

PROJECT DEVELOPMENT PHASE

DELIVERY OF SPRINT - 3

Date	12 Nov 2022
Team ID	PNT2022TMID39896
Project Name	Global Sales Data Analytics
Team Leader	B N PUNEETH

- DATA VISUALIZATION AND PRESENTATION PHASE

1. Login into the IBM Cognos Analytics Dashboard

IBM

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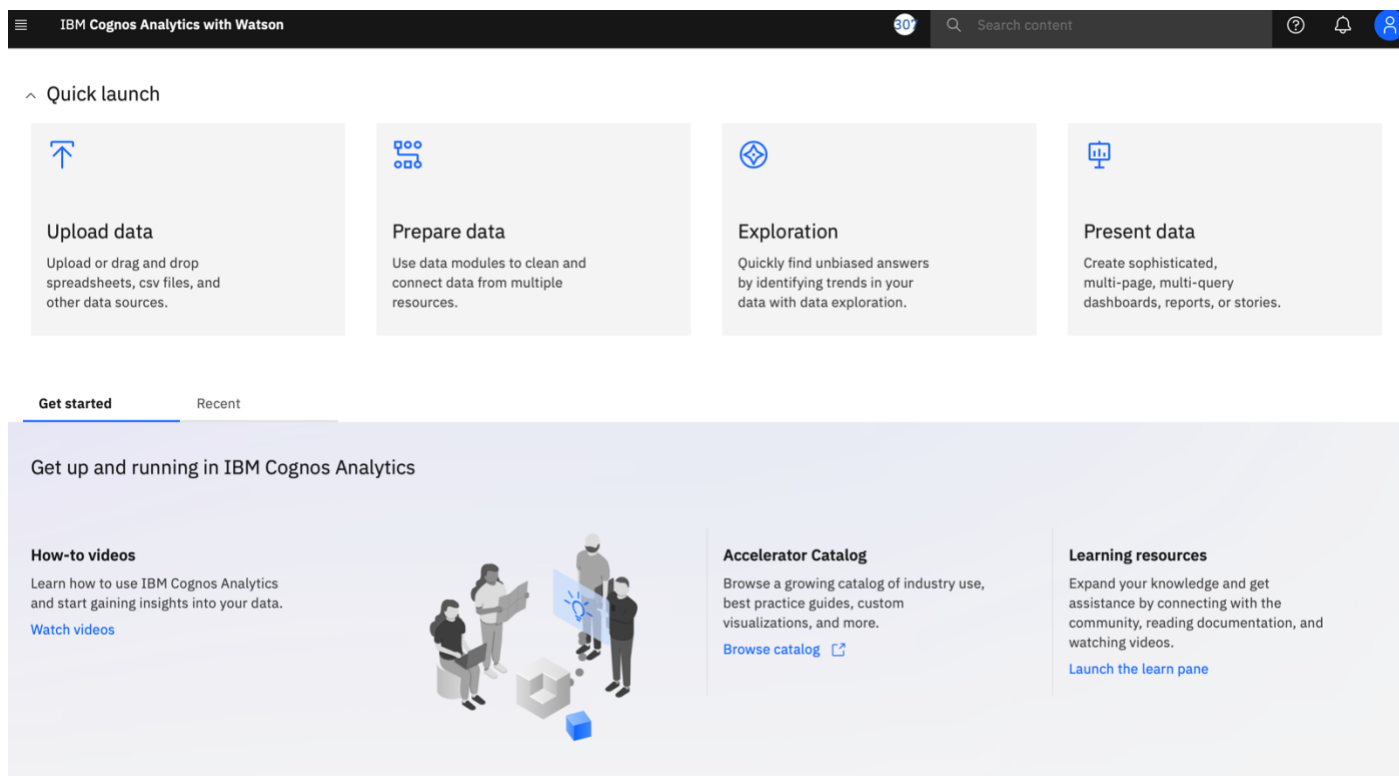
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Login into the IBM Cognos Dashboard by providing the right credentials in the login page. To access the Cognos dashboard for creating the data presentation charts and Dashboards.

2. Open The Cognos account Dashboard



The screenshot shows the IBM Cognos Analytics dashboard. At the top, there is a header bar with the text "IBM Cognos Analytics with Watson", a search bar, and user profile icons. Below the header, there is a "Quick launch" section with four tiles:

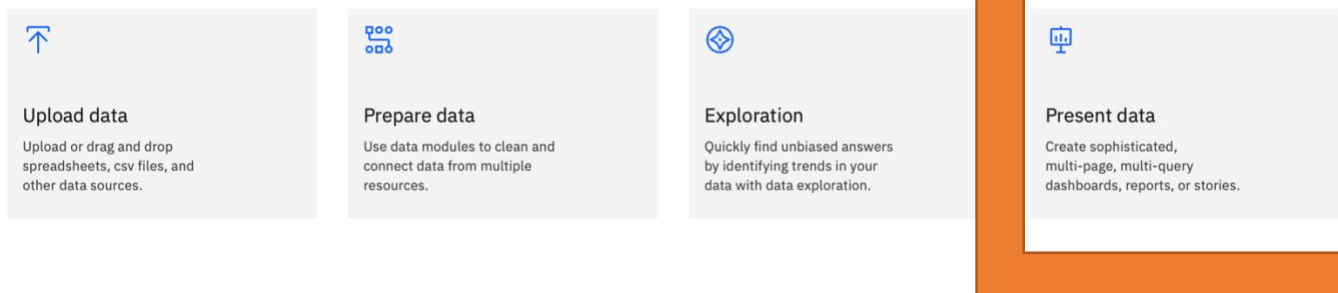
- Upload data**: Upload or drag and drop spreadsheets, csv files, and other data sources.
- Prepare data**: Use data modules to clean and connect data from multiple resources.
- Exploration**: Quickly find unbiased answers by identifying trends in your data with data exploration.
- Present data**: Create sophisticated, multi-page, multi-query dashboards, reports, or stories.

Below the "Quick launch" section, there is a "Get started" section with three sub-sections:

- How-to videos**: Learn how to use IBM Cognos Analytics and start gaining insights into your data. [Watch videos](#)
- Accelerator Catalog**: Browse a growing catalog of industry use, best practice guides, custom visualizations, and more. [Browse catalog](#)
- Learning resources**: Expand your knowledge and get assistance by connecting with the community, reading documentation, and watching videos. [Launch the learn pane](#)

3. Click on Present Data to create the Dashboards

^ Quick launch

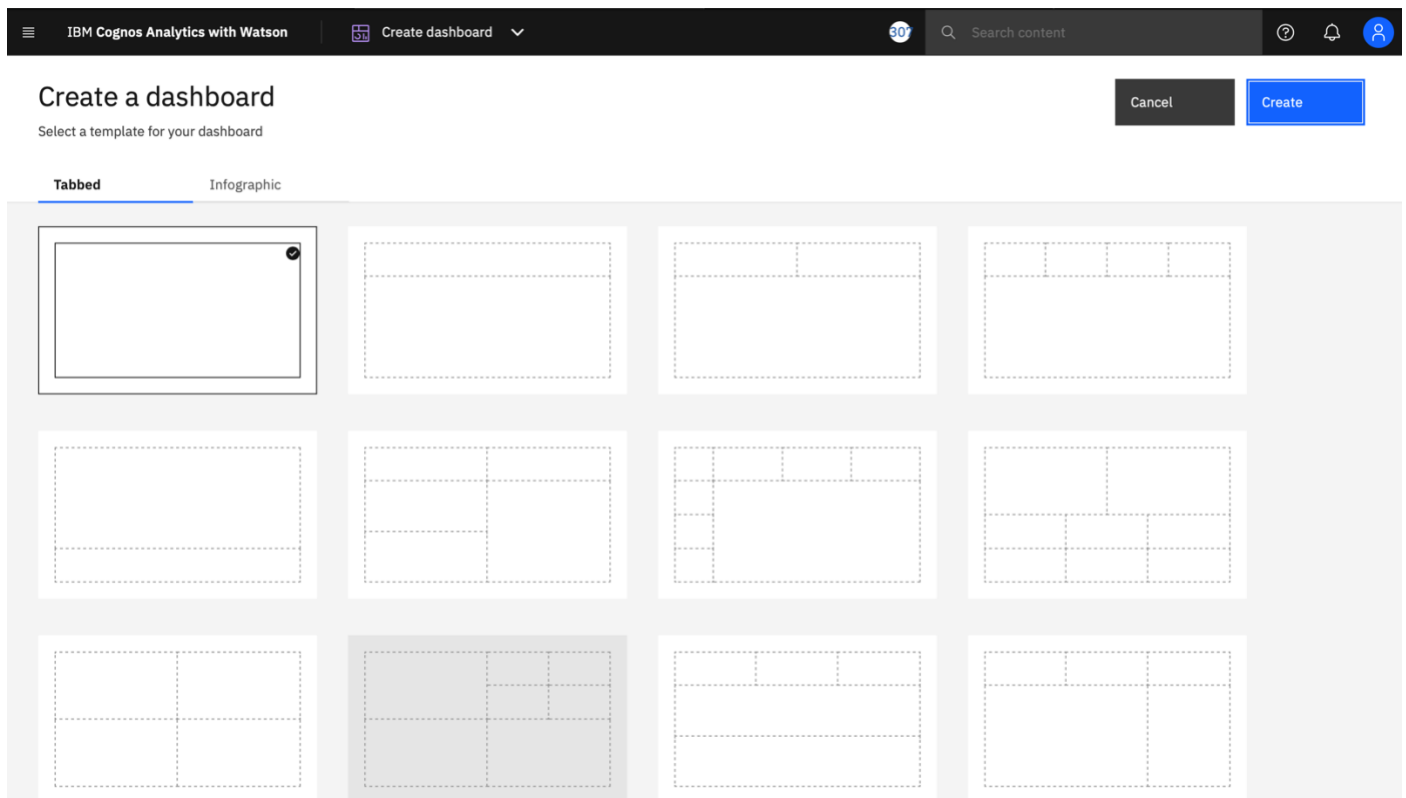


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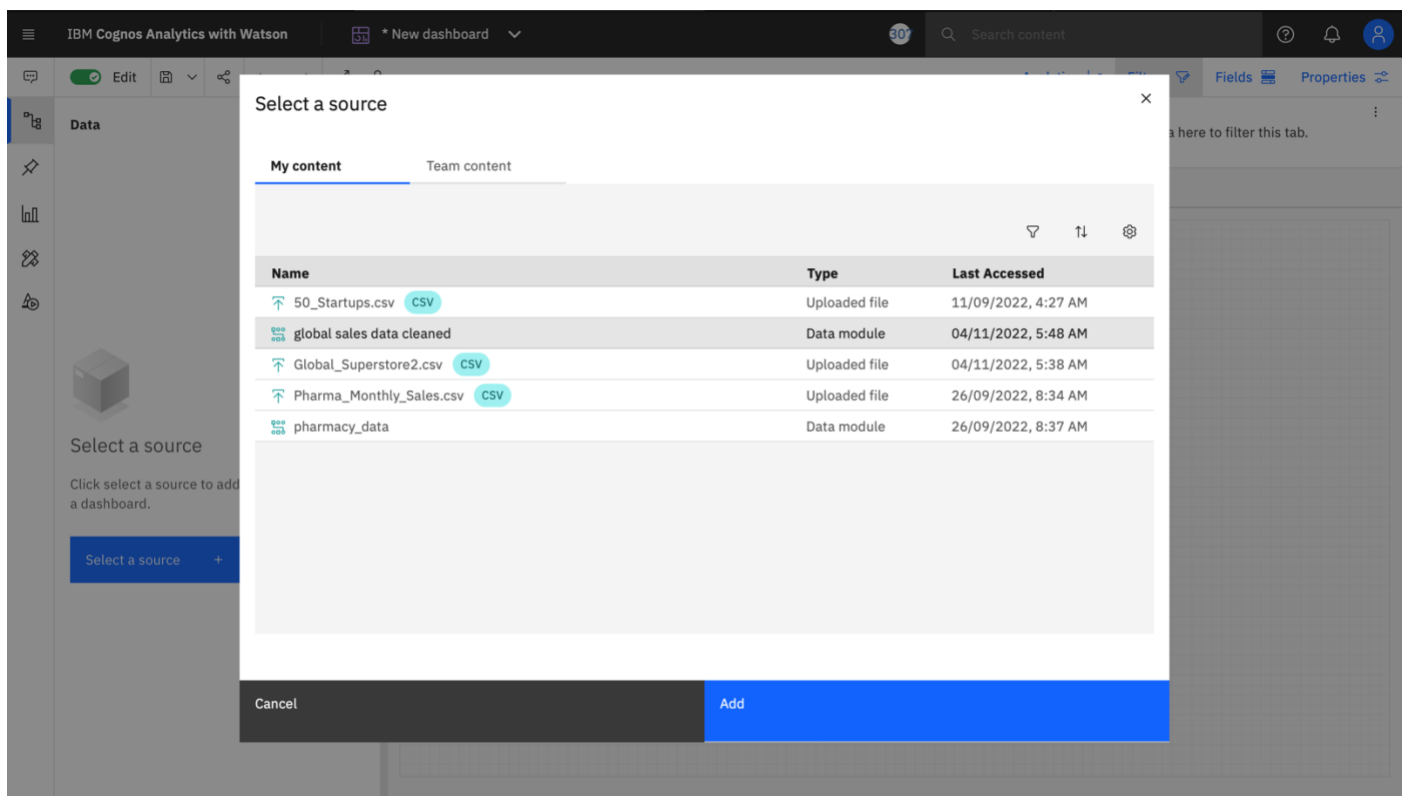
The Dashboards are used to get insights from the data and understand the business problems and create the analytical solutions to it and understand the data of the organization

4. Select the Dashboard Template to be created



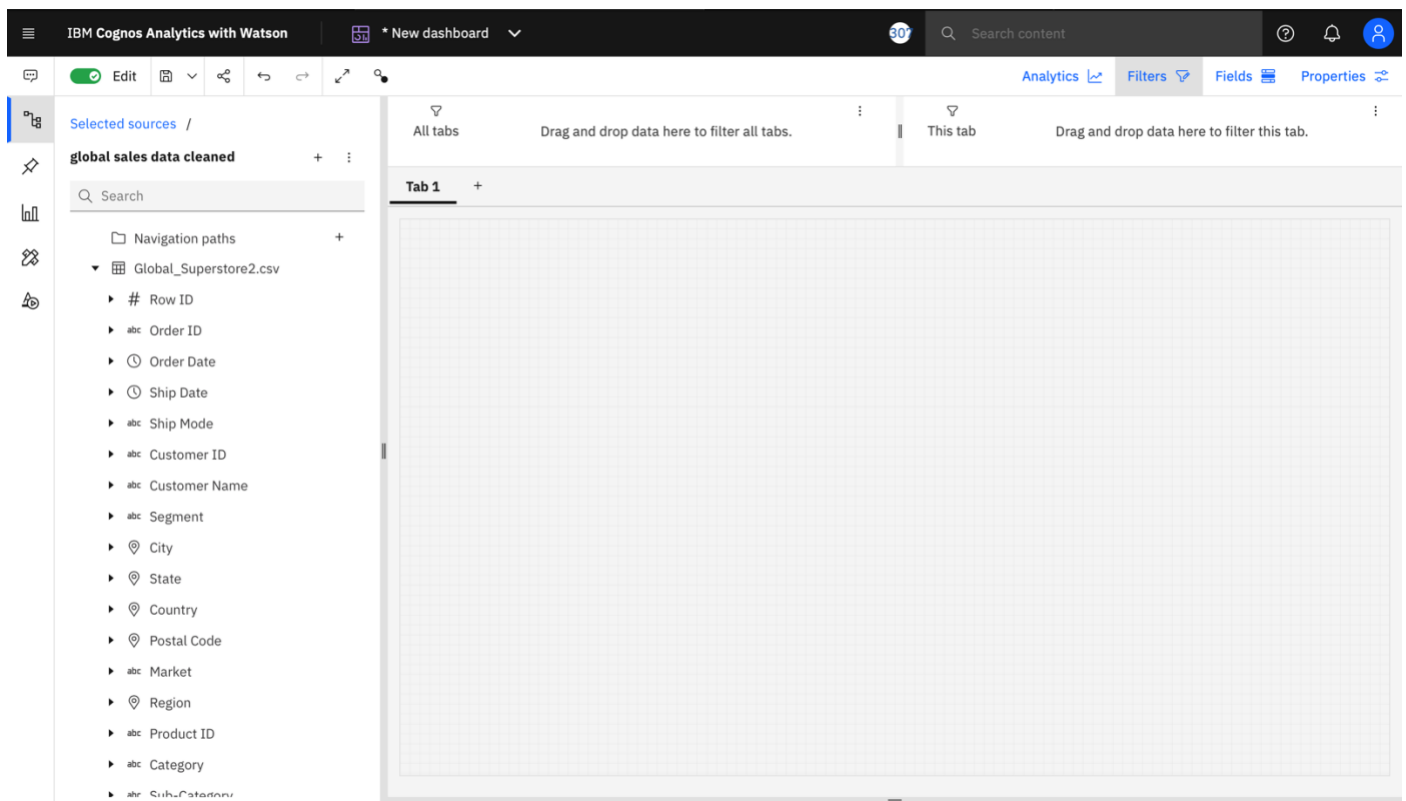
Now click on “Create” to create the empty dashboard.

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

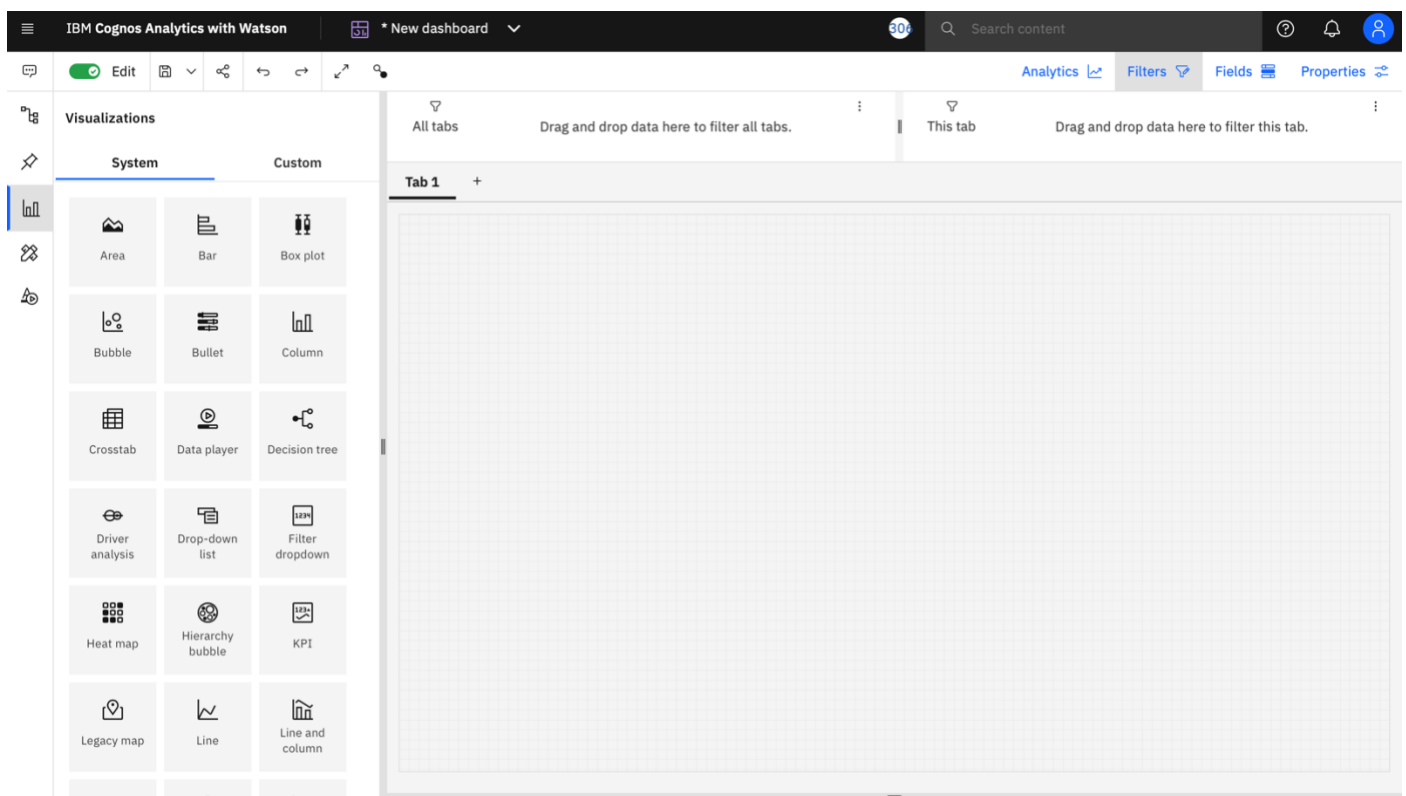


Now select the data source and click on “Add” to add the data source in order to visualize the data to get valuable insights from it.

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 'New dashboard' button, a search bar, and user profile icons. The left sidebar shows a tree view of data sources under 'Selected sources / global sales data cleaned'. The main area displays a visualization titled 'Tab 1' with a bar and line chart. The chart has a bar series and a line series. The right sidebar shows the 'Fields' tab with various properties for the visualization, including 'Column length', 'Column color', 'Line position', 'Line color', 'Repeat (column)', 'Repeat (row)', and 'Local filters'.

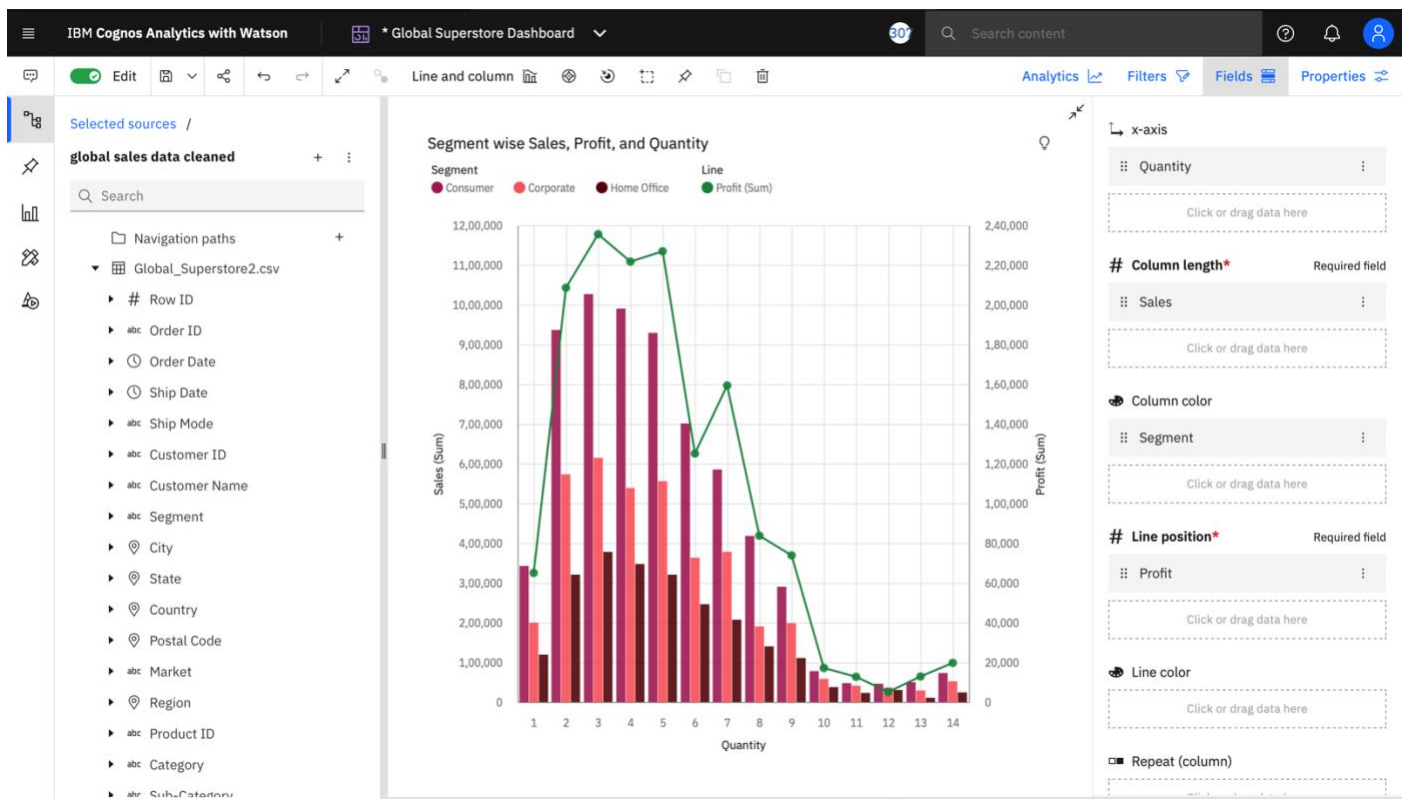
8. Chart Fields and Properties

This screenshot shows the 'Fields' tab in the IBM Cognos Analytics interface. It displays various fields for the visualization, including 'x-axis', 'Column length', 'Column color', 'Line position', 'Line color', 'Repeat (column)', 'Repeat (row)', and 'Local filters'. Each field has a 'Click or drag data here' placeholder.

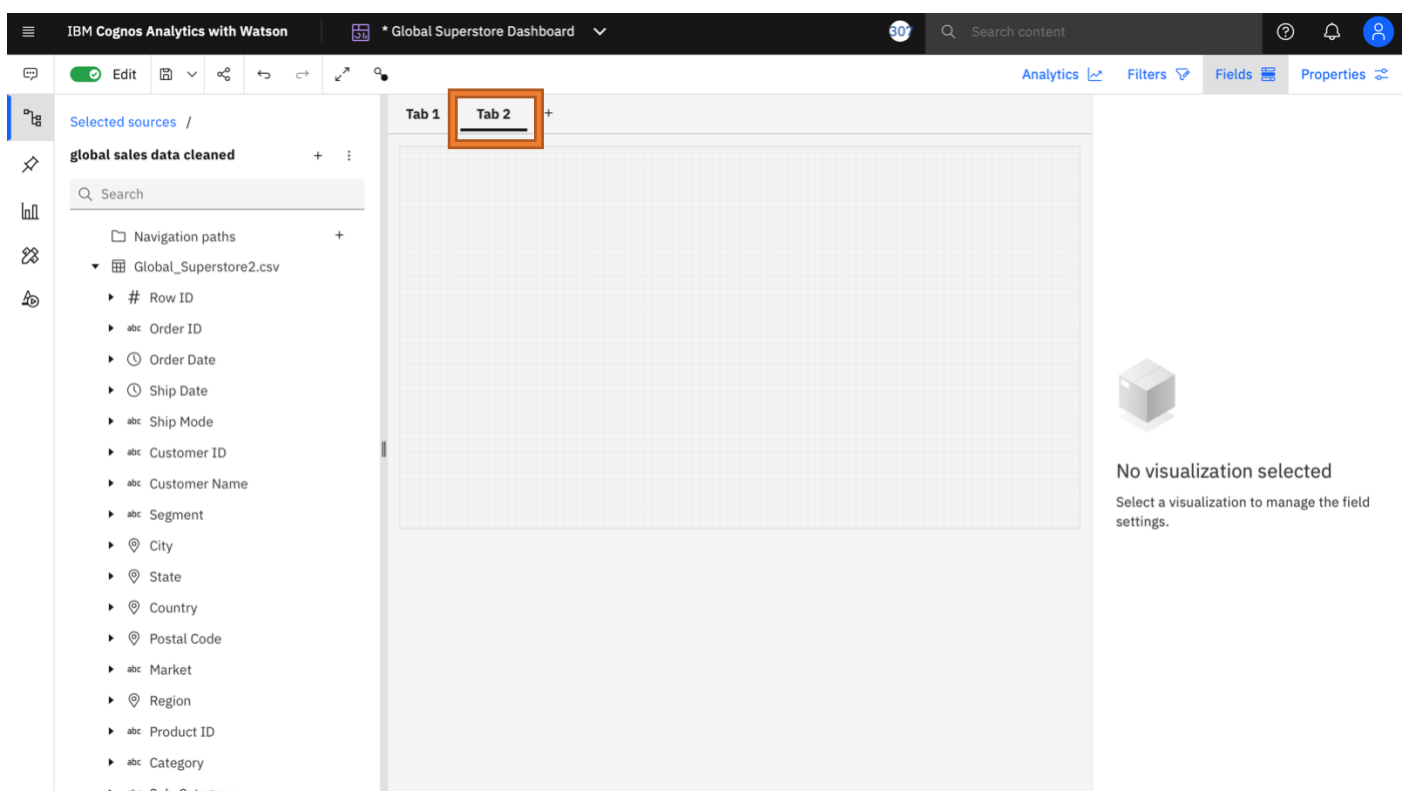
This screenshot shows the 'Properties' tab in the IBM Cognos Analytics interface. It displays the 'Visualization properties' section, which includes 'Color' and 'Line and symbol color palette' settings. The 'Color' section shows a 'Column color palette' with a color swatch and a 'Column color' value of #6929C4. The 'Line and symbol color palette' section shows a color swatch and a 'Line and symbol color' value of #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

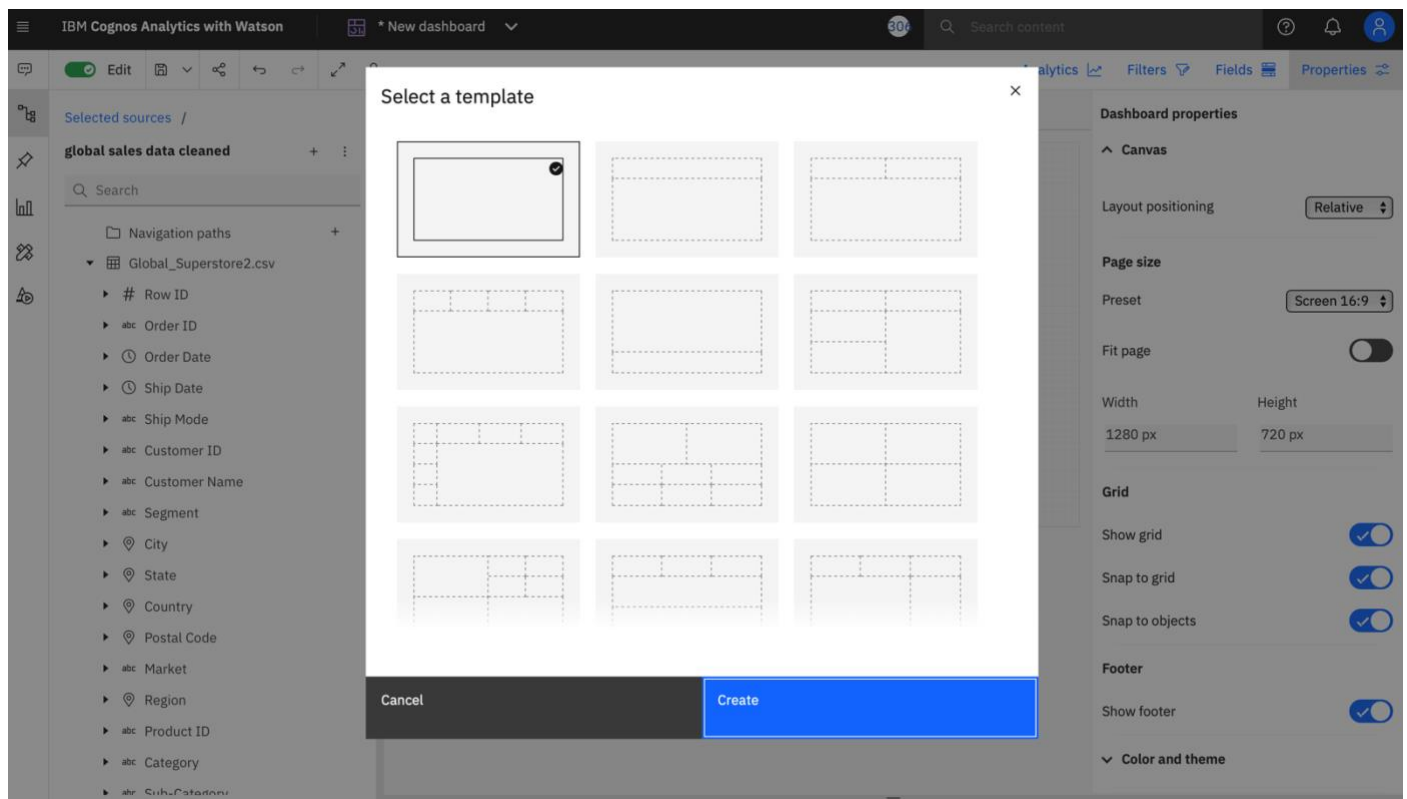


10. Create a New Tab

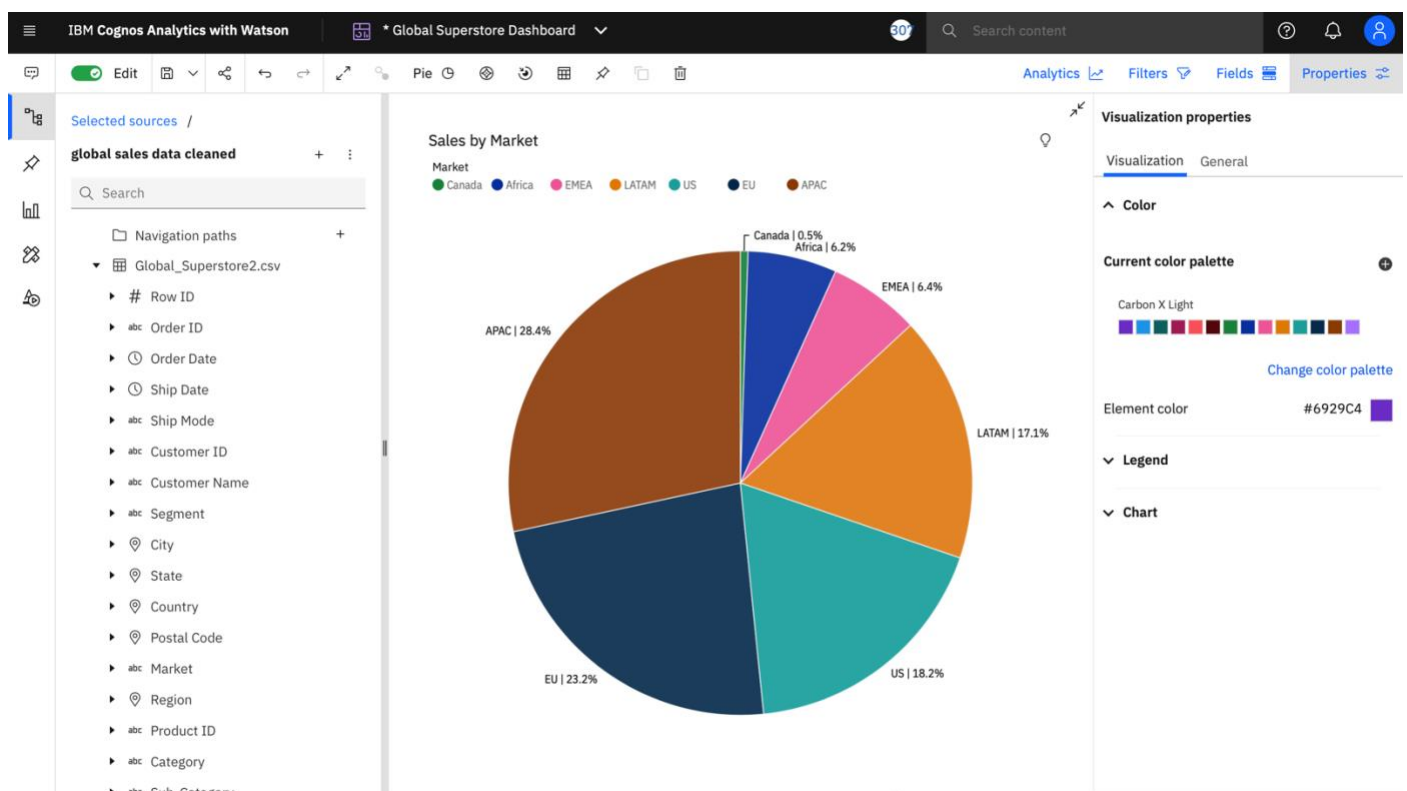


Click on the new tab option as shown in above figure to create a new Tab for creating another chart. We can have any number of tabs in this dashboard.

11. Select the Template for the Tab



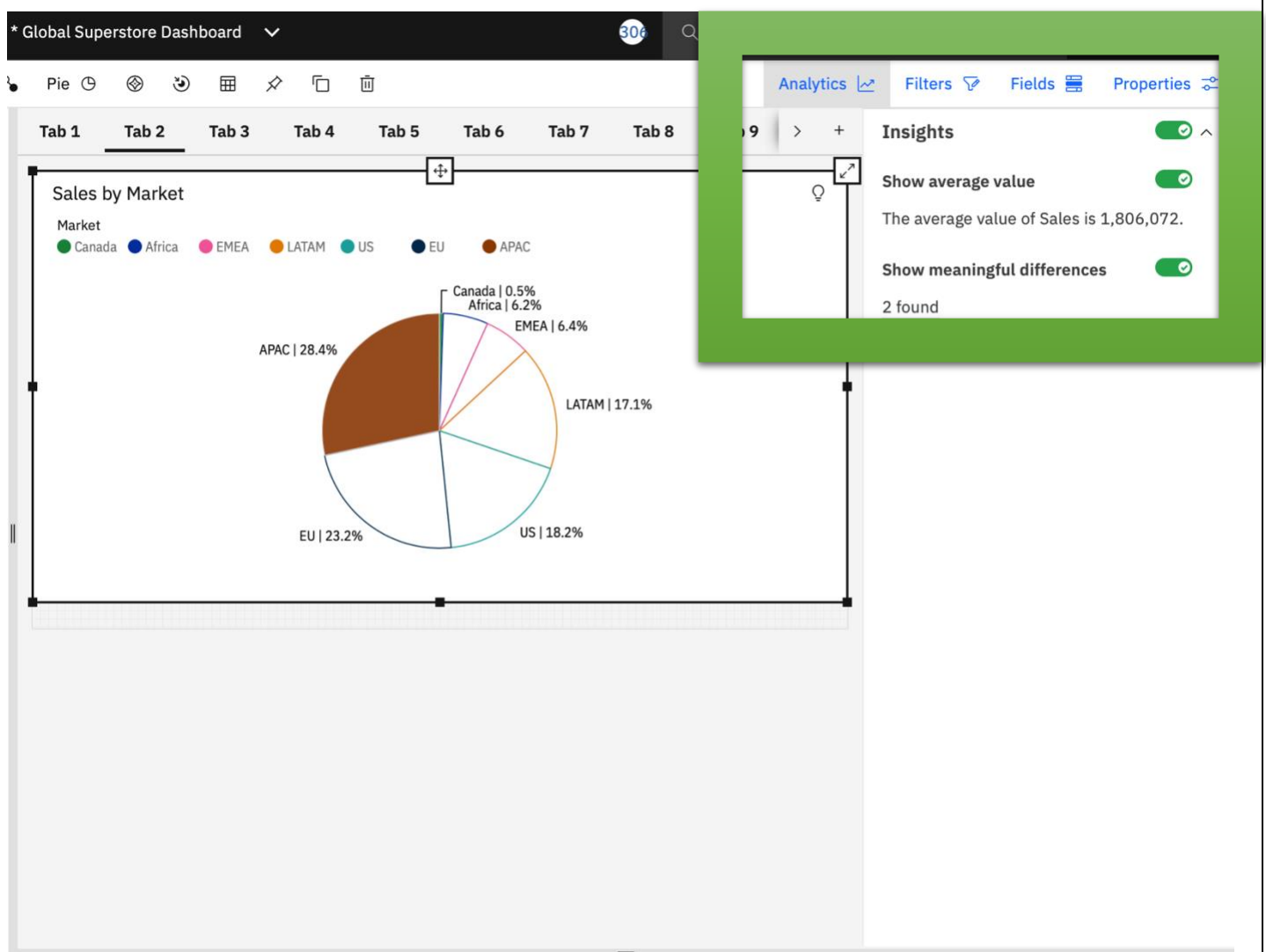
12. Sales By Market



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

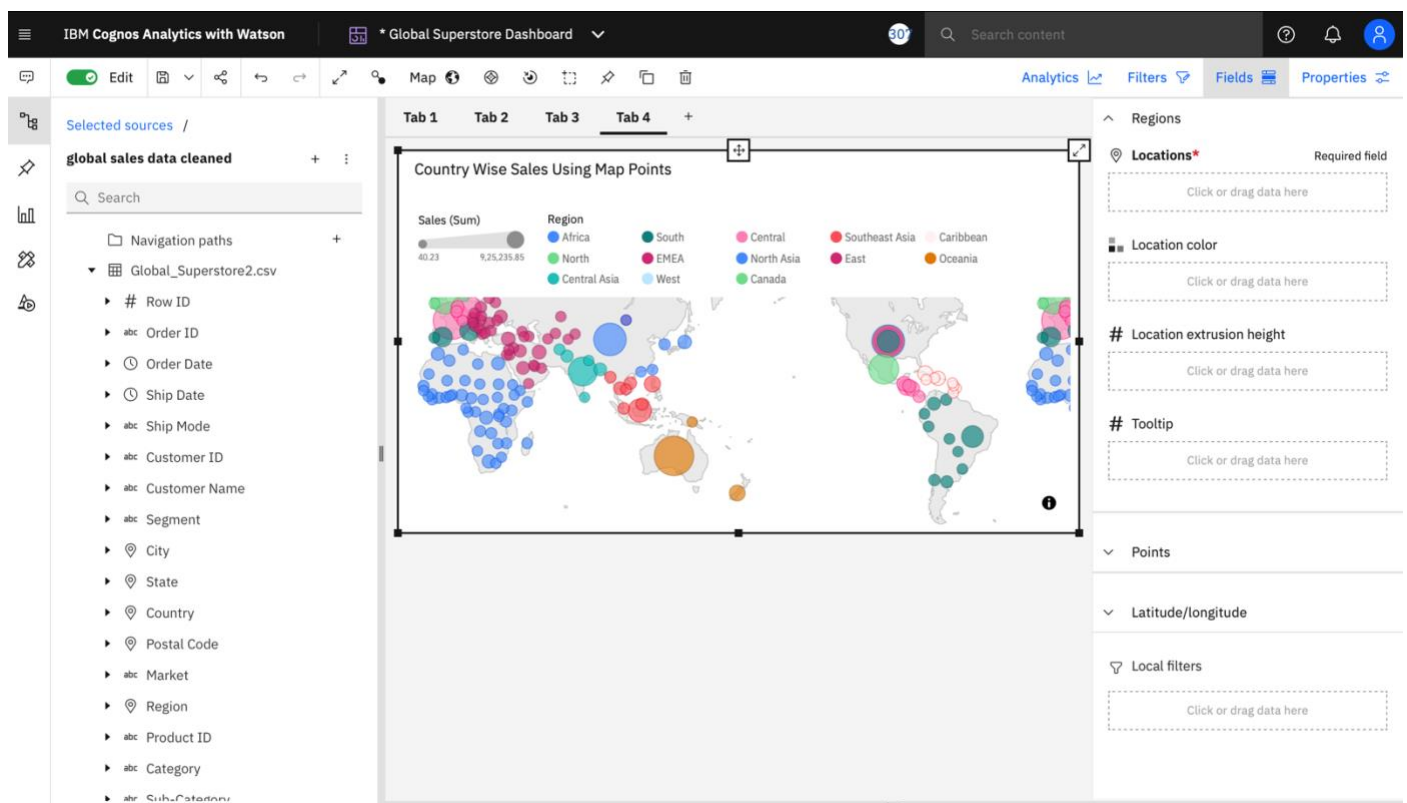
13. Getting Insights from the charts

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

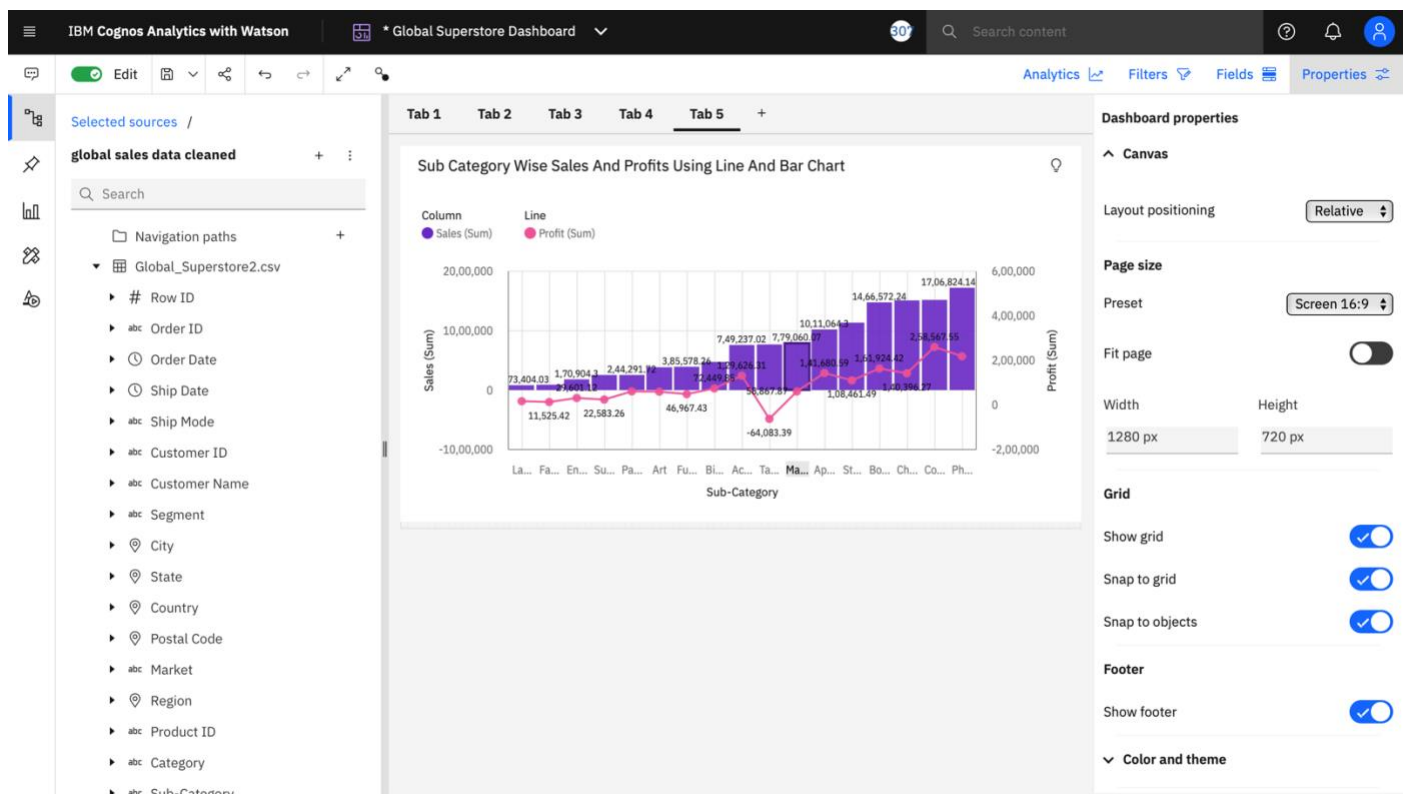


The Insights about the data gives the lot of information about the business problems. And give the meaningful data driven solution to it.

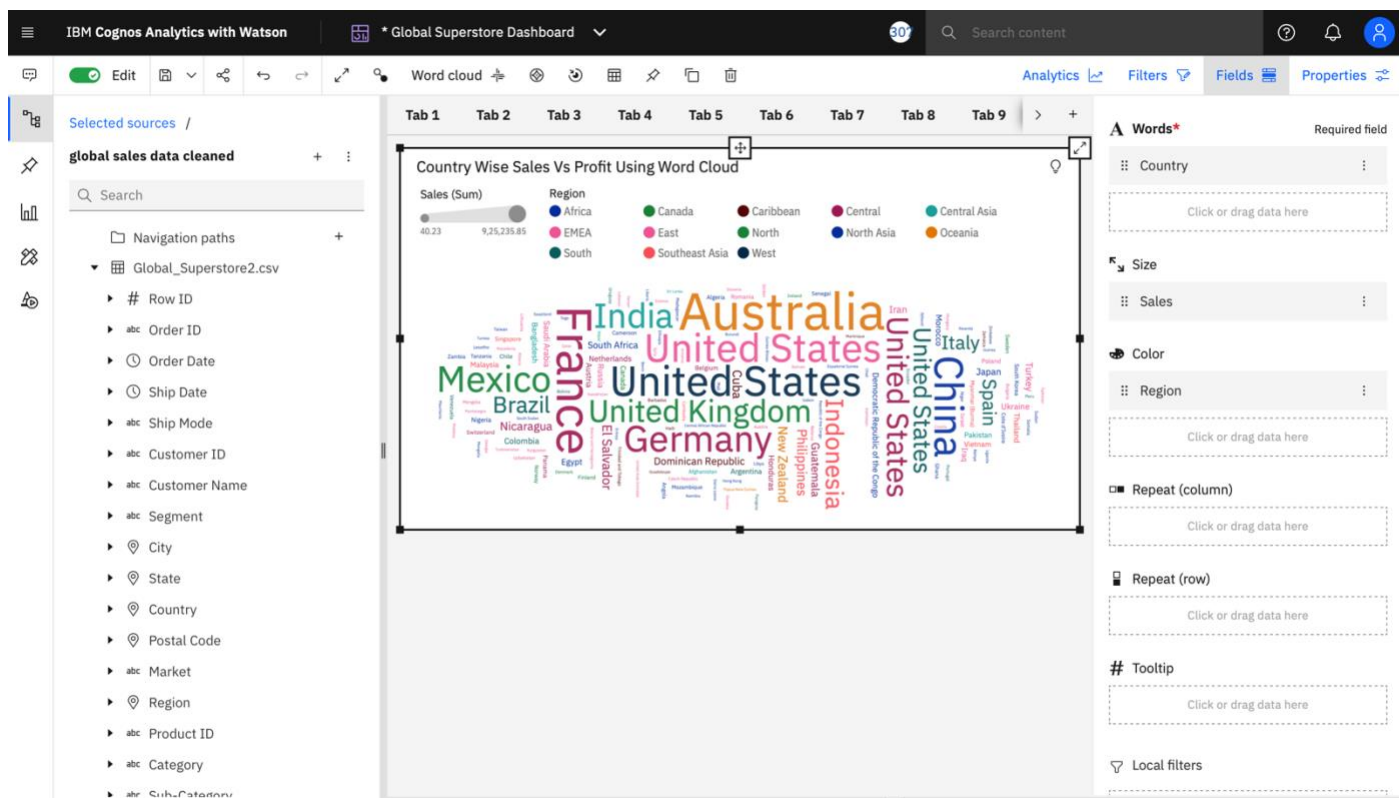
14. Country wise sales using the Map points.



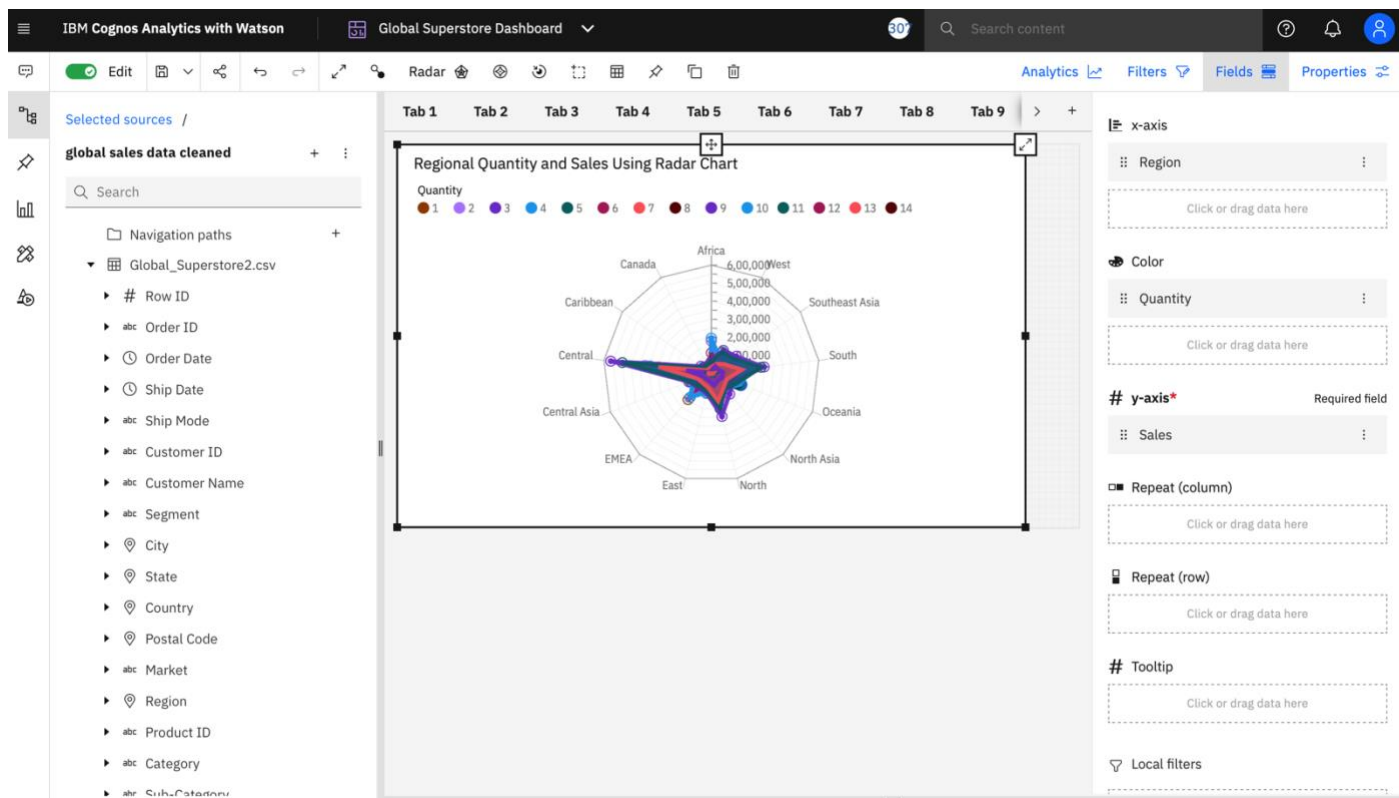
15. Sub category wise sales and profits using line and bar charts



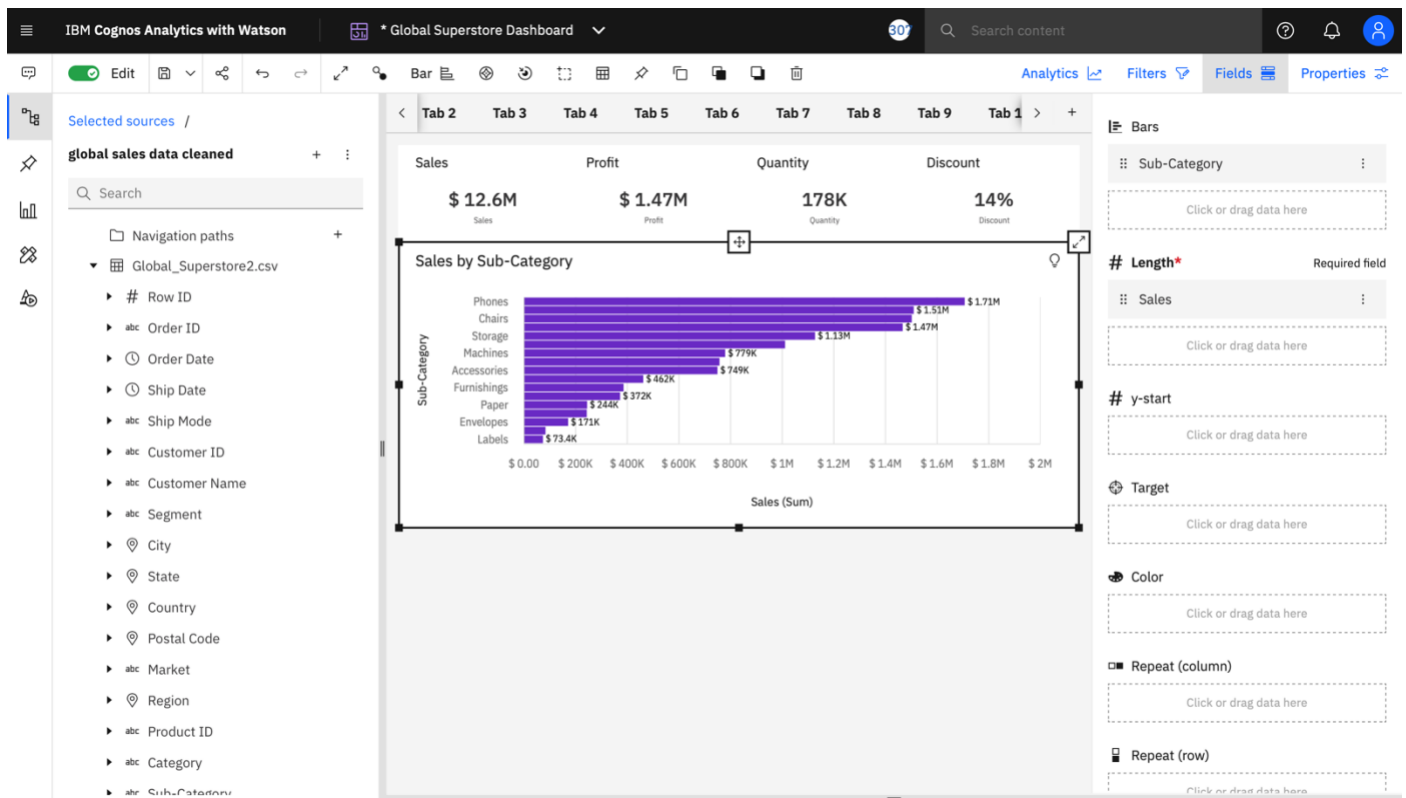
16. Country wise sales Vs profit using word cloud



17. Regional quantity and sales using Radar chart

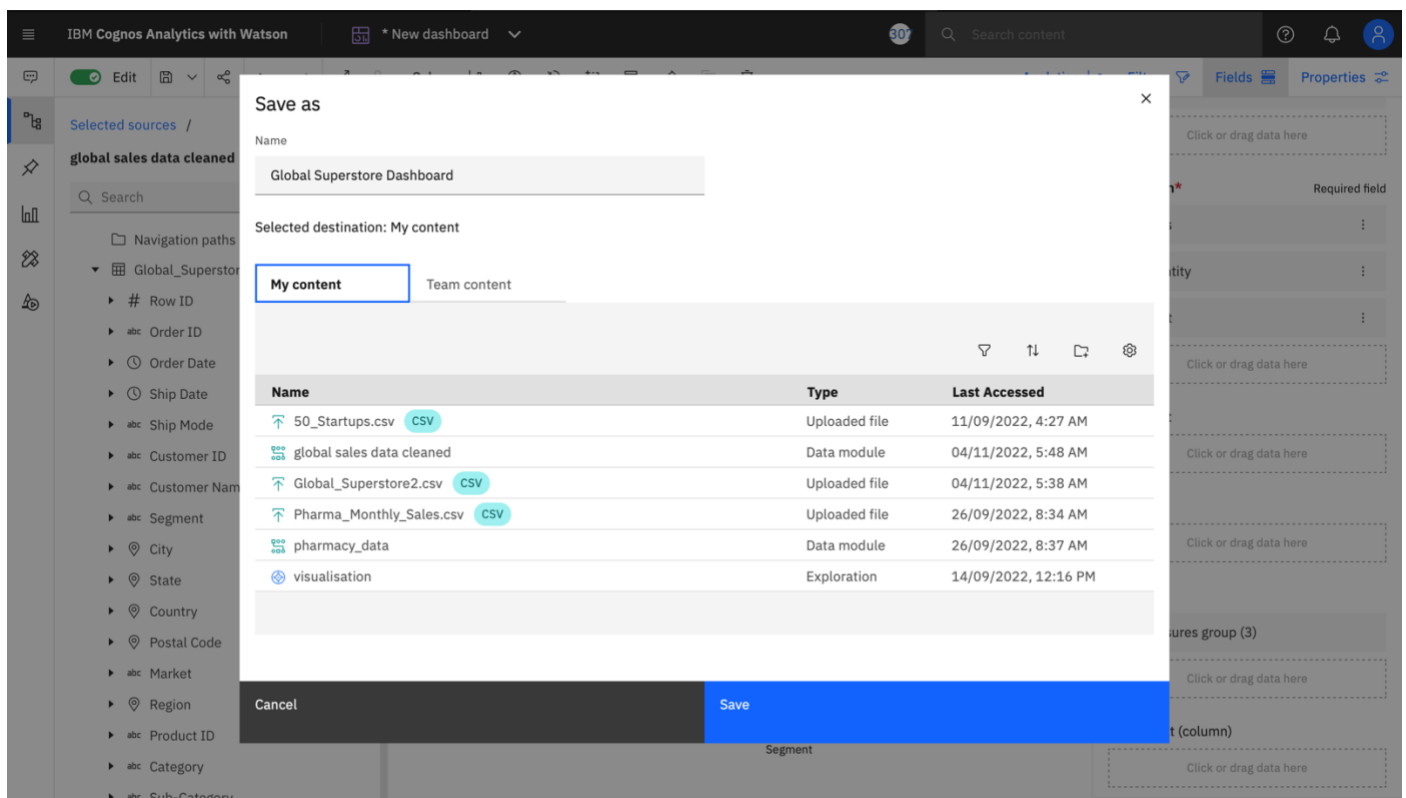


18. Creating a dashboard



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



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