

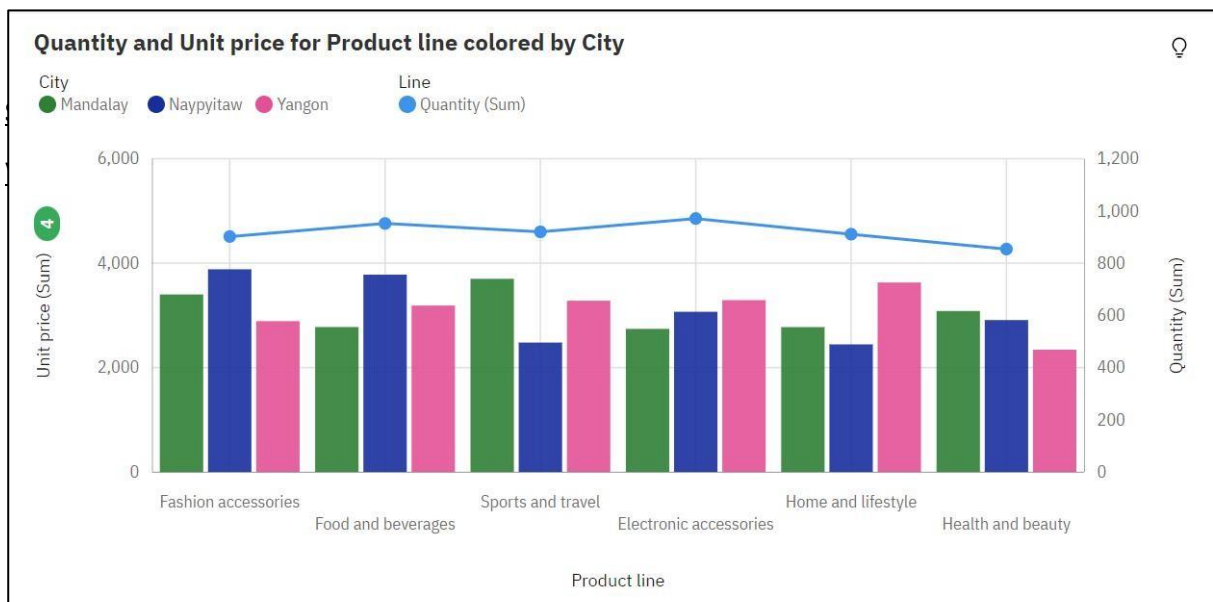
Data Analytics with IBM cognos

Assignment 1

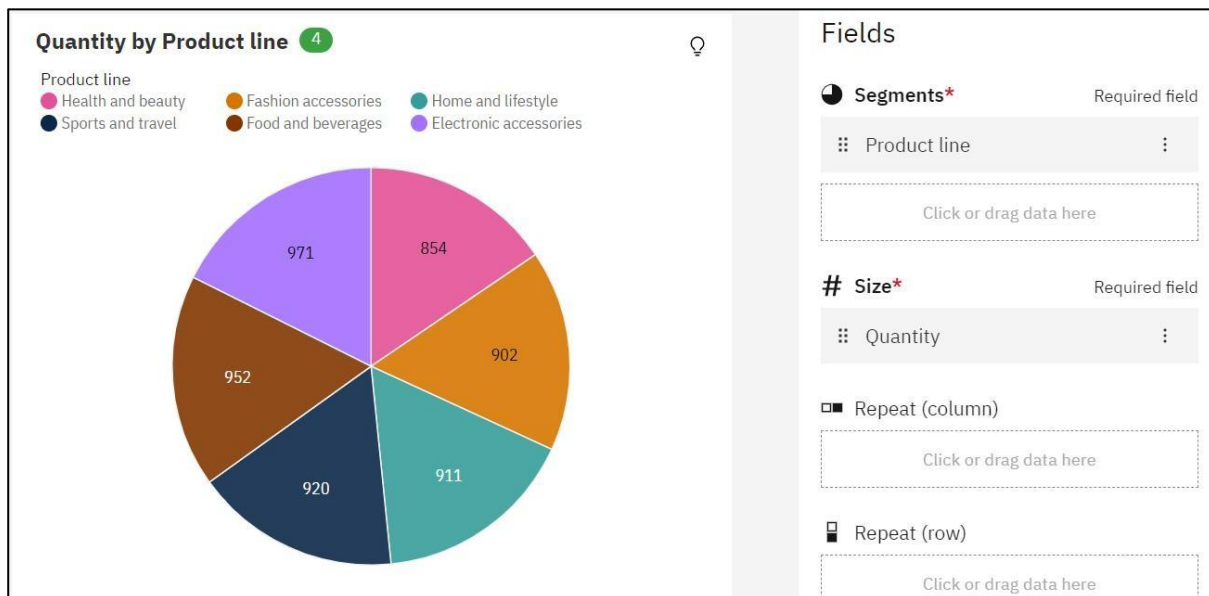
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The screenshot shows the IBM Cognos Analytics interface. On the left, the 'Data module' pane displays a tree view of the 'da_sampleset' data source, including fields like Row Id, Invoice ID, Branch, City, Customer type, Gender, Product line, Unit price, Quantity, Tax 5%, Total, Date, Time, Payment, and cogs. The main area shows a 'Grid' view of the data. The grid has columns for Row Id, Invoice ID, Branch, City, Customer type, Gender, Product line, and Unit price. The data is sorted by Row Id in ascending order.

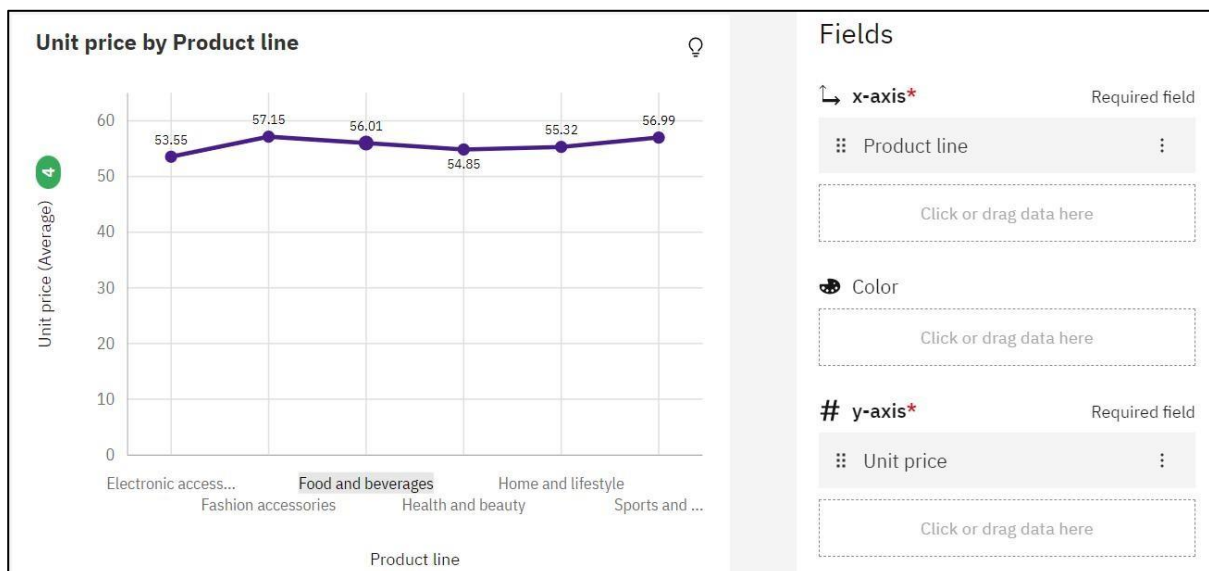
Row Id	Invoice ID	Branch	City	Customer type	Gender	Product line	Unit price
1	750-67-8428	A	Yangon	Member	Female	Health and beauty	74.69
2	226-31-3081	C	Naypyitaw	Normal	Female	Electronic accessories	15.28
3	631-41-3108	A	Yangon	Normal	Male	Home and lifestyle	46.33
4	123-19-1176	A	Yangon	Member	Male	Health and beauty	58.22
5	373-73-7910	A	Yangon	Normal	Male	Sports and travel	86.31
6	699-14-3026	C	Naypyitaw	Normal	Male	Electronic accessories	85.39
7	355-53-5943	A	Yangon	Member	Female	Electronic accessories	68.84
8	315-22-5665	C	Naypyitaw	Normal	Female	Home and lifestyle	73.56
9	665-32-9167	A	Yangon	Member	Female	Health and beauty	36.26
10	692-92-5582	B	Mandalay	Member	Female	Food and beverages	54.84
11	351-62-0822	B	Mandalay	Member	Female	Fashion accessories	14.48
12	529-56-3974	B	Mandalay	Member	Male	Electronic accessories	25.51
13	365-64-0515	A	Yangon	Normal	Female	Electronic accessories	46.95
14	252-56-2699	A	Yangon	Normal	Male	Food and beverages	43.19
15	829-34-3910	A	Yangon	Normal	Female	Health and beauty	71.38



Visualization 2:



Visualization 3:



Over all **product lines**, the average of **Unit price** is 55.67.

The average values of **Unit price** range from 53.55, occurring when **Product line** is Electronic accessories, to 57.15, when **Product line** is Fashion accessories.

Fashion accessories (17.8 %), Food and beverages (17.4 %), Electronic accessories (17 %), Sports and travel (16.6 %), and Home and lifestyle (16 %) are the most frequently occurring categories of **Product line** with a combined count of 848 items with **Unit price** values (84.8 % of the total) .

Visualization 4:



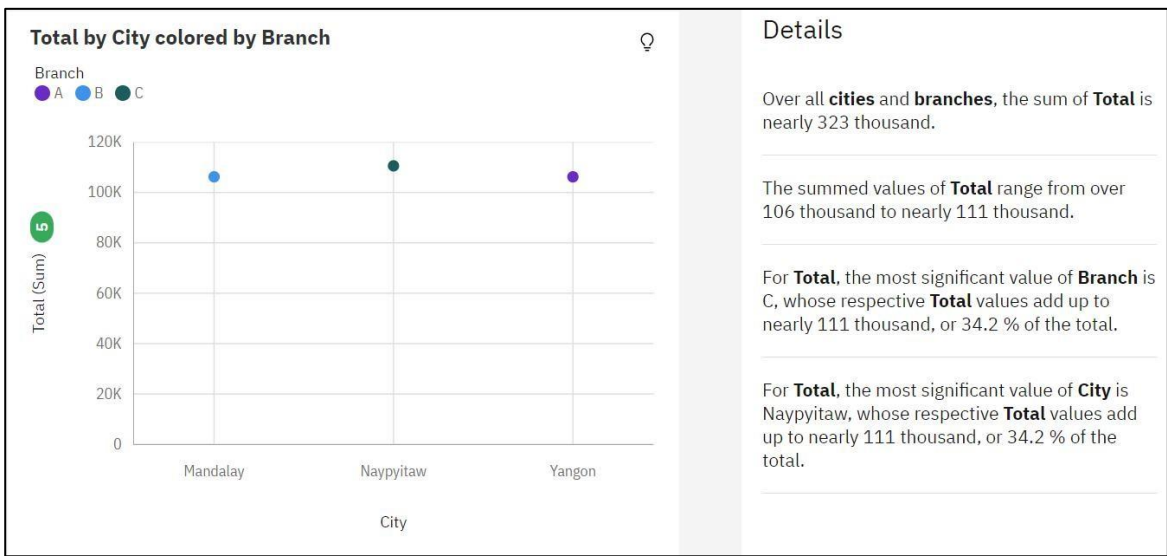
Over all **cities** and **branches**, the average of **gross income** is 15.38.

The average values of **gross income** range from 14.87 to 16.05.

Yangon is the most frequently occurring category of **City** with a count of 340 items with **gross income** values (34 % of the total).

A is the most frequently occurring category of **Branch** with a count of 340 items with **gross income** values (34 % of the total).

Visualization 5:



Details

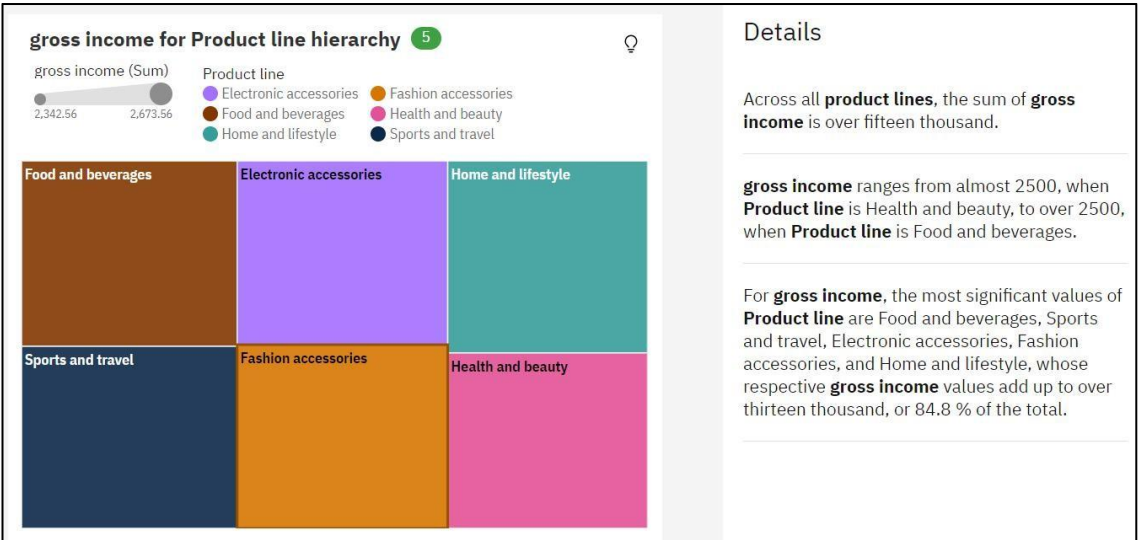
Over all **cities** and **branches**, the sum of **Total** is nearly 323 thousand.

The summed values of **Total** range from over 106 thousand to nearly 111 thousand.

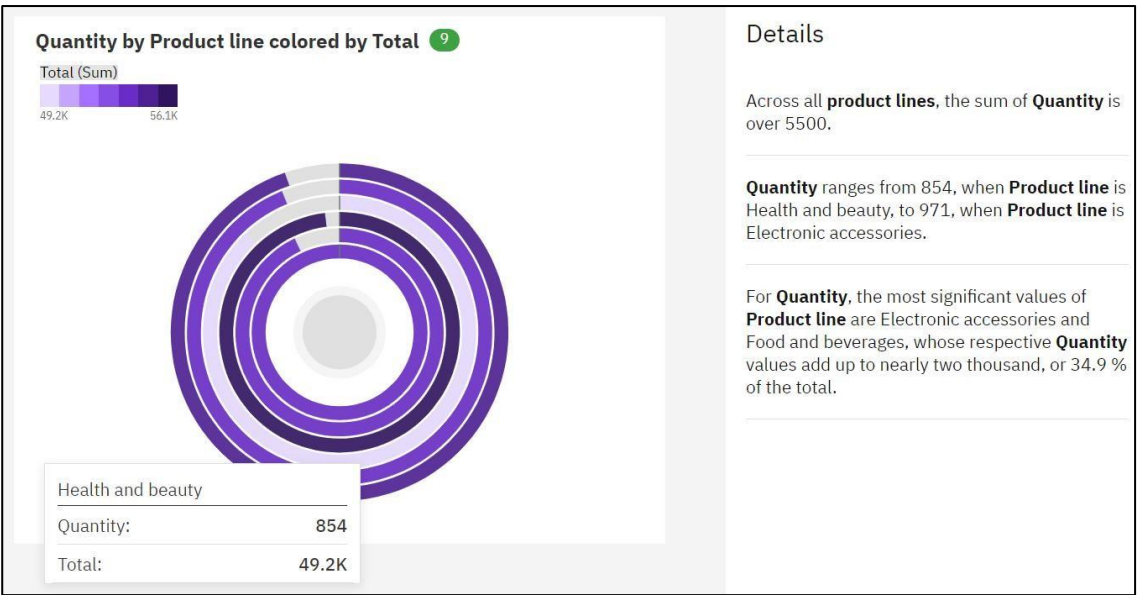
For **Total**, the most significant value of **Branch** is C, whose respective **Total** values add up to nearly 111 thousand, or 34.2 % of the total.

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.

Visualization 6:



Visualization 7:



Visualization 8:

