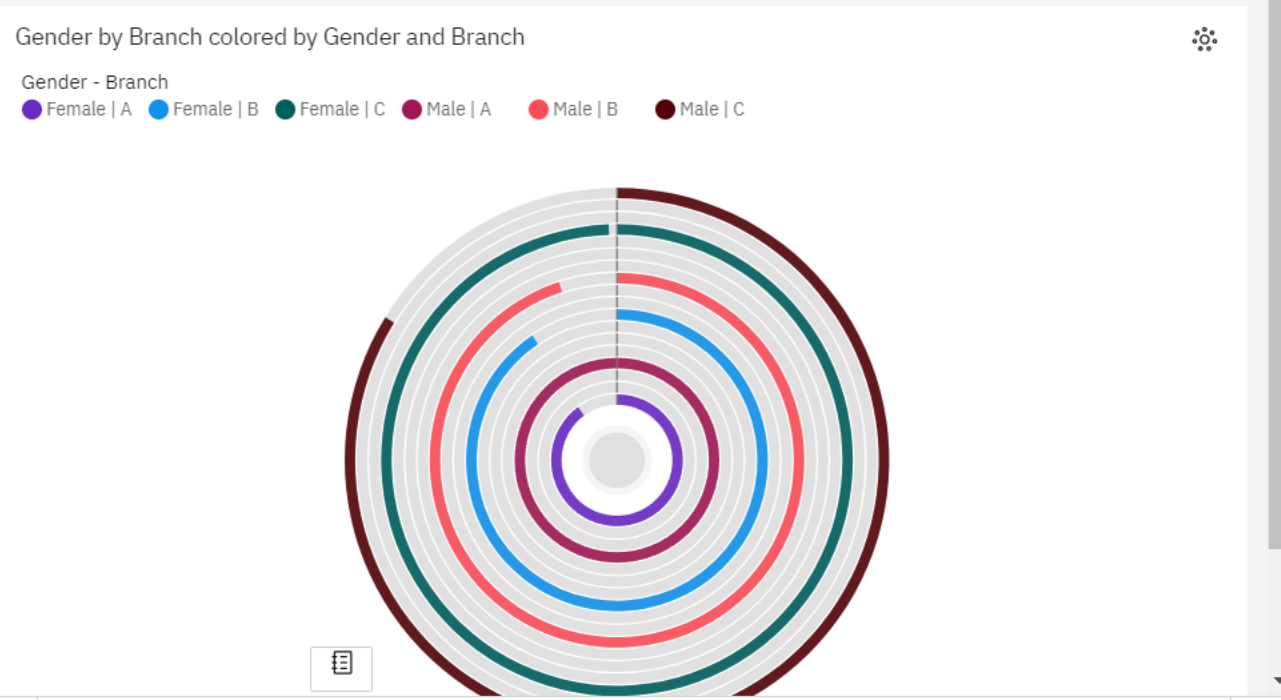
Customer type by Branch bar chart

Assignment - 1, 9/30/2023, 10:25 AM

323K

# SuperMarket Growth Analysis

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






My pins All

Search

8 pins



Gender by Branch...adial bar chart

Assignment - 1, 9/30/2023, 10:34 AM

15.38

Tax 5%

Tax 5% summary value

Assignment - 1, 9/30/2023, 10:32 AM

Branch	Gender	Value
Branch 1	Male	15.38
Branch 2	Female	15.38
Branch 3	Male	15.38
Branch 4	Female	15.38
Branch 5	Male	15.38
Branch 6	Female	15.38
Branch 7	Male	15.38
Branch 8	Female	15.38
Branch 9	Male	15.38
Branch 10	Female	15.38

# SuperMarket Growth Analysis

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

Tax 5%

# 15.38

Tax 5%

Prev scene Next scene Scene 3 of 8 0:01.1 0:05.0

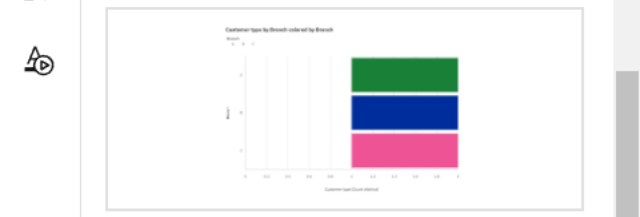


15.38

Tax 5%

Tax 5% summary value

Assignment - 1, 9/30/2023, 10:32 AM



Customer type by...ranch bar chart

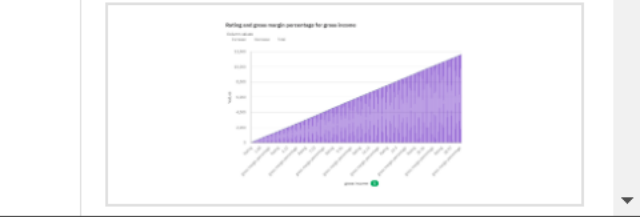
Assignment - 1, 9/30/2023, 10:25 AM

323K

Total

Total summary value

Assignment - 1, 9/30/2023, 10:22 AM



# SuperMarket Growth Analysis

- Branch A has the highest City due to Date 2019-01-01.
- Branch A has the highest values of both Customer type and City.
- Date 2019-01-01 has the highest City at 3, out of which Branch A contributed the most at 1.
- 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.

Customer type by Branch colored by Branch

Branch

● A ● B ● C

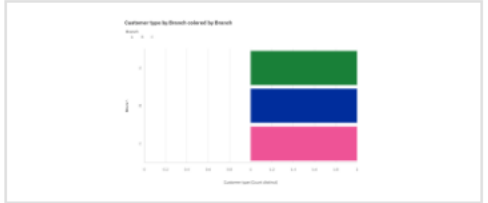
Branch

A

B

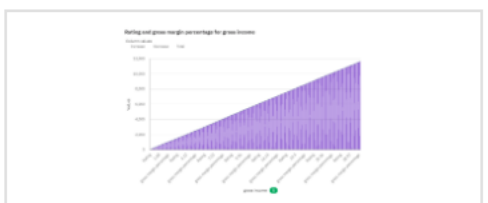
0 0.2 0.4 0.6 0.8 1 1.2 1.4 1.6 1.8 2

15.38  
Tax 5% summary value  
Assignment - 1, 9/30/2023, 10:32 AM



Customer type by...ranch bar chart  
Assignment - 1, 9/30/2023, 10:25 AM

323K  
Total summary value  
Assignment - 1, 9/30/2023, 10:22 AM



# 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

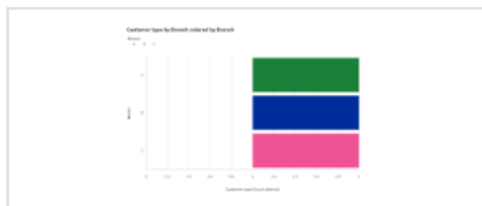
Prev scene ⏪ ⏸ ⏩ Next scene

Scene 5 of 8 0:02.3 0:05.0

15.38

**Tax 5% summary value**

Assignment - 1, 9/30/2023, 10:32 AM



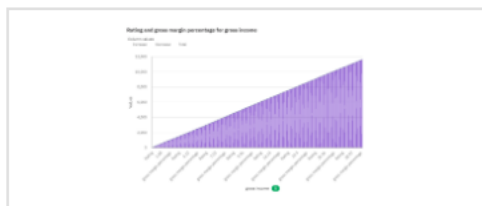
### Customer type by...ranch bar chart

Assignment - 1, 9/30/2023, 10:25 AM

323K

Total summary value

Assignment - 1, 9/30/2023, 10:22 AM



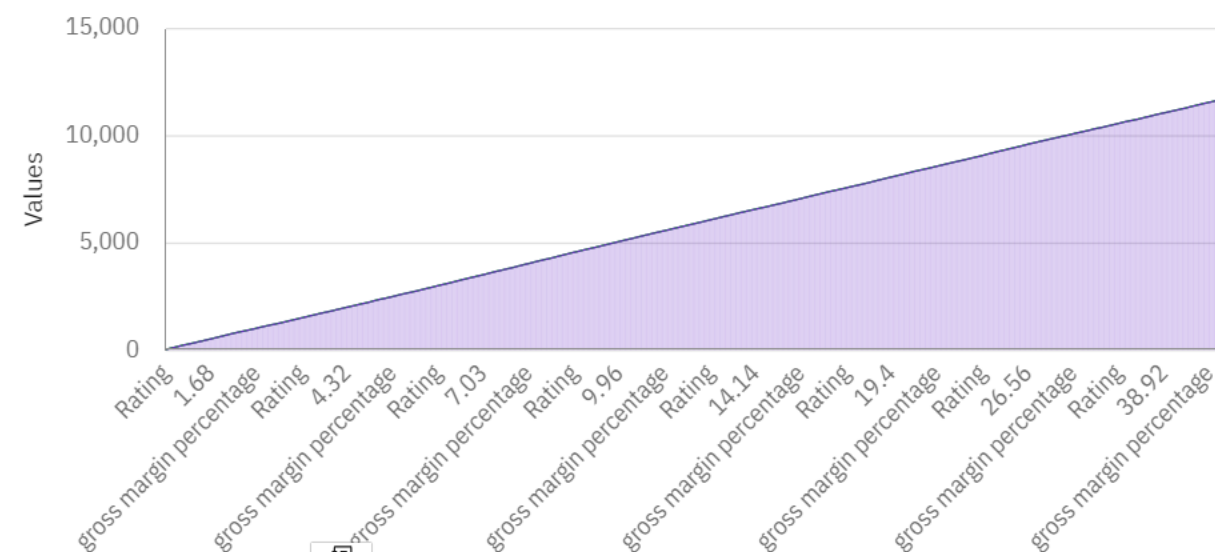
# SuperMarket Growth Analysis

- 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.
- gross income 3.711 has the highest Average Rating but is ranked #854 in Total cogs.
- gross income 0.5085 has the highest Average gross margin percentage but is ranked #678 in Average Rating.
- gross income 3.711 has the highest Average Rating but is ranked #1 in Average gross margin percentage.

Rating and gross margin percentage for gross income

Column values

● Increase ● Decrease ● Total



[Prev scene](#)

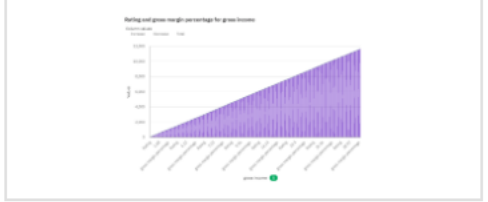
Next scene

Scene 6 of 8


0:01.2

0:05.0


**Total summary value**  
Assignment - 1, 9/30/2023, 10:22 AM



**Rating and gross ... waterfall chart**  
Assignment - 1, 9/30/2023, 10:21 AM



**Product line, Tax...antity line chart**  
Assignment - 1, 9/30/2023, 10:17 AM



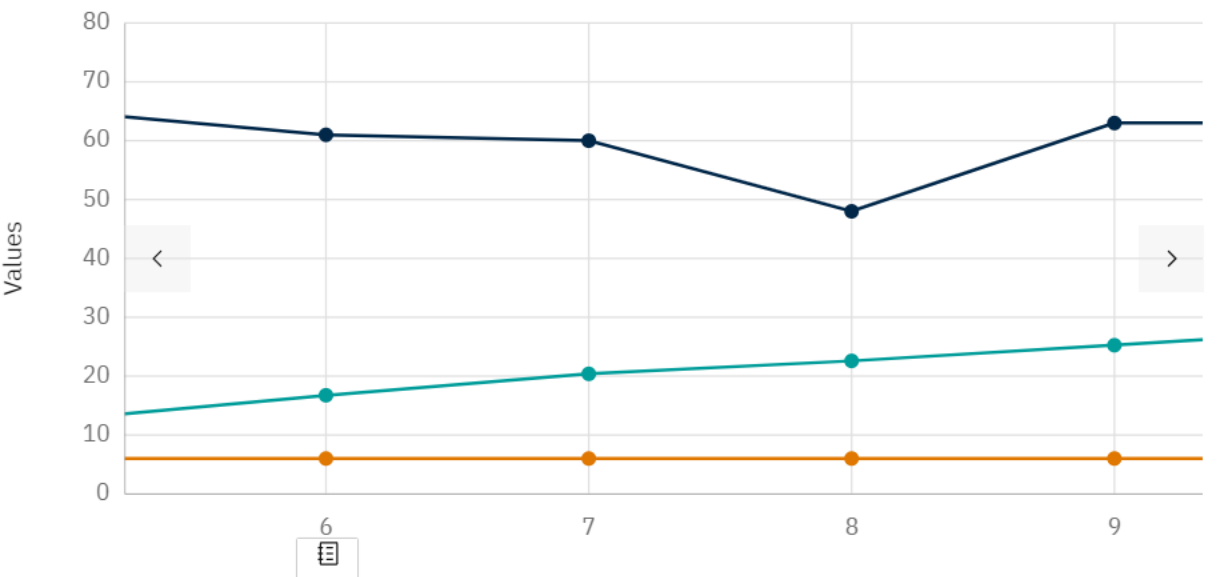
**Total by City pie chart**  
Assignment - 1, 9/30/2023, 10:14 AM

# SuperMarket Growth Analysis

- 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.
- The total number of results for Tax 5%, 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

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

Measures  
● Product line ● Tax 5% ● Date



Quantity	Product line	Tax 5%	Date
6	~5	~15	~60
7	~5	~20	~60
8	~5	~22	~48
9	~5	~25	~62

Prev scene ⏪ ⏴ ⏵ ⏩ Next scene

Scene 7 of 8 0:01.4 0:10.0

# SuperMarket Growth Analysis

- City Naypyitaw has the highest values of both Total and cogs.
- 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.

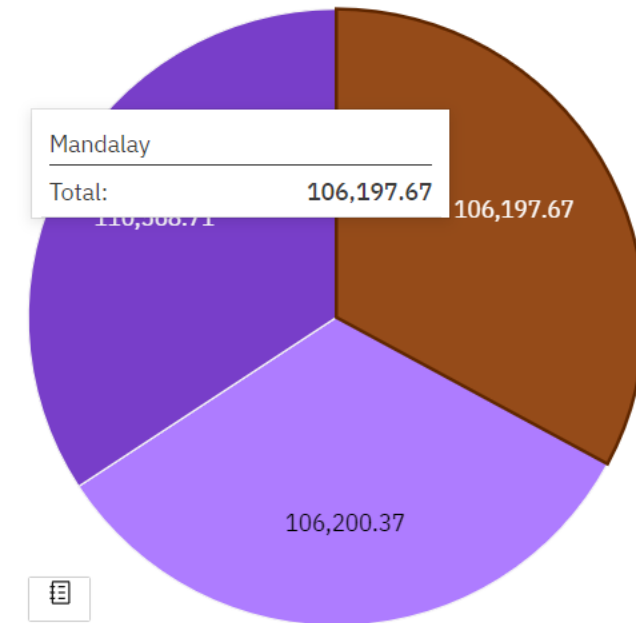
Total by City

City

- Mandalay

● Yangon

● Naypyitaw



Total summary value

Assignment - 1, 9/30/2023, 10:22 AM



### Rating and gross ... waterfall chart

Assignment - 1, 9/30/2023, 10:21 AM



### Product line, Tax...antity line chart

Assignment - 1, 9/30/2023, 10:17 AM



### Total by City pie chart

Assignment 1 9/20/2023 10:44 AM

THANK YOU