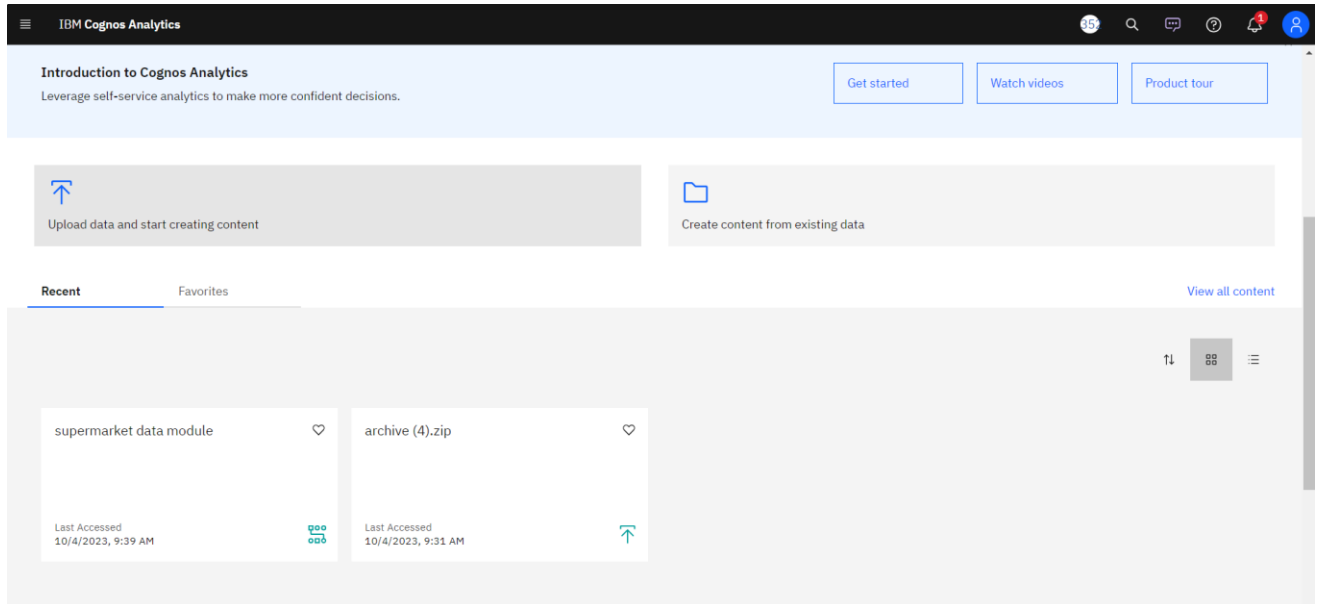


DATA ANALYTICS

ASSIGNMENT-1

STEP 1: Uploading the dataset



STEP 2: Clear the unnecessary data into the dataset

The screenshot shows the IBM Cognos Analytics interface with the 'supermarket data module' selected. The interface includes a 'What's New' banner at the top, a 'Properties' panel on the right, and a 'Data module' panel on the left. The 'Data module' panel shows a tree view of the data module structure, including 'Navigation paths', 'archive (4).zip', and a list of fields: 'Invoice ID', 'Branch', 'City', 'Customer type', 'Gender', 'Product line', 'Unit price', 'Quantity', 'Tax 5%', 'Total', and 'Date'. The 'Grid' view is selected, displaying a table with 12 rows and 8 columns. The columns are 'Row Id', 'Invoice ID', 'Branch', 'City', 'Customer type', 'Gender', and 'Product line'. The data is as follows:

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 access
12	529-56-3974	B	Mandalay	Member	Male	Electronic acces

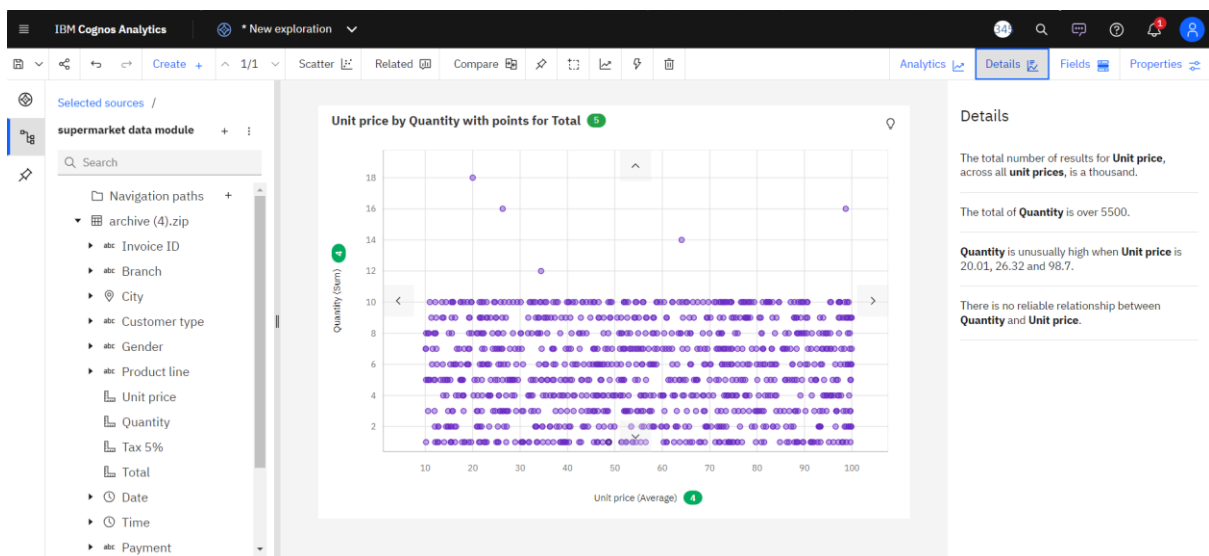
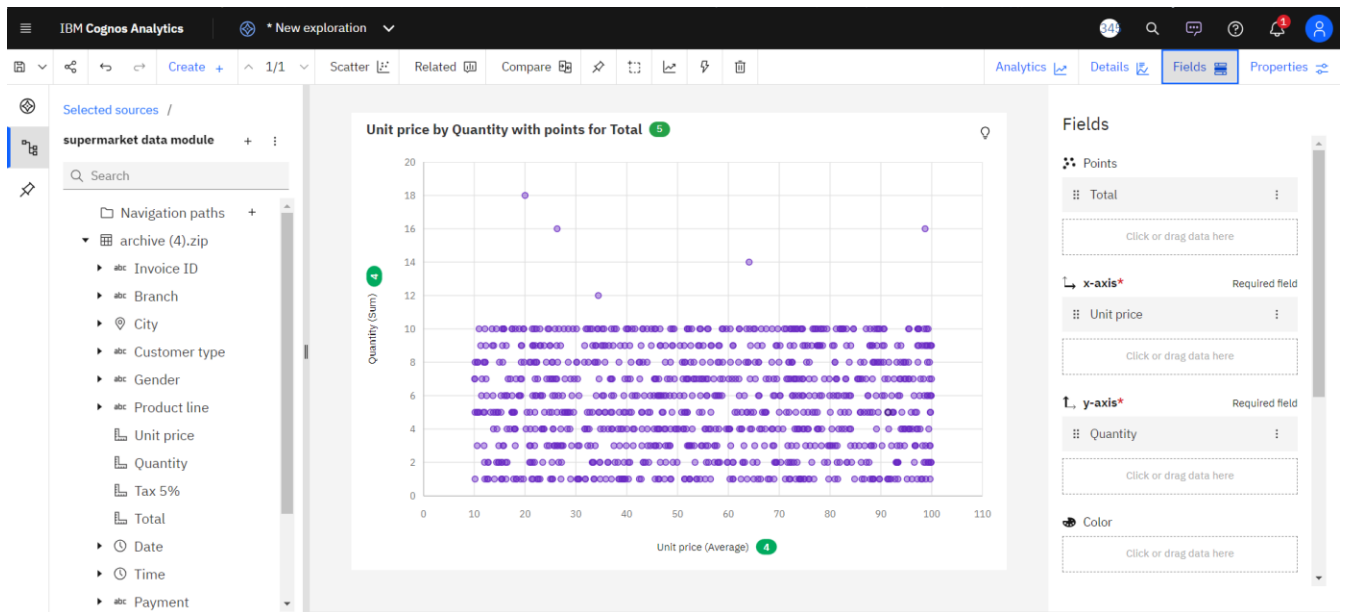
STEP 3: Create a new custom table to view its definition.

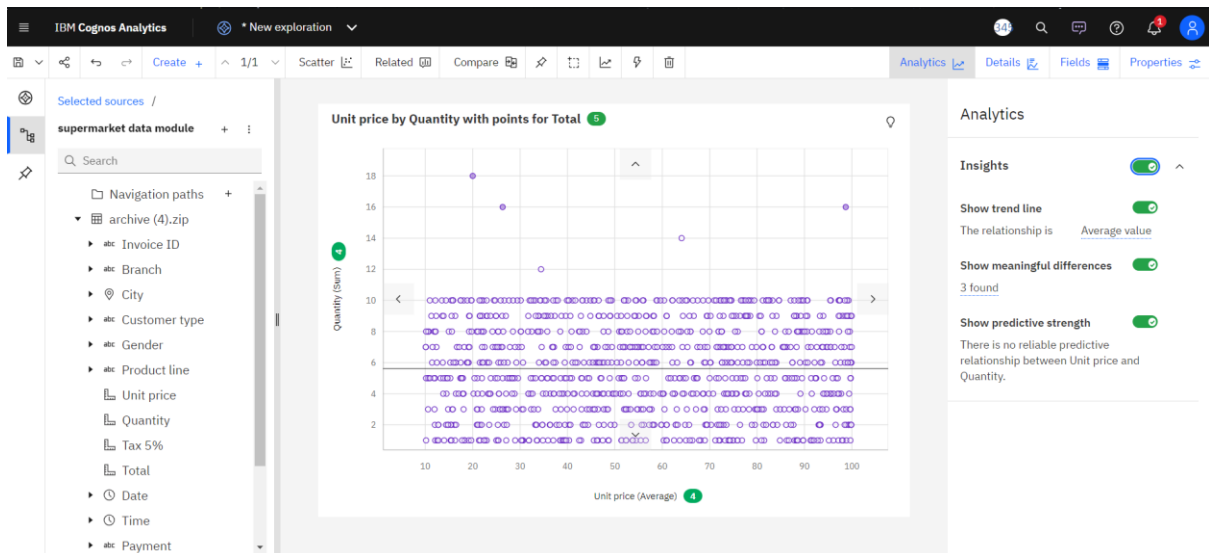
The screenshot shows the IBM Cognos Analytics interface. The top navigation bar includes 'IBM Cognos Analytics' and a dropdown for 'supermarket data module'. The left sidebar shows a tree view of the 'supermarket data module' with 'archive (4).zip' selected. The main area displays the 'Custom tables' tab for 'archive (4).zip'. A table definition is shown with columns: # Row Id, Invoice ID, Branch, City, Customer type, Gender, Product line, Unit price, Quantity, Tax 5%, Total, and Date. The 'archive (4).zip' table is linked to 'archive (4)... - View (1)'.

STEP 4: Data Exploration

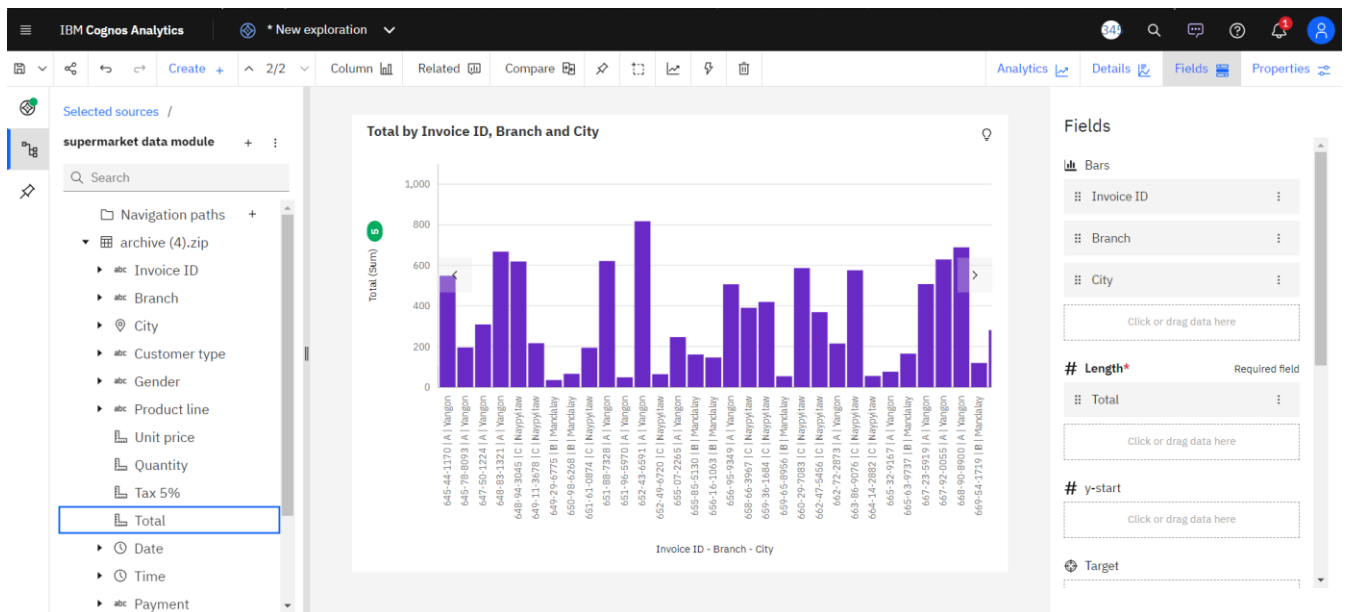
The screenshot shows the IBM Cognos Analytics interface in the 'Explore data relationships' view. The top navigation bar includes 'IBM Cognos Analytics' and a dropdown for 'New exploration'. The left sidebar shows a tree view of the 'supermarket data module' with 'archive (4).zip' selected. The main area displays the 'Explore data relationships' view for 'gross income'. A relationship diagram shows 'gross income' at the center, connected to 'Quantity', 'Total', 'Unit price', 'Tax 5%', and 'cogs'. A search bar on the left shows 'gross income'. On the right, a 'Select a visualization' panel shows a bar chart for 'gross income' with a value of 15.4K. Below the chart, a 'Rating and gross income by Date' visualization is partially visible.

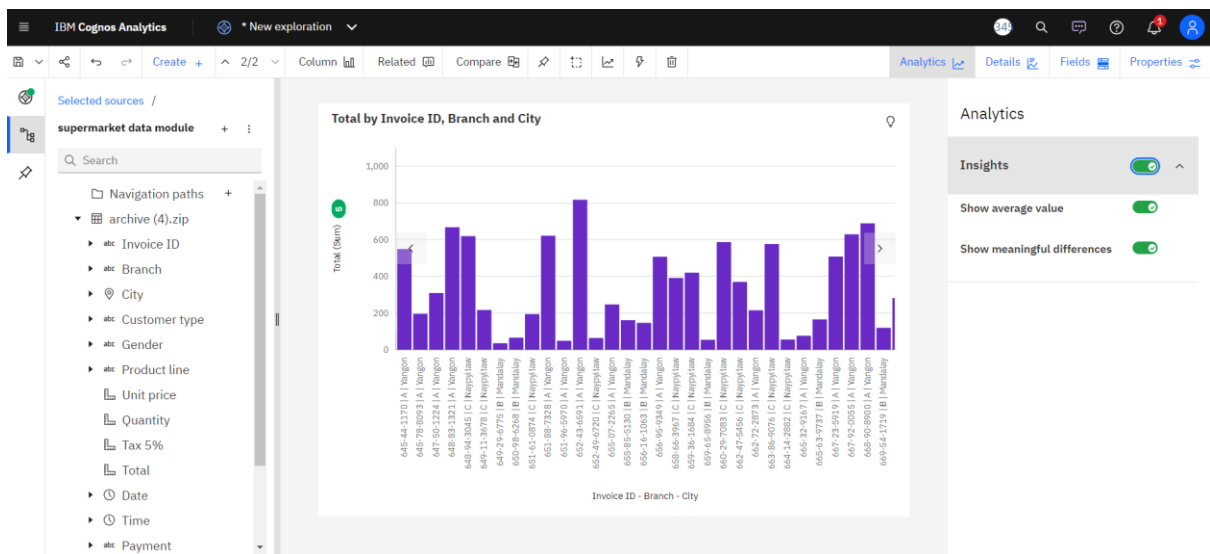
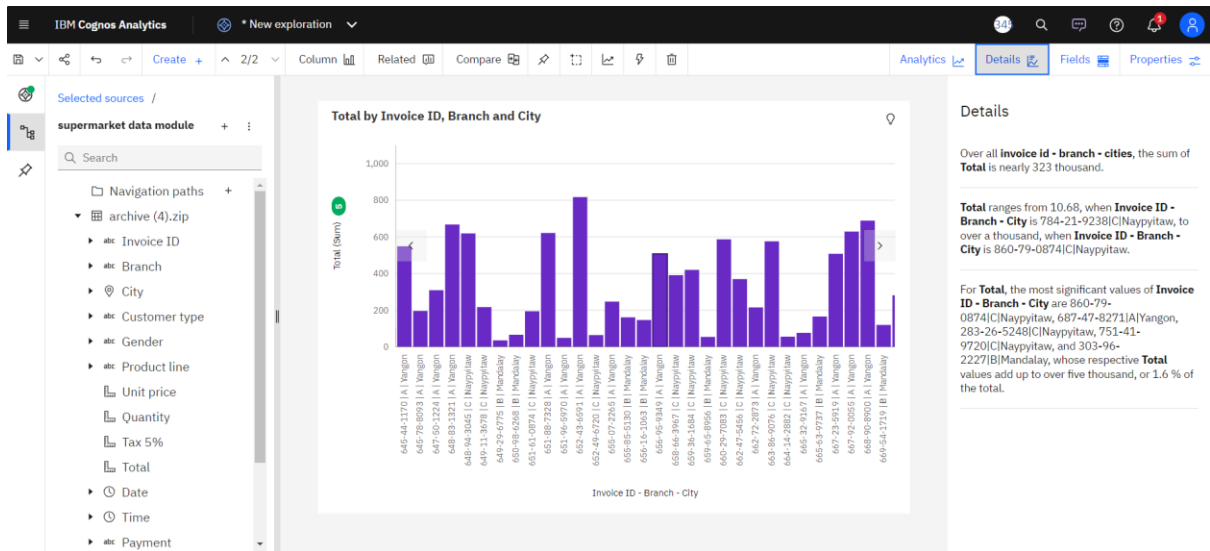
STEP 5: Visualization of Unit price by Quantity with points for Total



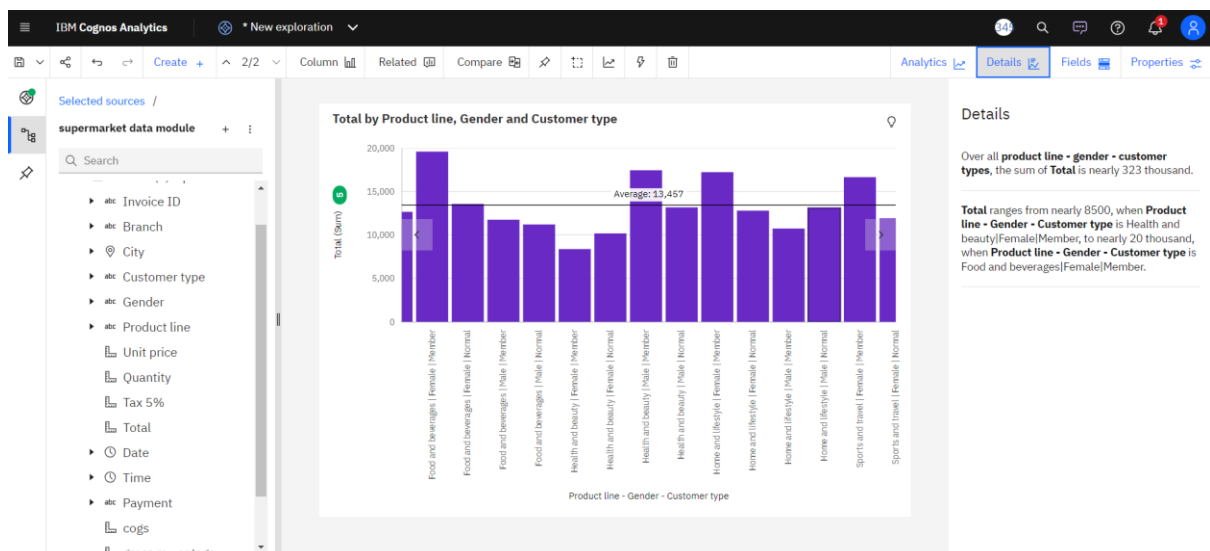
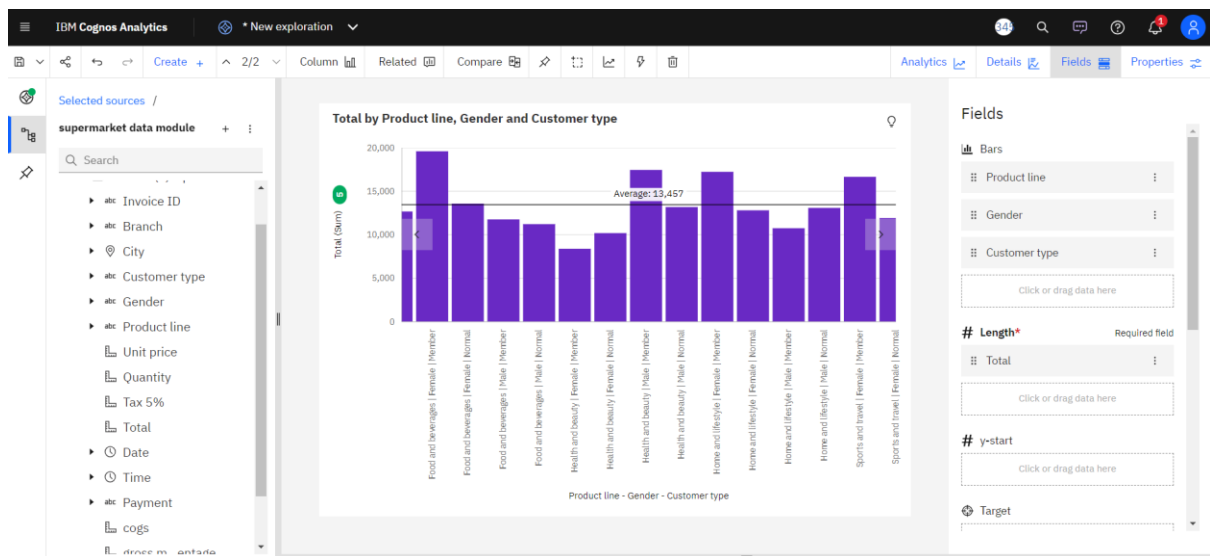


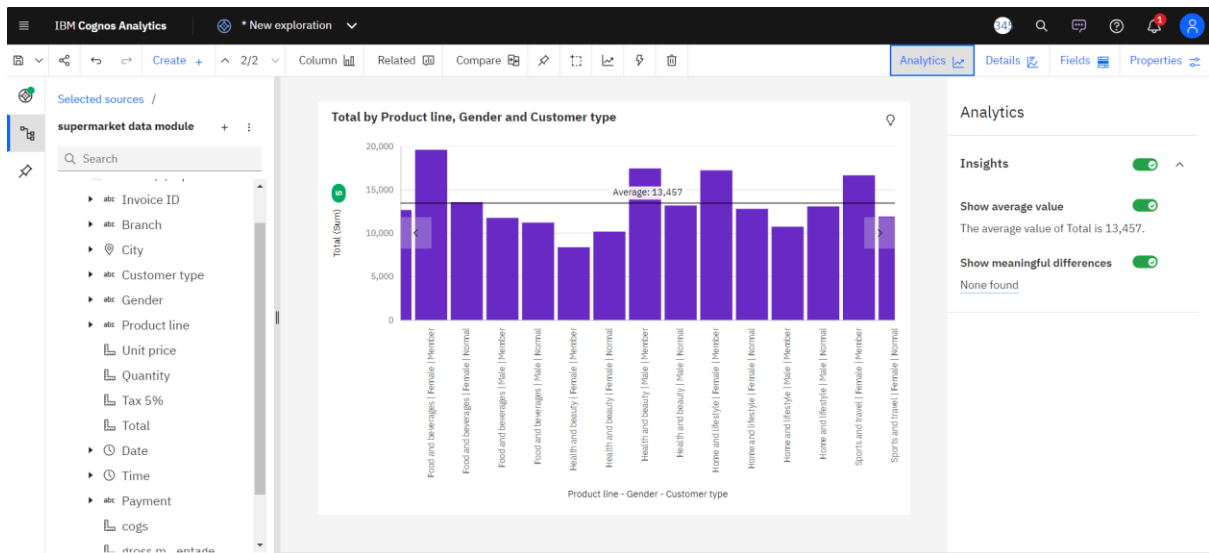
STEP 6: Visualization of Total by Branch, Invoice ID and City



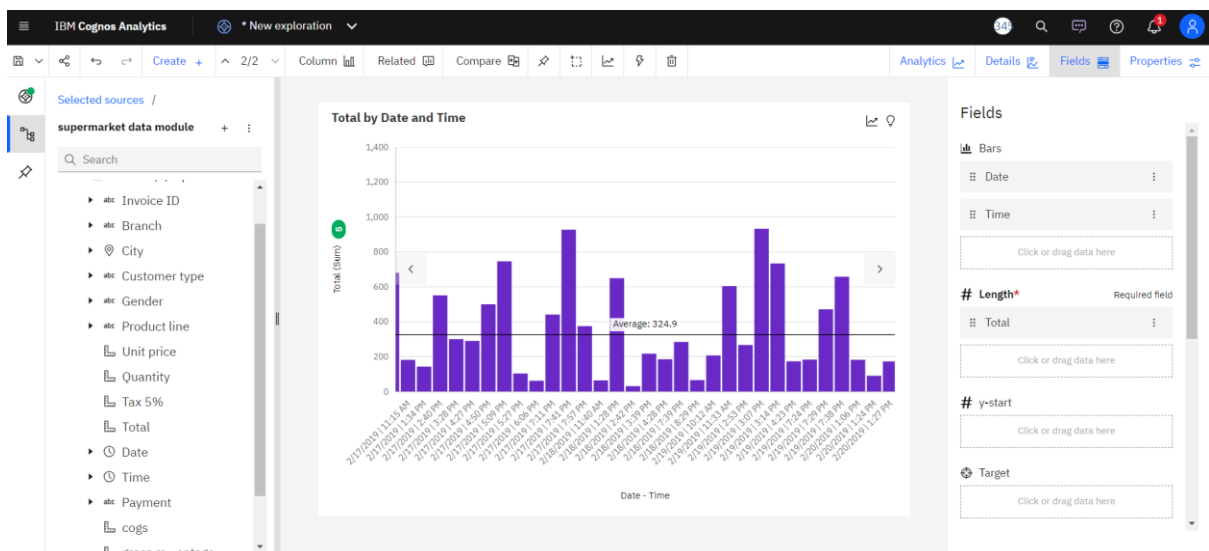


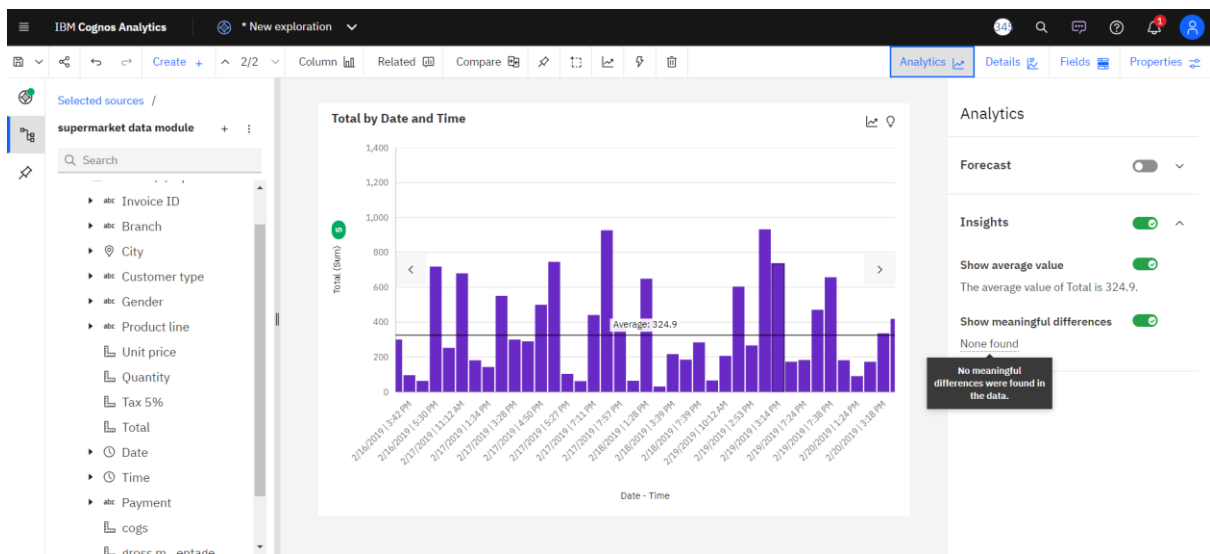
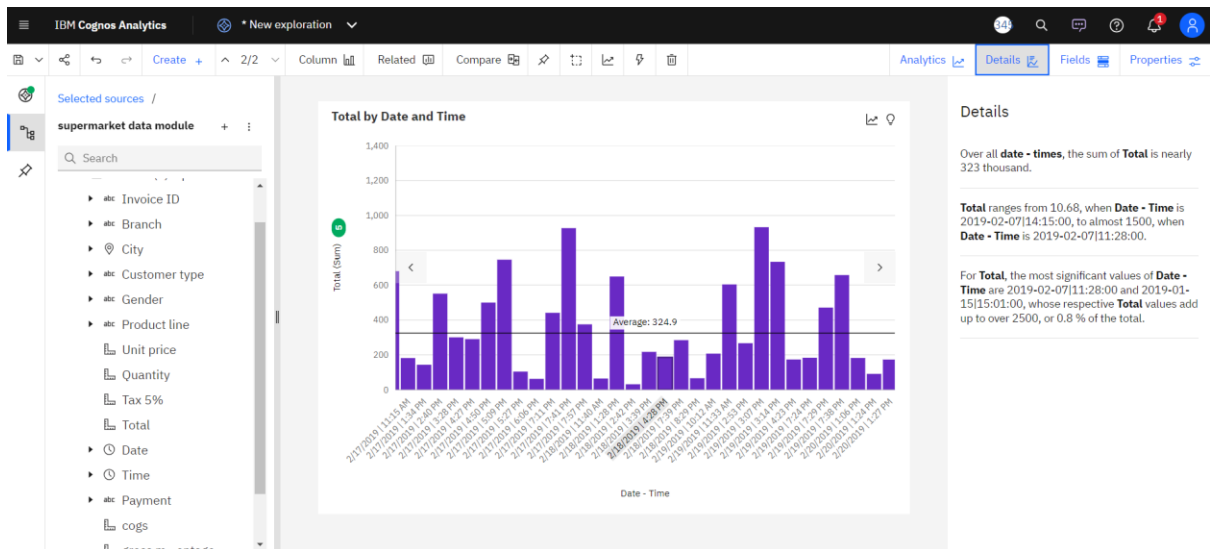
STEP 7: Visualization of Total by Product line, Gender and Customer type.



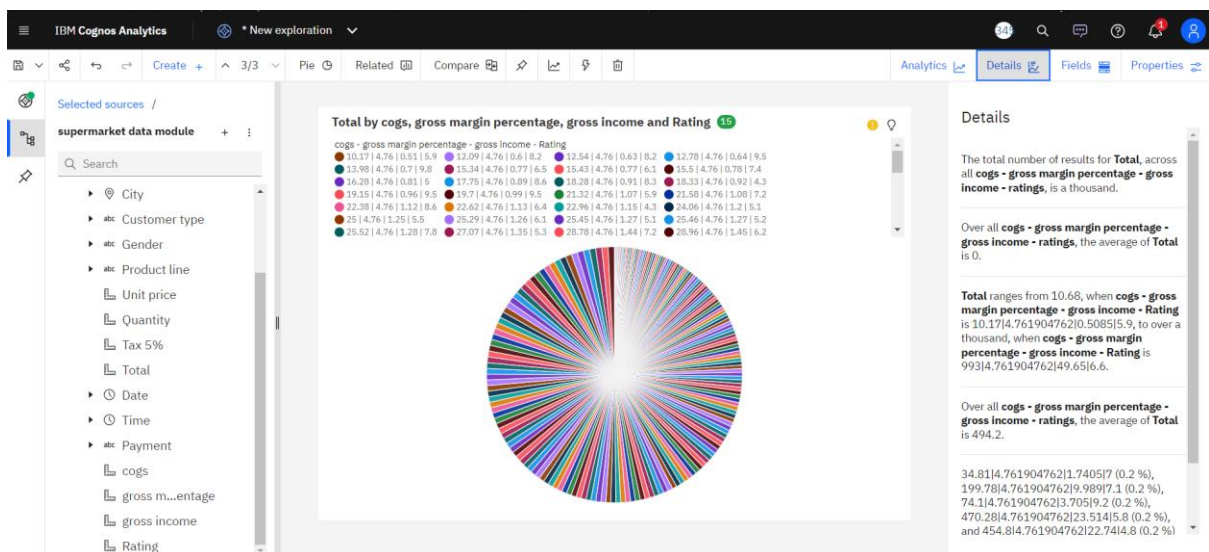
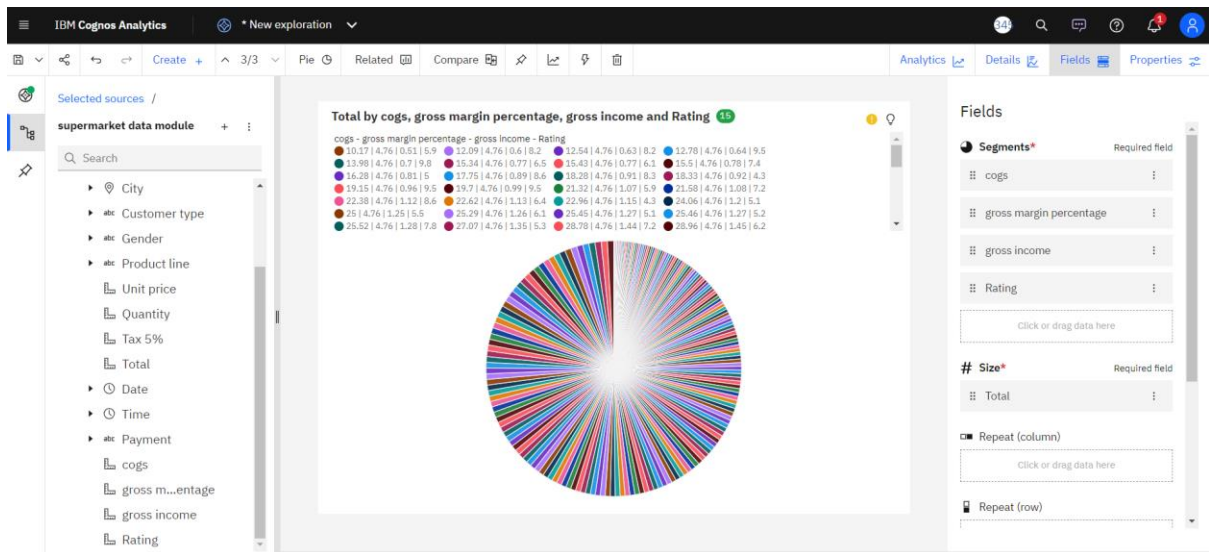


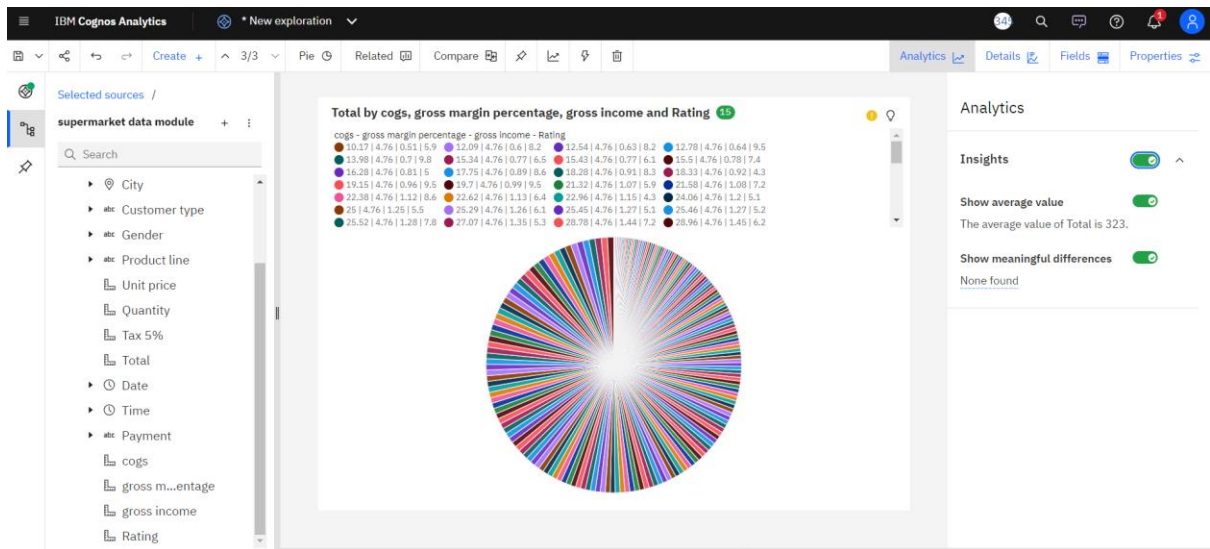
STEP 8: Visualization of Total by Date and Time.





STEP 9: Visualization of Total by cogs, gross margin percentage, gross income and Rating.





Analytics

Insights

Show average value

The average value of Total is 323.

Show meaningful differences

None found