

Data Visualization on Supermarket Growth Analysis

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IBM Cognos Analytics with Watson

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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.

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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

This screenshot shows the 'Select sources' dialog box from IBM Cognos Analytics with Watson. The main area displays a list of files under 'My content'. A specific file, 'supermarket_sales - Sheet1.csv', is selected and highlighted with a blue border. To the right of the list, there are filtering options for 'Type' (Folders, Packages, Files, Data sets, Modules) and 'Modified' (All, Today, Yesterday, Past week, Past month). The 'All' option is currently selected under 'Modified'. At the bottom of the dialog, there are 'Cancel' and 'OK' buttons.

IBM Cognos Analytics with Watson

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 accessc
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

* New data module

Properties

Search content

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

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

Started tab.

Add a data source to explore

My content Team content

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

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#>

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IBM Cognos Analytics with Watson * New exploration Search content Skip

Cards

Data relationships

Select a starting point

Every exploration includes a data relationships card.

Start with any column. You can always change it later.

Q Enter data column. Not sure? Try Total, cogs

Try starting with one of these...

Total cogs gross income Tax 5% Quantity Rating Unit price gross margin percentage

IBM Cognos Analytics with Watson

Create +

Analytics Details Fields Properties

Search content

Fields

Select a card

Single visualization

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.

IBM Cognos Analytics with Watson

* New exploration

Analytics Details Fields Properties

Cards

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.

IBM Cognos Analytics with Watson

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

Search

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

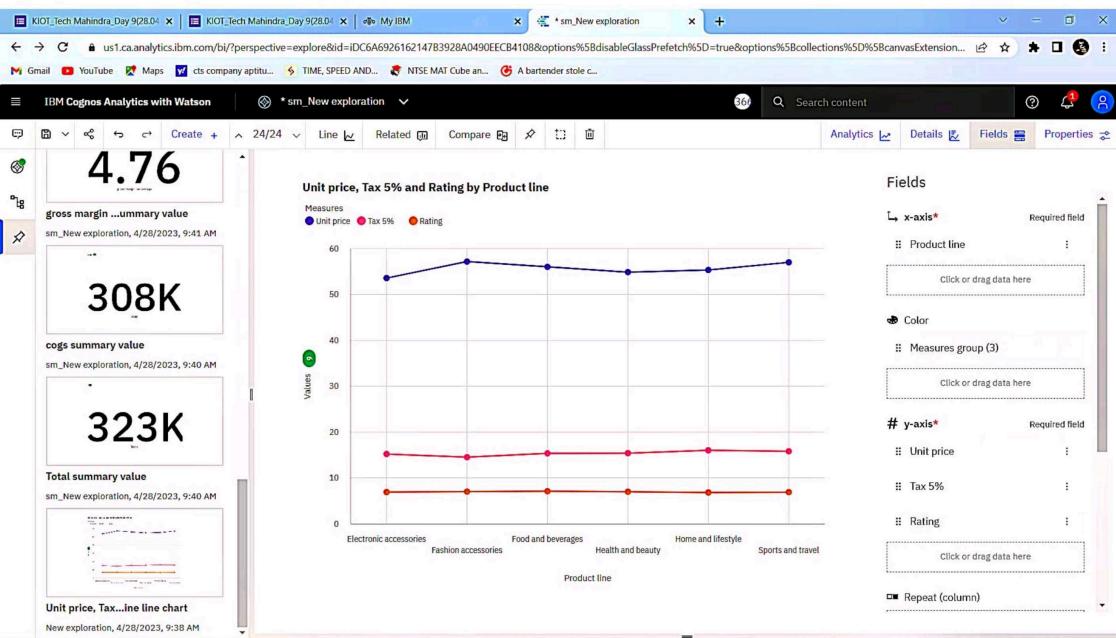
Repeat (row)

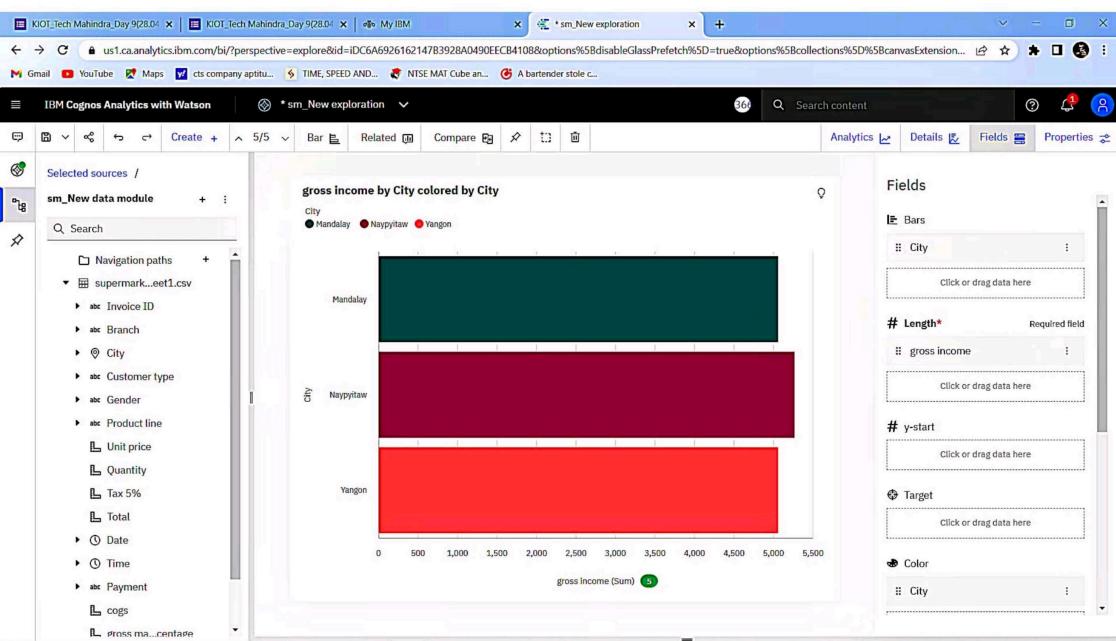
Click or drag data here

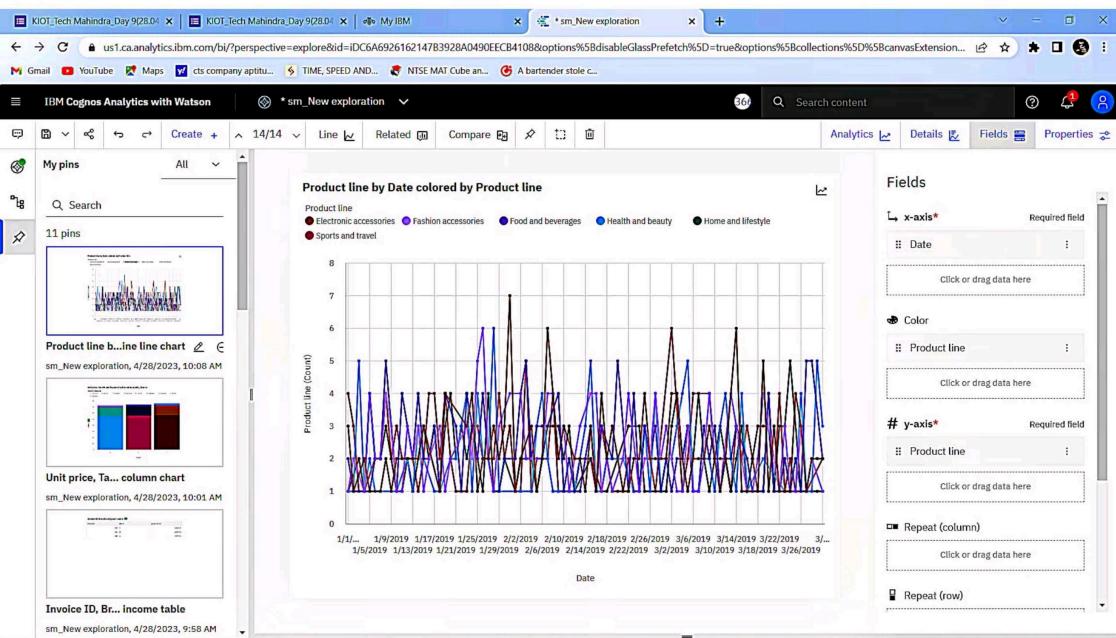
Tooltip

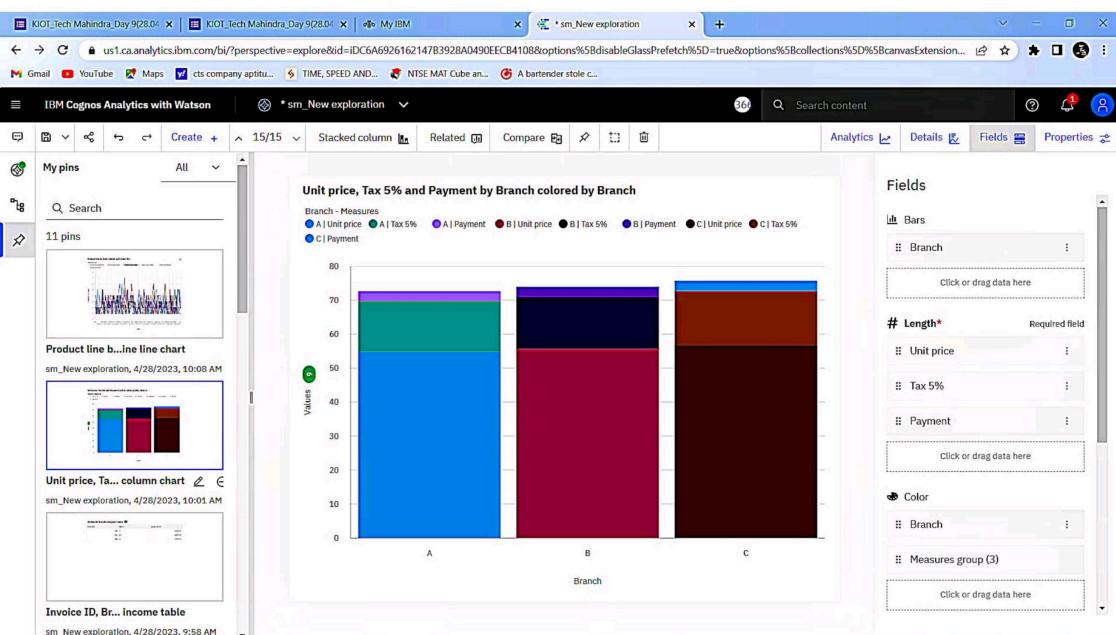
Click or drag data here

The screenshot shows the IBM Cognos Analytics with Watson interface. A new exploration is being created. On the left, a sidebar lists 'Selected sources /' and a single data module named 'sm_New data module'. Below this is a search bar and a list of data items from the 'supermarket_eet1.csv' file, including 'Invoice ID', 'Branch', 'City', 'Customer type', 'Gender', 'Product line', 'Unit price', 'Quantity', 'Tax 5%', 'Total', 'Date', 'Time', 'Payment', 'cogs', and 'gross margin percentage'. In the center, there's a chart area featuring a line graph with several data points connected by lines. To the right of the chart, there's a 'Fields' panel with several sections for defining visualization properties. These sections include 'x-axis*' (Required field), 'Color', 'y-axis*', 'Repeat (column)', 'Repeat (row)', and 'Tooltip'. Each section has a placeholder box labeled 'Drag data here'.









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

gross income by category bar chart

gross margin percentage summary value

4.76

308K

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 chart

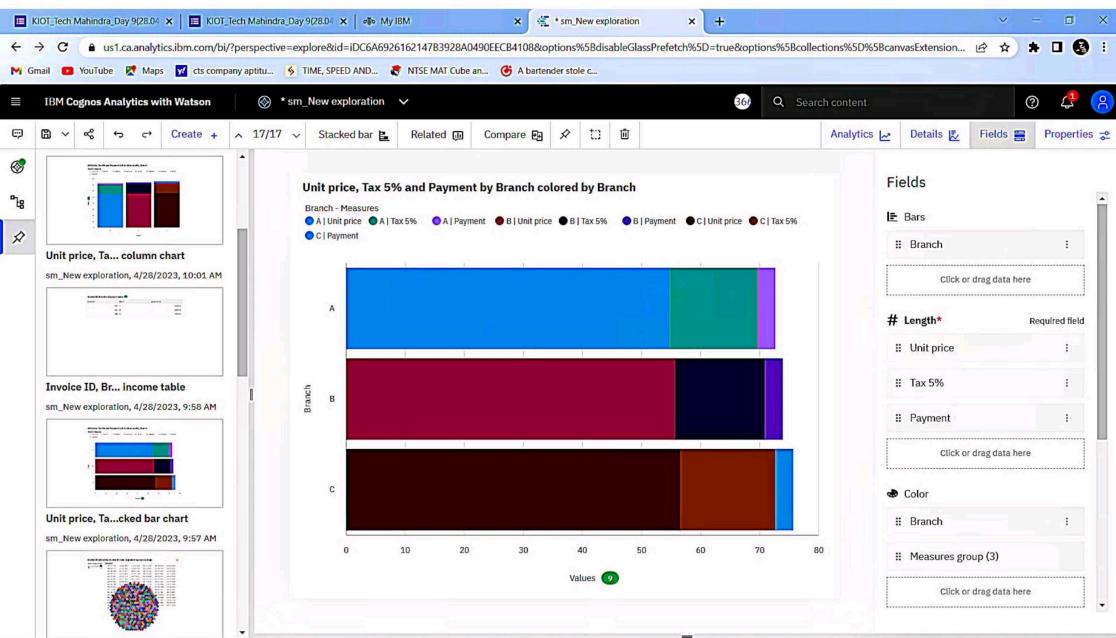
Unit price, Ta... column chart

Invoice ID, Br... income table

sm_New exploration, 4/28/2023, 10:08 AM

sm_New exploration, 4/28/2023, 10:01 AM

sm_New exploration, 4/28/2023, 9:58 AM



IBM Cognos Analytics with Watson

sm_New exploration

Fields

Value* Required field

cogs 15

Invoice ID by ...der pie chart

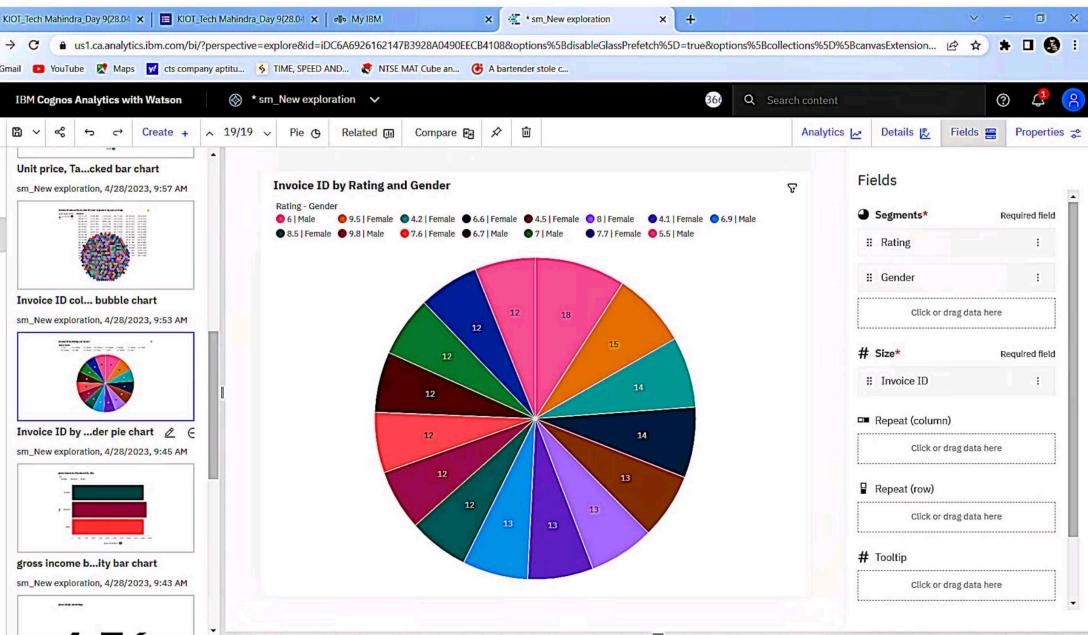
gross income b...lity bar chart

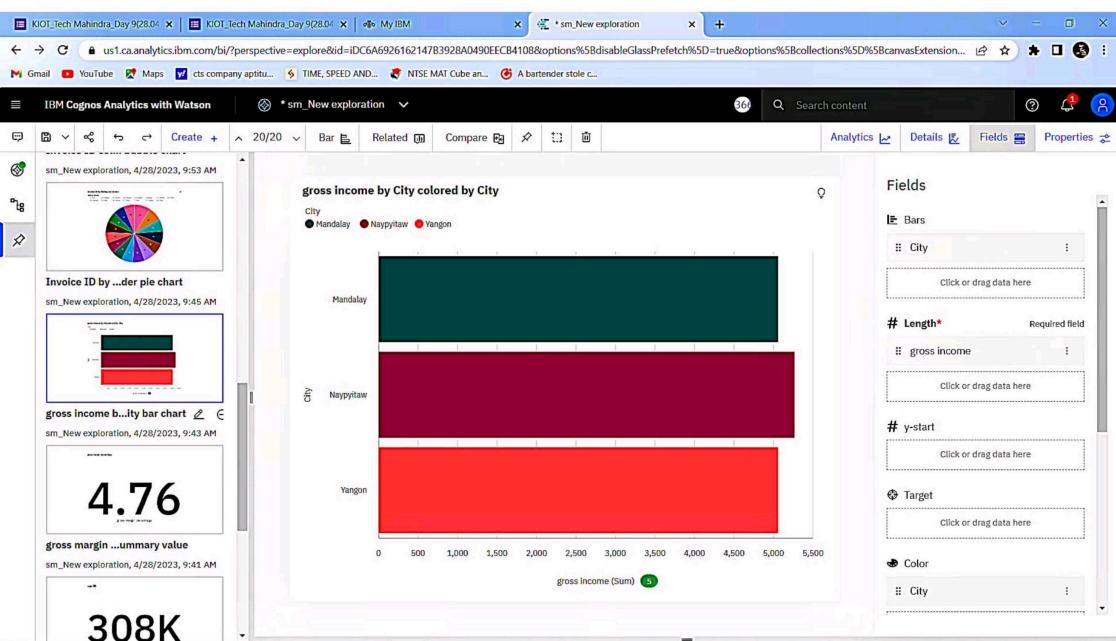
gross margin ...summary value

308K

cogs

308K





IBM Cognos Analytics with Watson

gross income b...ity bar chart

gross margin ...summary value

cogs summary value

Total

Fields

Value* Required field

Total

Local filters

Click or drag data here

323K

Total

This screenshot shows a dashboard from IBM Cognos Analytics with Watson. On the left, there are several summary cards: one for gross income (4.76), one for gross margin (308K), and one for cogs (323K). In the center, a large, prominent number '323K' is displayed with the word 'Total' below it. To the right, there is a section titled 'Fields' with a table showing '# Value*' and 'Required field'. Below this is a 'Local filters' section with a placeholder 'Click or drag data here'. The top of the screen shows a browser-like interface with multiple tabs and a toolbar.

