

BABU BANARASI DAS UNIVERSITY



DESCRIPTIVE ANALYTICS (BCADSN13201)

PROJECT

GROUP NUMBER: 6

SUBMITTED BY:

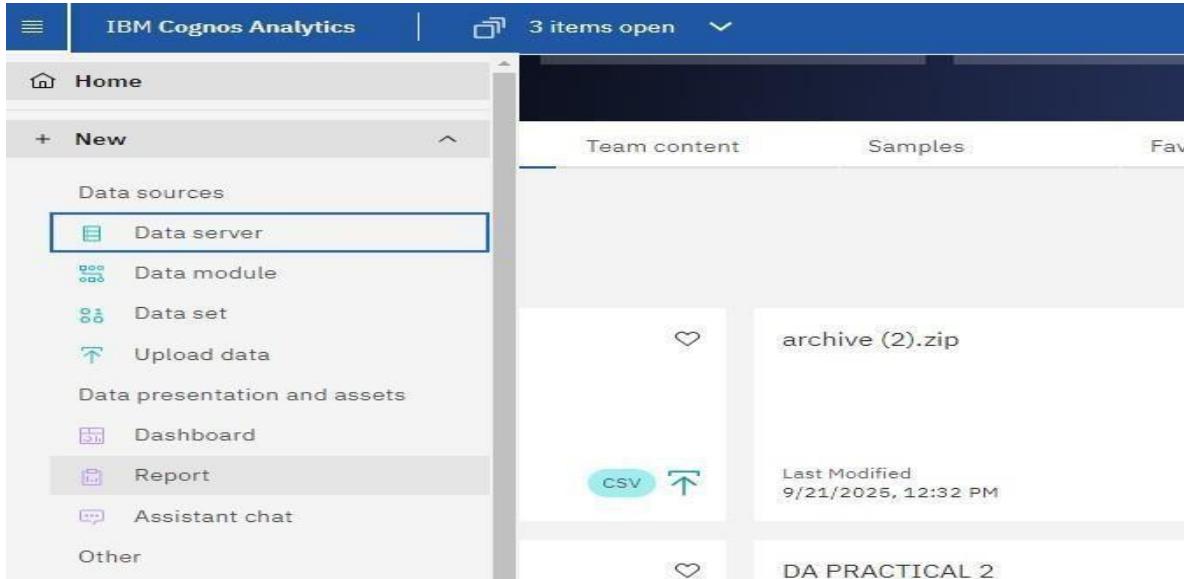
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- B. Pratigya Pandey- 1240258327**
- C. Priya Maurya- 1240238336**
- D. Rashi Rai- 1240258357**
- E. Reet Srivastava- 1240258361**

PROJECT

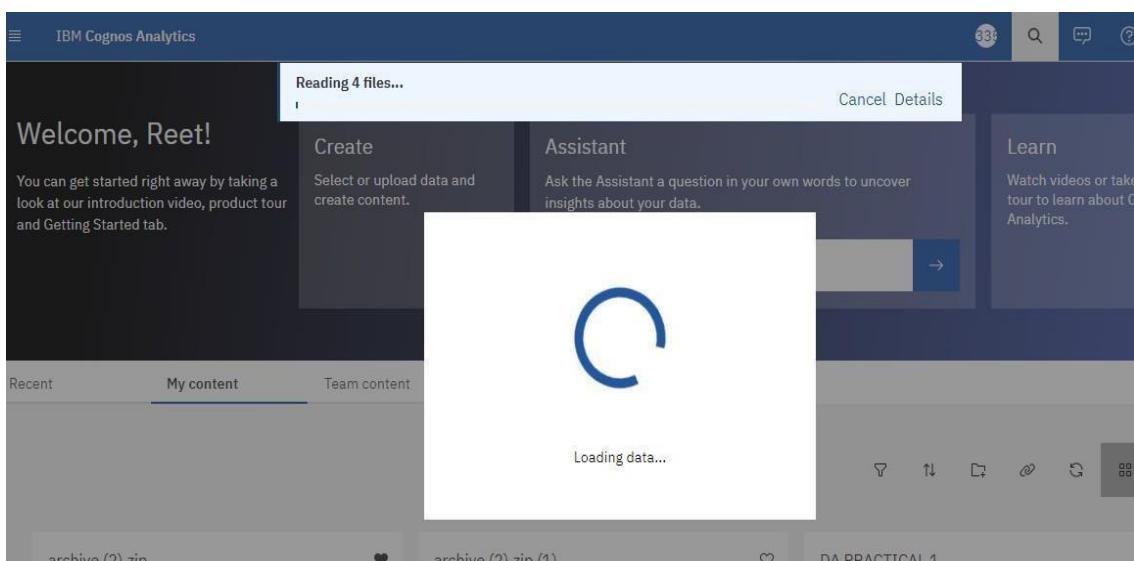
Problem Statement 1: How have gross sales trended month over month?

Solution : To create a Line Chart using Data Module.

Step 1: Open IBM Cognos Analytics → Click on New → Select Data Module from menu.



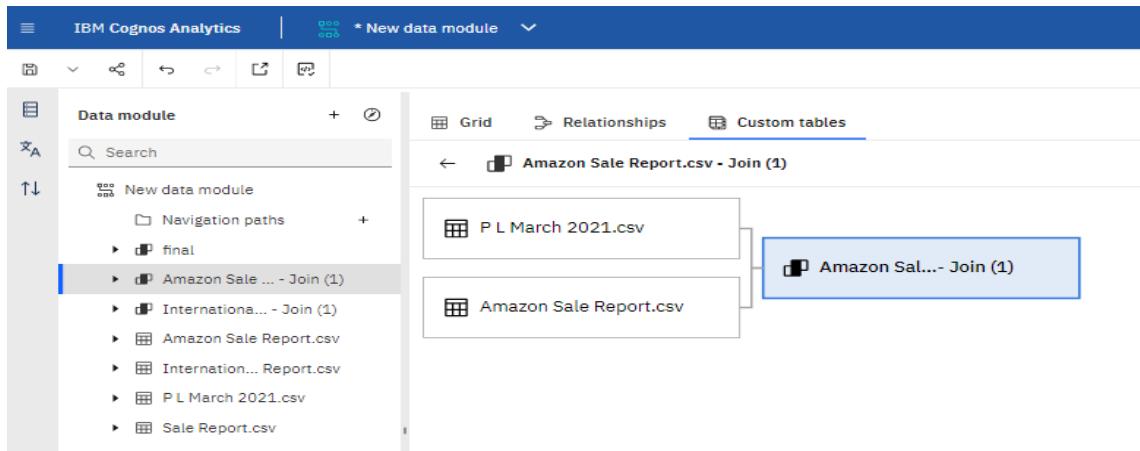
Step 2 : Uploading Excel files of Dataset for preparing Data Module



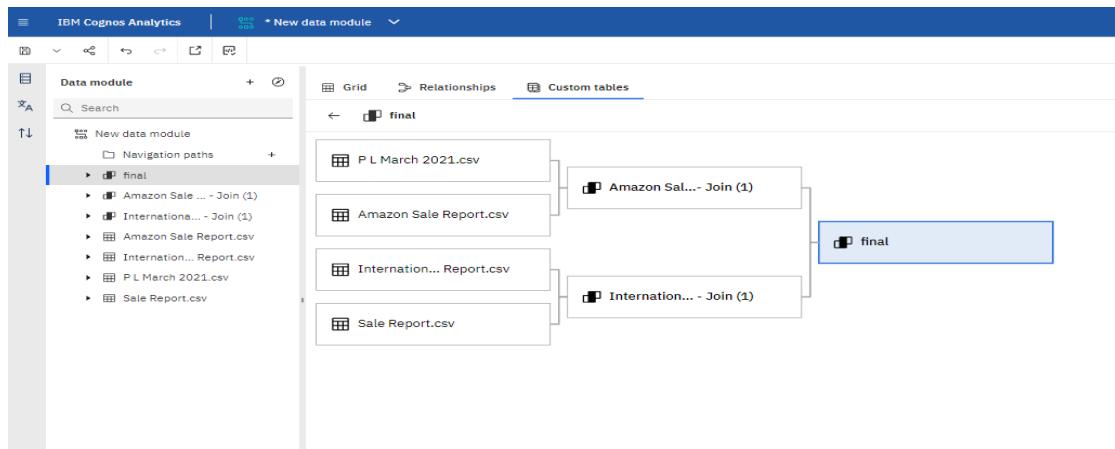
Step 3 : Make joined view of two excel files using CUSTOM TABLES option.

The screenshot shows the 'Create table' dialog in IBM Cognos Analytics. On the left, there's a sidebar with a search bar and a list of tables: 'final', 'Amazon Sale ... - Join (1)', 'International... - Join (1)', 'Amazon Sale Report.csv' (selected), 'Internationa... Report.csv', 'P L March 2021.csv' (selected), and 'Sale Report.csv'. On the right, there are several options: 'View of tables', 'Shortcut to a table', 'Alias of a table', 'Copy of a table', 'Joined view' (which is highlighted with a blue background), and 'Union of tables'. Below each option is a brief description.

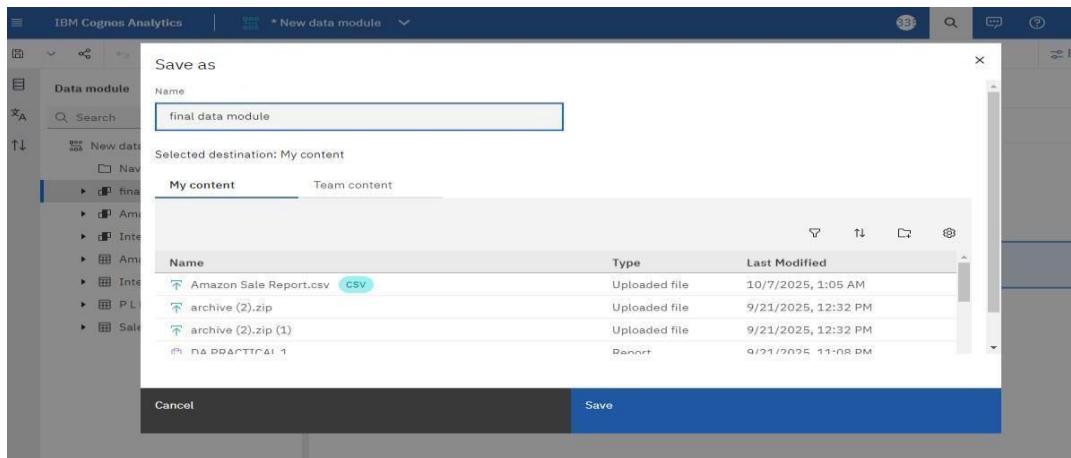
Step 4 : Now a joined view of above two excel files can be seen now follow the same process with remaining excel format files of dataset.



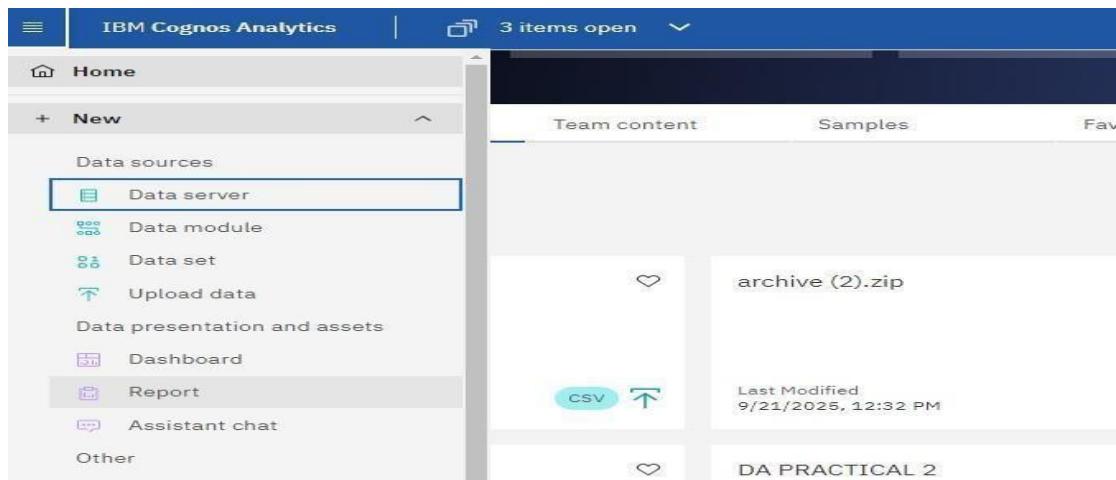
Step 5: Now the final data module is created



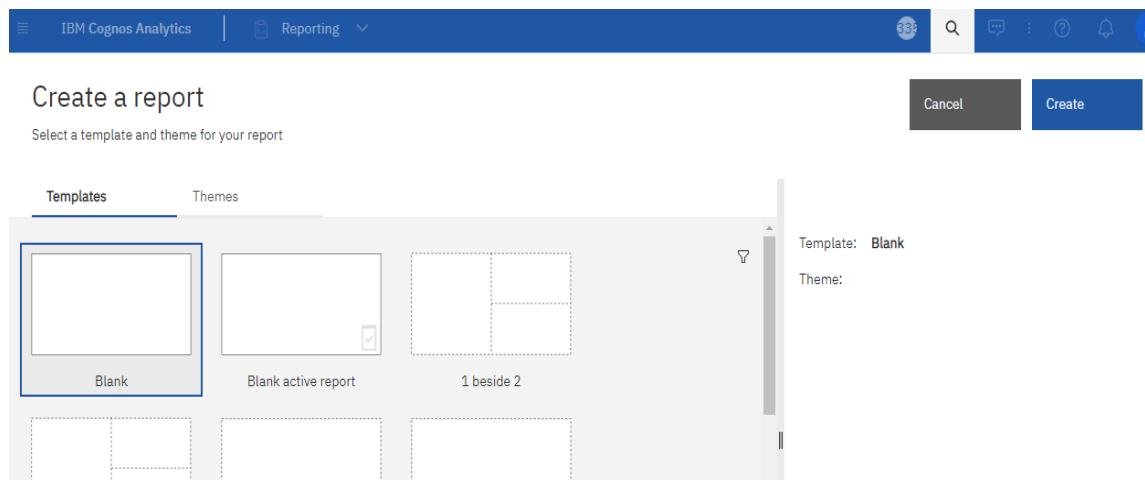
Step 6 : Now save the final data module for further use in MY CONTENT section



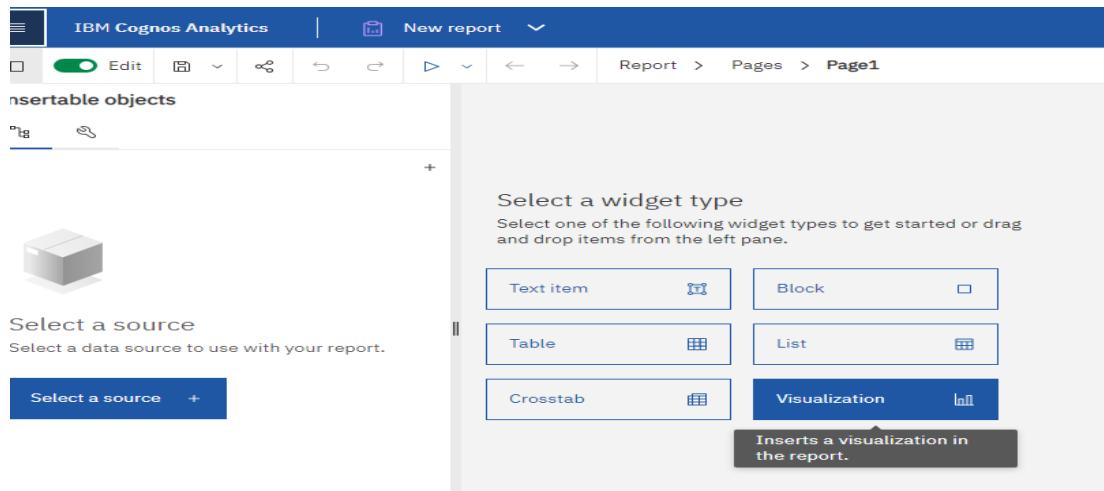
Step 7 : Now click “Report” from new section in Home Page



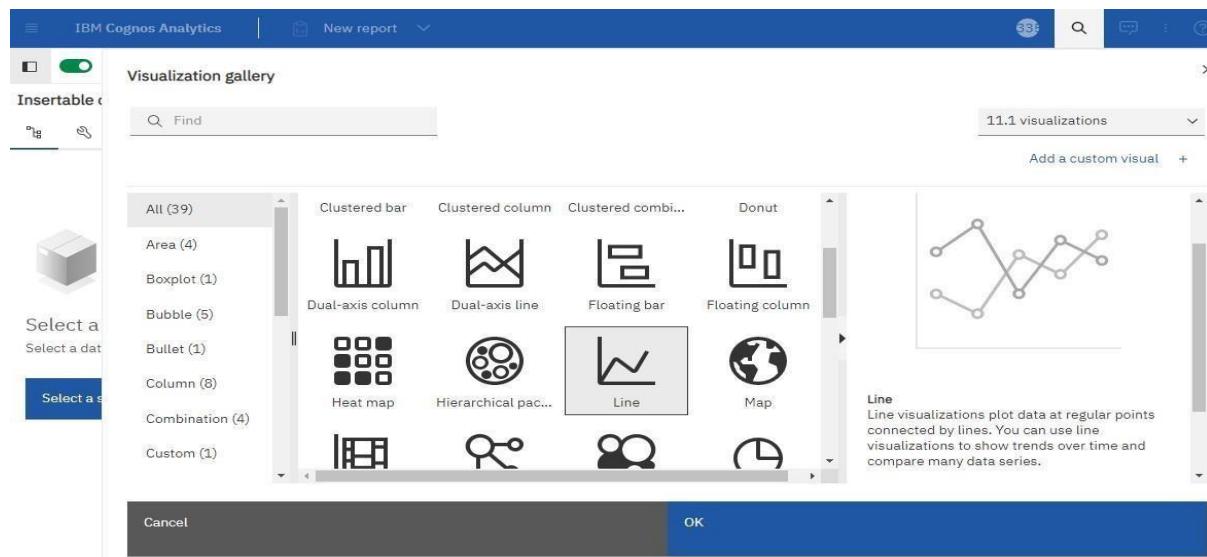
Step 8 : Select BLANK and then click CREATE



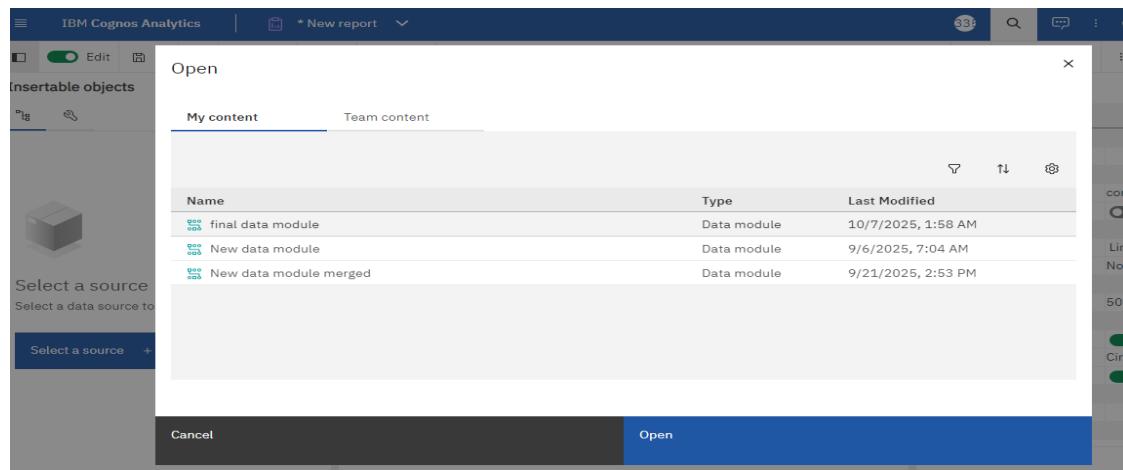
Step 9 : Select VISUALIZATION under Widget Type



Step 10 : Select Line chart under Visualization Gallery and click "OK"



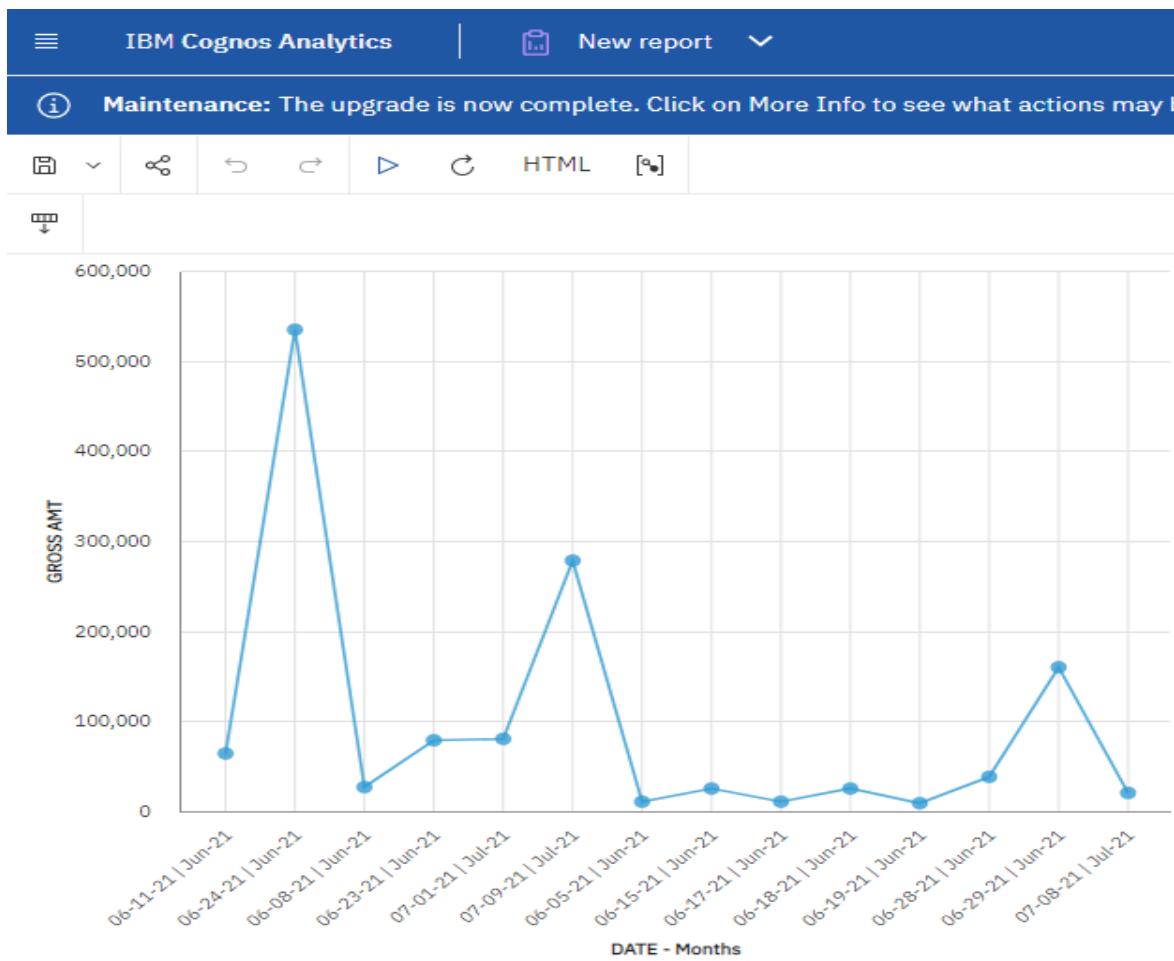
Step 11 : Select data module named FINAL DATA MODULE as source



Step 12 :Insert <Date> and <Months1> in X-axis & <Gross Amt> in Y axis and run it

The screenshot shows the IBM Cognos Analytics interface. On the left, the 'Insertable objects' pane lists various dimensions and measures, including 'final', 'abc DATE', 'abc Months', 'abc CUSTOMER', 'abc Style', 'abc SKU', 'abc Size', 'PCS', 'RATE', 'GROSS AMT', 'index', 'SKU Code', 'Design No.', 'Stock', 'Category', 'Size', and 'Color'. In the center, a line chart is displayed with two series: '<DATE>' and '<Months1>'. The chart has a single data series represented by a blue line with circular markers. The x-axis is labeled 'DATE - Months' and shows dates from '06-11-21 | Jun-21' to '07-08-21 | Jul-21'. The y-axis is labeled 'GROSS AMT' and ranges from 0 to 600,000. On the right, the 'Visualization Data Set' pane shows 'Data Set Name: data' and 'Query: Query1'. The 'GENERAL' section also indicates 'Drill-through definitions'.

Step 13 :The final Line Chart showing sales trend months over months is seen below

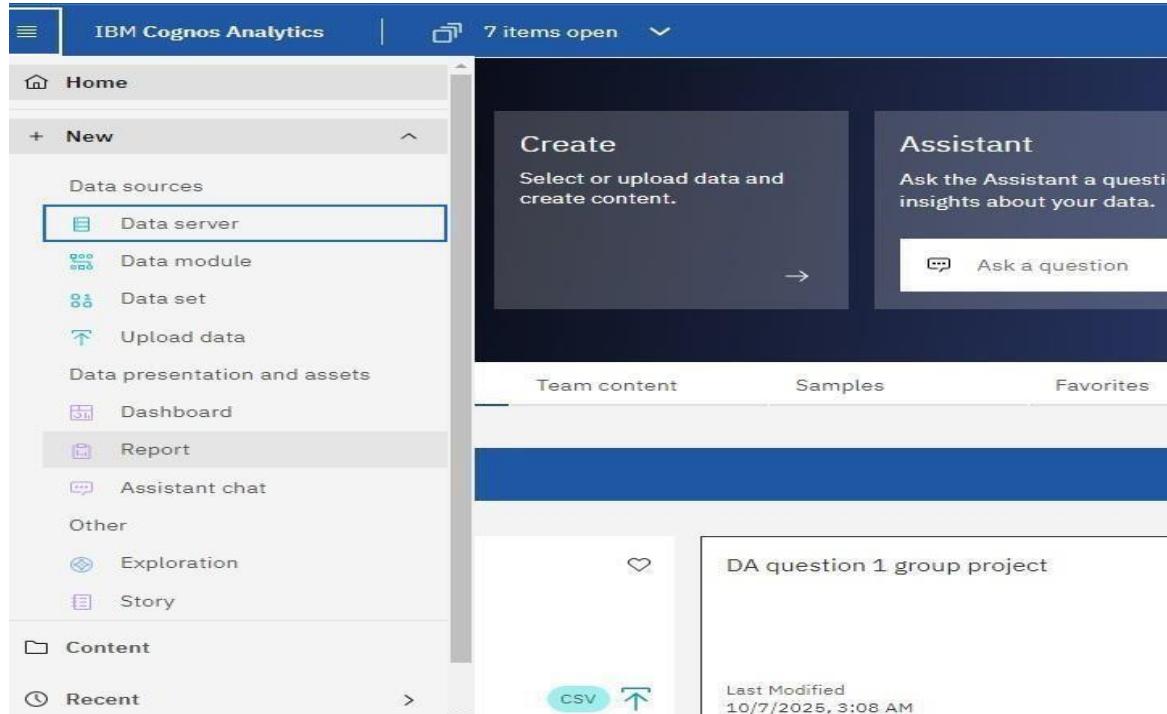


PROJECT

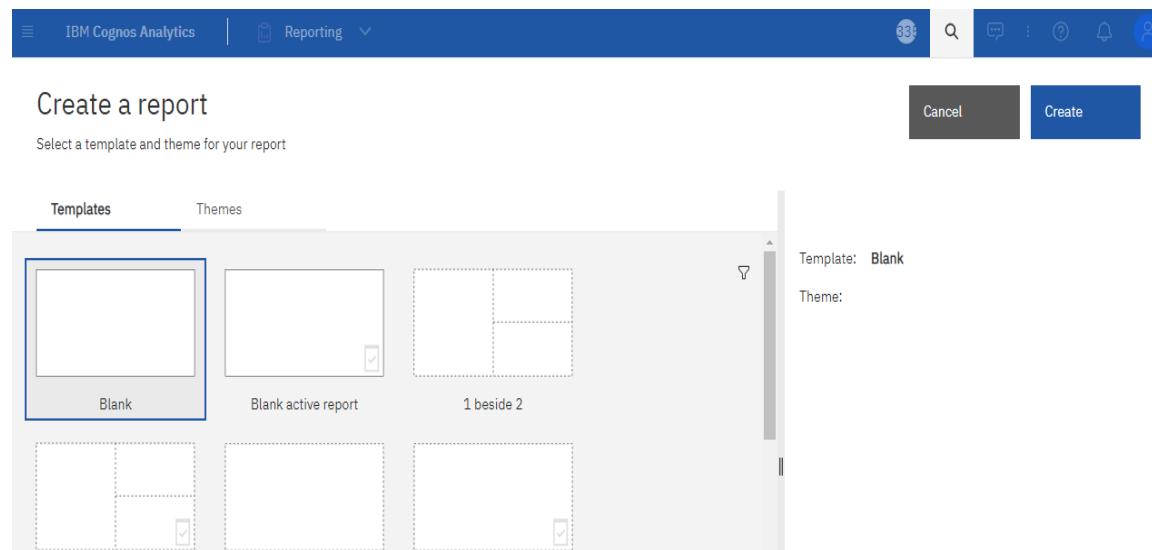
Problem Statement 2 : Which categories generate the most revenue?

Solution : To create a Bar Chart using Data Module .

Step 1 : Now click “Report” from new section in Home Page



Step 2 : Select BLANK and then click CREATE



Step 3 : Select data module named FINAL DATA MODULE as source

The screenshot shows the 'Insertable objects' dialog in IBM Cognos Analytics. The 'My content' tab is selected. A table lists three data modules:

Name	Type	Last Modified
final data module	Data module	10/7/2025, 1:58 AM
New data module	Data module	9/6/2025, 7:04 AM
New data module merged	Data module	9/21/2025, 2:53 PM

At the bottom, there are 'Cancel' and 'Open' buttons.

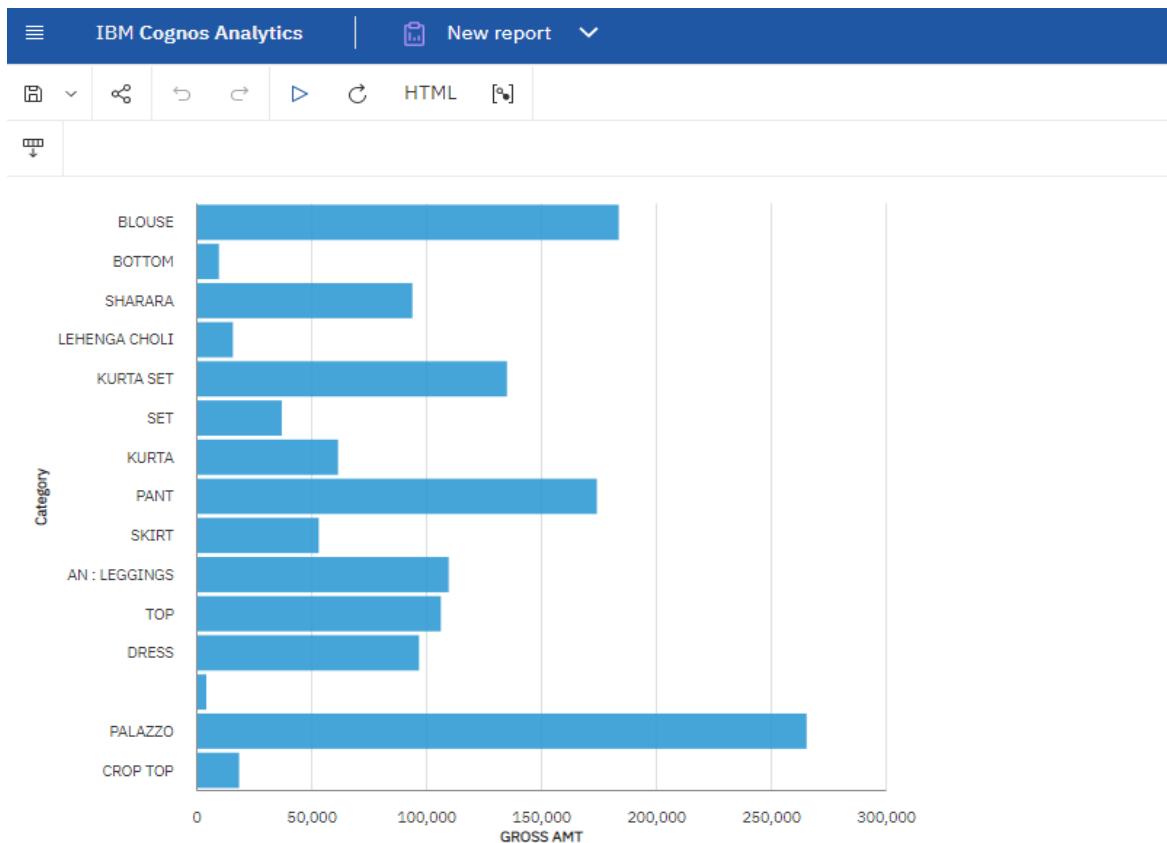
Step 4 : Select Clustered Bar under Visualization Gallery and click “OK”

The screenshot shows the 'Visualization gallery' dialog. The search bar contains 'BAR'. The left sidebar lists various visualization types with their counts: All (39), Area (4), Boxplot (1), Bubble (5), Bullet (1), Column (8), Combination (4), Custom (1). The 'Clustered bar' visualization is selected and highlighted with a blue border. To its right are icons for 'Floating bar', 'Stacked bar', and 'Target bar'. A preview of a clustered bar chart is shown on the right side of the dialog. At the bottom, there are 'Cancel' and 'OK' buttons.

Step 5 : Insert <Category> in Bars,<Gross Amt> in Category & <Date> in extra data

The screenshot shows the IBM Cognos Analytics interface. On the left, the 'Insertable objects' pane lists various data items such as 'abc Unnamed: 22', 'index', 'Sku', 'Style Id', 'Catalog', 'Category', 'Weight', 'TP 1', 'TP 2', 'MRP Old', 'Final MRP Old', 'Ajio MRP', 'Amazon MRP', 'Amazon FBA MRP', 'Flipkart MRP', 'Limeroad MRP', 'Myntra MRP', and 'Paytm MRP'. In the center, there is a clustered bar chart with several bars of varying lengths. On the right, the 'Data' pane is open, showing the configuration for the chart. It includes sections for 'Bars' (with '<Category>' and 'Length *' selected), 'Color' (with '<GROSS AMT>' selected), and 'Extra Data' (with '<DATE>' selected). There are also 'Drop item here' boxes.

Step 6: After running the report a Clustered Bar can be seen showing the most revenue generating source



PROJECT

Problem Statement 3 : Is there a correlation between Category and Gross Amount??

Solution : Analyze correlation using scatter plot

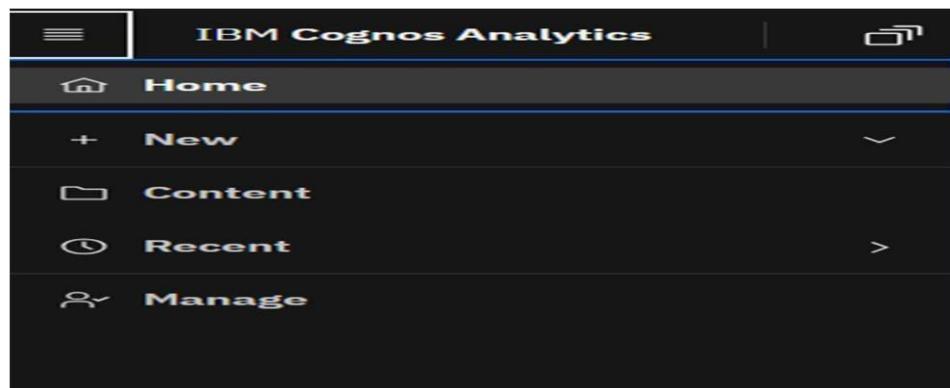
Required fields : Gross Amount, Category

Action : X-Axis: Stock

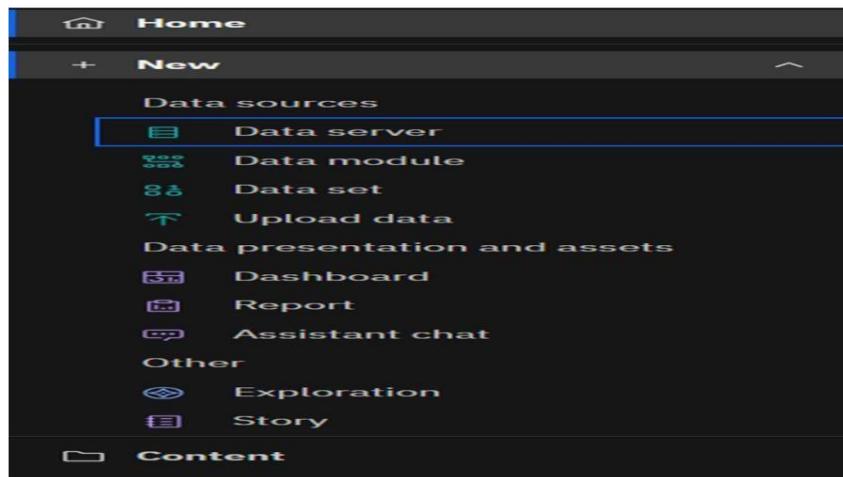
Y-Axis: Gross Amount

Color: Category

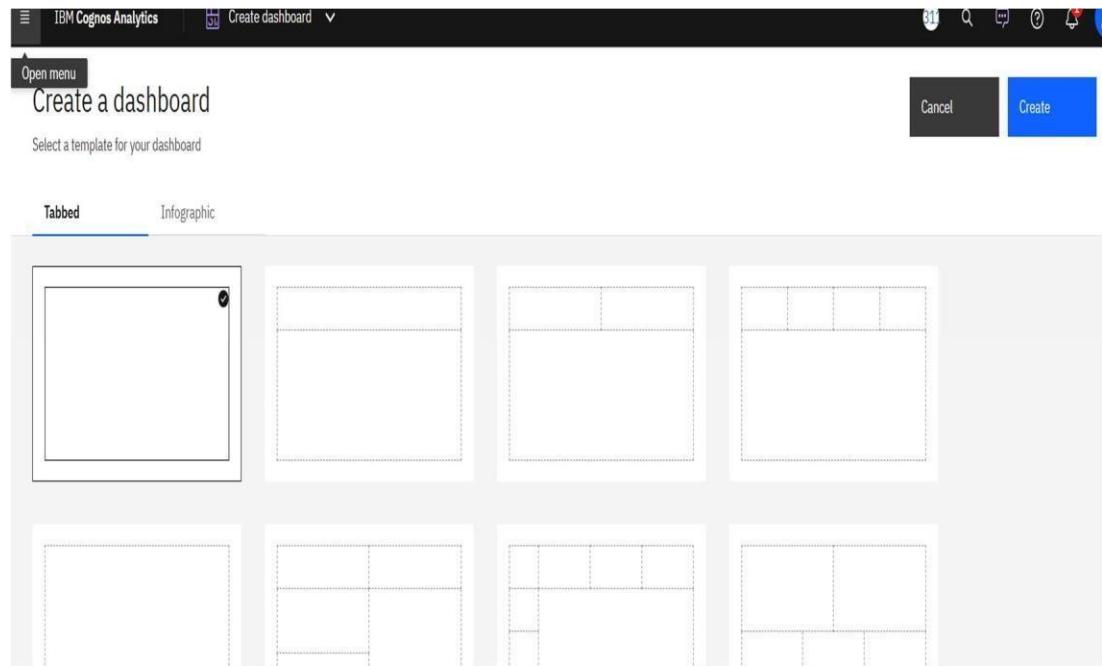
Step 1 : Go to the IBM cognos Interface and click on lines , after click “NEW” .



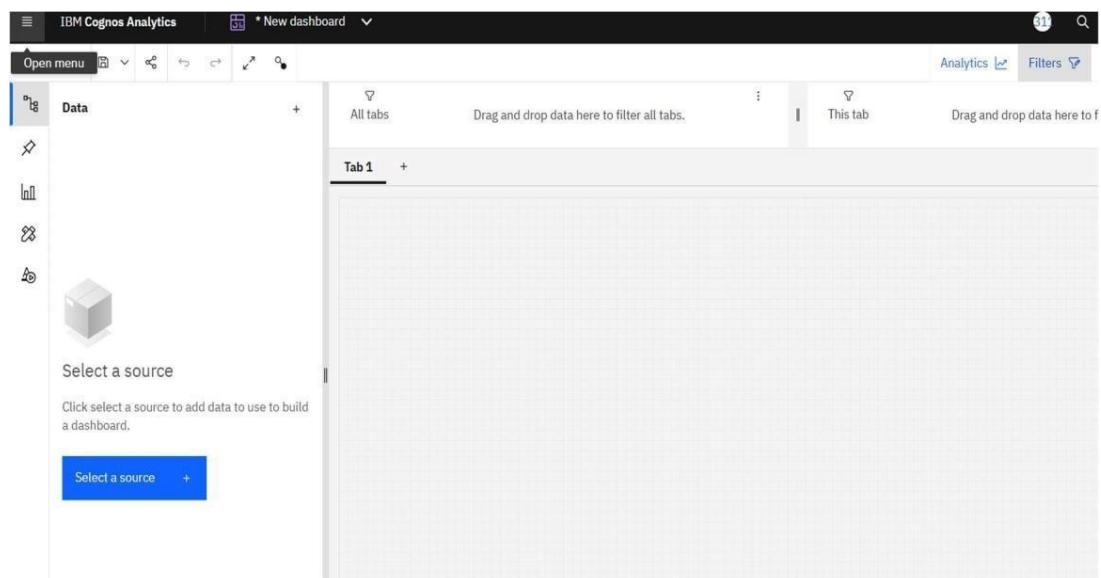
Step 2 : click on “Dashboard ” here .



Step 3 : click on “create” .



Step 4 : click on “Select a Source ” .



Step 5 : Select “ New project data module “ and click on “Add”.

Select a source

My content Team content

Name	Type	Last Modified
Amazon Sale Report.csv	Uploaded file	10/6/2025, 11:50 AM
country_wise_latest.csv	Uploaded file	9/6/2025, 1:17 AM
Covid Data Module	Data module	9/1/2025, 12:18 AM
covid_19_clean_complete.csv	Uploaded file	9/6/2025, 1:17 AM
day_wise.csv	Uploaded file	9/6/2025, 1:17 AM
full_grouped.csv	Uploaded file	9/6/2025, 1:17 AM
International sale Report.csv	Uploaded file	10/6/2025, 11:49 AM
New data module	Data module	9/6/2025, 2:05 AM
New project data module	Data module	10/6/2025, 12:09 PM

Cancel Add

Step 6 : click on “Visualization Symbol” and choose “Scatter plot” .

IBM Cognos Analytics * New dashboard

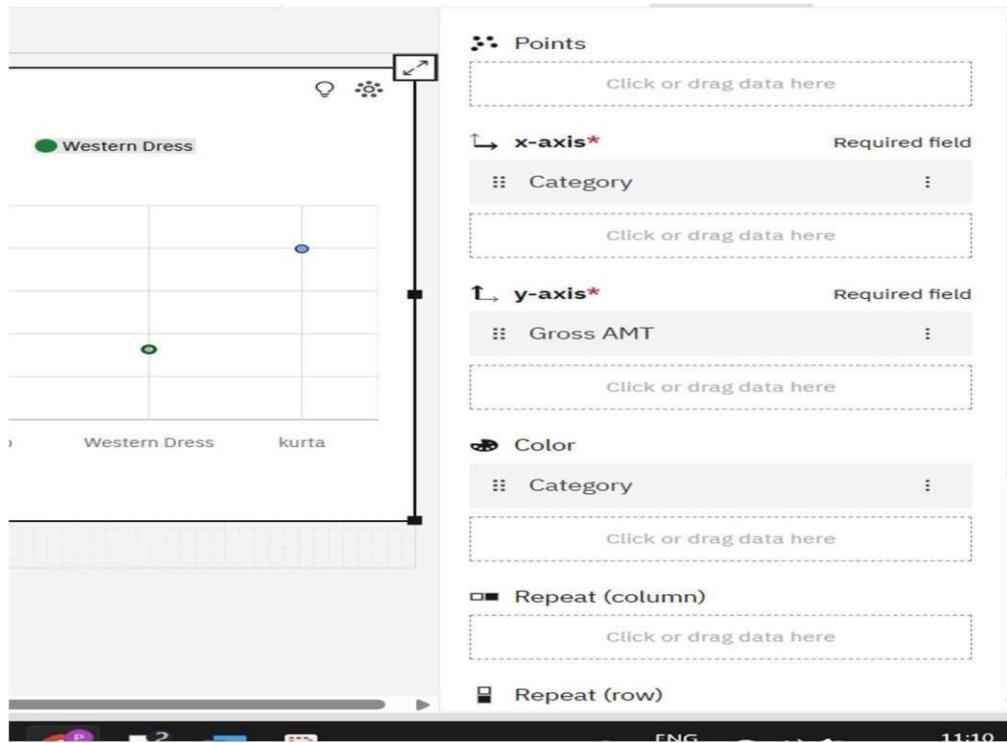
Open menu

Scatter

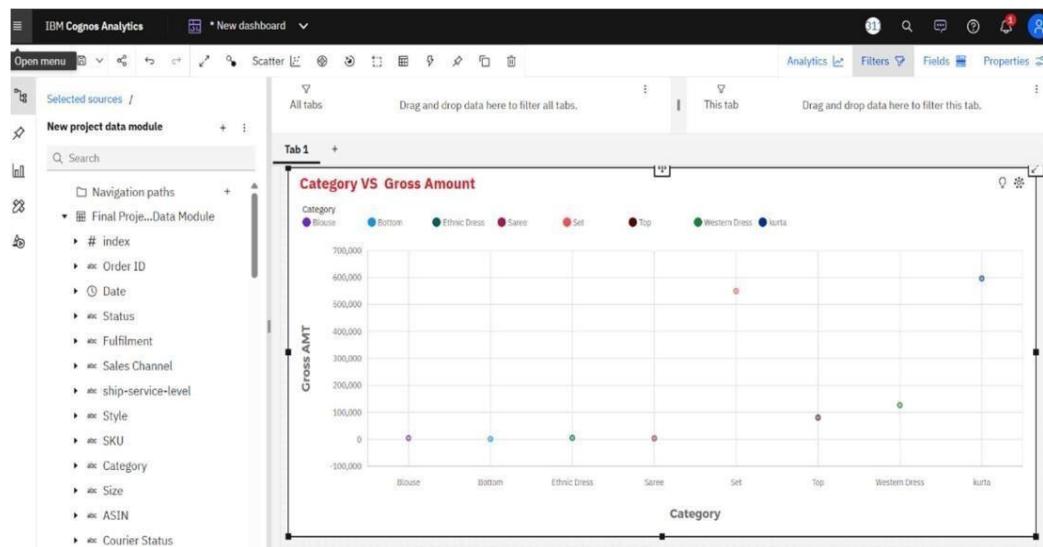
Map	Marimekko	Network
Packed bubble	Pie	Point
Radar	Radial	Scatter
Spiral	Stacked bar	Stacked column
Summary	Sunburst	Table

Tab 1

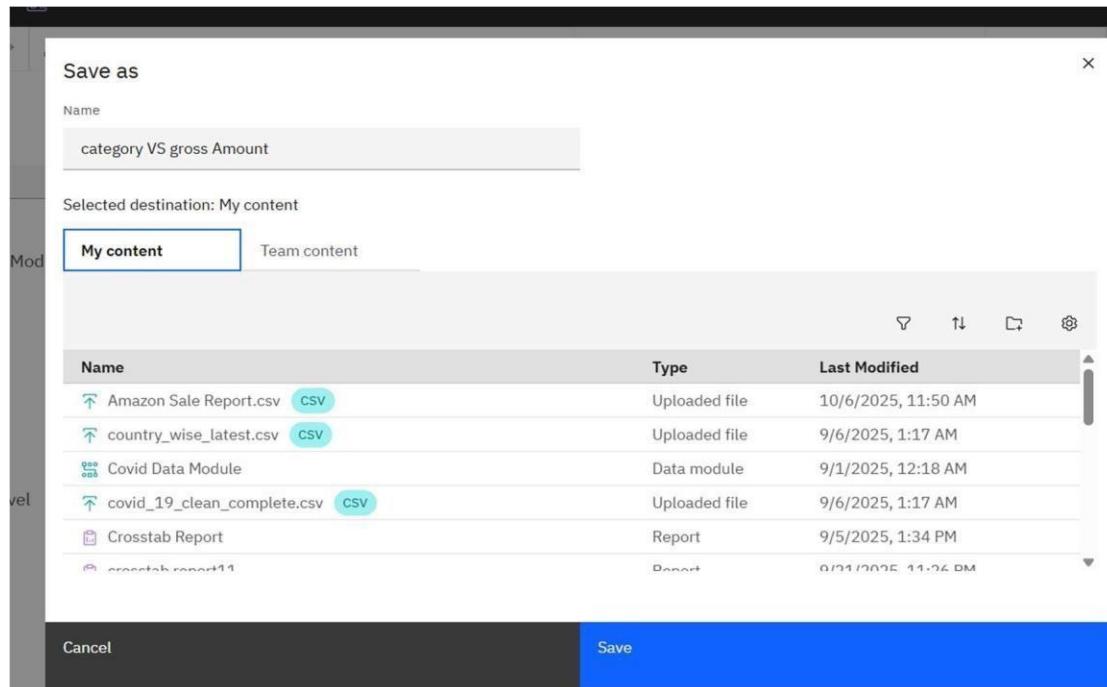
Step 7 : Here fill data in x-Axis , Y-Axis , and color.



Step 8 : Show the output here .



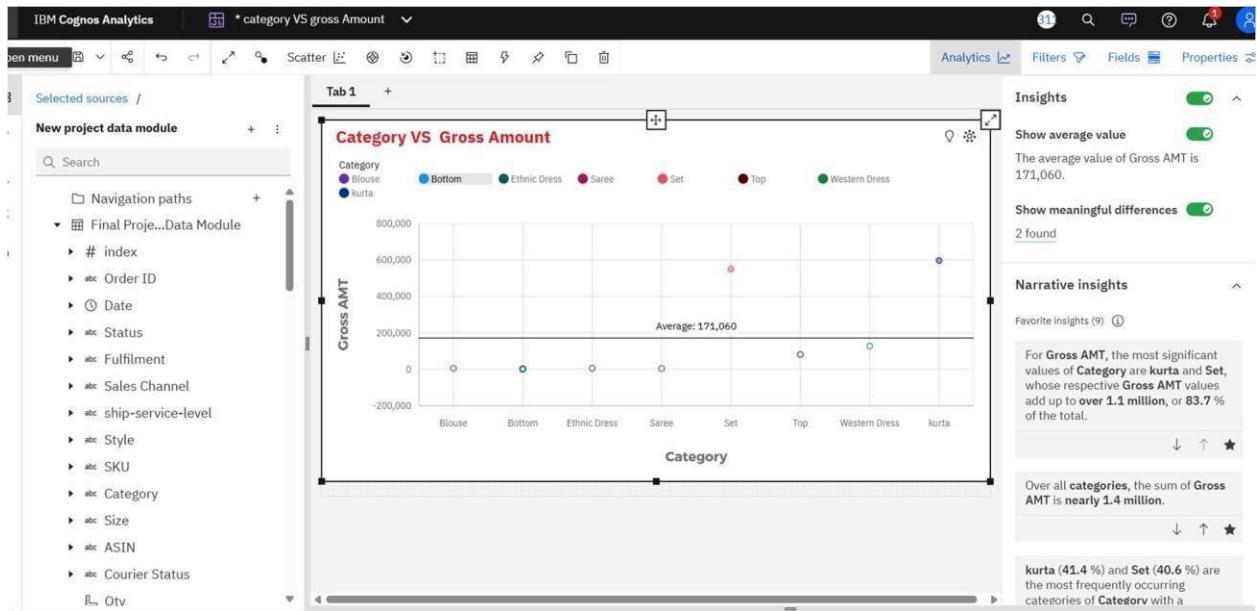
Step 9 : Here change the name and save it on “My content” by clicking on save.



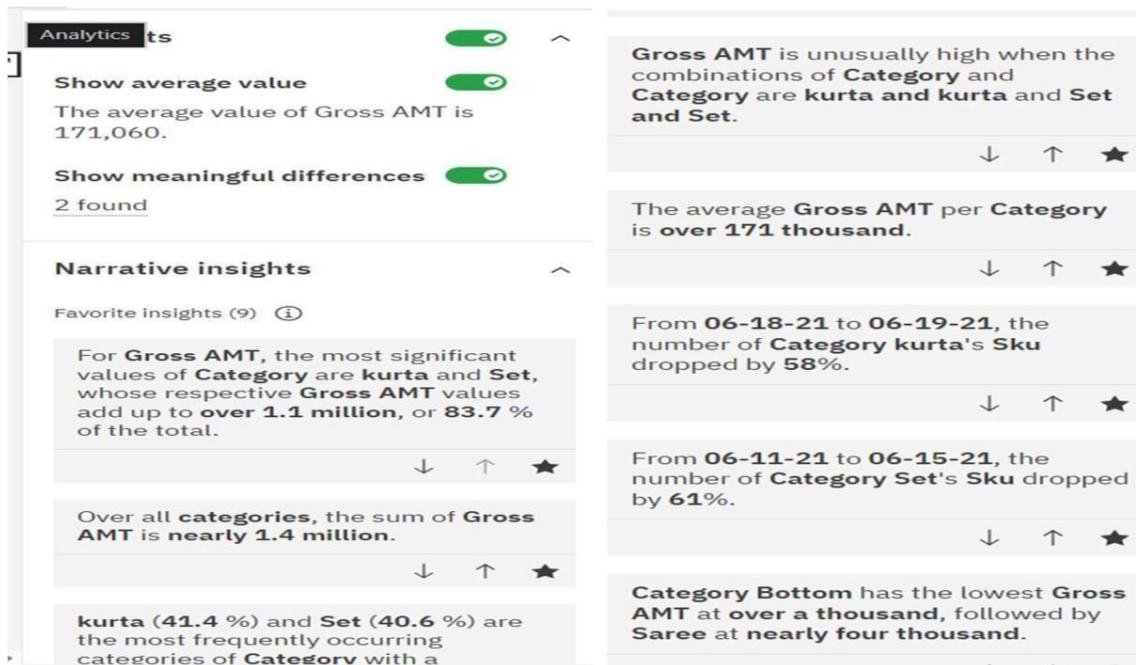
Step 10 : Click on “Analytics” here .

The screenshot shows the Power BI interface with the 'Analytics' tab selected. The tab bar includes 'Analytics' (highlighted in blue), 'Filters' (greyed out), and 'Fields'. Below the tabs, the title 'This tab' is displayed next to a filter icon. A message 'Drag and drop data here to filter this tab' is centered below the title. At the bottom center is a small icon with a square and a double-headed arrow.

Step 11 : click to on “Insights” . It show final Output with Insights and some key information.



Step 12 : Here are the key Insights from this analysis.



PROJECT

Problem Statement 4 : Status summary report by Category and Amount

Solution : Analyze correlation using Cross-Tab Report

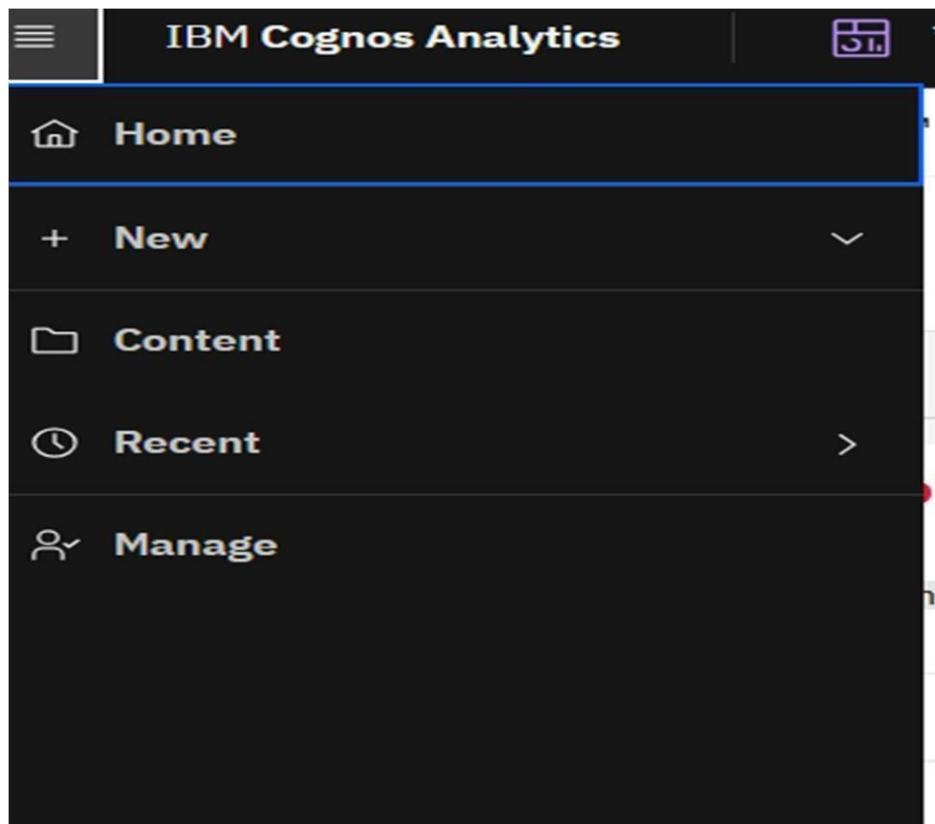
Required fields : Category , Amount , Status

Action : Row: Status

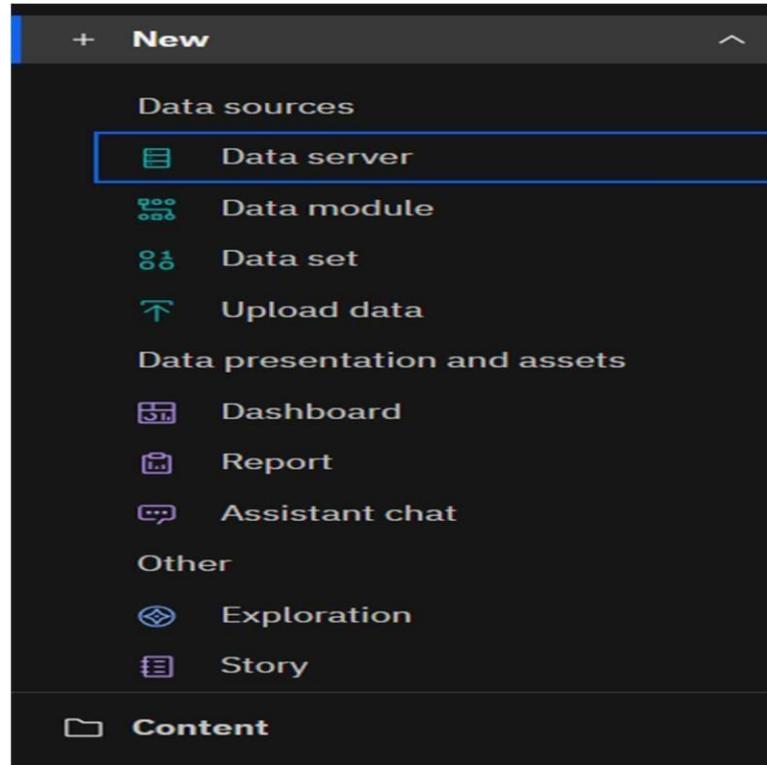
Column: Category

Measure: Amount

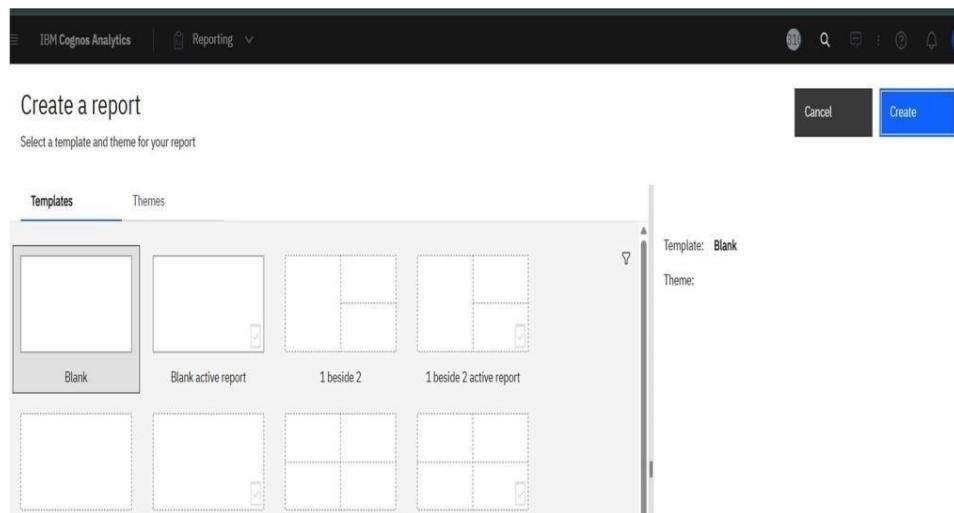
Step 1 : First go to the IBM Cognos Interface . Here click on “ NEW” .



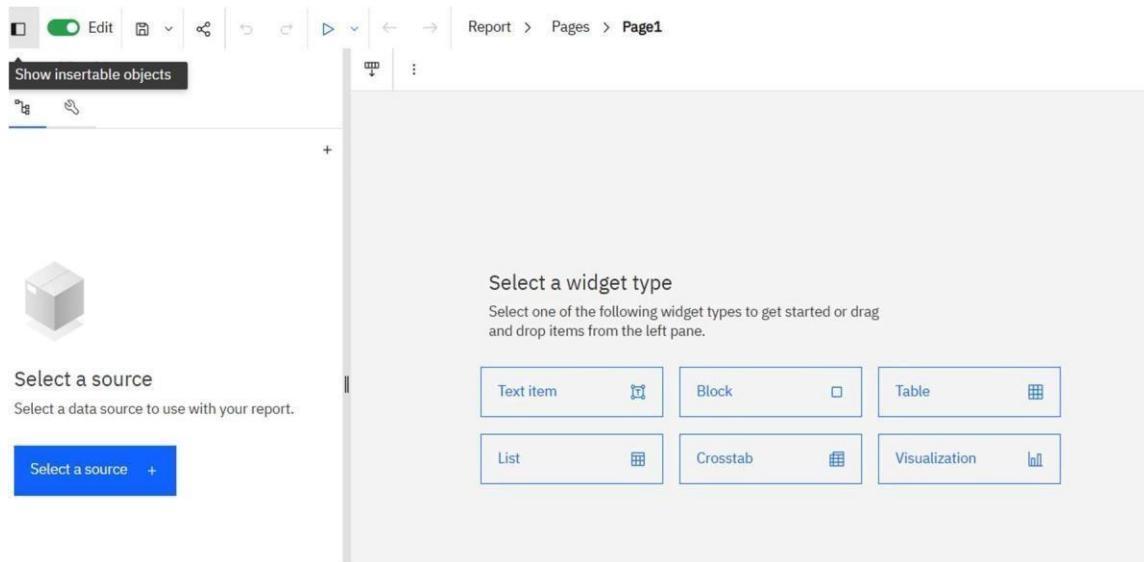
Step 2 : Now click on “Report”



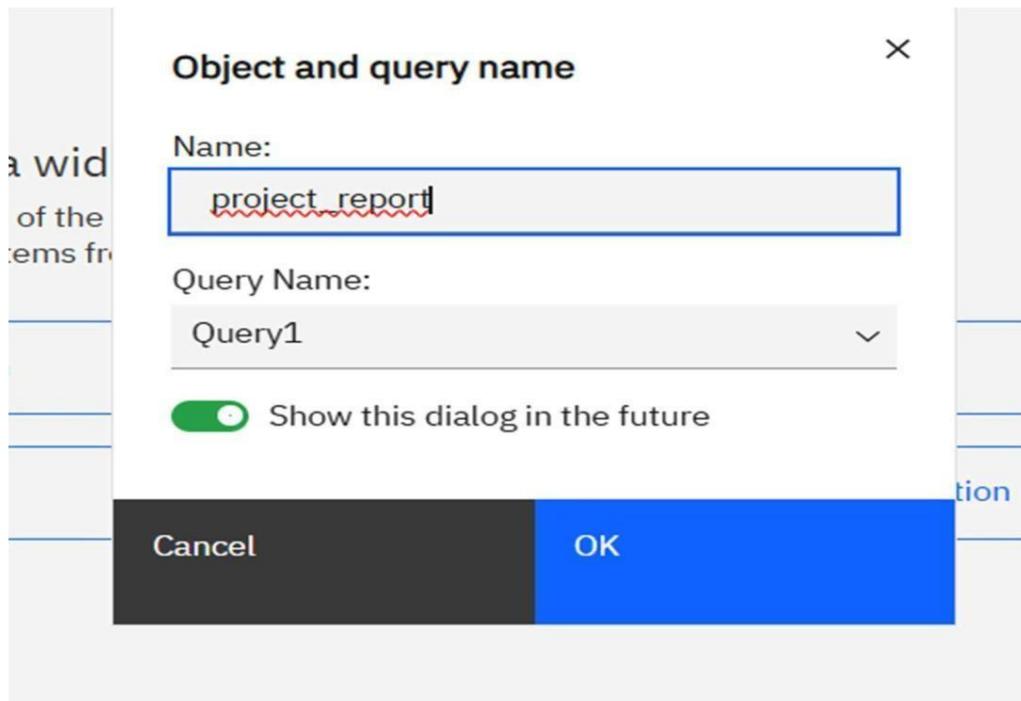
Step 3 : Then click on “Create”



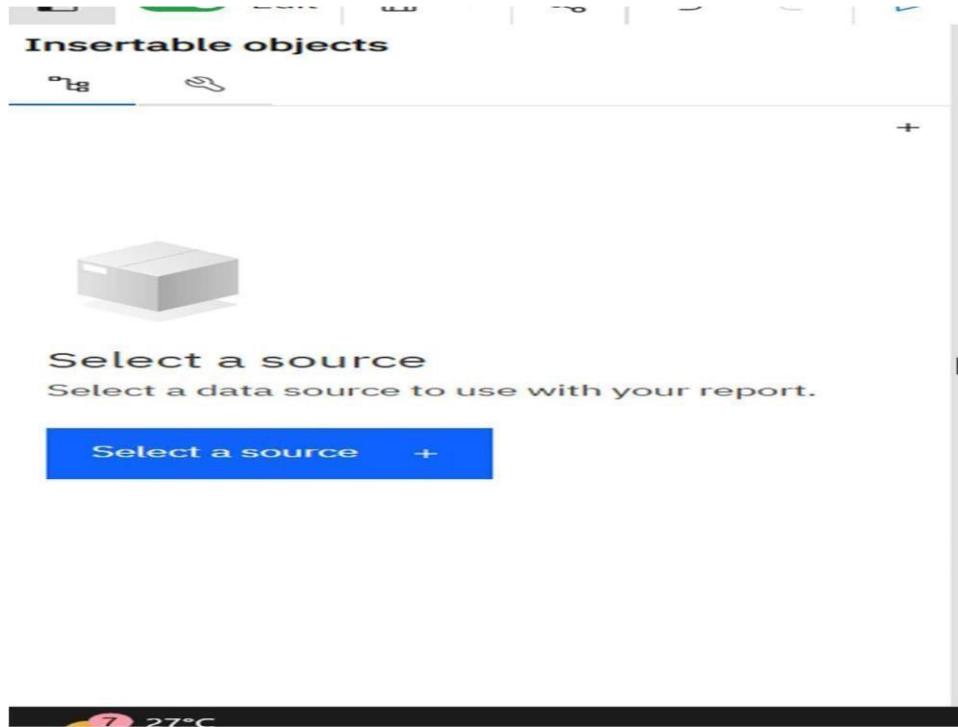
Step 4 : Now click on “List” .



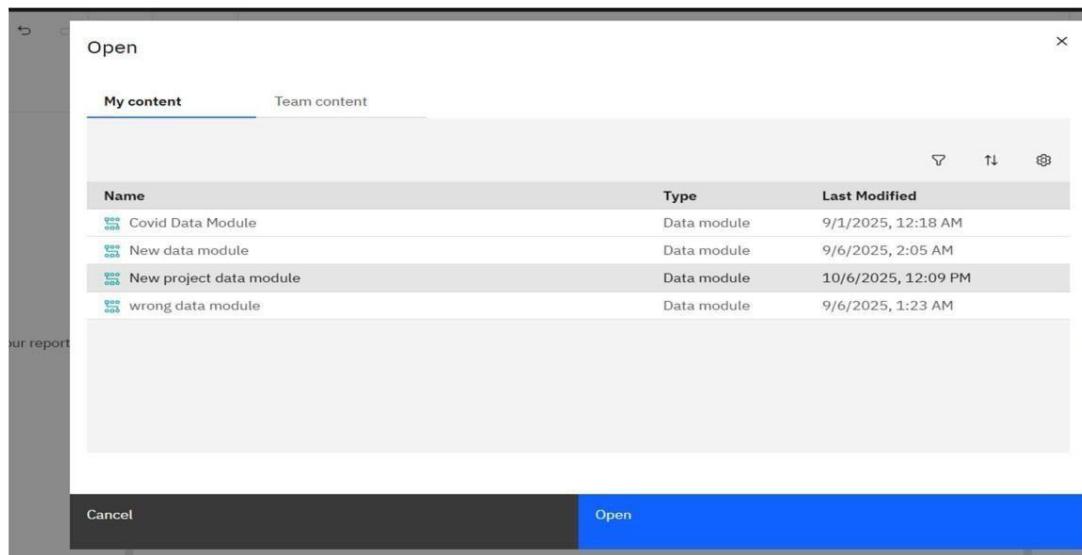
Step 5 : Save the list here with suitable name .



Step 6 : click on “Select a source” .



Step 7 : click on “My Content” and select “New project Data Module” and last click on “Open”



Name	Type	Last Modified
Covid Data Module	Data module	9/1/2025, 12:18 AM
New data module	Data module	9/6/2025, 2:05 AM
New project data module	Data module	10/6/2025, 12:09 PM
wrong data module	Data module	9/6/2025, 1:23 AM

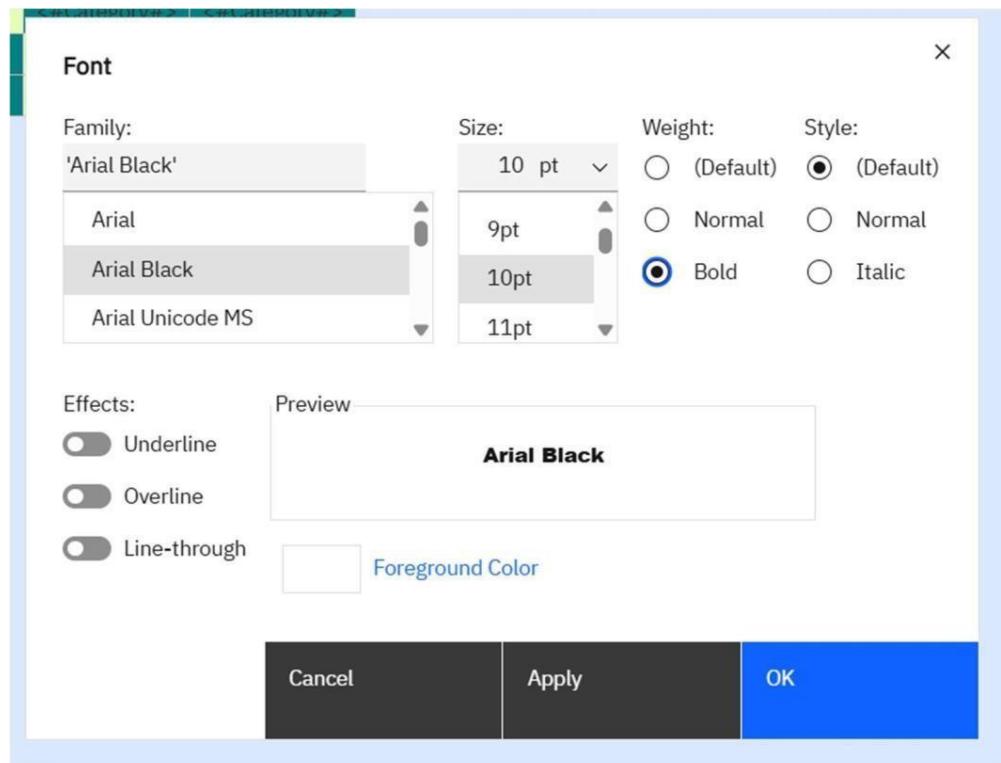
Cancel

Open

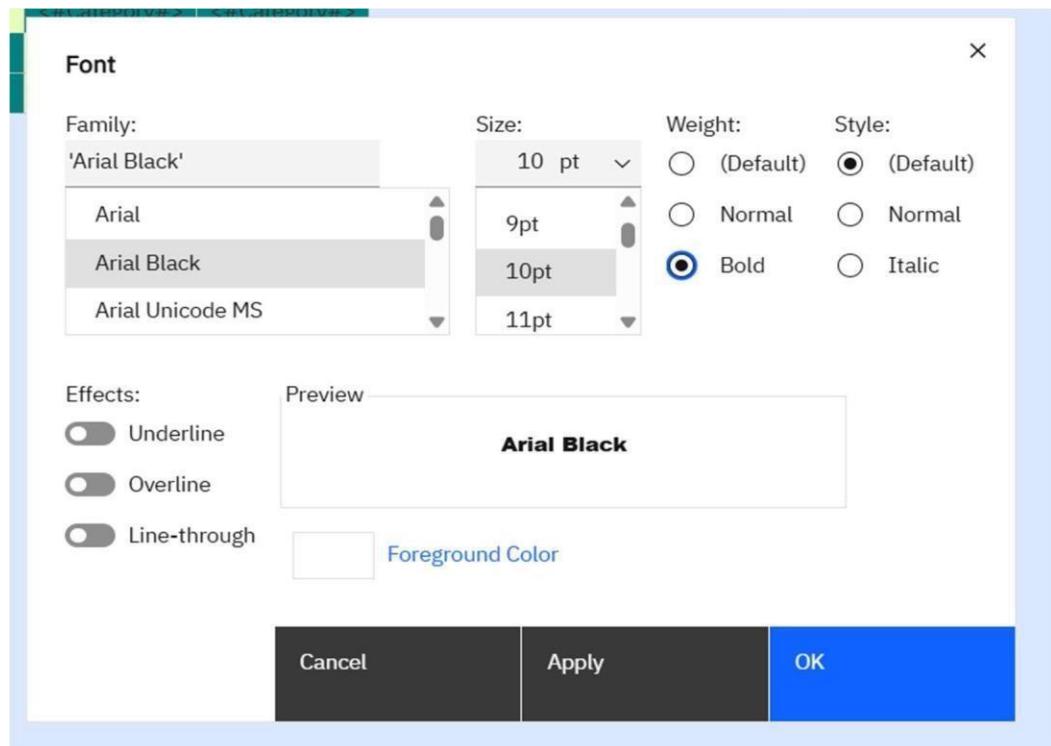
Step 8 : Here select any background color .



Step 9 : Now give some Style in data change font size , color , weight , style and click on "OK"



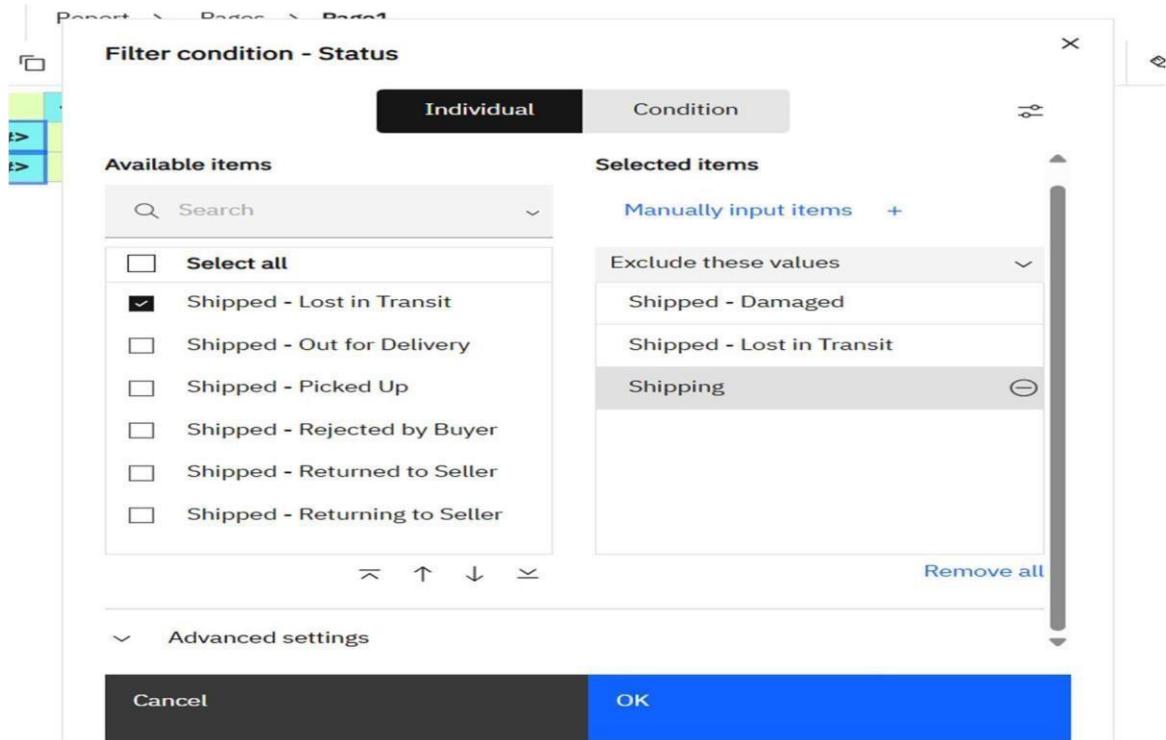
Step 10 : Again make changes like font size , style , weight , color for “DATA”



Step 11 : Here Cross – Tab Report after apply changes.

Amount	<#Category#>	<#Category#>
<#Status#>	<#1234#>	<#1234#>
<#Status#>	<#1234#>	<#1234#>

Step 12: Now apply some filter condition on Cross – Tab Report.



Step 13 : Display Final Output Here .

Amount	Set	Ethnic Dress	Bottom	Saree	Blouse	Western Dress	Top	kurta	Dupatta
Cancelled	3,472,451.02999999	58,473.66	15,214.98	9,239.76	40,019.18	1,006,482.69	443,726.3	1,873,676.70000001	
Shipped	25,574,413	549,448	81,386	94,769	323,361	5,819,859	3,811,430	14,068,674	915
Shipped - Delivered to Buyer	8,800,562	165,465	48,615	18,171	85,444	3,868,616	948,734	4,715,208	
Shipped - Returned to Seller	630,724	11,689	1,461	998	6,728	228,227	62,939	326,878	
Shipped - Picked Up	343,607	438	2,871	756	689	135,681	33,057	144,153	
Shipped - Returning to Seller	63,936		518			21,914	4,616	16,636	
Pending	210,245	5,704	0		1,638	68,033	29,883	114,768	
Pending - Waiting for Pick Up	85,441		602		529	60,635	10,074	34,857	
Shipped - Out for Delivery	17,254					4,590	2,518	2,609	
Shipped - Rejected by Buyer	4,492					899	815	1,089	

PROJECT

Problem Statement 5 : Which Styles/Sizes are cancelled most?

Solution : With the help of this problem we can identify which styles/sizes people don't like
In this generation.

Step 1 : Add columns like Style,Size,Courier status and the last one Qty

Style	Size	Courier Status	Qty
<Style>	<Size>	<Courier Status>	<Qty>
<Style>	<Size>	<Courier Status>	<Qty>
<Style>	<Size>	<Courier Status>	<Qty>

Step 2 : Save the report.

The screenshot shows a reporting software interface with a toolbar at the top and a main workspace below. The workspace contains a saved report titled "Sale Report.csv - Join (1)". The report is displayed as a table with four columns: Style, Size, Courier Status, and Qty. The "Size" column is currently selected, indicated by a blue highlight. The table has four rows, each containing placeholder text like "<Style>" and "<Size>". The left sidebar shows various data sources and fields, such as SKU Code, Design No., Stock, Category, Size, Color, index, and DATE, listed under sections like abc and #.

Step 3 : Apply filter to see which style/size cancelled most.

A screenshot of a data analysis interface, likely Power BI or similar. At the top, there's a toolbar with various icons. Below the toolbar is a table with two columns: 'Style' and 'Size'. The 'Size' column has four rows, each labeled '<Size>'. A context menu is open over the first row of the 'Size' column. The menu items are: 'Include Null', 'Exclude Null', 'Create Custom Filter...', 'Remove All Filters', 'Edit Filters...', and 'Insert Filter Text'. The 'Edit Filters...' option is highlighted with a blue selection bar.

Step 4 : As we can edit our filter as per our need.

A screenshot of the 'Filters - Query2' dialog. At the top, there are tabs for 'Detail Filters' and 'Summary Filters', with 'Summary Filters' being active. Below the tabs, there's a list of filters. The first filter is '[Size] includes ('3XL')'. To the right of this filter, there are sections for 'Usage' and 'Scope'. Under 'Usage', there are three radio buttons: 'Required' (unchecked), 'Optional' (unchecked), and 'Disabled' (unchecked). Under 'Scope', there's a dropdown menu with a single item '...'. At the bottom of the dialog, there are three small icons: a plus sign, a minus sign, and a pencil.

Step 5: Output

Style	Size	Courier Status	Qty
MEN5025	3XL	Shipped	12,878
MEN5015	3XL	Unshipped	646
MEN5028	3XL		0
BL103	3XL	Cancelled	0
JNE3647			
JNE3656			
JNE3653			
J0122			
J0214			
JNE3640			
JNE3535			
JNE2305			
CH208			
J0109			
JNE3615			

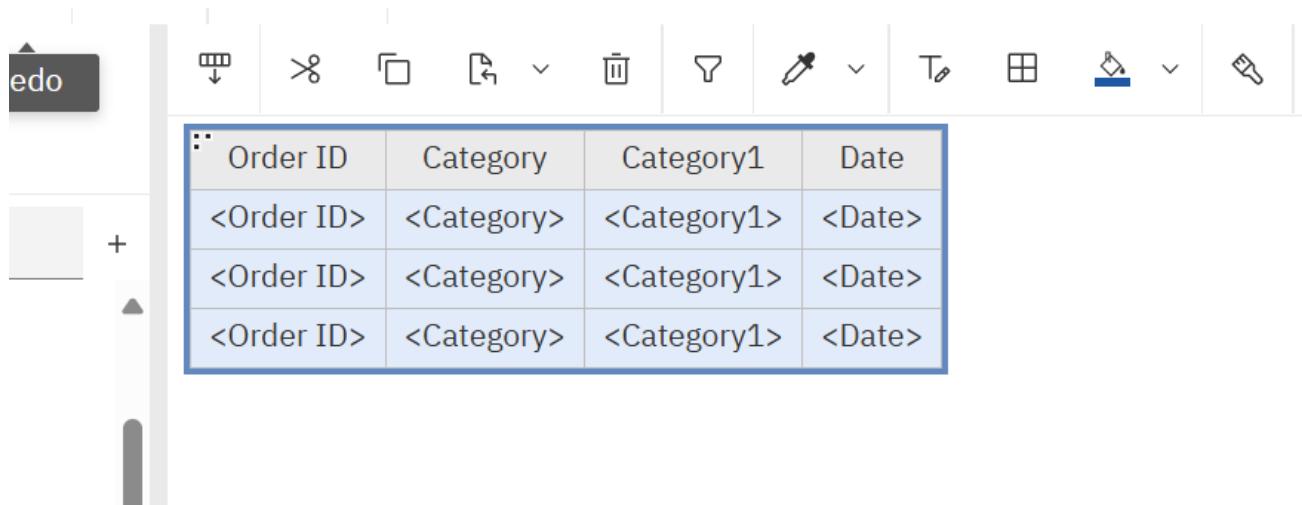
⤒ Top ⤑ Page up ⤑ Page down ⤑ Bottom ⤓ Bottom

PROJECT

Problem Statement 6 : Identifying the count of products .

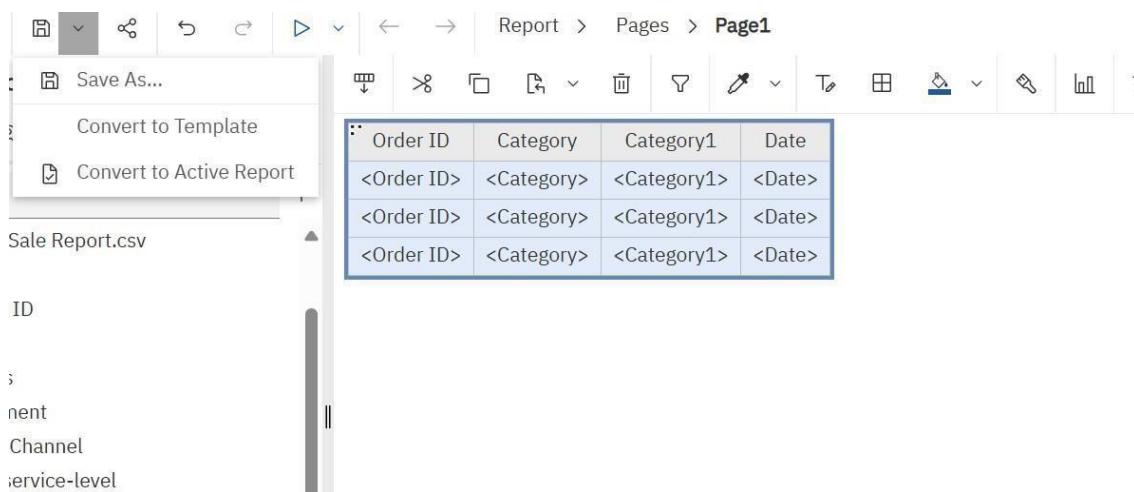
Solution : We can identify it by using grouping,summarizing and sorting.

Step 1 : Add columns like order ID, category,category1 and date.



Order ID	Category	Category1	Date
<Order ID>	<Category>	<Category1>	<Date>
<Order ID>	<Category>	<Category1>	<Date>
<Order ID>	<Category>	<Category1>	<Date>

Step 2: Save the report.



Order ID	Category	Category1	Date
<Order ID>	<Category>	<Category1>	<Date>
<Order ID>	<Category>	<Category1>	<Date>
<Order ID>	<Category>	<Category1>	<Date>

Step 3 : Group the category column. sv

The screenshot shows the Power BI Data Editor interface. A context menu is open over the 'Category' column header, which is highlighted with a blue border. The menu title is 'Group / Ungroup'. The description below it reads: 'Group or ungroup selected data in a list.' To the right of the editor, there is a vertical ribbon of options:

- Find
- CONDITIONS
- Conditional styling
- Style variable
- Text source variables
- TEXT SOURCE
- Source type
- Data item label
- DATA
- Data format
- Drill-through

The table in the editor has four columns:

Order ID	Category	Category1	Category2
<Order ID>	<Category>	<Category1>	<Category2>
<Order ID>	<Category>	<Category1>	<Category2>
<Order ID>	<Category>	<Category1>	<Date>

Step 4 : Go to summarise icon and then click count to summarise the category 1 column.

The screenshot shows the Power BI desktop interface with a table containing columns for Order ID, Category, and Category1. The 'Category1' column is selected, and a context menu is open from the 'Σ' (Summarize) button. The menu is titled 'Default summary' and includes options: Total, Count (which is highlighted), Count distinct, Average, Minimum, Maximum, Median, Standard deviation, Variance, Calculated, and Custom... A vertical ribbon on the right side of the interface is visible, showing sections like CONDI, TEXT S, DATA, and BOX.

Order ID	Category	Category1
<Order ID>	<Category>	<Category1>
<Order ID>	<Category>	<Category1>

Step 5 : Sort the Category 1 column in descending order.

The screenshot shows the same table as above, but the 'Category1' column now has a green background, indicating it is sorted. A context menu is open from the '↓' (Sort in Layout) button. The menu is titled 'Sort in Layout' and includes options: Ascending (highlighted), Descending, and Don't sort. Below this is a section for 'Other Sort Options' with a 'Edit layout sorting...' button. The vertical ribbon on the right side is partially visible.

Order ID	Category	Category1
<Order ID>	<Category>	<Category1>
<Category> - Count		<Count>
<Order ID>	<Category>	<Category1>
<Category> - Count		<Count>
Overall - Count		<Count>

Step 6 : Output.



Order ID	Category	Category	Date
S02-1023891-6329411	kurta	kurta	05-08-22
S02-1722260-3444020		kurta	06-08-22
S02-1893992-5176330		kurta	04-04-22
S02-2310917-8166336		kurta	04-28-22
S02-3339090-3350952		kurta	04-19-22
S02-3341618-5359438		kurta	05-04-22
S02-3681731-6111841		kurta	04-28-22
S02-4284139-2649943		kurta	04-06-22
S02-4562696-9225515		kurta	06-15-22
S02-5276682-1401103		kurta	05-28-22
S02-6209878-4265840		kurta	04-18-22
S02-6581380-7285300		kurta	05-08-22
S02-6792389-3778760		kurta	04-09-22
S02-6828927-1180856		kurta	04-28-22
S02-7924344-3280541		kurta	04-28-22
S02-7934627-5919259		kurta	05-15-22
S02-8749701-1247900		kurta	06-08-22
S02-9027061-0812666		kurta	04-19-22
S02-9257091-2152452		kurta	05-22-22
S02-9736323-0094708		kurta	05-15-22
kurta - Count		46561	
Overall - Count		122156	

PROJECT

Problem Statement 7: Identify customer segments by behaviour .

Solution : Segment customers based on how recently they bought, how often they buy, and according to the products or categories they purchase most.

Step 1 : Add columns like customer, order ID, category and date

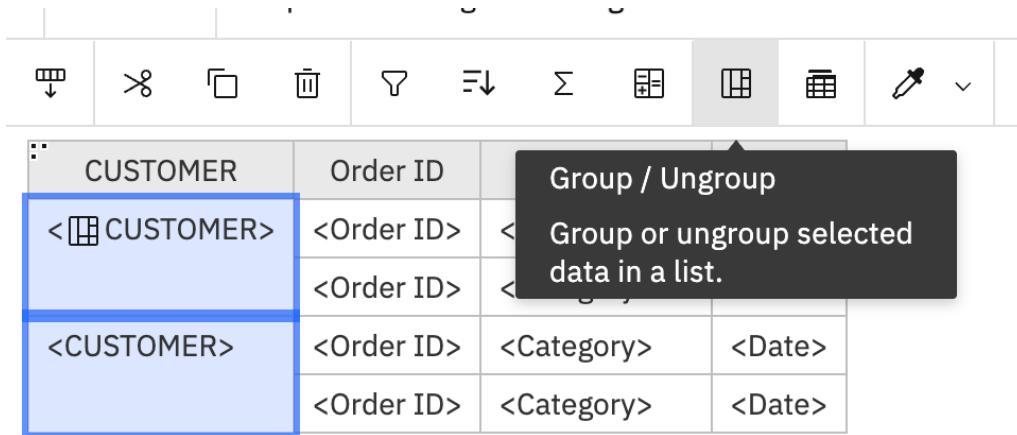
The screenshot shows a report builder interface. At the top, there's a toolbar with icons for back, forward, search, and save, followed by a ribbon menu with tabs like Report, Pages, and Page1. Below the toolbar is a table with four columns: CUSTOMER, Order ID, Category, and Date. The table has four rows of data, each starting with '<' and ending with '>'. To the left of the table, there's a sidebar with a plus sign and some other controls. The background is light blue.

Step 2: Save the report.

The screenshot shows a 'Save as' dialog box. It has a 'Name' field where 'customer segmentation' is typed. Below it, it says 'Selected destination: My content'. There are two tabs: 'My content' (which is selected) and 'Team content'. Under 'My content', there's a list of files with their names, types, and last modified dates. At the bottom, there are 'Cancel' and 'Save' buttons.

Name	Type	Last Modified
Amazon Sale Report.csv	Uploaded file	06/10/2025, 13:29
cia 2	Report	21/09/2025, 23:19
CIA-Question 1	Report	21/09/2025, 22:59
Cloud Warehouse Compersion Chart.csv	Uploaded file	06/10/2025, 13:29
country_wise_latest.csv	Uploaded file	21/09/2025, 15:56
covid data module	Data module	06/10/2025, 13:22
covid list report	Report	21/09/2025, 08:28
covid_19_clean_complete.csv	Uploaded file	21/09/2025, 05:12

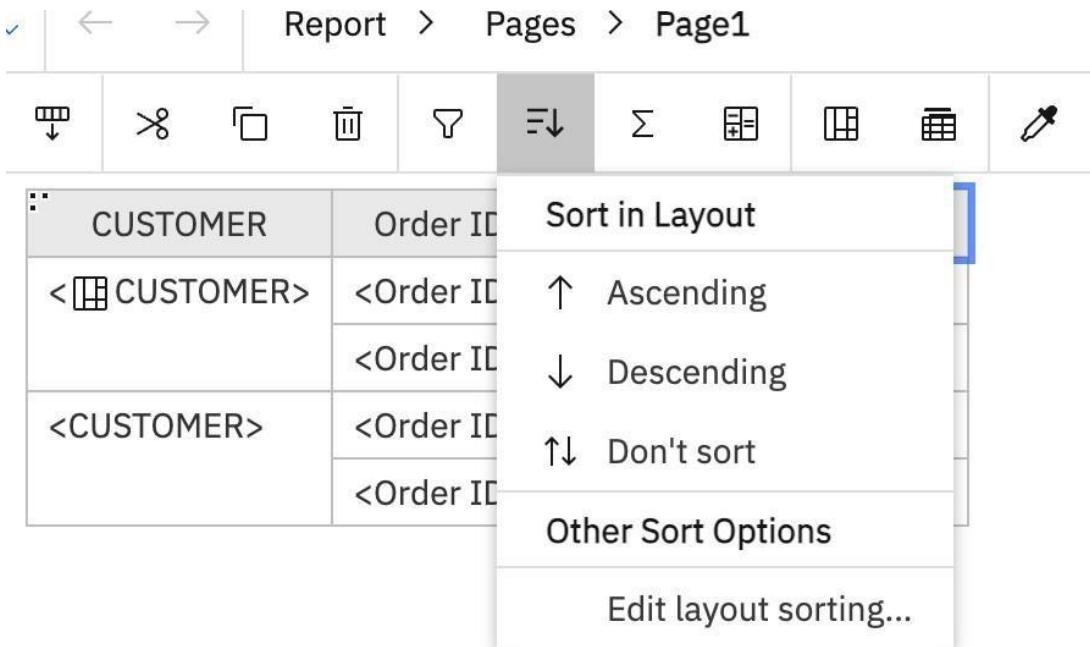
Step 3: Group customer column and category column.



The screenshot shows a Microsoft Access ribbon with various icons. The 'Group / Ungroup' icon (represented by a grid with a plus sign) is highlighted. Below the ribbon, a table is displayed with two rows selected. A context menu is open over these rows, showing the 'Group / Ungroup' option and its description: 'Group or ungroup selected data in a list.'

CUSTOMER	Order ID	
<CUSTOMER>	<Order ID>	
	<Order ID>	
<CUSTOMER>	<Order ID>	<Category> <Date>
	<Order ID>	<Category> <Date>

Step 4: Sort data column in ascending order.



The screenshot shows a Microsoft Access ribbon with various icons. The 'Sort in Layout' icon (represented by an arrow pointing down) is highlighted. Below the ribbon, a table is displayed with two rows selected. A context menu is open over these rows, showing the 'Sort in Layout' option and its description: 'Sort in Layout'. It also lists sorting options: 'Ascending', 'Descending', 'Don't sort', 'Other Sort Options', and 'Edit layout sorting...'. The 'Ascending' option is currently selected.

CUSTOMER	Order ID	
<CUSTOMER>	<Order ID>	
	<Order ID>	
<CUSTOMER>	<Order ID>	
	<Order ID>	

Step 5: Run the report. The date column will show the most recent purchase date and the category with most order ID is the frequently brought item.



The screenshot shows a Microsoft Excel ribbon at the top with various icons for file operations, printing, and navigating between sheets. Below the ribbon is a table with four columns: CUSTOMER, Order ID, Category, and Date. The table data is as follows:

CUSTOMER	Order ID	Category	Date
AMANI CONCEPT TRADING LLC (KAPDA)	171-2644368-7969167	Ethnic Dress	04-30-22
	406-8665288-2025908	Saree	04-30-22
	402-3595365-1666728	Set	04-30-22
	171-2644368-7969167		04-30-22
	408-8224264-0017161		04-30-22
	408-2593644-6317933		04-30-22
	403-6363820-3080315		04-30-22
	171-2705563-6985105		04-30-22
	405-2569549-3466719		04-30-22
	171-1758807-7455529		04-30-22
	404-7608918-0571517		04-30-22
	404-0532727-2082745		04-30-22
	171-9371949-6030721		04-30-22
	171-4643830-2345965		04-30-22
	402-2155477-9353103		04-30-22
	407-4629176-4141949		04-30-22
	406-5729580-2175565		04-30-22
	407-0624641-6557144		04-30-22
	408-0912805-7526753		04-30-22
	406-7625210-8793109		04-30-22

PROJECT

Problem Statement 8 : Most purchased size/style/color combination.

Solution: Analyze all customer purchases to see which size, style, and color combinations are bought most. Identify the most popular combination to understand customer preferences.

Step 1: Add columns like order ID, category, size and color into the list report and save the report.

The screenshot shows a Microsoft Power BI report interface. The title bar says "problem 2". Below it is a toolbar with navigation icons (refresh, forward/backward, search, etc.) and a "Report" button. The main area displays a table with four columns: "Order ID", "Category", "Size", and "Color". The table has four rows, each containing placeholder text: "<Order ID>", "<Category>", "<Size>", and "<Color>".

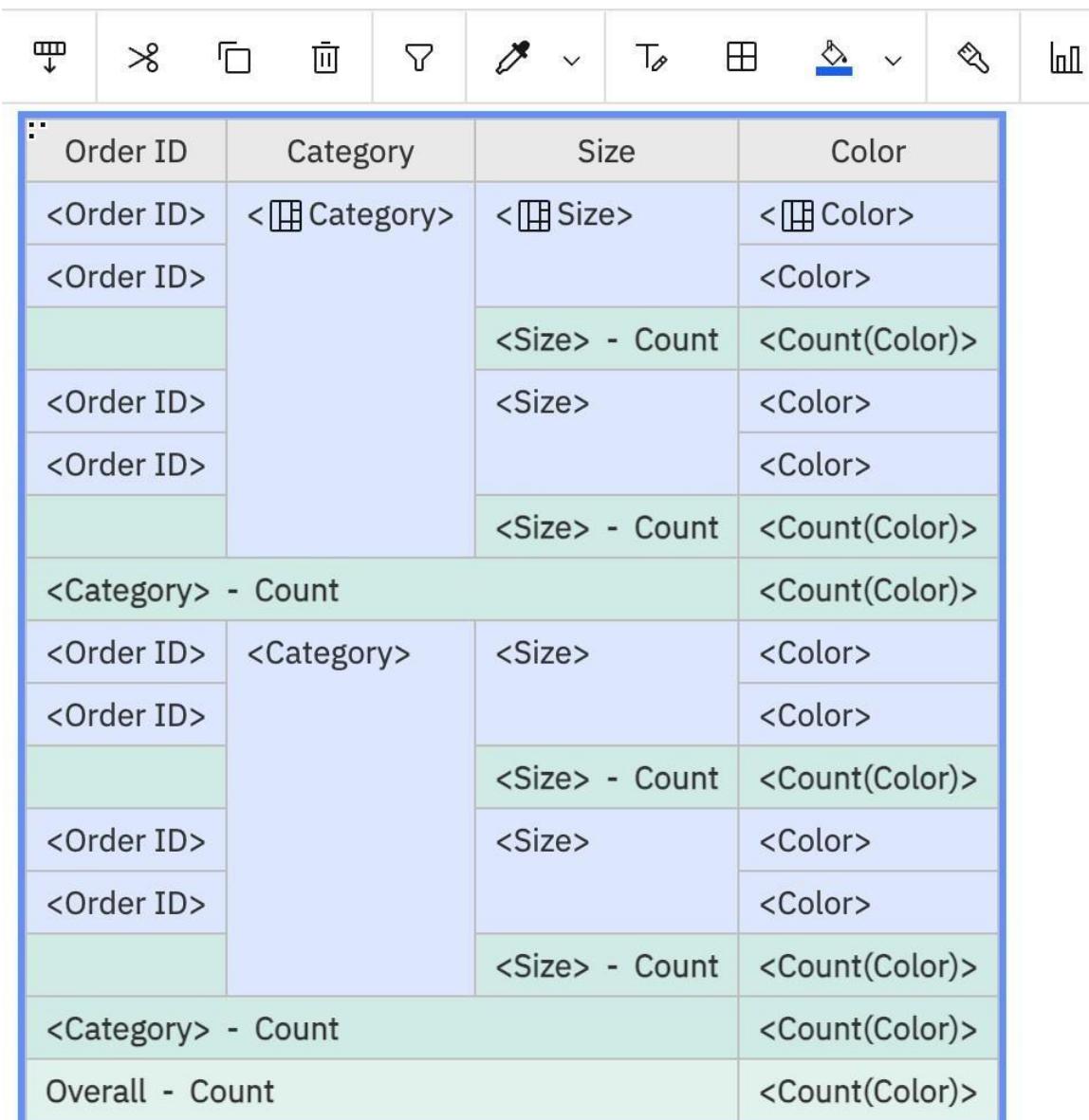
Order ID	Category	Size	Color
<Order ID>	<Category>	<Size>	<Color>
<Order ID>	<Category>	<Size>	<Color>
<Order ID>	<Category>	<Size>	<Color>

Step 2: Group category, size and color column.

The screenshot shows the same Microsoft Power BI report as before, but with a blue box highlighting the "Color" column header. The table structure remains the same, with four columns: Order ID, Category, Size, and Color. The rows show various combinations of placeholder values for each column.

Order ID	Category	Size	Color
<Order ID>	<Category>	<Size>	<Color>
<Order ID>			<Color>
<Order ID>		<Size>	<Color>
<Order ID>			<Color>
<Order ID>	<Category>	<Size>	<Color>
<Order ID>			<Color>
<Order ID>		<Size>	<Color>
<Order ID>			<Color>

Step 3: Summarise the grouped columns(category, size, color).



The screenshot shows the Microsoft Power BI Data Editor interface with a table containing four columns: Order ID, Category, Size, and Color. The table has 14 rows, some of which are collapsed into summary rows. The rows are color-coded in shades of blue, green, and purple. The first row is a header. Rows 2 through 7 are grouped under 'Category' and show various combinations of Order ID, Category, Size, and Color. Rows 8 through 13 are grouped under 'Category' and show combinations of Order ID, Category, Size, and Color. Row 14 is a summary row for 'Overall - Count'.

Order ID	Category	Size	Color
<Order ID>	<Category>	<Size>	<Color>
<Order ID>			<Color>
		<Size> - Count	<Count(Color)>
<Order ID>			<Color>
<Order ID>		<Size>	<Color>
			<Color>
		<Size> - Count	<Count(Color)>
<Category> - Count			<Count(Color)>
<Order ID>	<Category>	<Size>	<Color>
<Order ID>			
		<Size> - Count	<Count(Color)>
<Order ID>			<Color>
<Order ID>		<Size>	<Color>
			<Color>
		<Size> - Count	<Count(Color)>
<Category> - Count			<Count(Color)>
Overall - Count			<Count(Color)>

Step 4: Now, run the report. The count of each category of product and size is displayed.

Report View			
Order ID	Category	Size	Color
S02-5278980-4327051	Blouse	Free	Light Green
171-9638653-2292340			Pink
406-6143137-4946754			Yellow
		Free - Count	3
408-4193711-8156307		L	Red
		L - Count	1
408-4996506-8266710		S	Pink
		S - Count	1
402-4205432-7587534		XL	Black
404-6096382-3389133			Pink
		XL - Count	2
Blouse - Count			7
407-6599093-6553153	Bottom	3XL	Black
		3XL - Count	1
Bottom - Count			1
406-6302630-1482741	Ethnic Dress	3XL	Blue
		3XL - Count	1
408-0666162-2209142		L	Black
		L - Count	1
171-2644368-7969167		M	Black
407-6283946-7749133			Multicolor
		M - Count	2

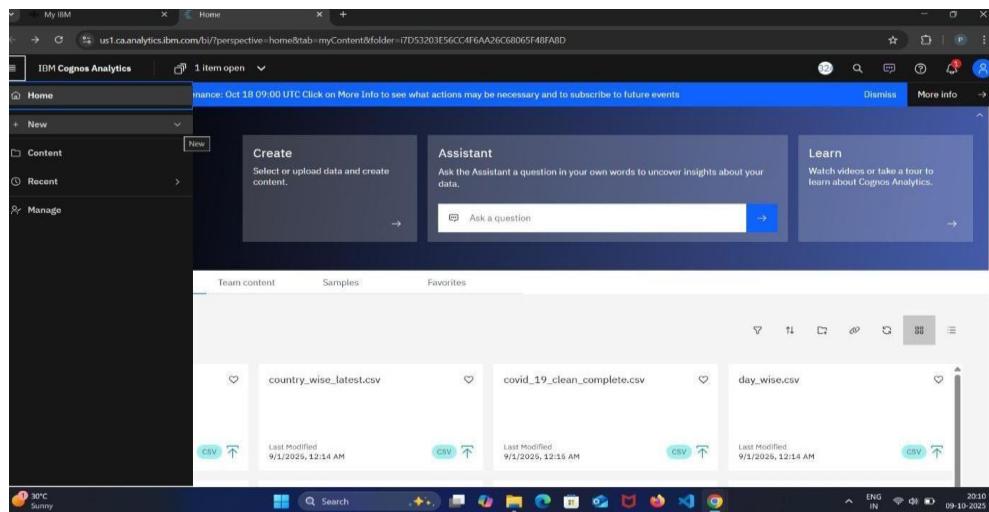
PROJECT

PROBLEM STATEMENT 9: How have gross sales trended month over month?

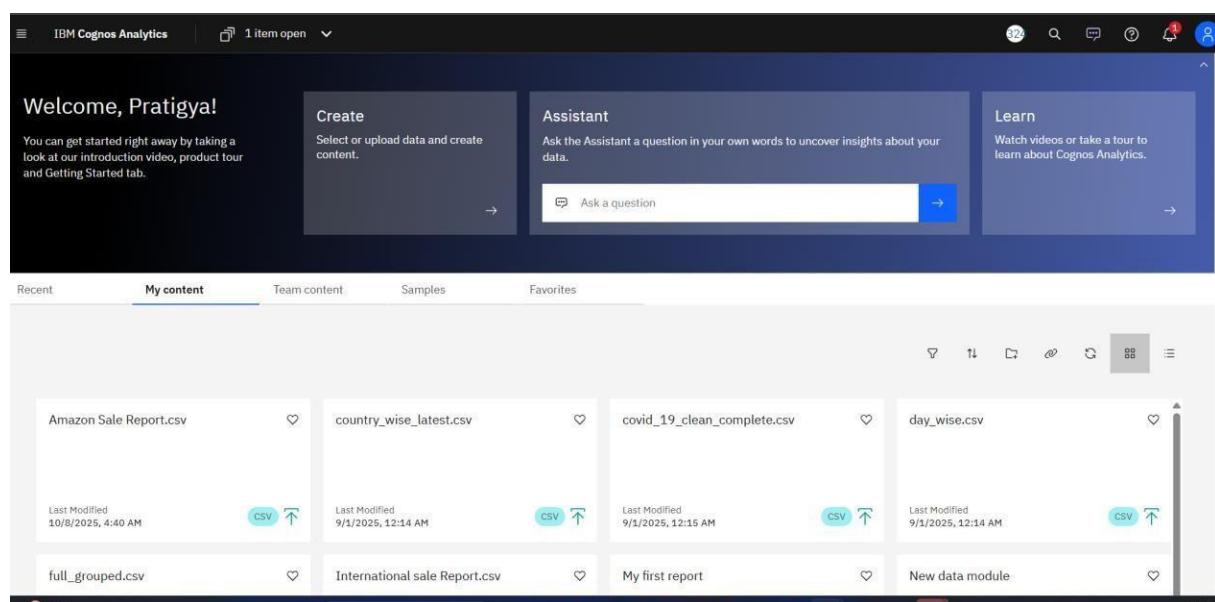
SOLUTION : To create a Line Chart using Data Module.

STEPS 1: Open IBM Cognos Analytics

- Click on New
- Select Data Module from Menu.

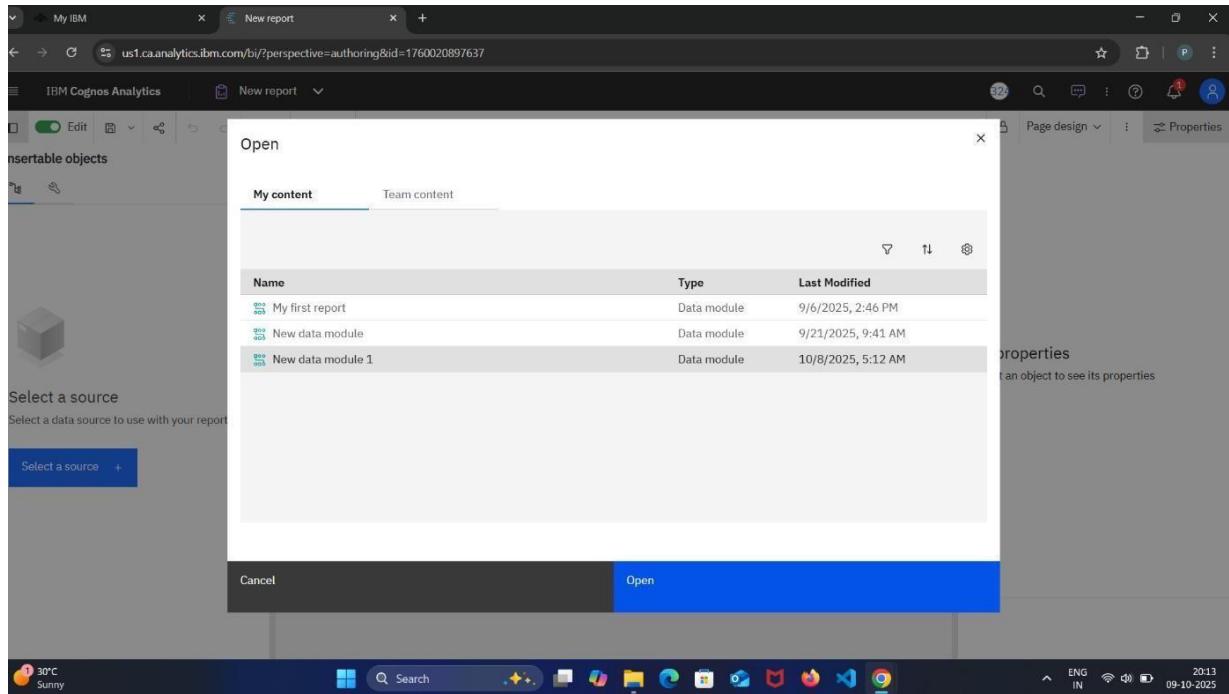


STEPS 2 : Uploading Data set for preparing Data Module.

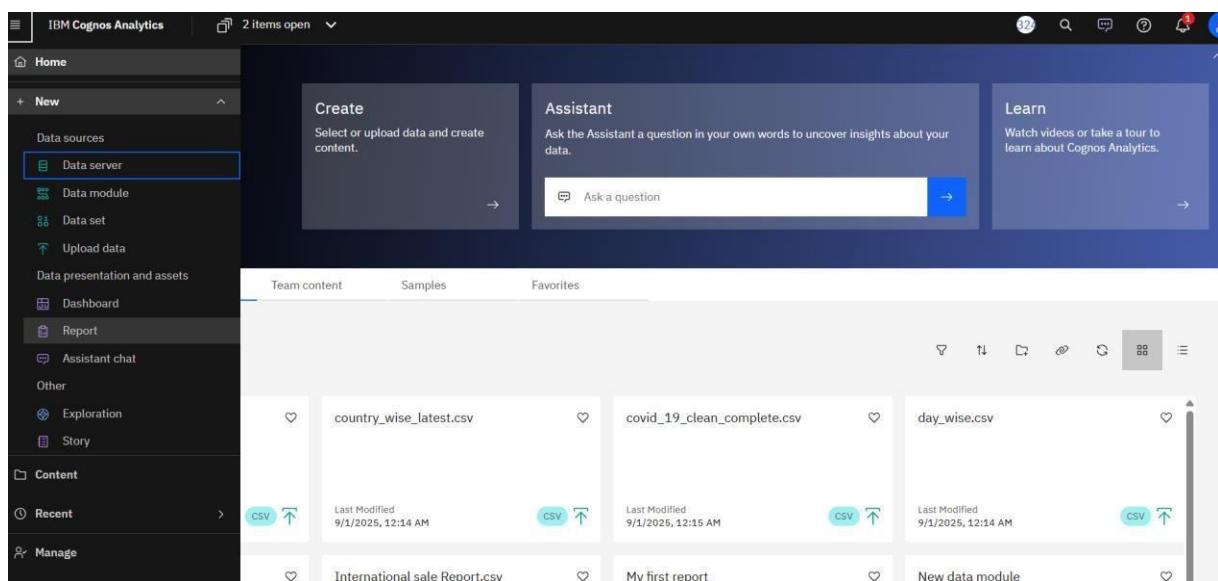


;

STEPS 3: Data set become the Data Module.

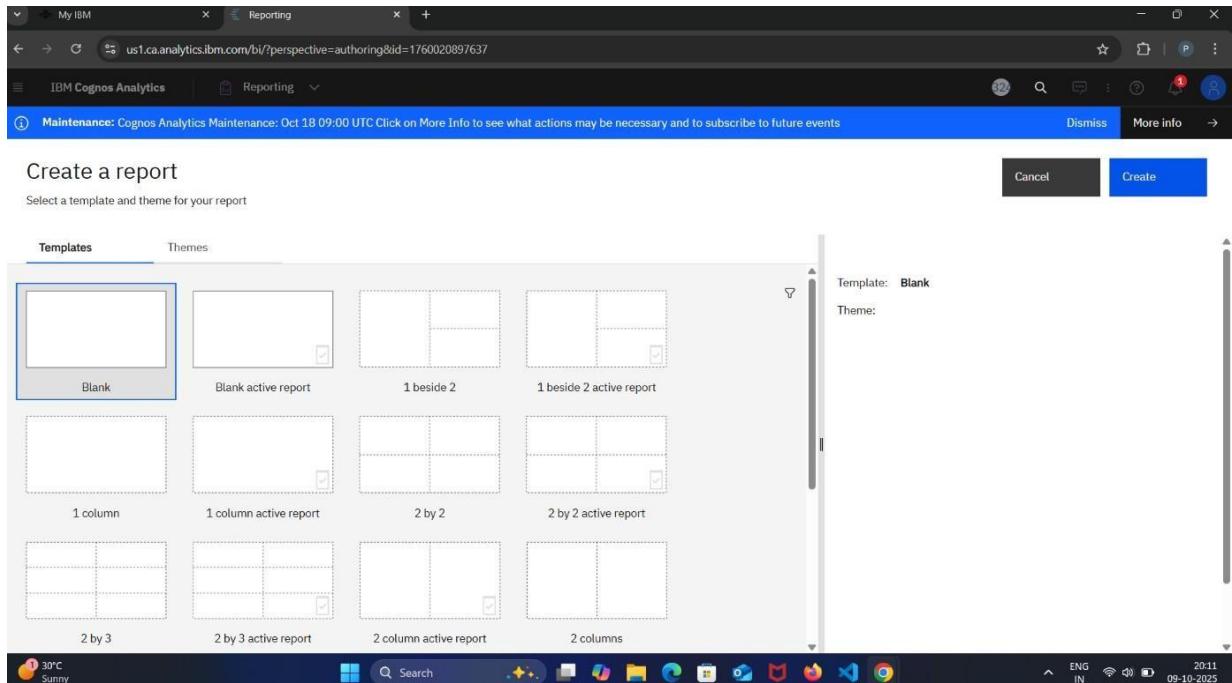


STEPS 4: Now click on Report.

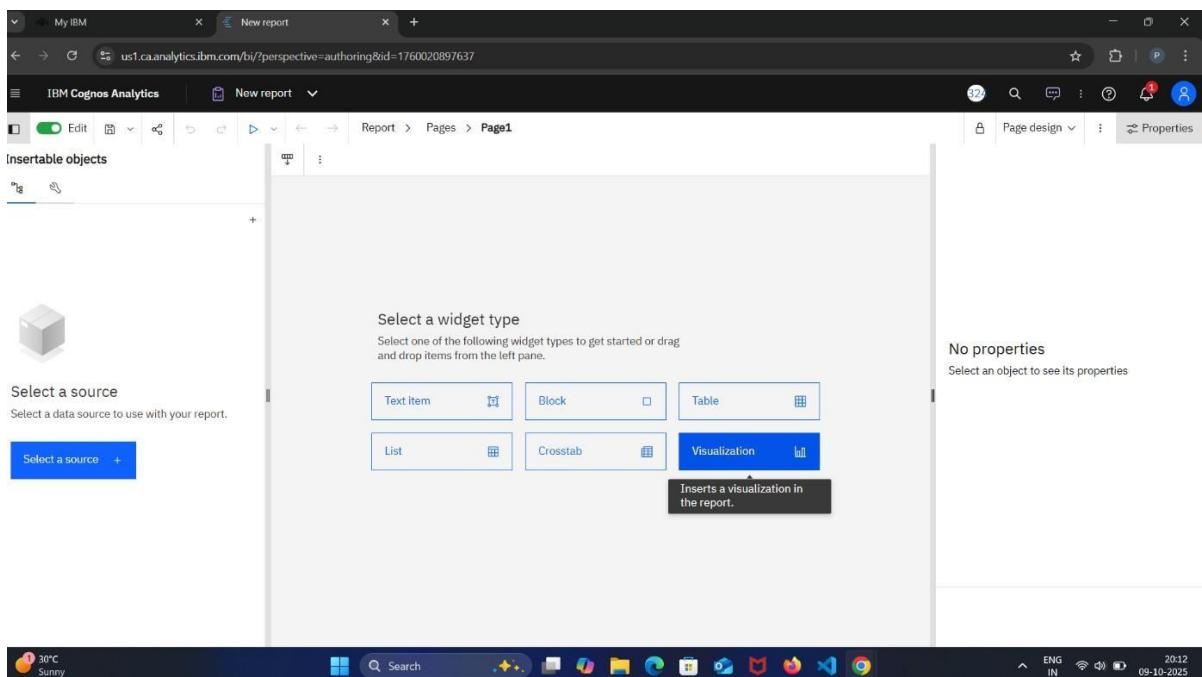


GROUP NUMBER :6

STEPS 5: Select Blank and then click Create

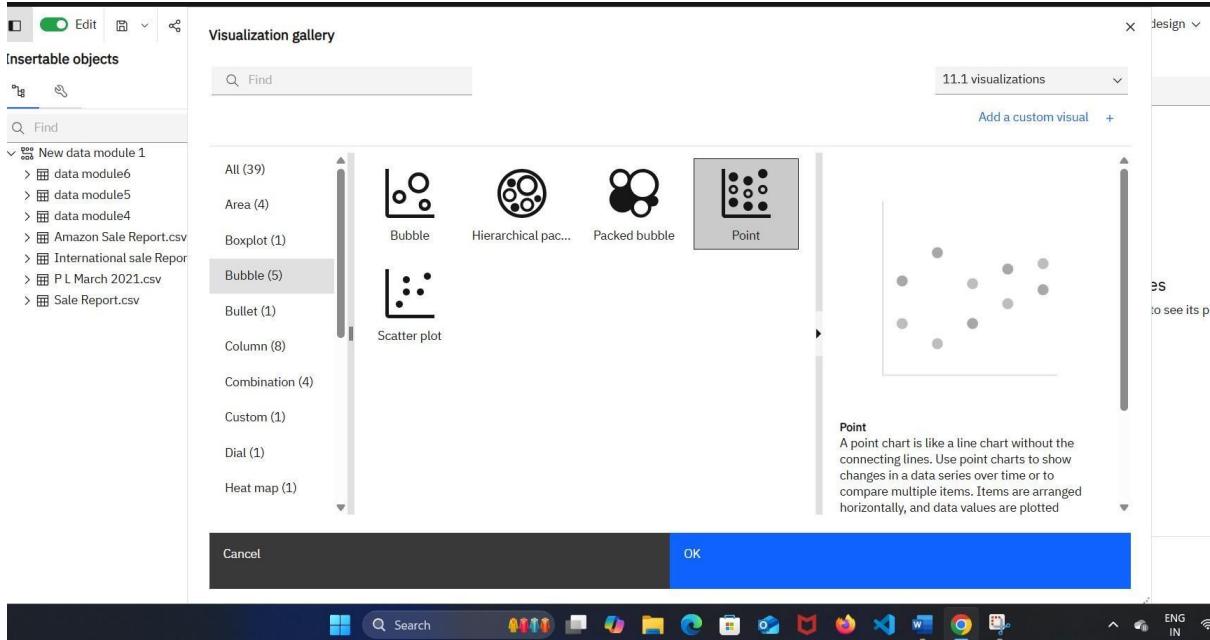


STEPS 6: Select a Widget type Visualization.

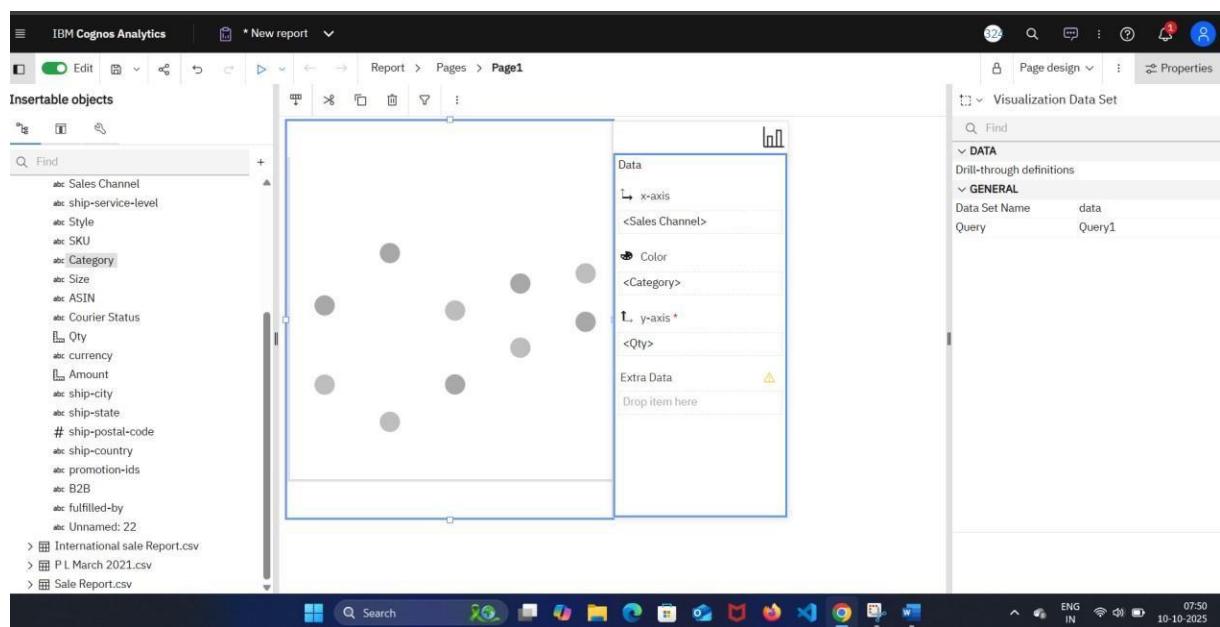


GROUP NUMBER :6

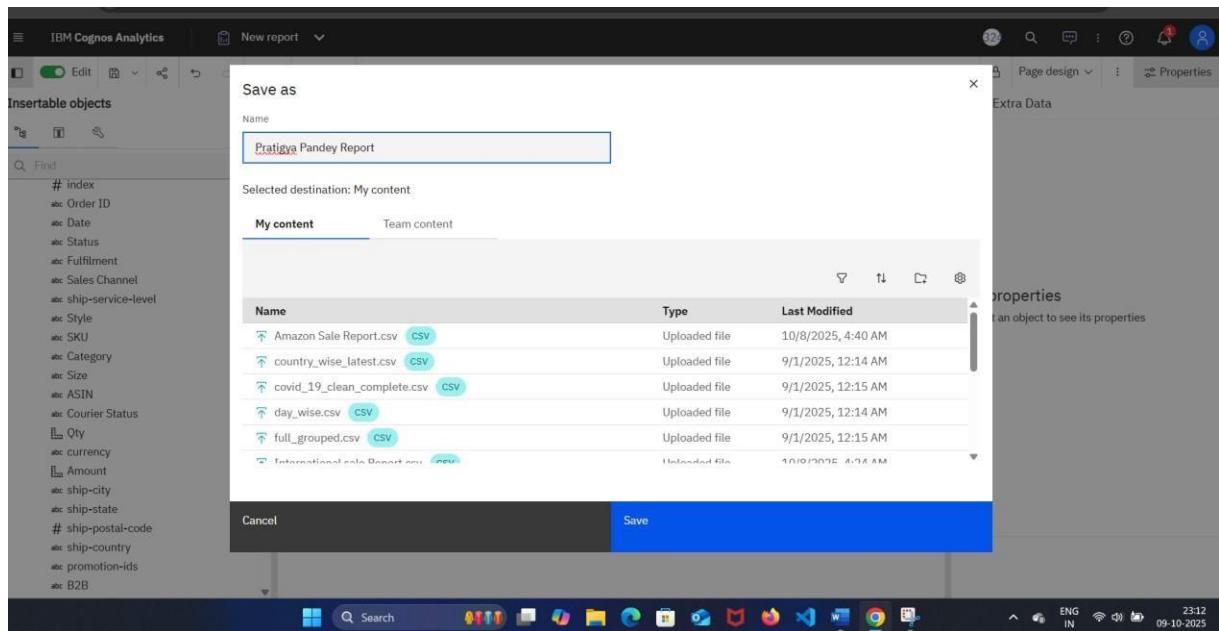
STEPS 7: Select bubble under Visualization and then click OK.



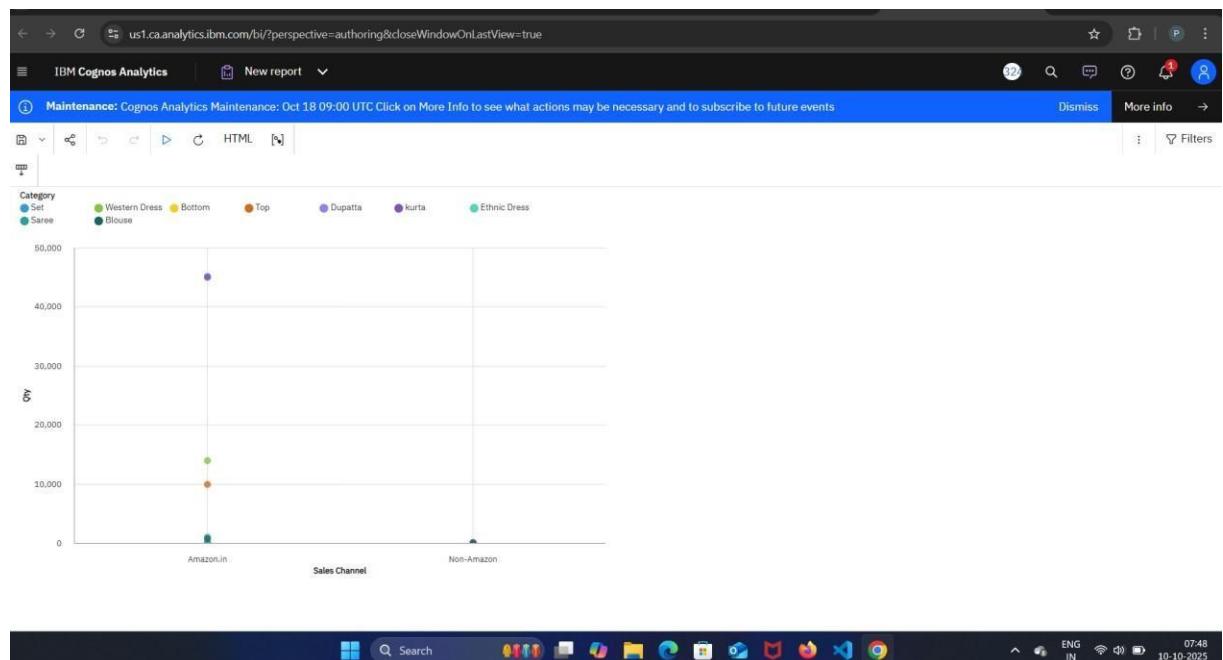
STEPS 8: In Bubble put in X-Axis SALES CHANNEL and in Y-AXIS put QUANTITY and in color put CATEGORY.



STEPS 9: Save the Data.



STEPS 10: Run the Data.



GROUP NUMBER :6

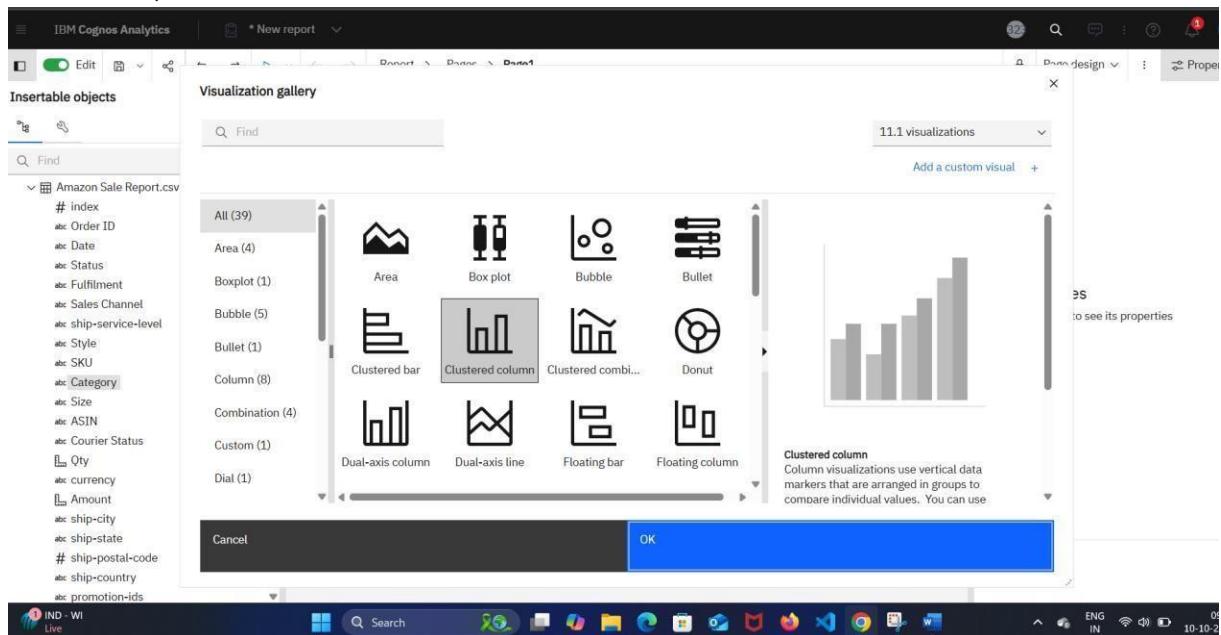
PROJECT

PROBLEM STATEMENT 10: How the e-commerce business is performing in each channel.

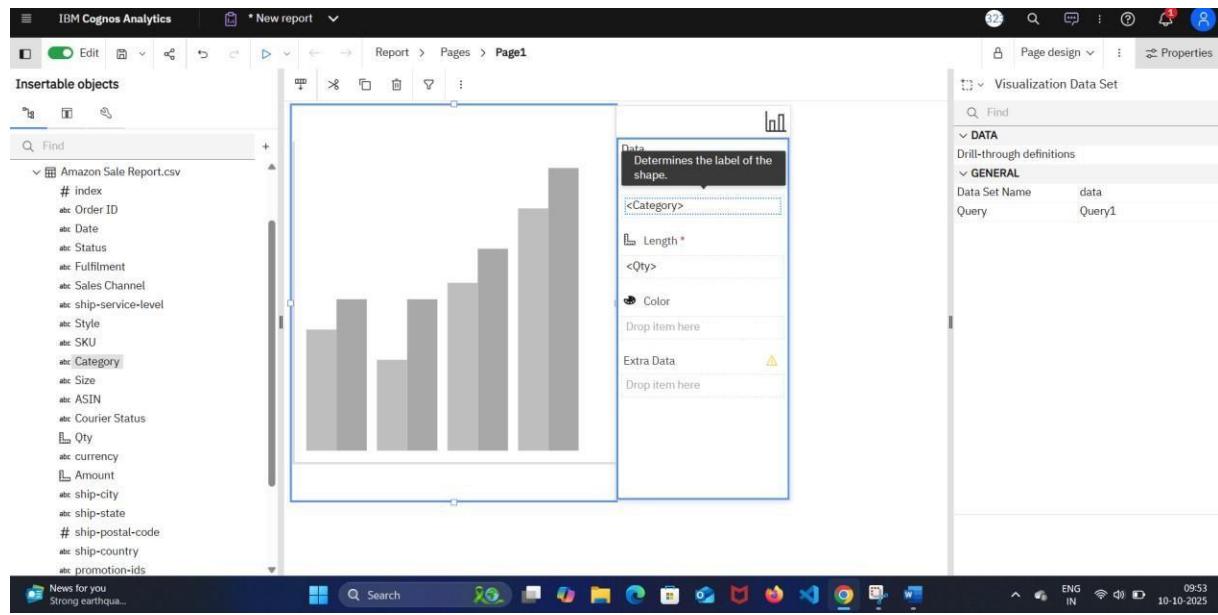
SOLUTION: To create Clustered Column with the help of Data Module.

STEPS 1: click on new.

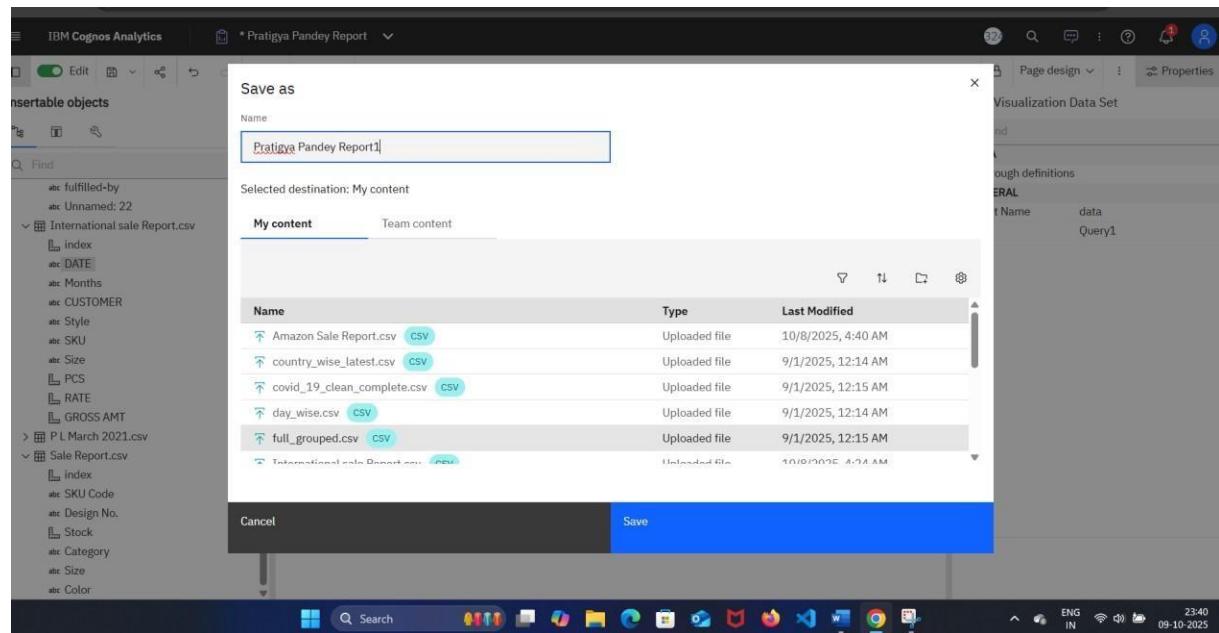
- Then go to Report.
- Select the Templates and Click on Create.
- And then click on Select on Source.
- After that click on Visualization.
- Then, Select on Clustered column .



STEPS 2: In Bars put Category ,and in length put Quantity .



STEPS 3: Save



GROUP NUMBER :6

STEPS 4: Run the Report.

