

Data Analytics Assignment 1

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Problem Statement:

Supermarket growth data is given for 3 different branches. The time duration of the data spans over 3 months. The market competition is insane and this is especially true in the most populated cities.

As a result we are given the task to visualize the dataset by uploading it to Cognos Analytics and do data preparation by deleting the unnecessary columns, creating a data module, and exploring and visualizing the dataset.

Dataset Link:

<https://www.kaggle.com/datasets/aungpyaeap/supermarket-sales>

Steps:

^ 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 d...



Present data

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

IBM Cognos Analytics with Watson * New exploration 25 Search content

Selected sources /

DataModule 1 + :

Search

- Navigation paths
 - supermark...eet1.csv
 - Branch
 - City
 - Customer type
 - Gender
 - Product line
 - Unit price
 - Quantity
 - Tax 5%
 - Total

Build your visualization

Column color Line color

Drag data here Drag data here

* Column length Drag data here

* Line position Drag data here

x-axis Drag data here

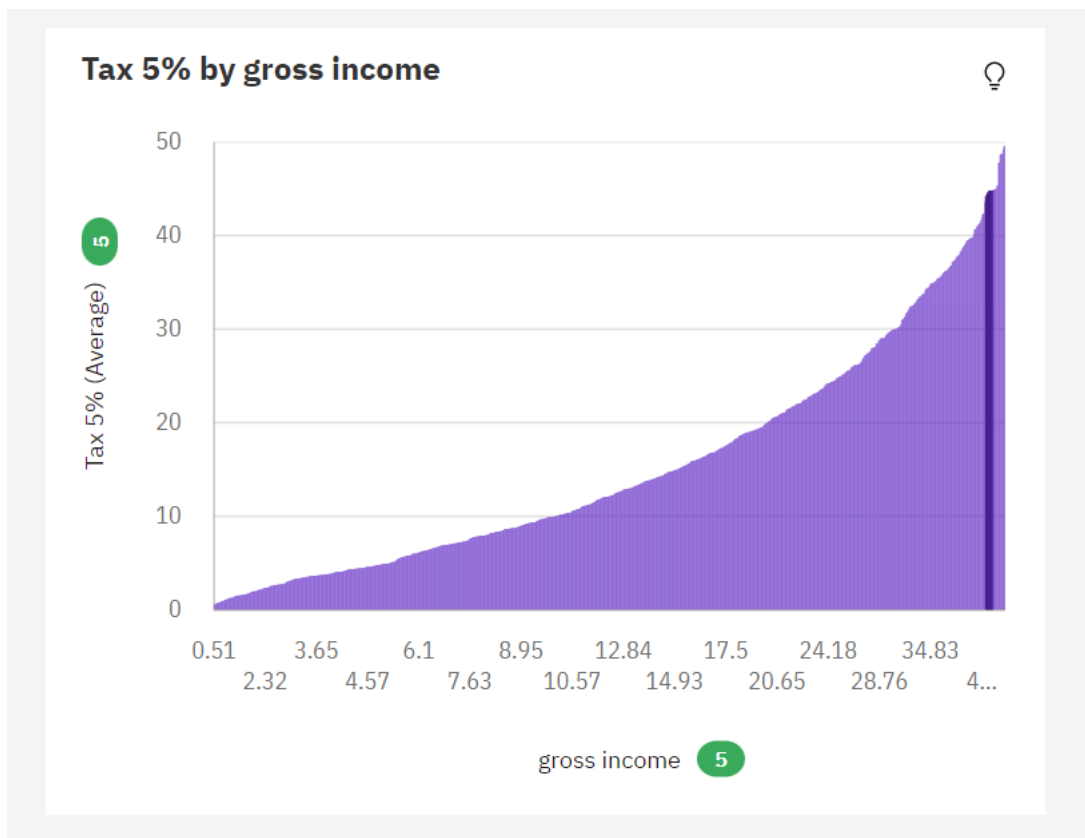
Fields

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

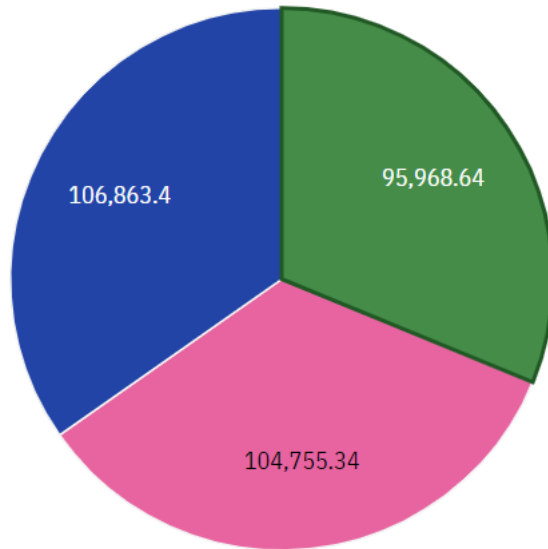


cogs by Payment 5



Payment

Credit card Ewallet Cash

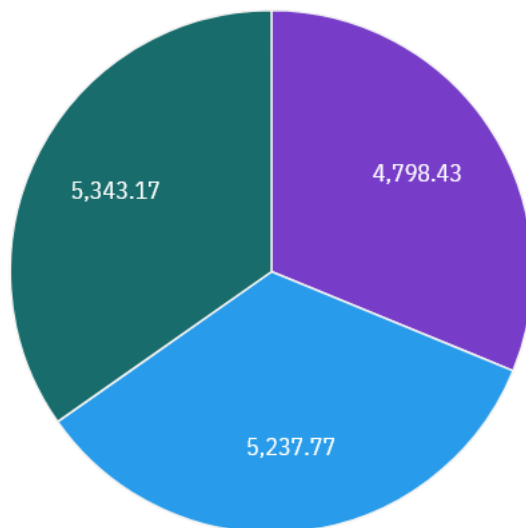


gross income by Payment 5

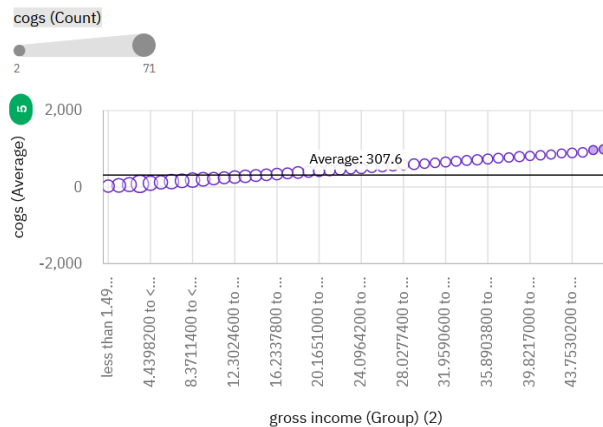


Payment

Credit card Ewallet Cash



gross income (Group) (2) by cogs sized by cogs



Details

Over all values of **gross income (Group) (2)**, the average of **cogs** is 307.6.

The average values of **cogs** range from 20.77, occurring when **gross income (Group) (2)** is less than 1.4913300, to 981.8, when **gross income (Group) (2)** is 48.6671700 and above.

gross income (Group) (2) strongly affects **cogs** (100%).

cogs is unusually high when **gross income (Group) (2)** is 48.6671700 and above and 47.6843400 to < 48.6671700.

Total by City colored by Payment



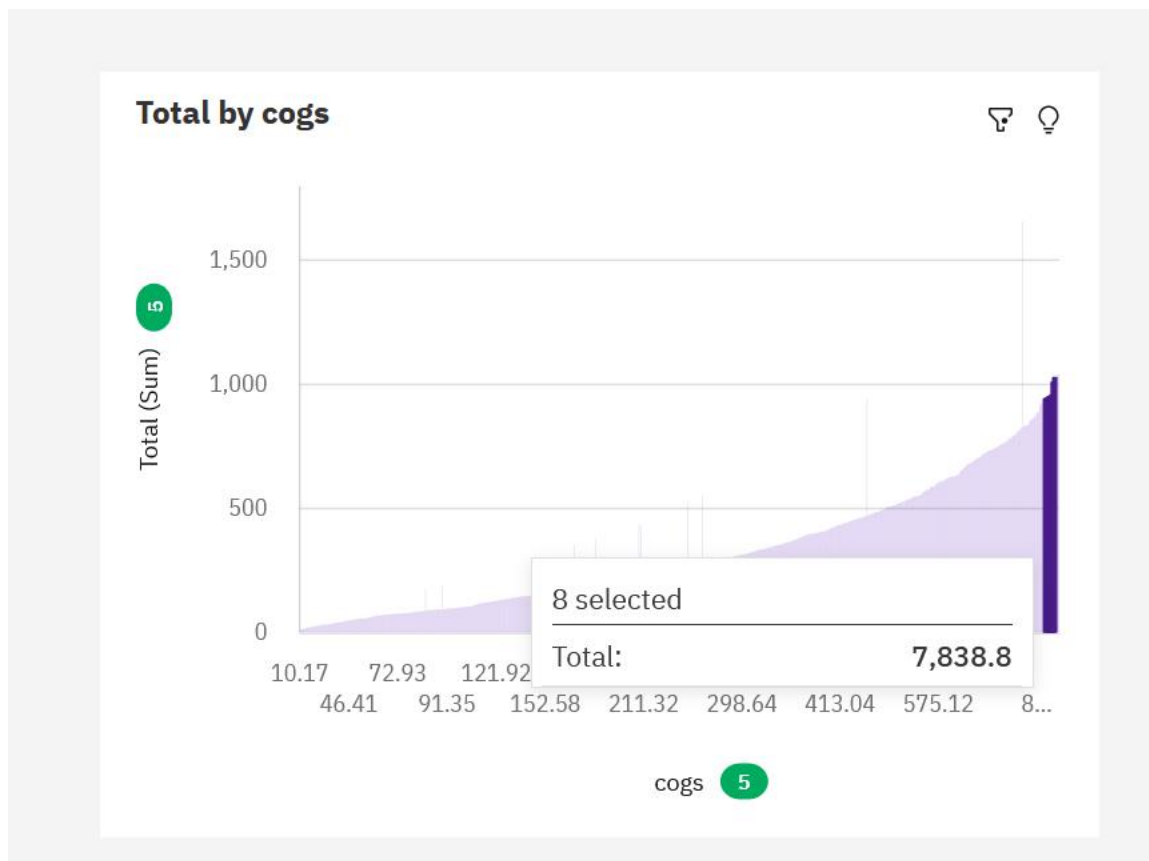
Details

Over all **cities** and **payments**, the sum of **Total** is nearly 323 thousand.

The summed values of **Total** range from over 30 thousand to over 43 thousand.

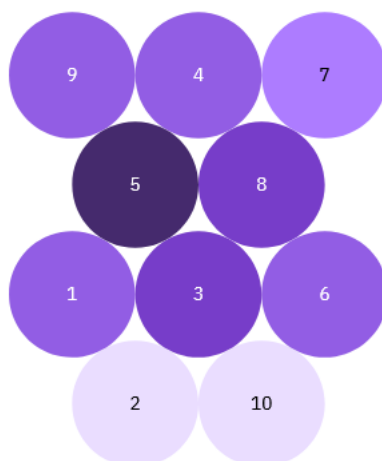
For **Total**, the most significant values of **Payment** are Cash and Ewallet, whose respective **Total** values add up to over 222 thousand, or 68.8 % of the total.

For **Total**, the most significant value of **City** is Naypyitaw, whose respective **Total** values add up to nearly 111 thousand, or 34.2 % of the total.



Quantity colored by Rating 5

Rating (Average)



Result:

Thus data exploration and visualization has been performed successfully,