

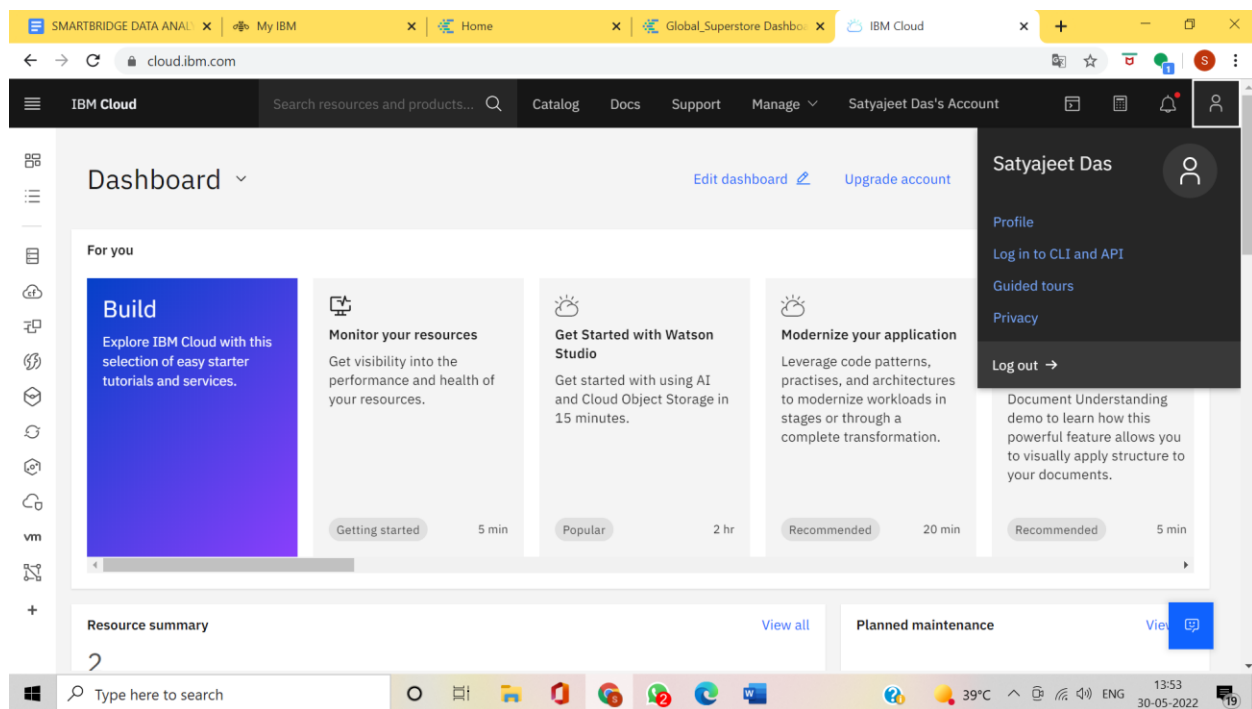
# SMARTBRIDGE DATA ANALYTICS EXTERNSHIP GUIDED PROJECT

**Name:- Satyajeet Das**

**Reg No:- 19BCE10196**

**Topic:- Global Sales Data Analytics Using Ibm Cognos**

## # IBM CLOUD ACCOUNT



## # COGNOS ANALYTICS ACCOUNT

SMARTBRIDGE DATA ANALYTICS x My IBM x Home x Global\_Superstore Dashboard x +

eu2.ca.analytics.ibm.com/bi/?perspective=home

IBM Cognos Analytics with Watson

Search content

Hello. Welcome to Cognos Analytics with Watson.

You can get started right away by taking a look at our introduction video, product tour and Getting Started tab.

Watch video Take a product tour

Quick launch

SMARTBRIDGE D...docx

Type here to search

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## # WORKING WITH THE DATASET

The screenshot displays the IBM Cognos Analytics interface. The top navigation bar includes the IBM logo, the text "IBM Cognos Analytics with Watson", and a search bar. The main content area is divided into a left sidebar and a central grid view. The sidebar, titled "Data module", contains a search bar and a list of navigation paths. The "Global\_Su...tore2.csv" path is selected, showing a list of fields: "# Row Id", "# Row ID", "abc Order ID", "abc Order Date", "abc Ship Date", "abc Ship Mode", "abc Customer ID", "abc Customer Name", "abc Segment", and "City". The central grid view displays a table with 8 rows and 7 columns. The columns are labeled "Row Id", "Row ID", "Order ID", "Order Date", "Ship Date", "Ship Mode", and "Cus". The data rows are as follows:

Row Id	Row ID	Order ID	Order Date	Ship Date	Ship Mode	Cus
1	32298	CA-2012-124891	2012-07-31	2012-07-31	Same Day	R
2	26341	IN-2013-77878	2013-02-05	2013-02-07	Second Class	J
3	25330	IN-2013-71249	2013-10-17	2013-10-18	First Class	C
4	13524	ES-2013-1579342	2013-01-28	2013-01-30	First Class	K
5	47221	SG-2013-4320	2013-11-05	2013-11-06	Same Day	R
6	22732	IN-2013-42360	2013-06-28	2013-07-01	Second Class	J
7	30570	IN-2011-81826	2011-11-07	2011-11-09	First Class	T
8	31192	IN-2012-86369	2012-04-14	2012-04-18	Standard Class	M

My IBM | \* New data module

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IBM Cognos Analytics with Watson | \* New data module

Search content

Properties

Data module

Grid Relationships Custom tables

Customer ID Customer Name Segment City State

RH-19495	Rick Hansen	Consumer	New York City	New York
JR-16210	Justin Ritter	Corporate	Wollongong	New South Wales
CR-12730	Craig Reiter	Consumer	Brisbane	Queensland
KM-16375	Katherine Murray	Home Office	Berlin	Berlin
RH-9495	Rick Hansen	Consumer	Dakar	Dakar
JM-15655	SMARTBRIDGE DATA ANALYTICS EXTERNSHIP.pdf and 1 more page - Personal - Microsoft Edge		Sydney	New South Wales
TS-21340	Toby Swindell	Consumer	Porirua	Wellington
MB-18085	Mick Brown	Consumer	Hamilton	Waikato

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My IBM | \* New data module

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IBM Cognos Analytics with Watson | \* New data module

Search content

Properties

Data module

Grid Relationships Custom tables

Country Postal Code Market Region Product ID Cat

United States	10024	US	East	TEC-AC-10003033	
Australia	Null	APAC	Oceania	FUR-CH-10003950	
Australia	Null	APAC	Oceania	TEC-PH-10004664	
Germany	Null	EU	Central	TEC-PH-10004583	
Senegal	Null	Africa	Africa	TEC-SHA-10000501	
Australia	Null	APAC	Oceania	TEC-PH-10000030	
New Zealand	Null	APAC	Oceania	FUR-CH-10004050	
New Zealand	Null	APAC	Oceania	FUR-TA-10002958	

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My IBM | \* New data module

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IBM Cognos Analytics with Watson | \* New data module

Search content

Properties

Data module

Grid Relationships Custom tables

Product ID	Category	Sub-Category	Product Name	Sales	Quantity
TEC-AC-10003033	Technology	Accessories	Plantronics CS510 - Over-the-Head monaural Wireless Headset System	2309.65	7
FUR-CH-10003950	Furniture	Chairs	Novimex Executive Leather Armchair, Black	3709.395	9
TEC-PH-10004664	Technology	Phones	Nokia Smart Phone, with Caller ID	5175.171	9
TEC-PH-10004583	Technology	Phones	Motorola Smart Phone, Cordless	2892.51	5
TEC-SHA-10000501	Technology	Copiers	Sharp Wireless Fax, High-Speed	2832.96	8
TEC-PH-10000030	Technology	Phones	Samsung Smart Phone, with Caller ID	2862.675	5
FUR-CH-10004050	Furniture	Chairs	Novimex Executive Leather Armchair, Adjustable	1822.08	4
FUR-TA-10002958	Furniture	Tables	Chromcraft Conference Table, Fully Assembled	5244.84	6
			Fellowes PB500 Electric		

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My IBM | \* New data module

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IBM Cognos Analytics with Watson | \* New data module

Search content

Properties

Data module

Grid Relationships Custom tables

Product Name	Sales	Quantity	Discount	Profit	Ship Mode
Plantronics CS510 - Over-the-Head monaural Wireless Headset System	2309.65	7	0	762.1845	Standard Class
Novimex Executive Leather Armchair, Black	3709.395	9	0.1	-288.765	Standard Class
Nokia Smart Phone, with Caller ID	5175.171	9	0.1	919.971	Standard Class
Motorola Smart Phone, Cordless	2892.51	5	0.1	-96.54	Standard Class
Sharp Wireless Fax, High-Speed	2832.96	8	0	311.52	Standard Class
Samsung Smart Phone, with Caller ID	2862.675	5	0.1	763.275	Standard Class
Novimex Executive Leather Armchair, Adjustable	1822.08	4	0	564.84	Standard Class
Chromcraft Conference Table, Fully Assembled	5244.84	6	0	996.48	Standard Class
Fellowes PB500 Electric					Standard Class

Type here to search

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My IBM | \* New data module

eu2.ca.analytics.ibm.com/bi/?perspective=ca-modeller&id=655199587\_76770277ad0041eba384588f2807e2d5\_sessionTemp&objRef=&tid=65519...

IBM Cognos Analytics with Watson | \* New data module

Search content

Properties

Data module

Search

New data module

Navigation paths

Global\_Su...store2.csv

# Row Id

# Row ID

abc Order ID

Order Date

Ship Date

Ship Mode

Customer ID

Customer Name

Segment

City

Grid

Relationships

Custom tables

Quantity	Discount	Profit	Shipping Cost	Order Priority
7	0	762.1845	933.57	Critical
9	0.1	-288.765	923.63	Critical
9	0.1	919.971	915.49	Medium
5	0.1	-96.54	910.16	Medium
8	0	311.52	903.04	Critical
5	0.1	763.275	897.35	Critical
4	0	564.84	894.77	Critical
6	0	996.48	878.38	High

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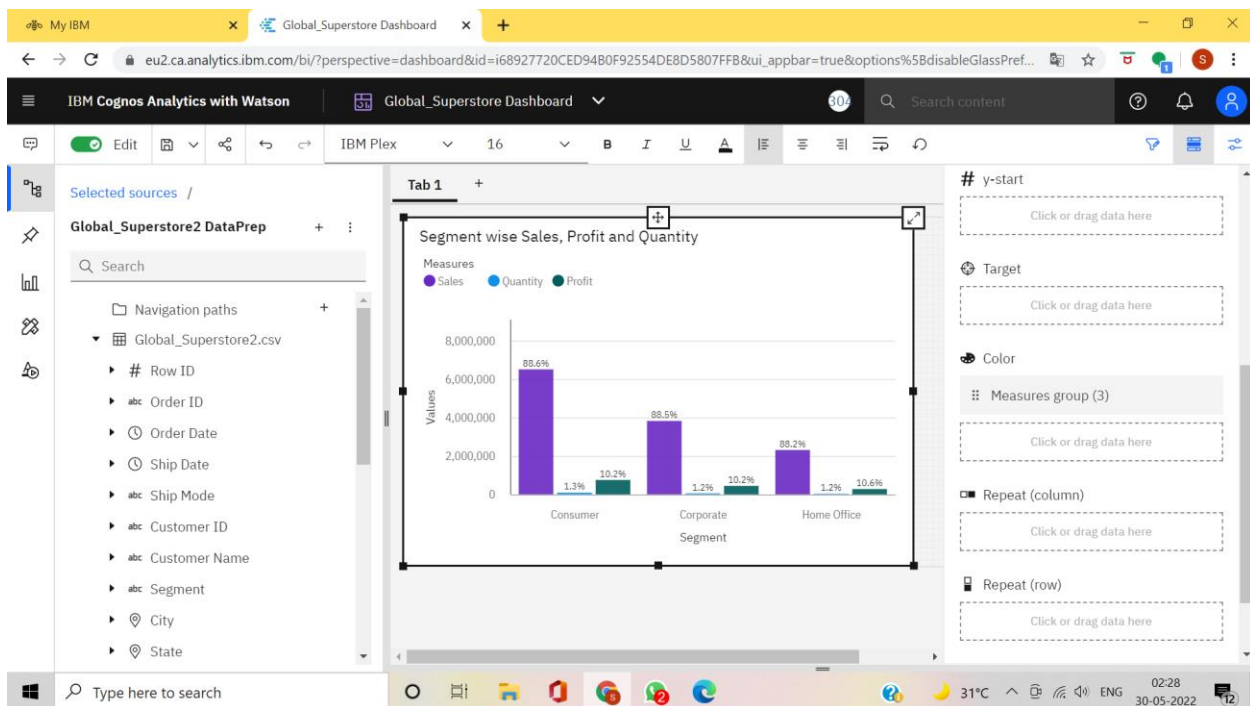
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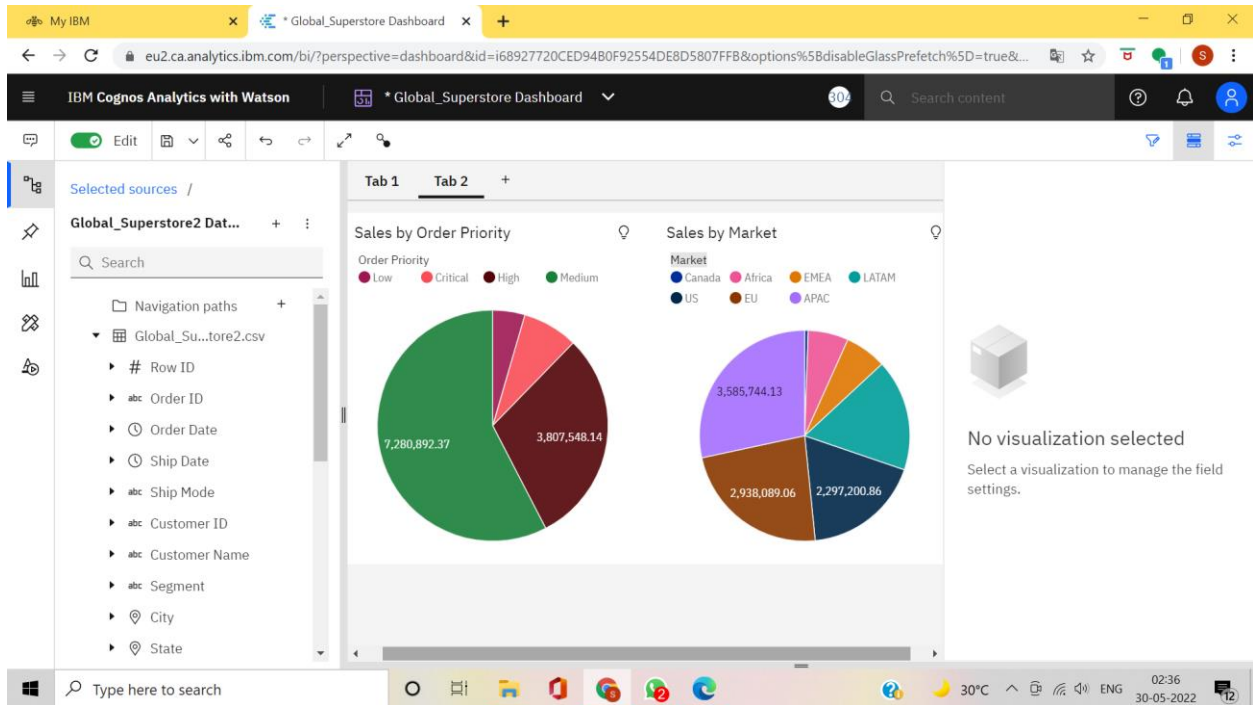
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## # Data Visualization Charts:-

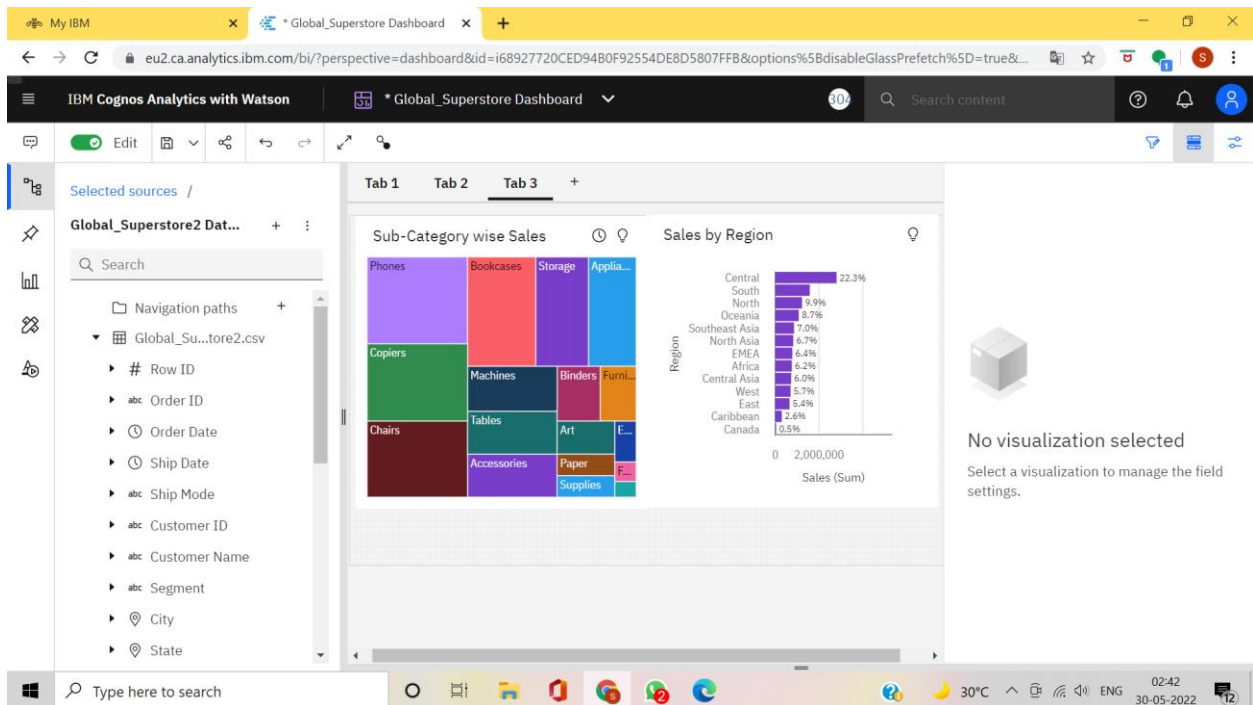
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2.

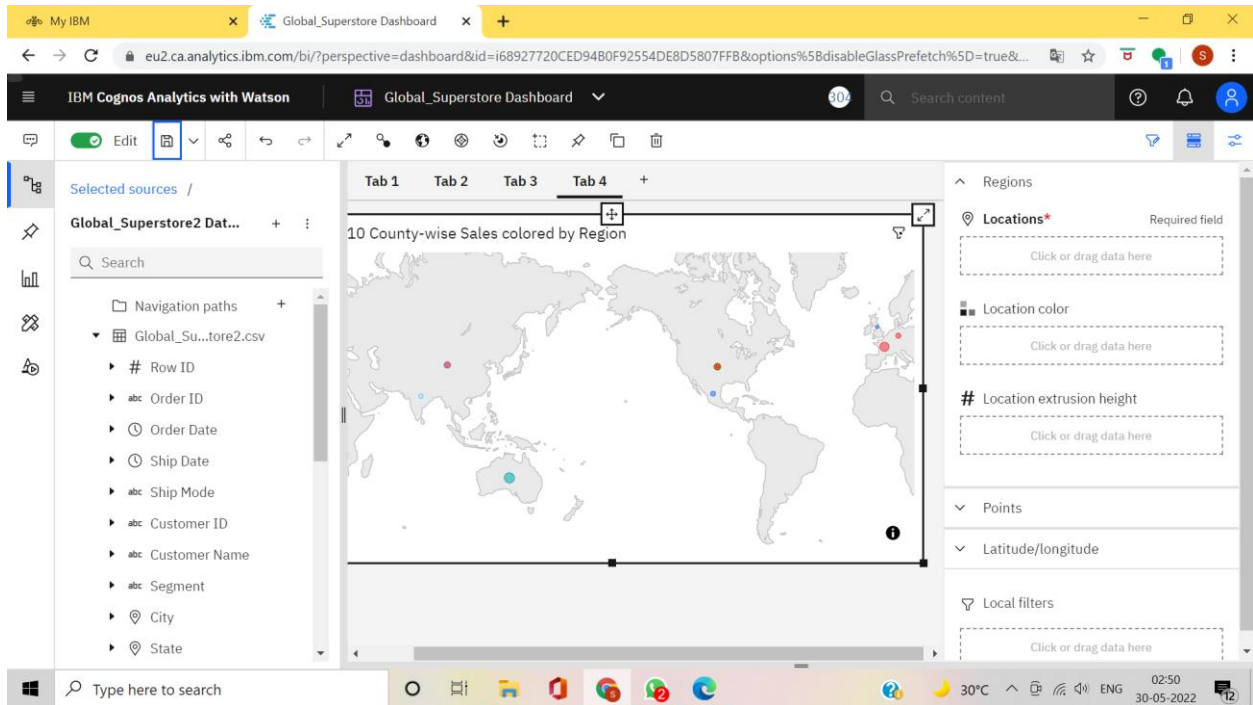


3.

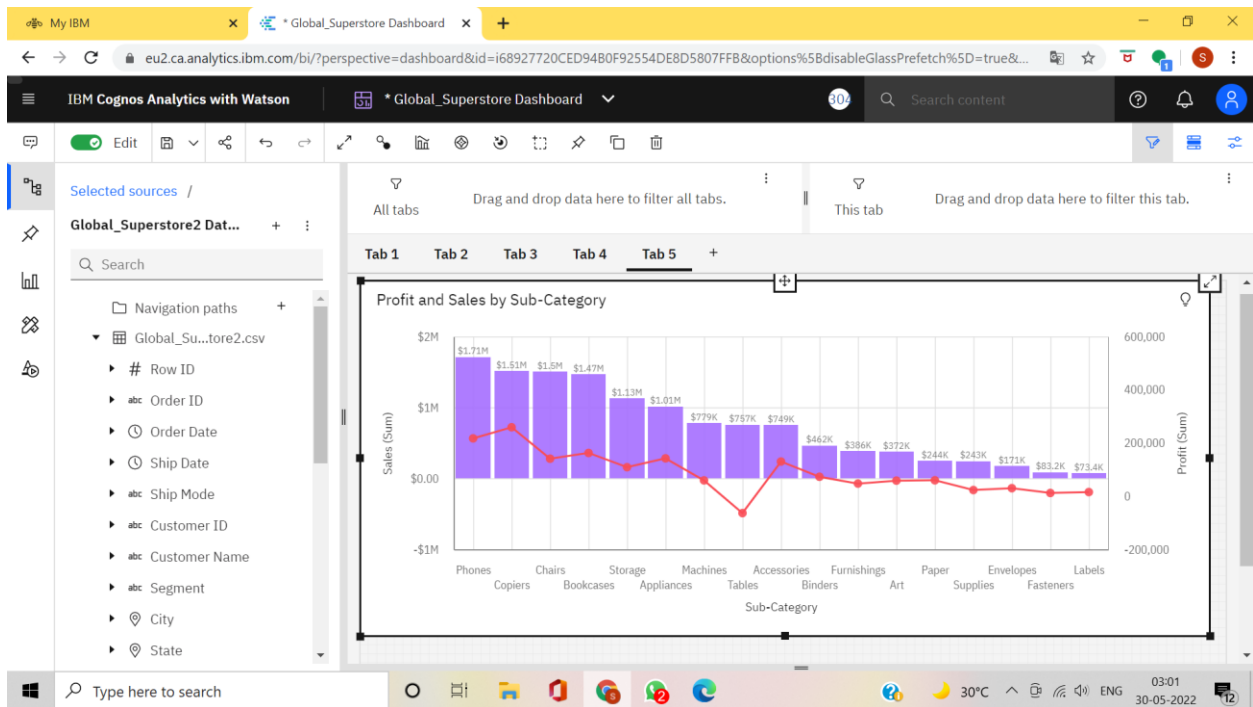




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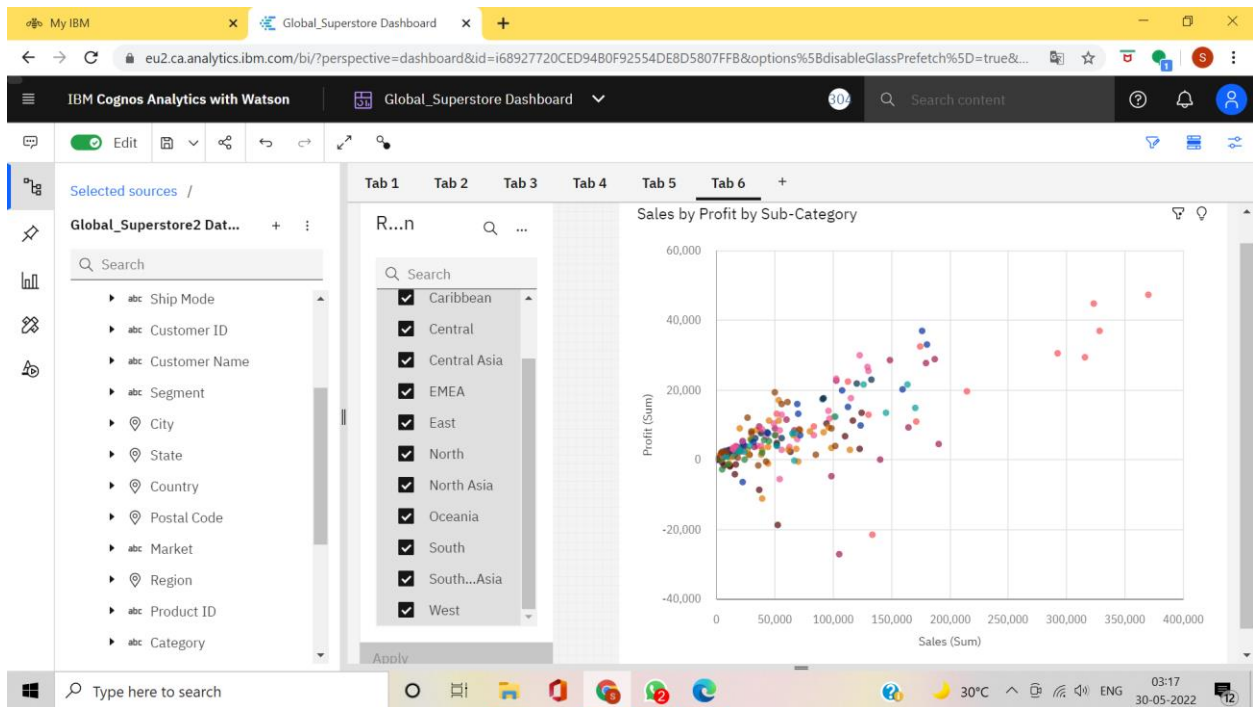


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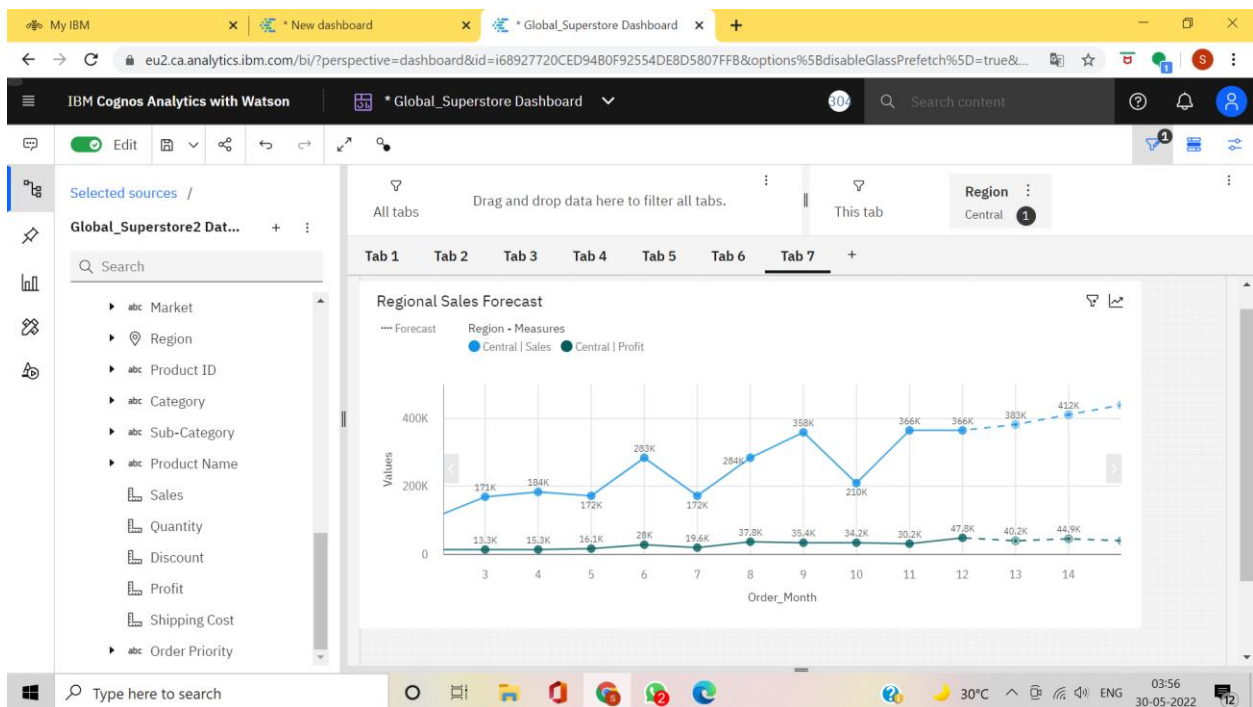




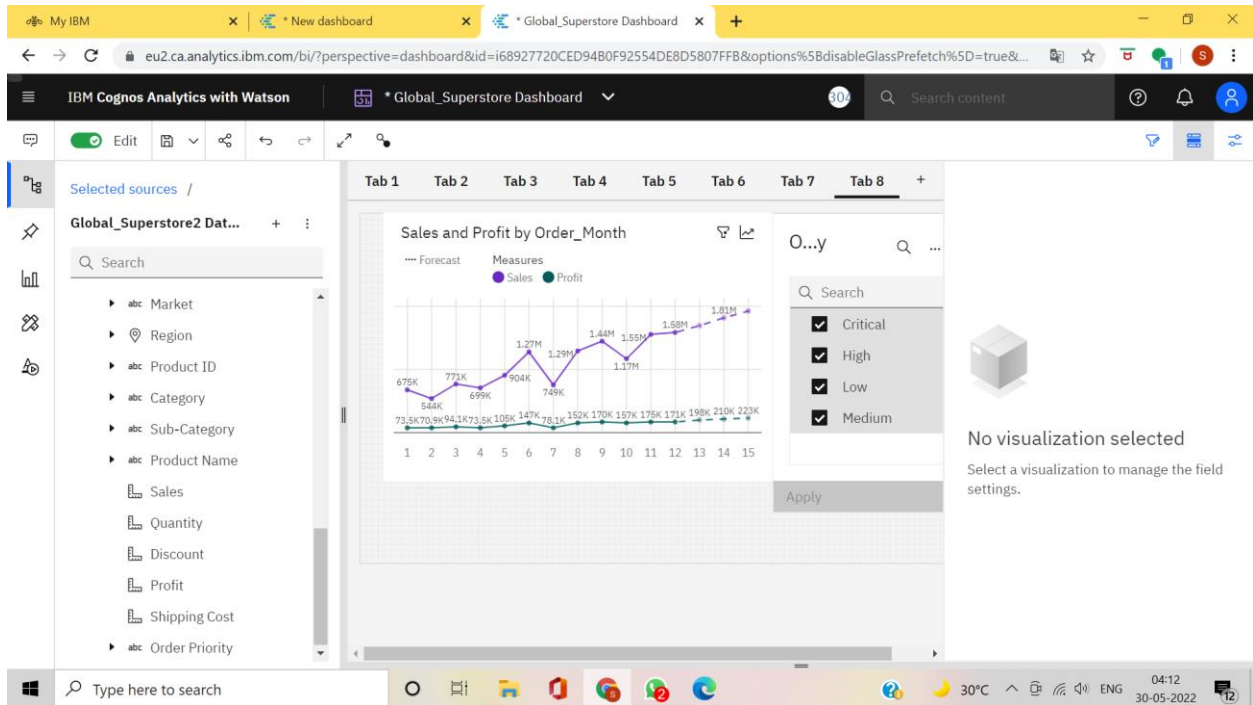
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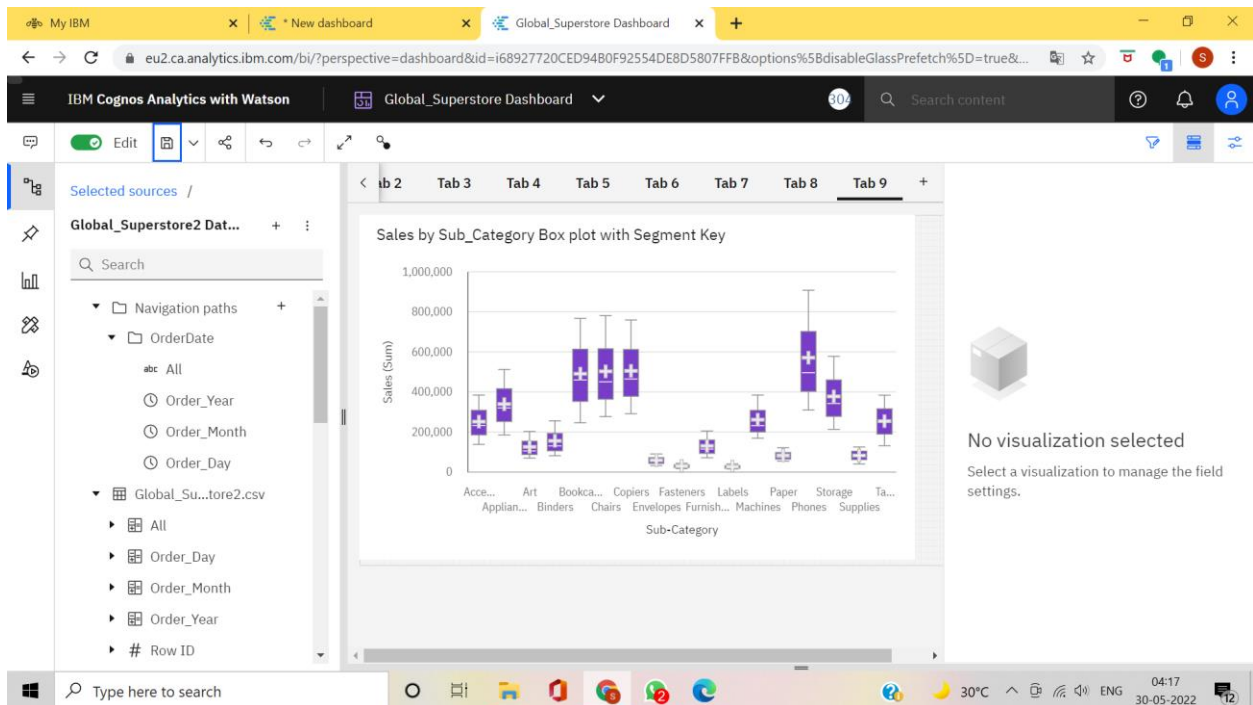
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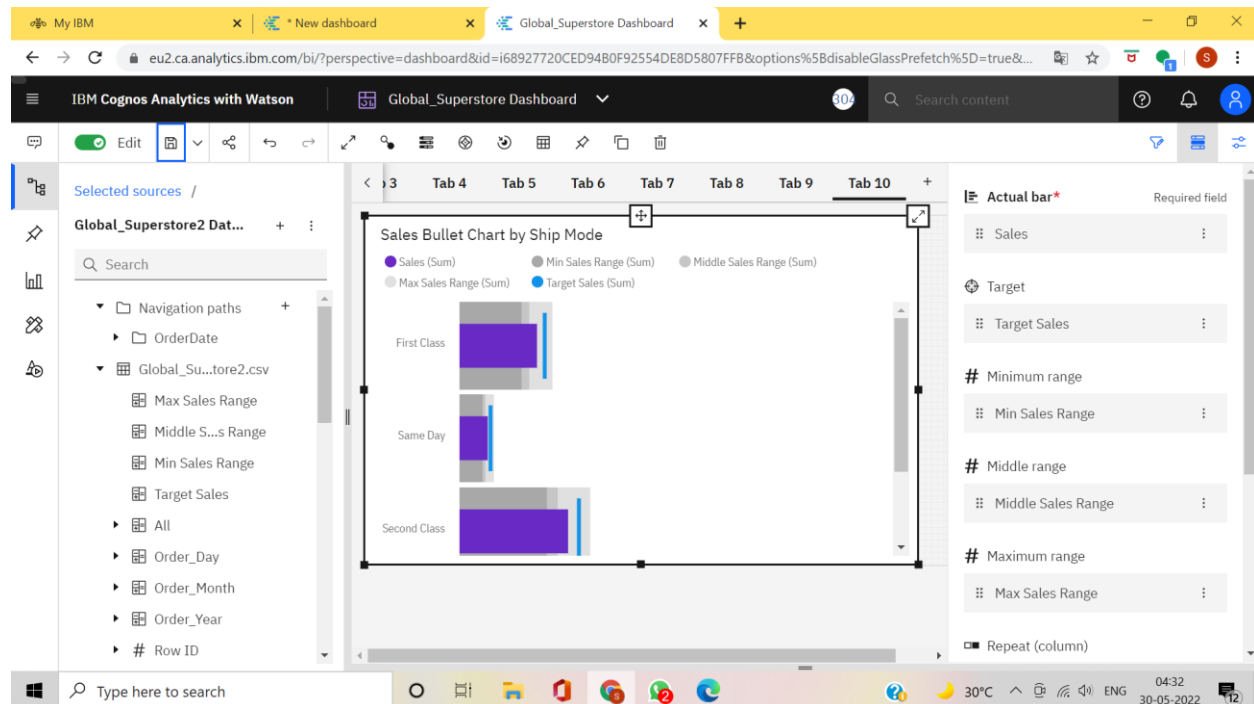
8.



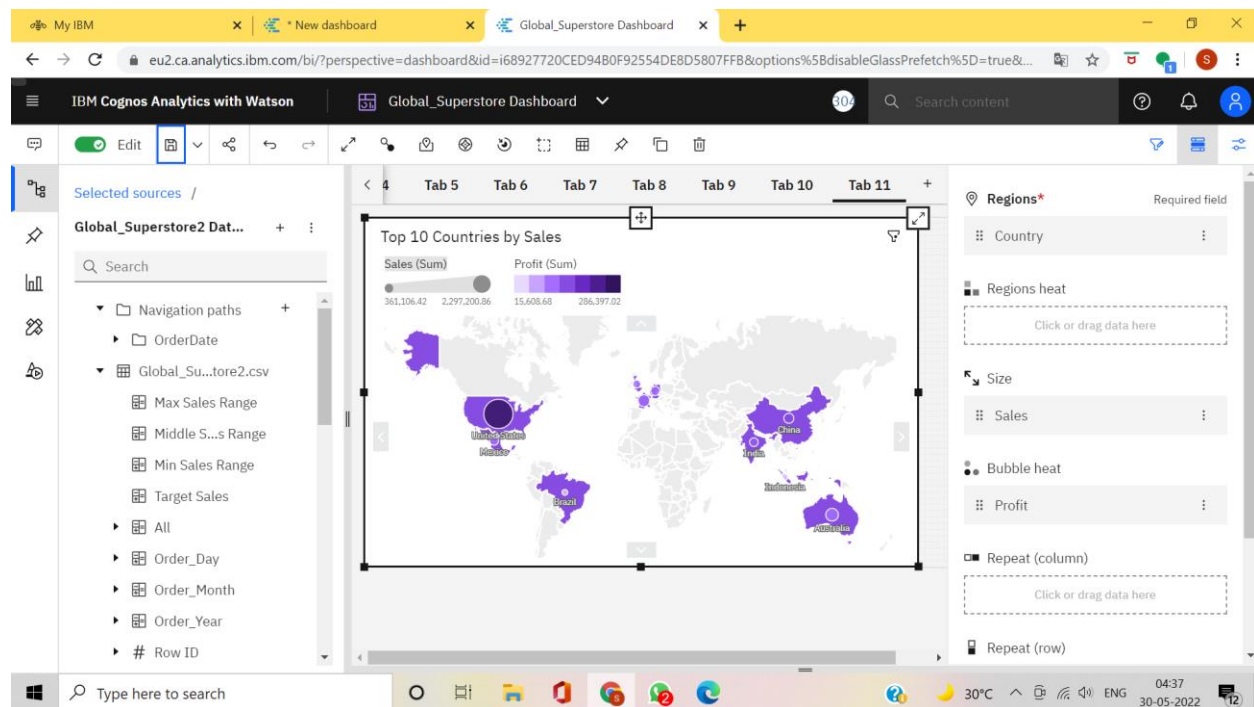
9.



10.



11.



The screenshot displays the IBM Cognos Analytics web application. The top navigation bar includes the IBM logo, a search bar, and a user profile icon. The main header shows the dashboard name 'Global Superstore Dashboard'. The left sidebar contains a 'Selected sources' section with a search bar and a list of data sources, including 'Global\_Superstore2 Dat...'. The main content area features a tabbed interface with tabs labeled 'Tab 6' through 'Tab 12'. The active tab, 'Tab 12', displays a radar chart titled 'Regional Sales by Segment'. The chart compares sales across ten segments: Africa, West, Southeast Asia, South, Oceania, North Asia, North, East, Central Asia, and Central. The segments are color-coded: Consumer (red), Corporate (orange), and Home Office (green). The chart shows that the 'Consumer' segment has the highest sales across most regions, particularly in the 'West' and 'Central' areas. A message on the right side of the chart states 'No visualization selected' and 'Select a visualization to manage the field settings.'

[illegible]

14.

