

# PROJECT DEVELOPMENT PHASE

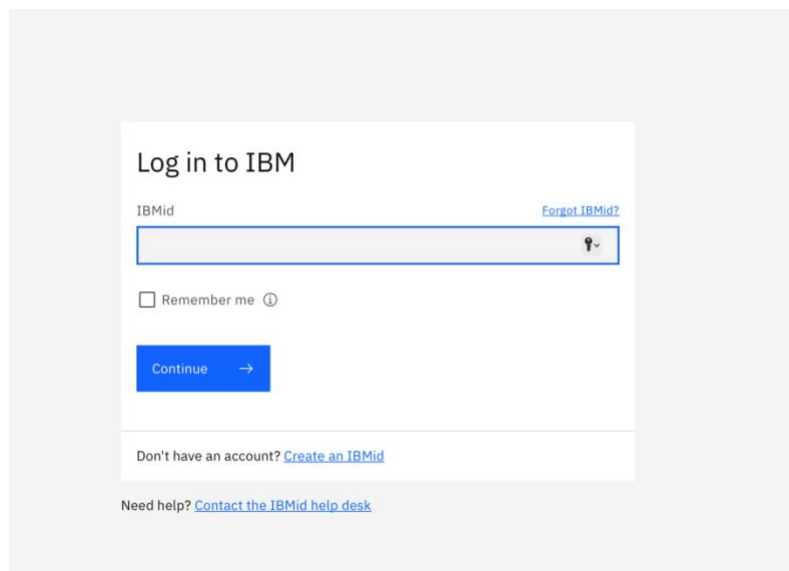
## DELIVERY OF SPRINT - 3

Team ID	PNT2022TMID29085
Project Name	Global Sales Data Analytics
Team Leader	Nandhakumar K

### • DATA VISUALIZATION AND PRESENTATION PHASE

#### SPRINT 3>>> DASHBOARD EXPLORATION AND CREATION

##### 1. Login into the IBM Cognos Analytics Dashboard



Login into the IBM Cognos Dashboard by providing the right credentials in the login page. To access the Cognos dashboard for creating the data presentation charts and Dashboards.

## 2. Open The Cognos account Dashboard

^ Quick launch



### Upload data

Upload or drag and drop spreadsheets, csv files, and other data sources.



### Prepare data

Use data modules to clean and connect data from multiple resources.



### Exploration

Quickly find unbiased answers by identifying trends in your data with data exploration.



### Present data

Create sophisticated, multi-page, multi-query dashboards, reports, or stories.

## 3. Click on Present Data to create the Dashboards

The Dashboards are used to get insights from the data and understand the business problems and create the analytical solutions to it and understand the data of the organization

^ Quick launch



### Upload data

Upload or drag and drop spreadsheets, csv files, and other data sources.



### Prepare data

Use data modules to clean and connect data from multiple resources.



### Exploration

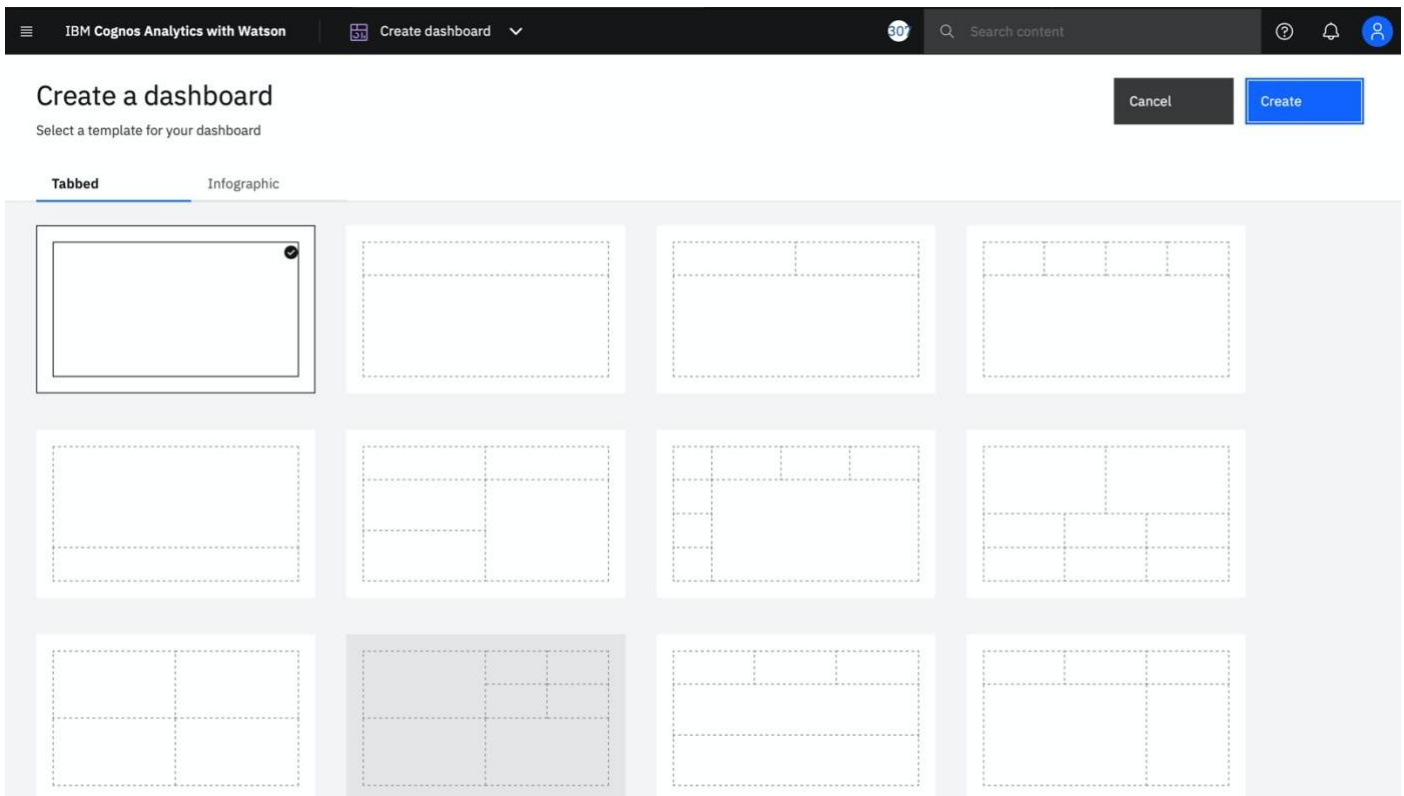
Quickly find unbiased answers by identifying trends in your data with data exploration.



### Present data

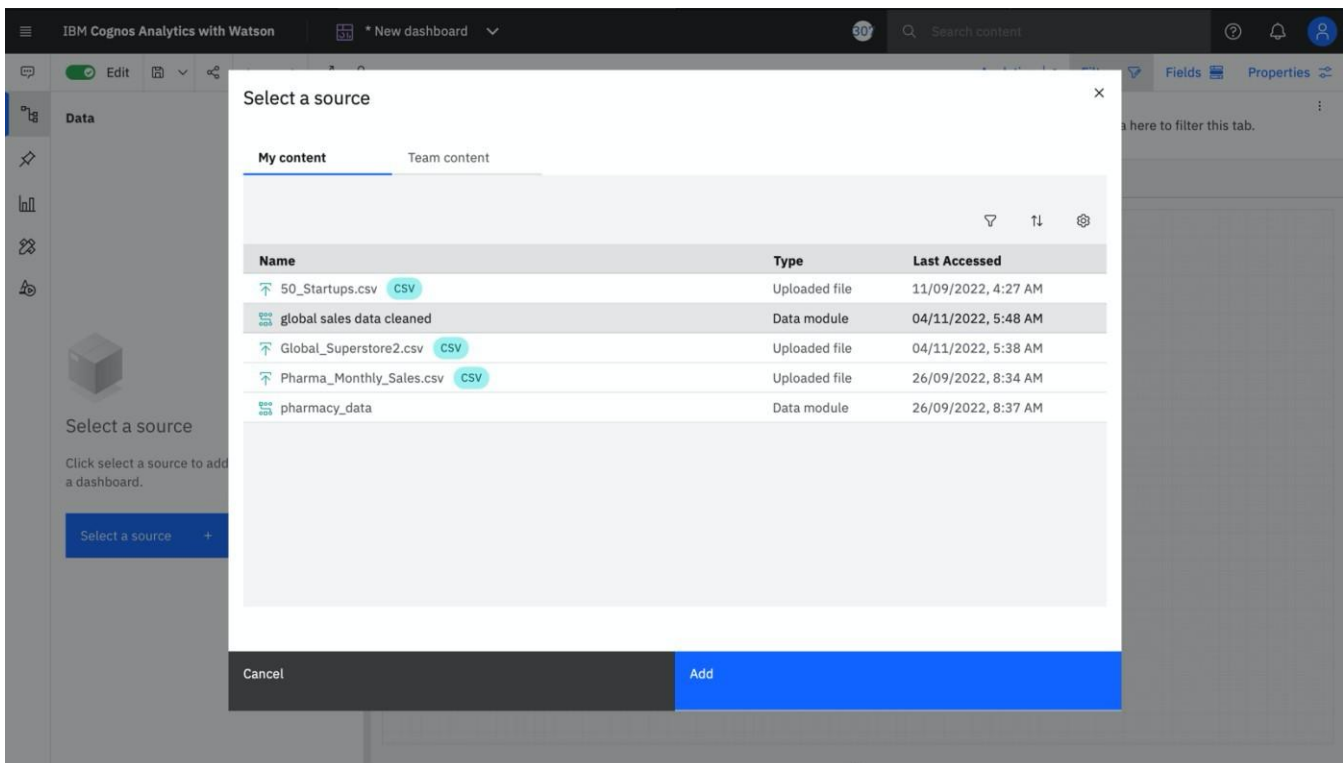
Create sophisticated, multi-page, multi-query dashboards, reports, or stories.

## 4. Select the Dashboard Template to be created



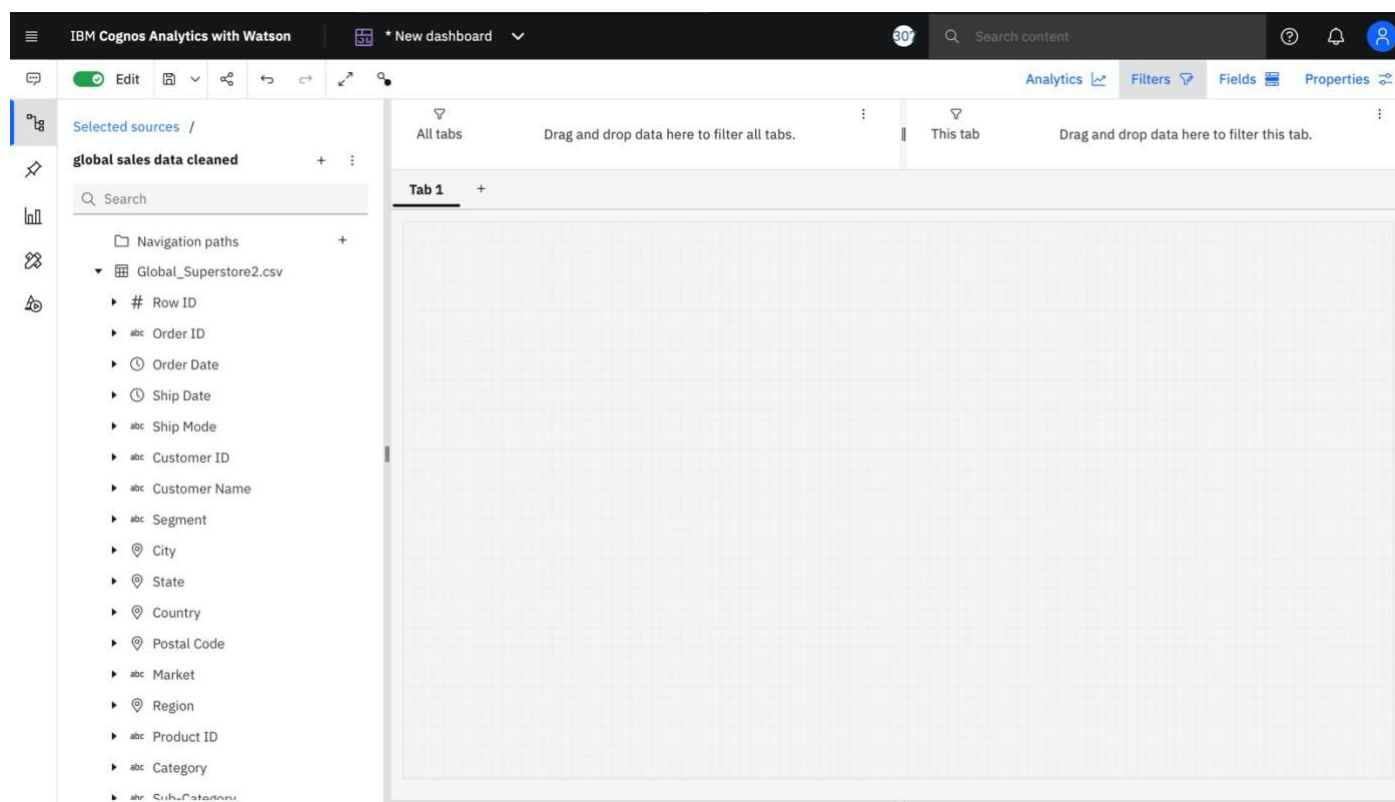
Now click on “Create” to create the empty dashboard.

## 5. Now select the Data source to create the dashboard.

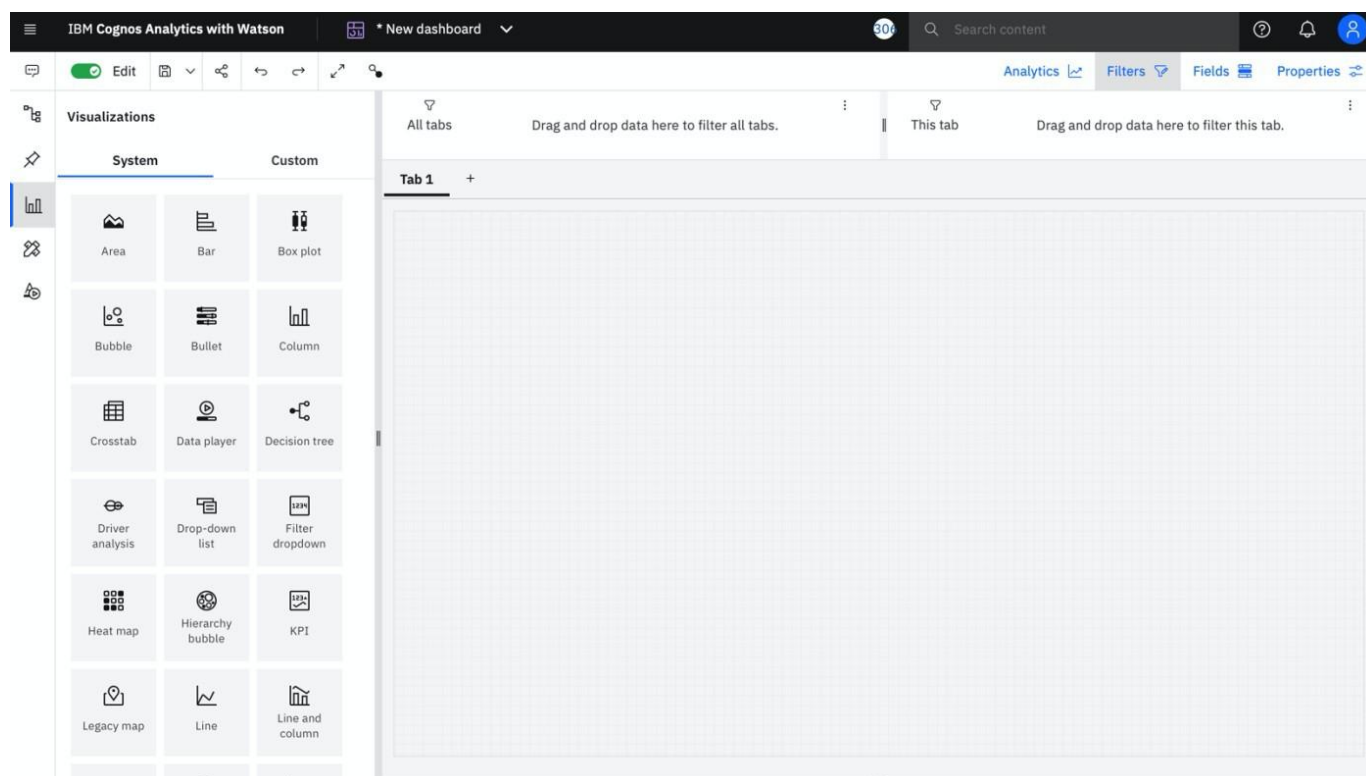


Now select the data source and click on “Add” to add the data source in order to visualize the data to get valuable insights from it.

## 6. Exploring the Dashboard



## 7. Now click on Visualizations option to create the charts



Select the Visualization charts based on the requirements.

The screenshot shows the IBM Cognos Analytics interface. The top navigation bar includes the IBM Cognos Analytics with Watson logo, a search bar, and a user profile icon. The left sidebar shows the 'Selected sources' section with a search bar and a list of fields. The main area displays a dashboard with a chart titled 'Tab 1'. The chart is a combination bar and line chart. The bar series is labeled 'Column length' and the line series is labeled 'Line position'. The chart has a grid background. The right sidebar shows the 'Properties' tab with various visualization properties.

**Properties Panel:**

- x-axis: Click or drag data here
- # Column length\*: Required field. Click or drag data here
- Column color: Click or drag data here
- # Line position\*: Required field. Click or drag data here
- Line color: Click or drag data here
- Repeat (column): Click or drag data here
- Repeat (row): Click or drag data here
- Local filters: Click or drag data here

## 8. Chart Fields and Properties

The screenshot shows the 'Fields' and 'Properties' panels. The 'Fields' panel shows the 'x-axis' field. The 'Properties' panel shows the 'Color' section with 'Column color palette' and 'Line color' options.

**Fields Panel:**

- x-axis: Click or drag data here
- # Column length\*: Required field. Click or drag data here
- Column color: Click or drag data here
- # Line position\*: Required field. Click or drag data here
- Line color: Click or drag data here
- Repeat (column): Click or drag data here
- Repeat (row): Click or drag data here
- Local filters: Click or drag data here

**Properties Panel:**

- Visualization properties: Visualization, General
- Color: Column color palette, Line color
- Column color palette: Carbon X Light, Change color palette
- Column color: #6929C4
- Column heat palette: Purple, Change heat palette
- Line and symbol color palette: Carbon X Light, Change color palette
- Line and symbol color: #1192E8

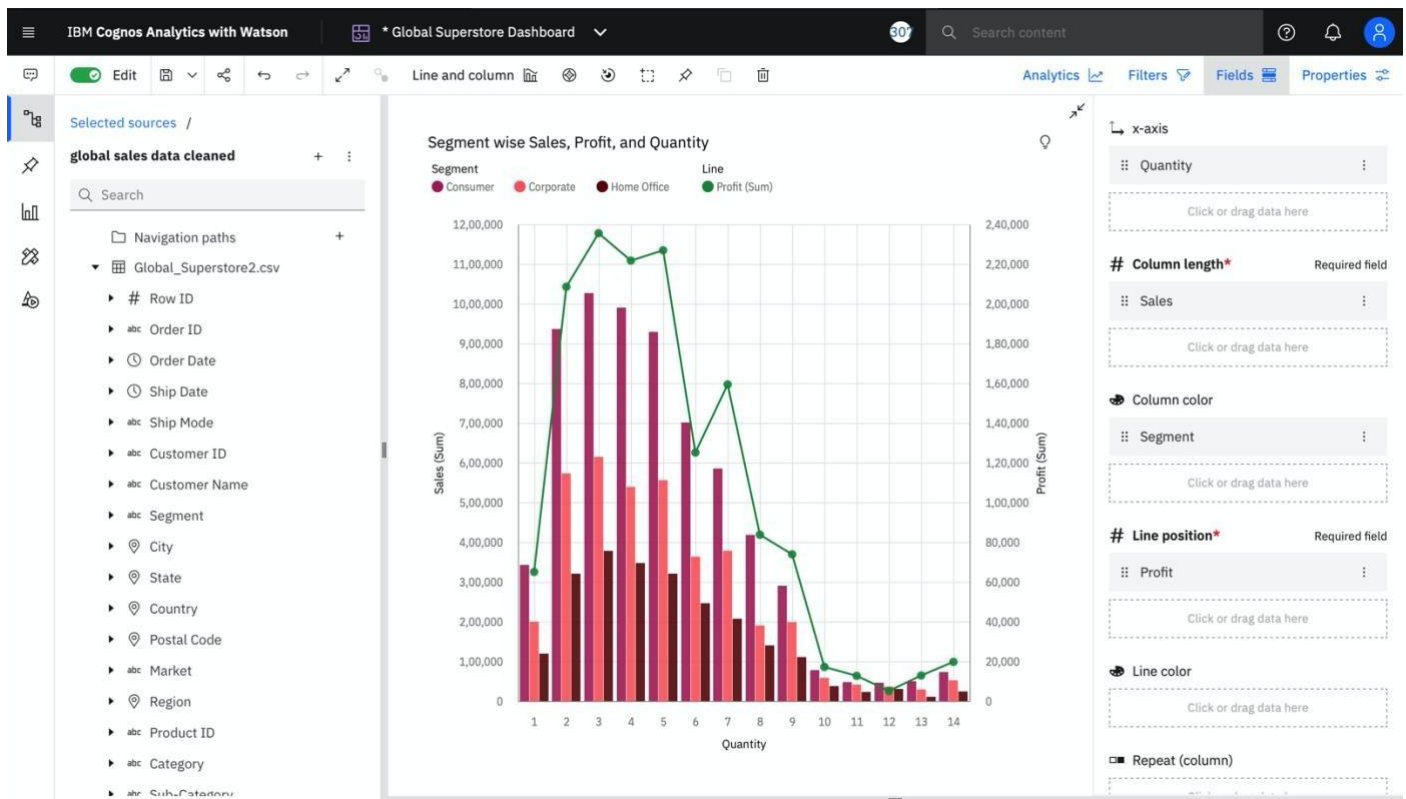
The screenshot shows the 'Properties' panel. The 'Color' section shows the 'Column color palette' and 'Line color' options. The 'Column color palette' is set to 'Carbon X Light' and the 'Line color' is set to '#1192E8'.

**Properties Panel:**

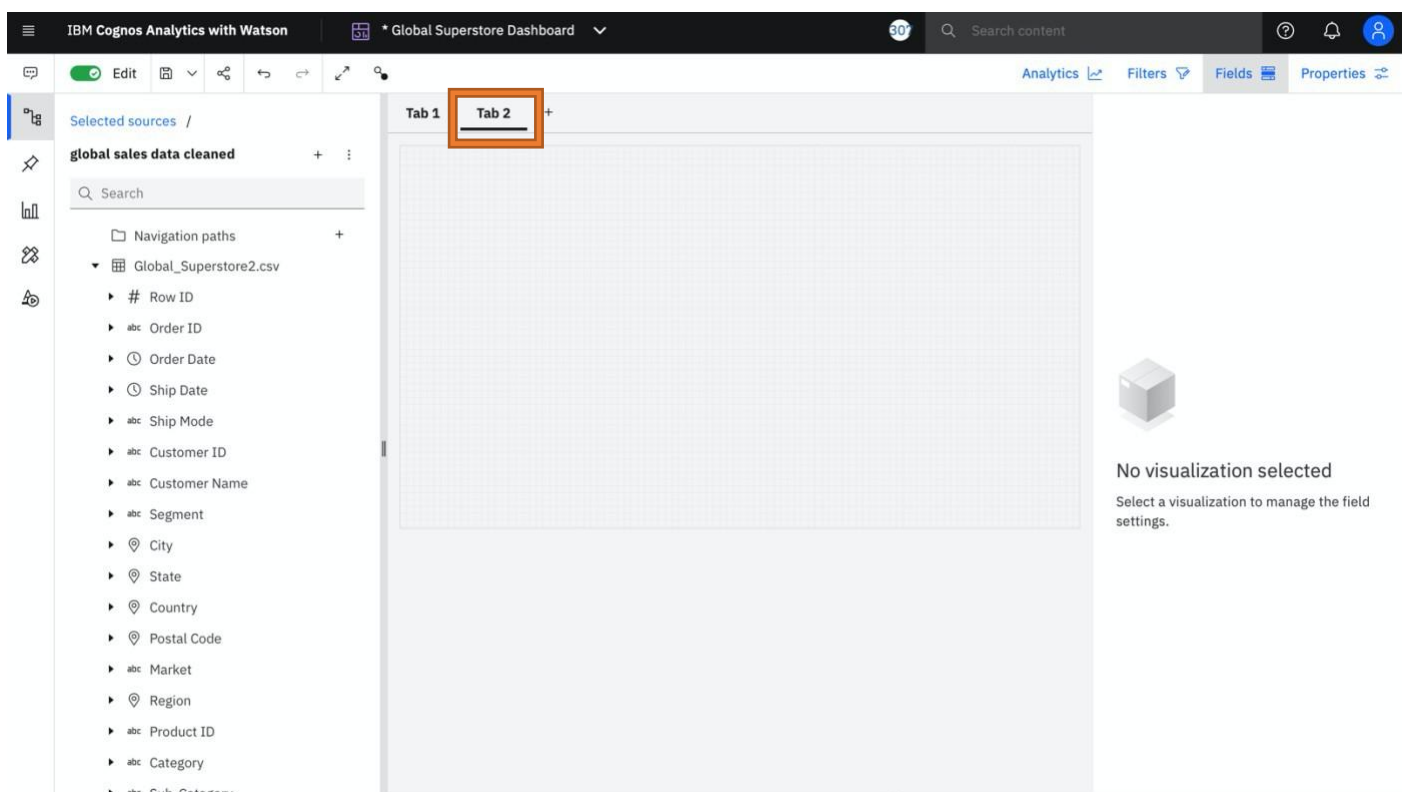
- Visualization properties: Visualization, General
- Color: Column color palette, Line color
- Column color palette: Carbon X Light, Change color palette
- Column color: #6929C4
- Column heat palette: Purple, Change heat palette
- Line and symbol color palette: Carbon X Light, Change color palette
- Line and symbol color: #1192E8

Add the Data to the Fields to understand and visualize that data in terms of the selected graph. To get information from it.

## 9. Segment wise Sales, Profit and quantity Analysis

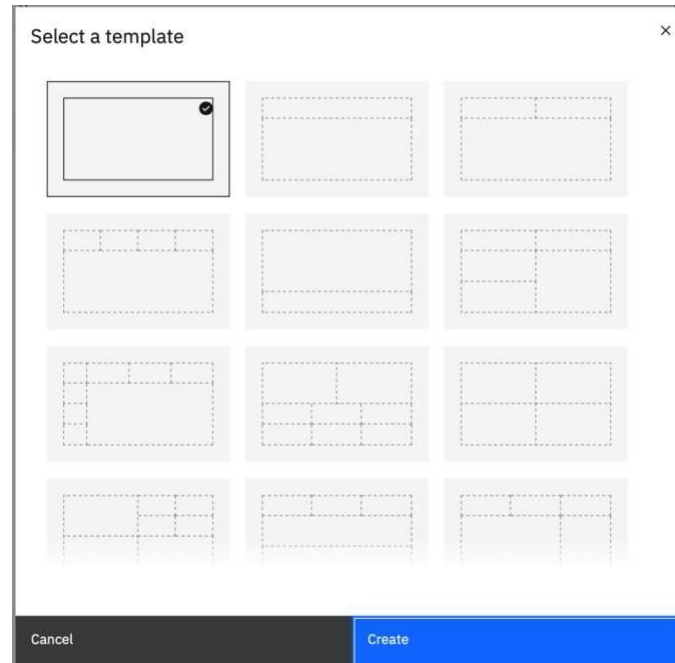


## 10. . Create a New Tab

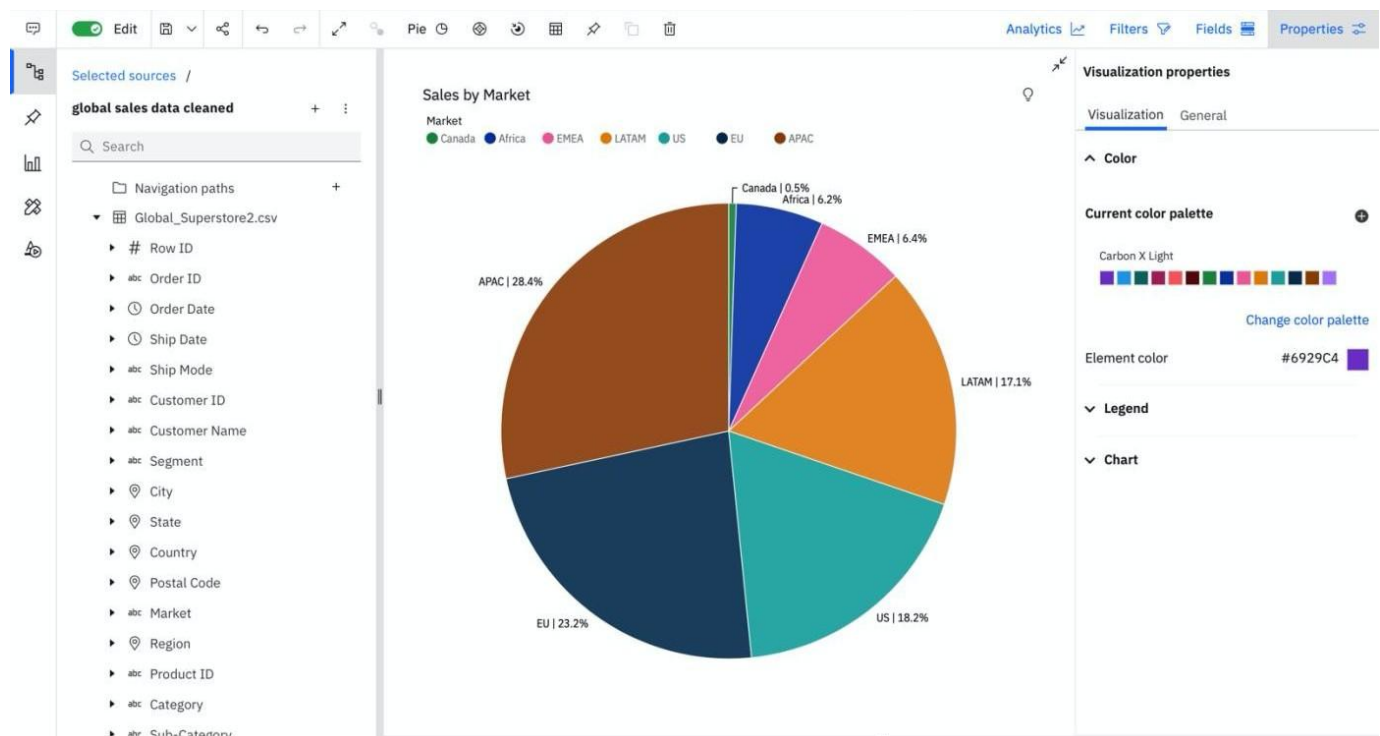


Click on the new tab option as shown in above figure to create a new Tab for creating another chart. We can have any number of tabs in this dashboard.

## 11. Select the Template for the Tab



## 12. Sales By Market

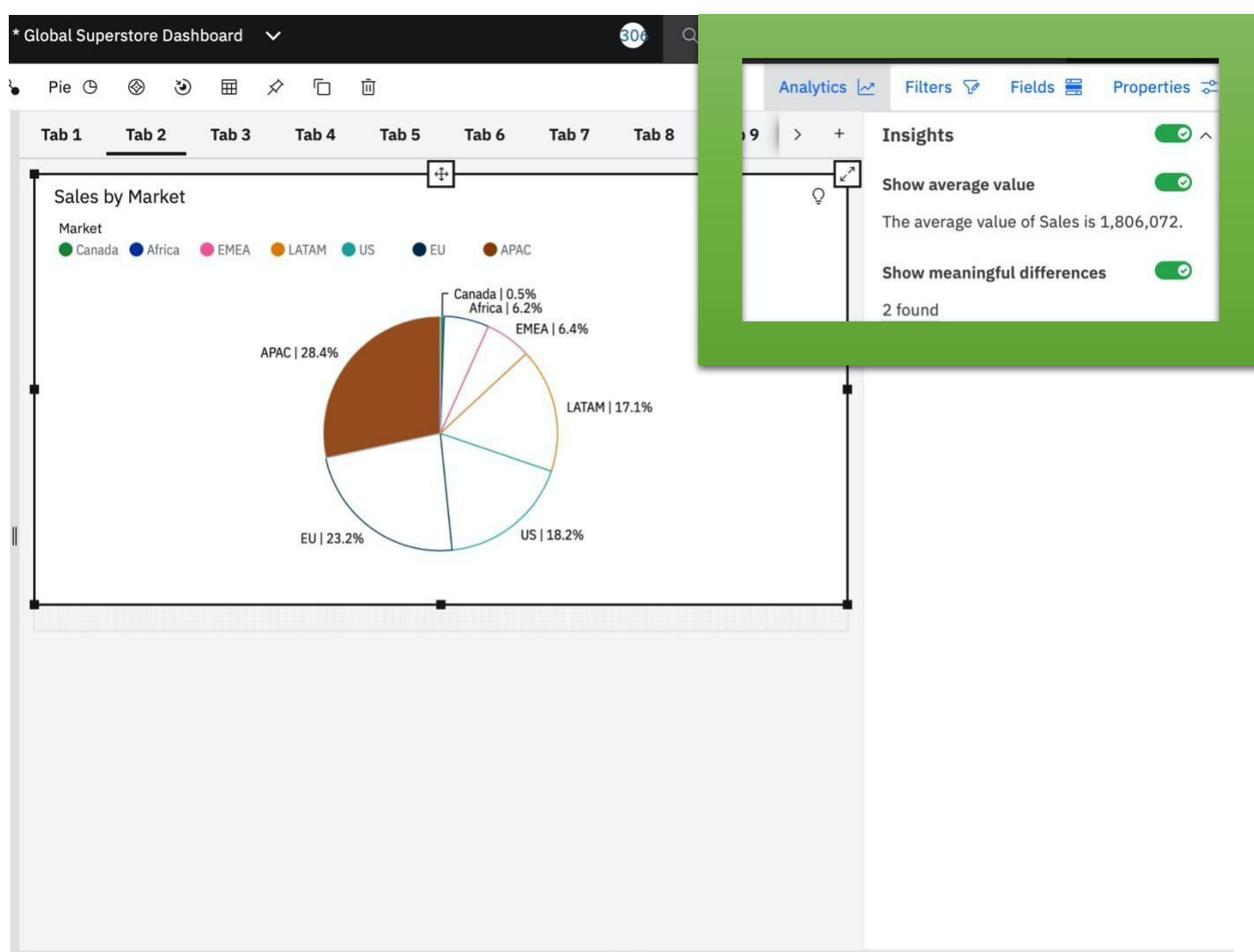




The above Pie chart shows the Market wise sales analysis. By this visualization we can get the understanding about the data and the insights.

### 13. Getting Insights from the charts

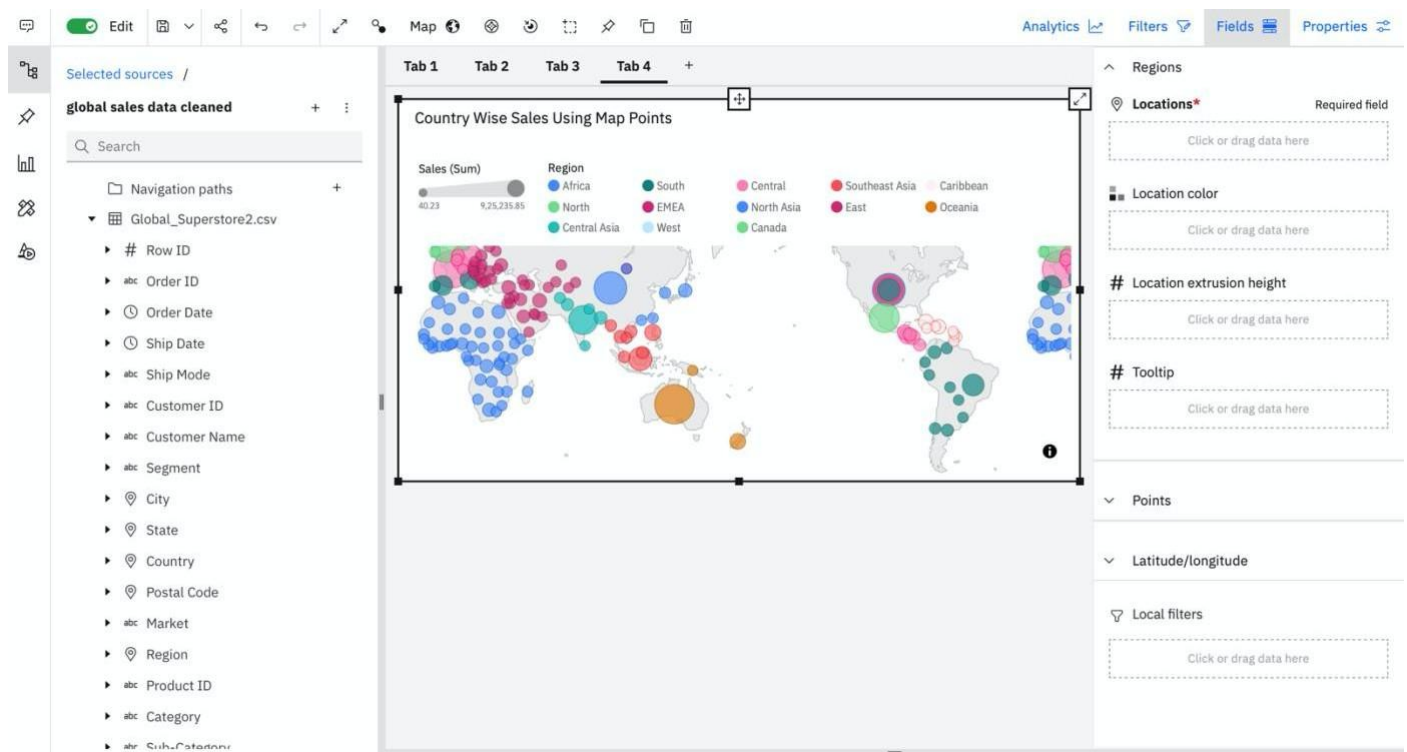
Now click on the Analytics option at the right hand top of the menu bar and enable the Insights option to get the valuable insights out of the data. As shown in the below figure



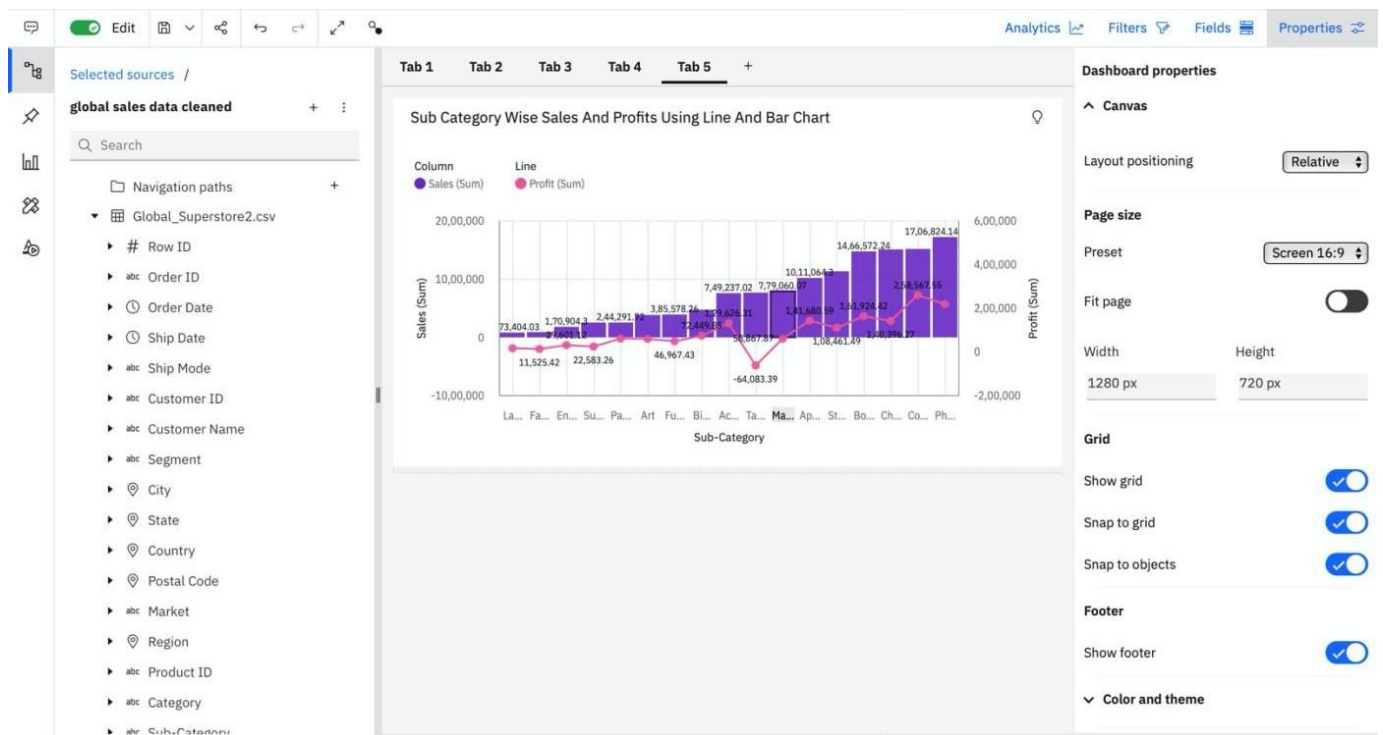
The Insights about the data gives the lot of information about the business problems. And give the meaningful data driven solution to it.



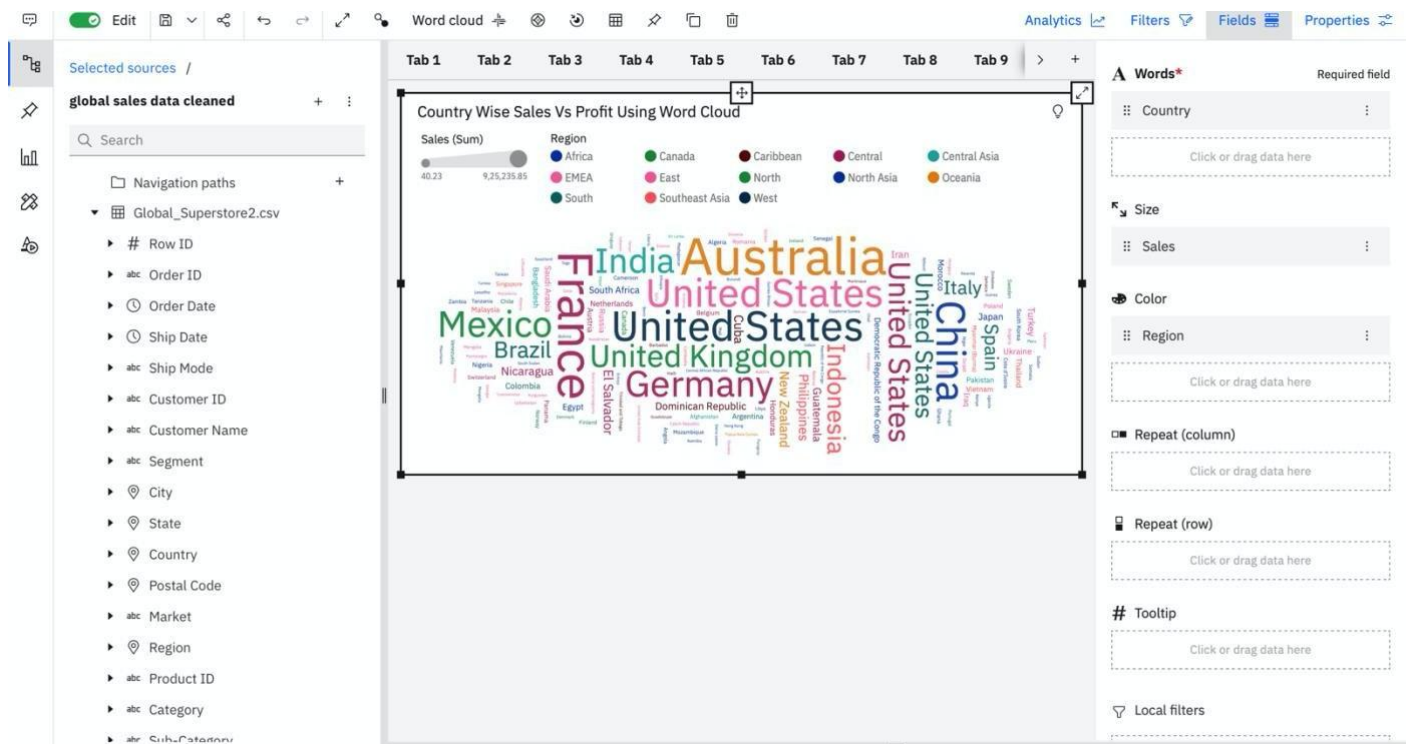
## 14. Country wise sales using the Map points.



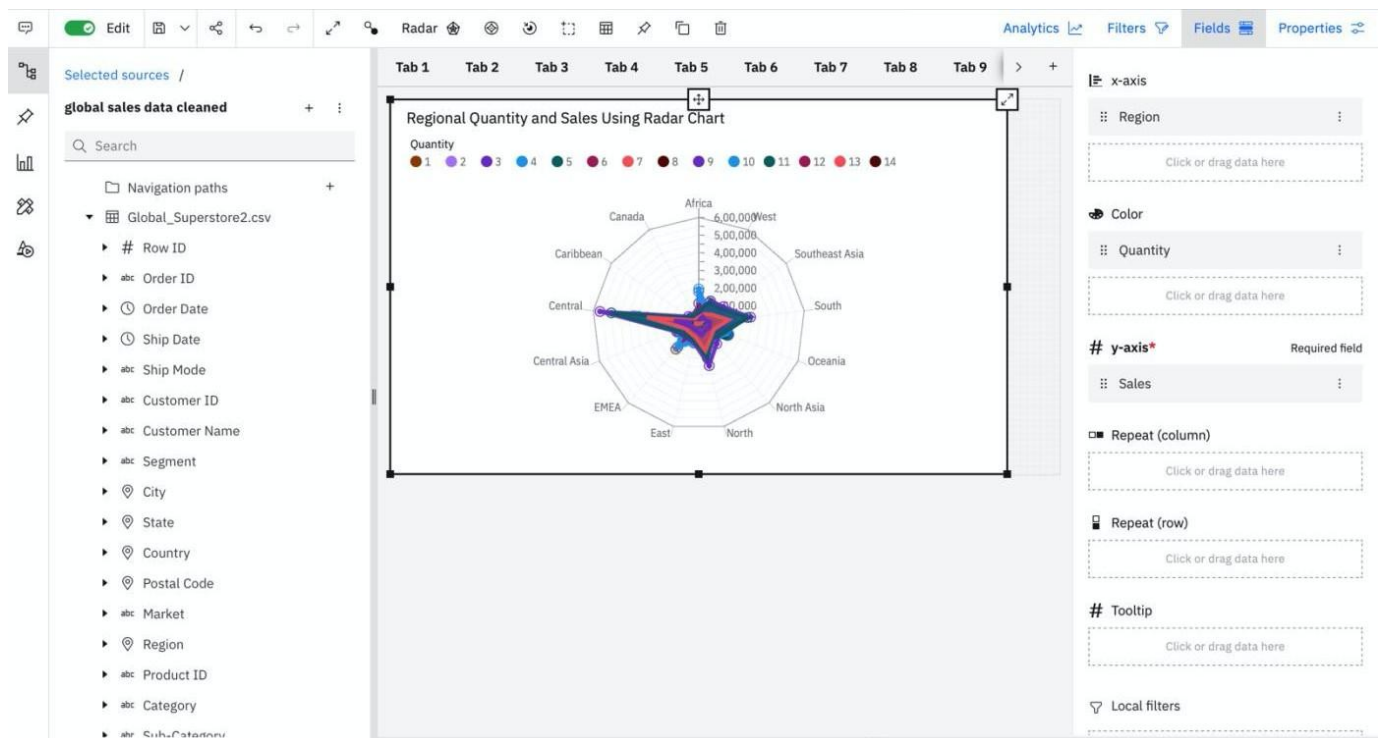
## 15. Sub category wise sales and profits using line and bar charts



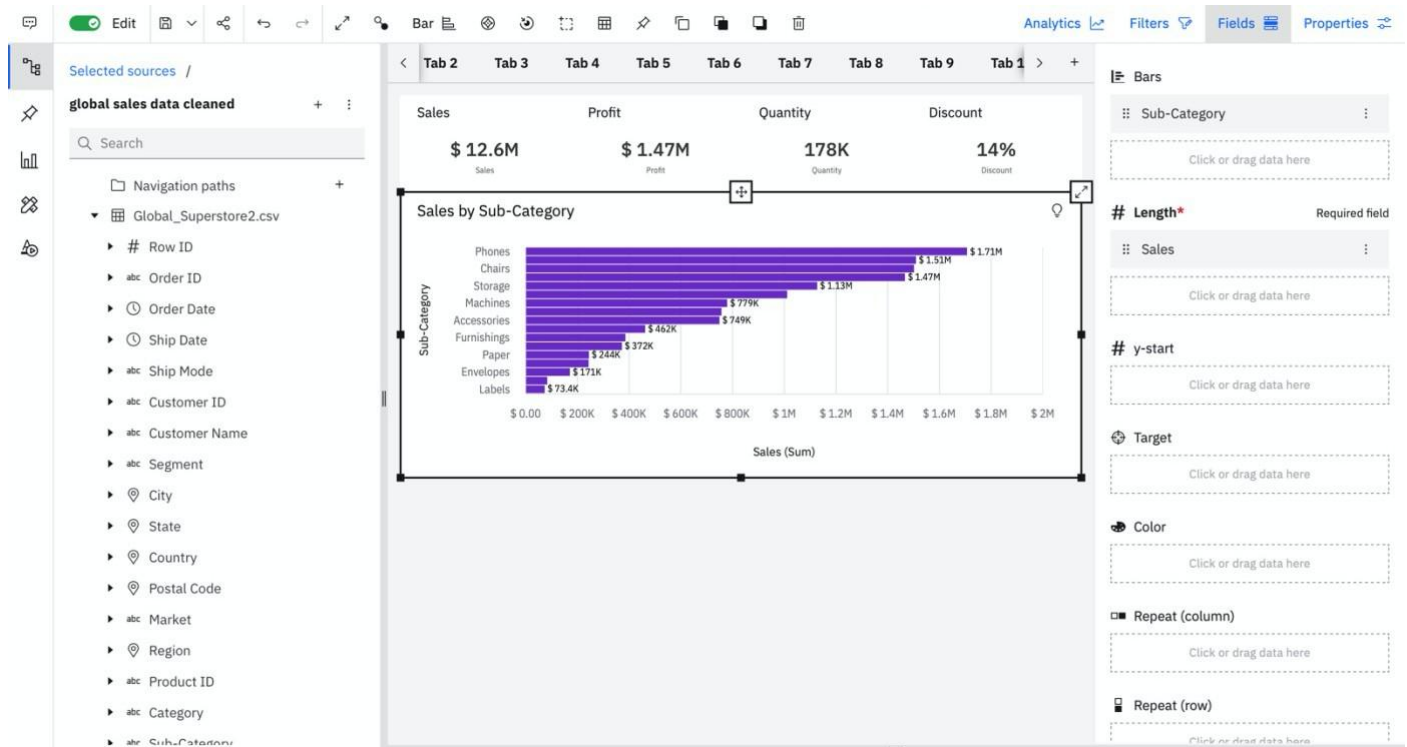
## 16. Country wise sales Vs profit using word cloud



## 17. Regional quantity and sales using Radar chart



## 18. Creating a dashboard



By this Dashboard we can analyse the sales, profit, quantity, and discount of a product. And we can see the sales in terms of sub category wise.

## 19. Saving the dashboard

Save as

Name

Global Superstore Dashboard

Selected destination: My content

My content Team content

Name	Type	Last Accessed
50_Startups.csv CSV	Uploaded file	11/09/2022, 4:27 AM
global sales data cleaned	Data module	04/11/2022, 5:48 AM
Global_Superstore2.csv CSV	Uploaded file	04/11/2022, 5:38 AM
Pharma_Monthly_Sales.csv CSV	Uploaded file	26/09/2022, 8:34 AM
pharmacy_data	Data module	26/09/2022, 8:37 AM
visualisation	Exploration	14/09/2022, 12:16 PM

Cancel Save

Finally Name the dashboard as Global Superstore Dashboard and click the save button to save the dashboard.