

# Data Visualization on Supermarket Growth Analysis

Name:Swetha.B  
IBMid: swetha20082002@gmail.com

KIOT\_Tech Mahindra, Day 9(28.04) | KIOT\_Tech Mahindra, Day 9(28.04) | My IBM | Home | +

Gmail YouTube Maps dts company apitru... TIME, SPEED AND... NTSE MAT Cube an... A bartender stole c...

IBM Cognos Analytics with Watson

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

Started tab.

Watch video Take a product tour

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.

Get started Recent

Get up and running in IBM Cognos Analytics

KIOT\_Tech Mahindra\_Day 9(28.04) | KIOT\_Tech Mahindra\_Day 9(28.04) | My IBM | Home | +

Gmail YouTube Maps dts company apituu... TIME, SPEED AND... NTSE MAT Cube an... A bartender stole c...

IBM Cognos Analytics with Watson

### Select sources

My content

Type any text to filter items in this folder

supermarket\_sales - Sheet1.csv  
4/28/2023, 9:32 AM

Filter by

Reset filters

Type

- Folders
- Packages
- Files
- Data sets
- Modules

Modified

- All
- Today
- Yesterday
- Past week
- Past month

Cancel OK

IBM Cognos Analytics with Watson

New data module

Grid Relationships Custom tables

Row Id Invoice ID Branch City Customer type Gender Product line

Row Id	Invoice ID	Branch	City	Customer type	Gender	Product line
1	750-67-8428	A	Yangon	Member	Female	Health and beau
2	226-31-3081	C	Naypyitaw	Normal	Female	Electronic acces
3	631-41-3108	A	Yangon	Normal	Male	Home and lifest
4	123-19-1176	A	Yangon	Member	Male	Health and beau
5	373-73-7910	A	Yangon	Normal	Male	Sports and trav
6	699-14-3026	C	Naypyitaw	Normal	Male	Electronic acces
7	355-53-5943	A	Yangon	Member	Female	Electronic acces
8	315-22-5665	C	Naypyitaw	Normal	Female	Home and lifest
9	665-32-9167	A	Yangon	Member	Female	Health and beau
10	692-92-5582	B	Mandalay	Member	Female	Food and bever
11	351-62-0822	B	Mandalay	Member	Female	Fashion accesso
12	529-56-3974	B	Mandalay	Member	Male	Electronic acces
13	365-64-0515	A	Yangon	Normal	Female	Electronic acces
14	252-56-2699	A	Yangon	Normal	Male	Food and bever

IBM Cognos Analytics with Watson

**Data module**

Search: supermark...heet1.csv

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

IBM Cognos Analytics with Watson

New data module

Save as

Name: sm\_New data module

Selected destination: My content

My content Team content

Name	Type	Last Accessed
supermarket_sales - Sheet1.csv	CSV	Uploaded file 4/28/2023, 9:32 AM

Cancel Save

Product line Unit price

Product line	Unit price
Health and beauty	74.69
Electronic accessories	15.28
Home and lifestyle	46.33
Health and beauty	58.22
Sports and travel	86.31
Electronic accessories	85.39
Electronic accessories	68.84
Home and lifestyle	73.56
Health and beauty	36.26
Food and beverages	54.84
Fashion accessories	14.48
Electronic accessories	25.51
Electronic accessories	46.95
Food and beverages	43.19

KIOT\_Tech Mahindra Day 9(28.04) | KIOT\_Tech Mahindra Day 9(28.04) | My IBM Home

Gmail YouTube Maps cts company apituu... TIME, SPEED AND... NTSE MAT Cube an... A bartender stole c...

IBM Cognos Analytics with Watson 1 item open Search content

Started tab.

Add a data source to explore

Watch video

My content Team content

Name	Type	Last Accessed
sm_New data module	Data module	4/28/2023, 9:34 AM
supermarket_sales - Sheet1.csv CSV	Uploaded file	4/28/2023, 9:32 AM

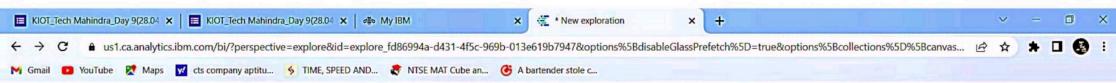
Quick launch

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

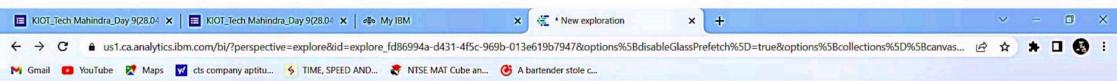
Get started Recent Cancel Add

Get up and running in IBM Cognos Analytics

<https://us1.ca.analytics.ibm.com/bi/?perspective=home#>



Skip



IBM Cognos Analytics with Watson | \* New exploration

Create + 1/1 Search content

Analytics Details Fields Properties

Cards

Select a card

Single visualization

Fields

Data relationships

Compare visualization

Create a visualization

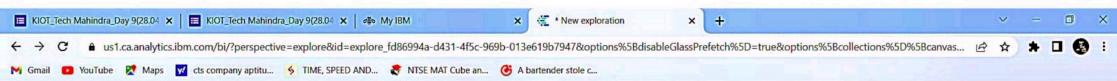
Drag and drop fields or choose visualization type

Choose a type

No visualization created

Create a visualization to manage the field settings.

This screenshot shows the 'New exploration' interface in IBM Cognos Analytics with Watson. On the left, there are sections for 'Cards' (with a single visualization placeholder), 'Data relationships' (with a 'Compare visualization' placeholder), and another 'Data relationships' section. In the center, there's a large workspace with a 'Create a visualization' area containing a 'Choose a type' button. To the right of the workspace, a message states 'No visualization created' and 'Create a visualization to manage the field settings.' The top navigation bar includes tabs for 'Analytics', 'Details', 'Fields', and 'Properties'.



IBM Cognos Analytics with Watson

\* New exploration

Analytics Details Fields Properties

Cards

1

Data relationships

Create a visualization

Drag and drop fields or choose visualization type

Choose a type

Fields

No visualization created

Create a visualization to manage the field settings.

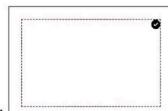
This screenshot shows the 'New exploration' interface in IBM Cognos Analytics with Watson. On the left, there's a 'Cards' section containing one card and a 'Data relationships' section with a network diagram icon. The main workspace is titled 'Create a visualization' with a sub-instruction 'Drag and drop fields or choose visualization type'. A large blue button labeled 'Choose a type' is centered in the workspace. On the right, there's a 'Fields' section with a heading 'No visualization created' and a sub-instruction 'Create a visualization to manage the field settings'. The top navigation bar includes tabs for 'Analytics', 'Details', 'Fields', and 'Properties'.

IBM Cognos Analytics with Watson

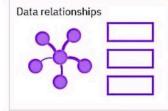
Create + 1/1 Search content Analytics Details Fields Properties

### Choose visualization type

Cards



Data relationships



Comparison

Bar	Bullet	Column	Heat map	Line and column	Marimekko	Radar	Radial	Stacked bar	Stacked column	Word cloud
-----	--------	--------	----------	-----------------	-----------	-------	--------	-------------	----------------	------------

Parts to whole

Hierarchy bubble	Packed bubble	Pie	Tree map	Area	Box plot	Line	Line and column	Point	Radial	Waterfall
------------------	---------------	-----	----------	------	----------	------	-----------------	-------	--------	-----------

Relationships

Bubble	Heat map	Network	Scatter	Crosstab	List	Summary	Table
--------	----------	---------	---------	----------	------	---------	-------

Tables and summary

Advanced analytics

Decision tree	Driver analysis	Spiral	Sunburst	Legacy map	Map	Filter dropdown	KPI
---------------	-----------------	--------	----------	------------	-----	-----------------	-----

Geospatial

Other

IBM Cognos Analytics with Watson

\* New exploration

Selected sources /

sm\_New data module

sm\_New data module

Navigation paths

supermarket\_eet1.csv

- Invoice ID
- Branch
- City
- Customer type
- Gender
- Product line
- Unit price
- Quantity
- Tax 5%
- Total
- Date
- Time
- Payment
- cogs
- gross margin percentage

Color

Drag data here

Color

Drag data here

Build your visualization

Drag data here or onto the fields.

x-axis\*

Drag data here

y-axis\*

Drag data here

Fields

x-axis\*

Required field

Click or drag data here

Color

Click or drag data here

y-axis\*

Required field

Click or drag data here

Repeat (column)

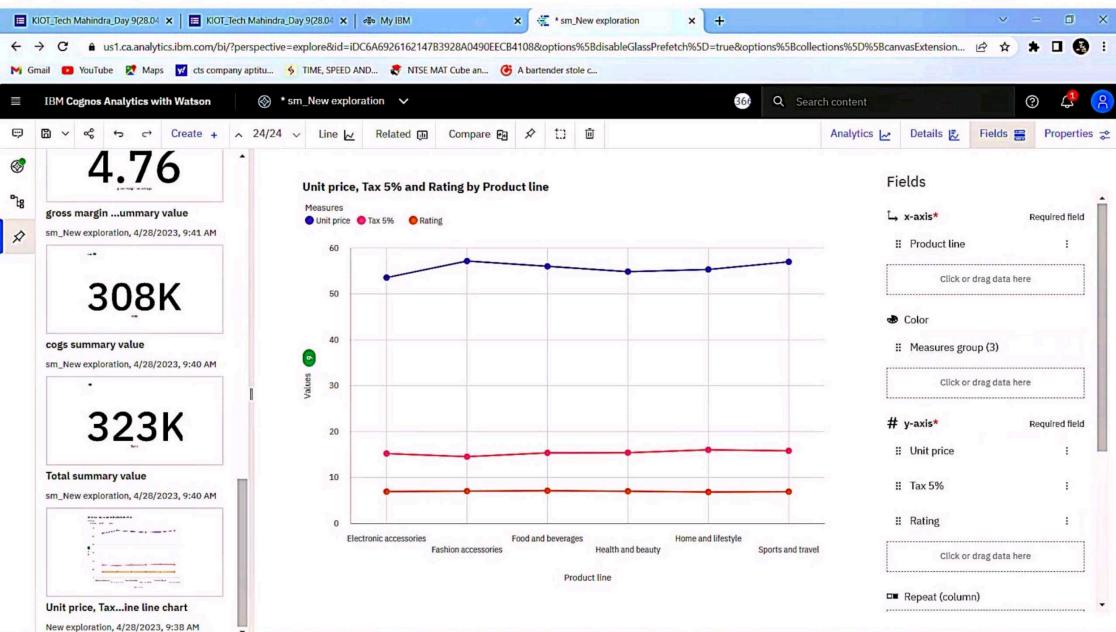
Click or drag data here

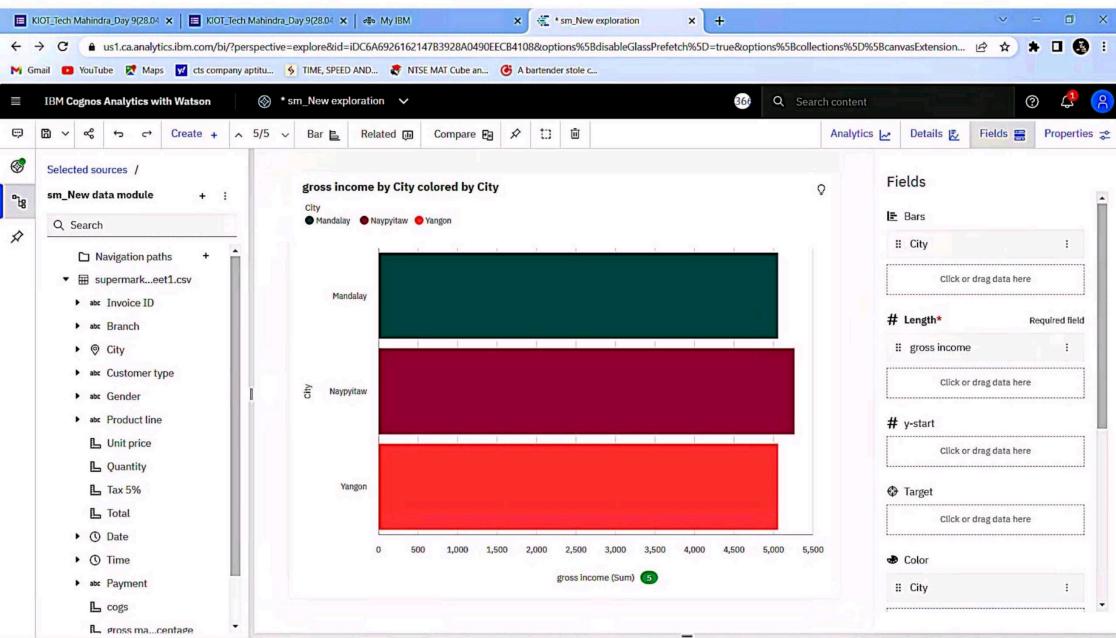
Repeat (row)

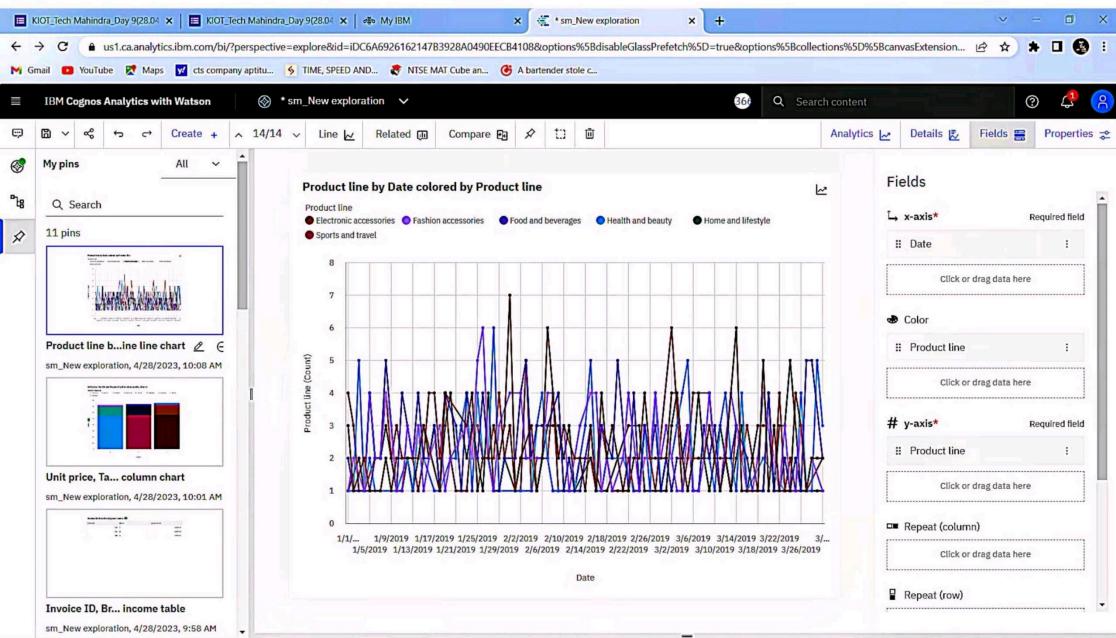
Click or drag data here

Tooltip

Click or drag data here







IBM Cognos Analytics with Watson

My pins All

Q Search

11 pins

Product line b...ine line chart

sm\_New exploration, 4/28/2023, 10:08 AM

Unit price, Ta... column chart

sm\_New exploration, 4/28/2023, 10:01 AM

Invoice ID, Br... income table

sm\_New exploration, 4/28/2023, 9:58 AM

Unit price, Tax 5% and Payment by Branch colored by Branch

Branch - Measures

- A | Unit price
- A | Tax 5%
- A | Payment
- B | Unit price
- B | Tax 5%
- B | Payment
- C | Unit price
- C | Tax 5%
- C | Payment

Values

Branch

The chart displays three stacked bars representing Branch A, Branch B, and Branch C. The total height of each bar is approximately 75. The segments within the bars represent different measures: Unit price (blue), Tax 5% (green), and Payment (purple). The distribution varies by branch: Branch A has a large blue segment (~55) and smaller green and purple segments; Branch B has a large red segment (~55) and smaller blue and purple segments; Branch C has a large brown segment (~55) and smaller blue and purple segments.

Fields

Bars

Branch

Length\*

Unit price

Tax 5%

Payment

Color

Branch

Measures group (3)

IBM Cognos Analytics with Watson

sm\_New exploration

gross margin percentage

Fields

# Value\* Required field

gross margin percentage

Local filters

Click or drag data here

gross margin percentage pie chart

Invoice ID by ...der pie chart

gross income bility bar chart

gross margin ...summary value

4.76

308K

gross margin percentage

IBM Cognos Analytics with Watson

sm\_New exploration

Fields

Columns\* Required field

Invoice ID

Branch

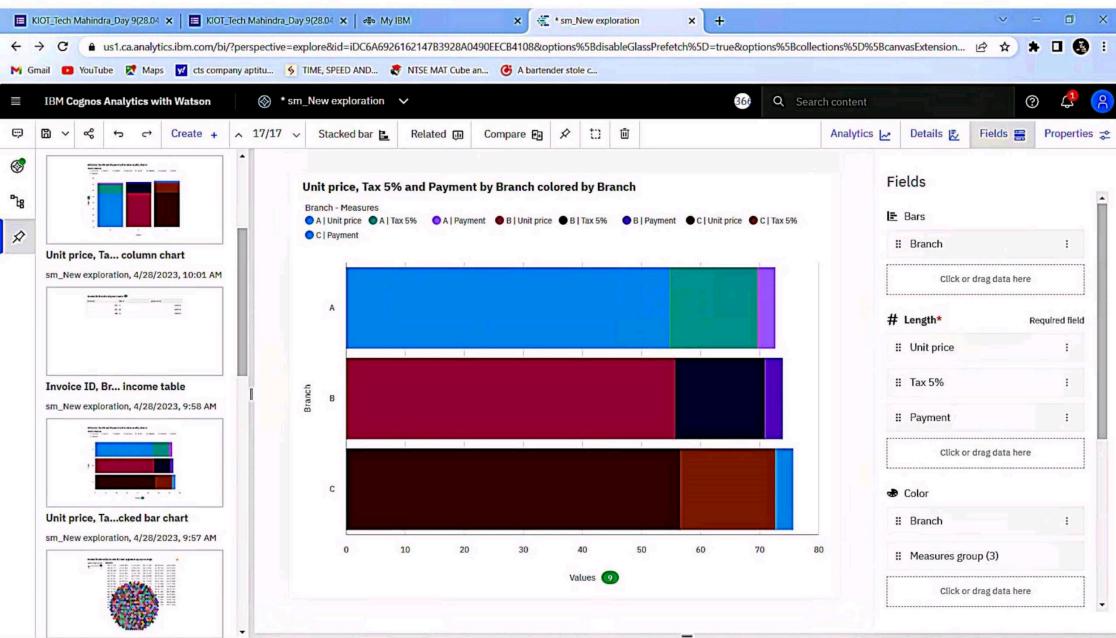
gross income

Invoice ID	Branch	gross income
328	C	5,265.18
332	B	5,057.03
340	A	5,057.16

Product line b...ine line chart

Unit price, Ta... column chart

Invoice ID, Br... income table



IBM Cognos Analytics with Watson

sm\_New exploration

Fields

# Value\* Required field

cogs

Invoice ID by ...der pie chart

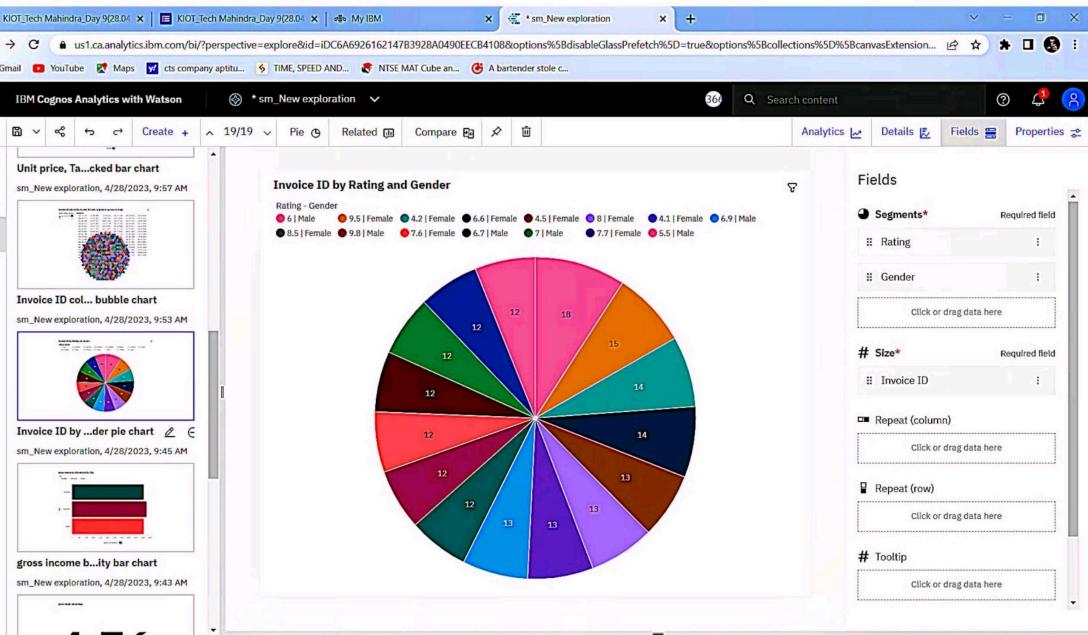
gross income bility bar chart

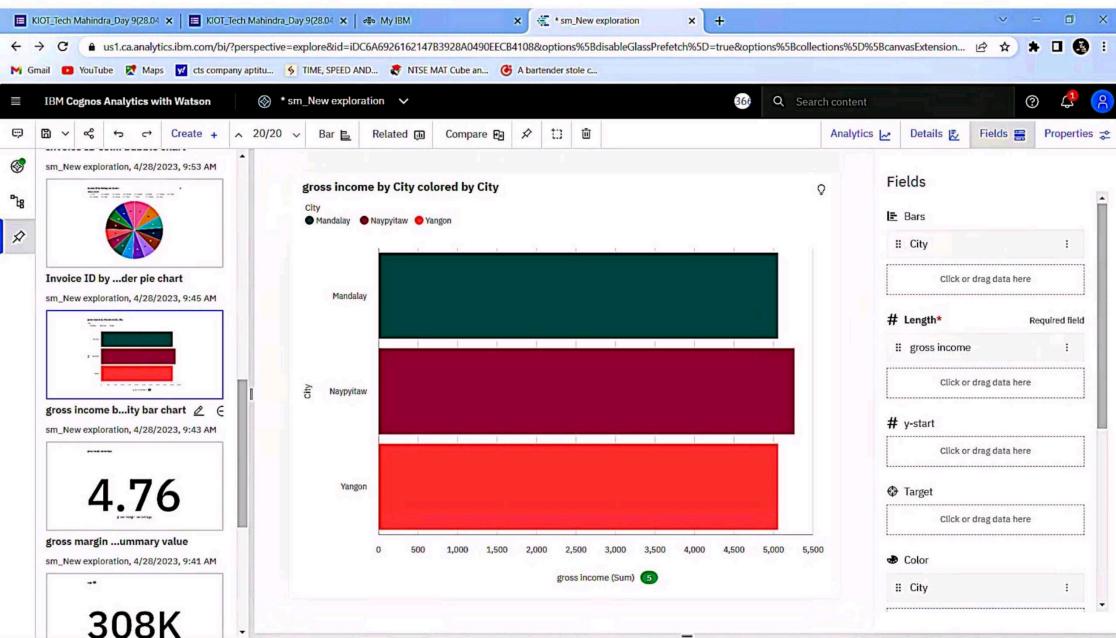
gross margin ...summary value

308K

COGS

Click or drag data here





IBM Cognos Analytics with Watson

gross income b...ity bar chart  
sm\_New exploration, 4/28/2023, 9:43 AM

gross margin ...summary value  
sm\_New exploration, 4/28/2023, 9:41 AM

cogs summary value  
sm\_New exploration, 4/28/2023, 9:40 AM

Total

Fields

#	Value*
1	Total

Local filters

Click or drag data here

323K

Total

This screenshot shows a Cognos Analytics dashboard titled 'IBM Cognos Analytics with Watson'. On the left, there are three summary values displayed in boxes: 'gross margin ...summary value' (4.76), 'cogs summary value' (308K), and 'Total summary value' (323K). In the center, a large '323K' is prominently displayed with the word 'Total' below it. To the right, there is a 'Fields' section with a table showing one entry: '# Value\*' with 'Total' under it. Below this is a 'Local filters' section with a placeholder 'Click or drag data here'. At the top, the browser address bar shows 'us1.ca.analytics.ibm.com/bi/?perspective=explore&id=IDC6A692616214783928A0490EECB4108&options%5BdisableGlassPrefetch%5D=true&options%5Bcollections%5D%5BcanvasExtension...'.

