

IBM Data Analytics

Assignment 1

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VIT-AP

Data Module

The screenshot displays the IBM Cognos Analytics interface. At the top, the header shows 'IBM Cognos Analytics' and 'Supermarket sales data module'. A blue banner below the header contains a maintenance message: 'Maintenance: The upgrade is now complete. Click on More Info to see what actions may be necessary and to subscribe to future events'. Below the banner, there are navigation icons and a 'Properties' button. The main content area is divided into a left sidebar and a central grid. The sidebar, titled 'Data module', contains a search bar and a list of items: 'Supermarket...ata module', 'Navigation paths', and 'Supermark...sales.csv'. The 'Supermark...sales.csv' item is selected, showing a list of fields: '# Row Id', 'Branch', 'City', 'Customer type', 'Gender', 'Product line', 'Unit price', 'Quantity', and 'Tax 5%'. The central grid view displays a table with 9 rows and 7 columns. The columns are 'Row Id', 'Branch', 'City', 'Customer type', 'Gender', and 'Product line'. The data is as follows:

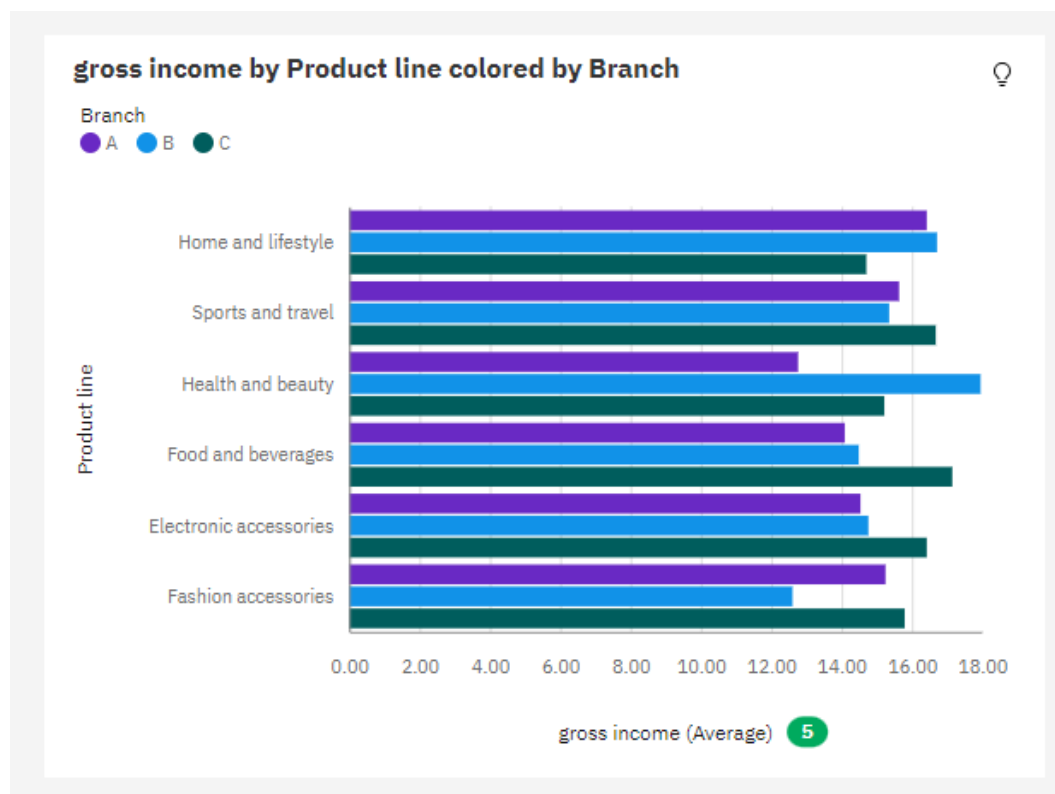
Row Id	Branch	City	Customer type	Gender	Product line
1	A	Yangon	Member	Female	Health and beau
2	C	Naypyitaw	Normal	Female	Electronic acces
3	A	Yangon	Normal	Male	Home and lifest
4	A	Yangon	Member	Male	Health and beau
5	A	Yangon	Normal	Male	Sports and trave
6	C	Naypyitaw	Normal	Male	Electronic acces
7	A	Yangon	Member	Female	Electronic acces
8	C	Naypyitaw	Normal	Female	Home and lifest
9	A	Yangon	Member	Female	Health and beau

IBM Cognos Analytics

Supermarket sales data module

gross income	Rating
26.14	9.1
3.82	9.6
16.22	7.4
23.29	8.4
30.21	5.3
29.89	4.1
20.65	5.8
36.78	8
3.63	7.2
8.23	5.9

Data Exploration

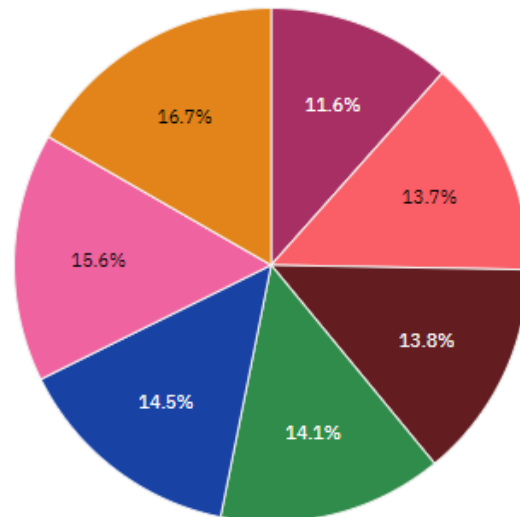


Quantity by Day of the week



Day of the week

Monday Thursday Friday Sunday Wednesday Tuesday
Saturday



City and gross income for City regions and gross income for City points



gross income (Sum)

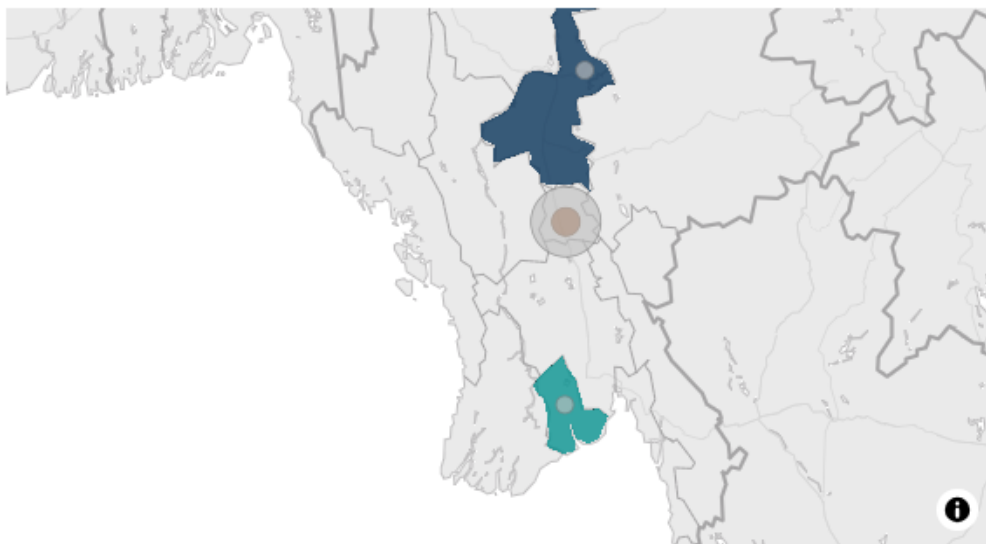


gross income (Sum)

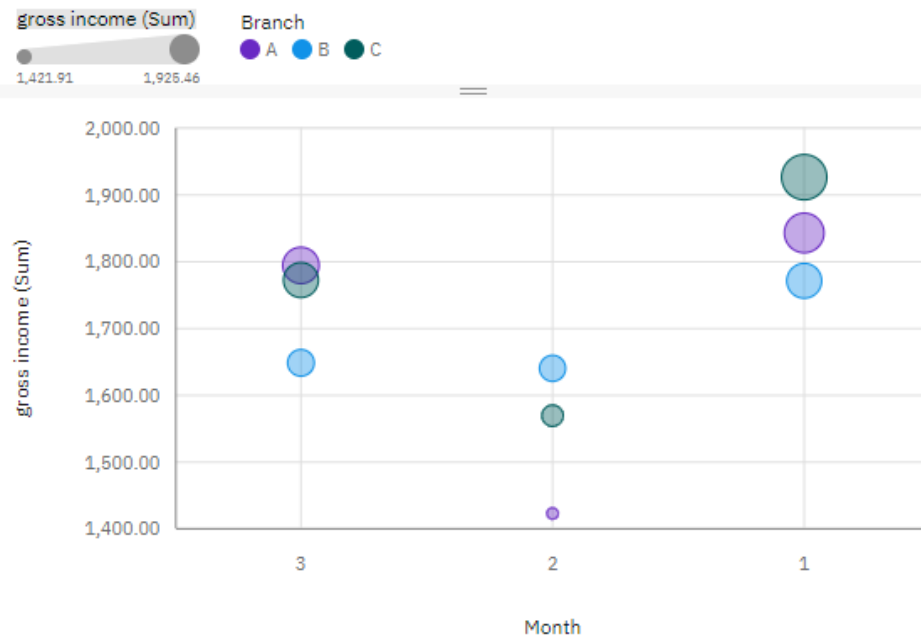


City

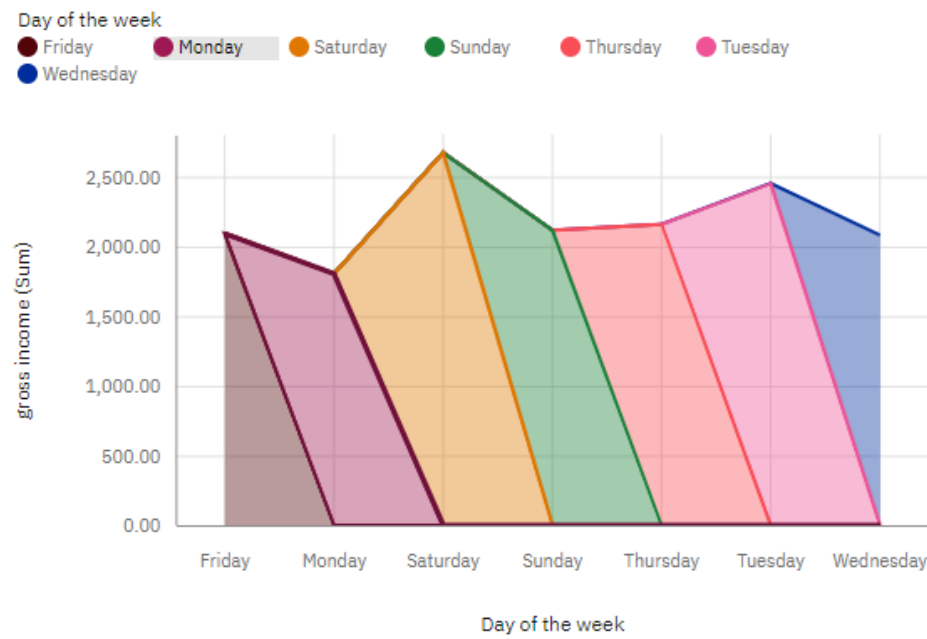
Yangon Mandalay Naypyitaw



Month by gross income colored by Branch and sized by gross income



gross income by Day of the week colored by Day of the week

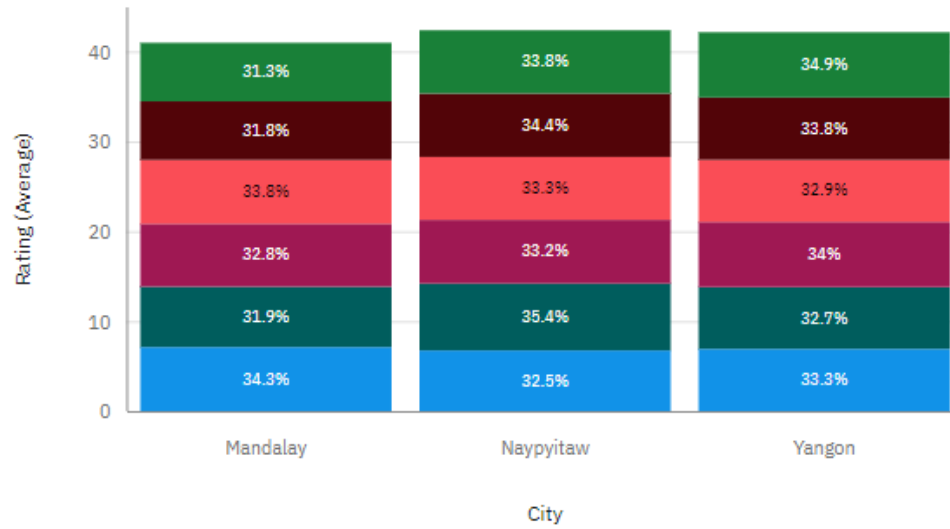


Rating by City colored by Product line



Product line

- Electronic accessories
- Fashion accessories
- Food and beverages
- Health and beauty
- Home and lifestyle
- Sports and travel



Rating and gross income for Month colored by Customer type

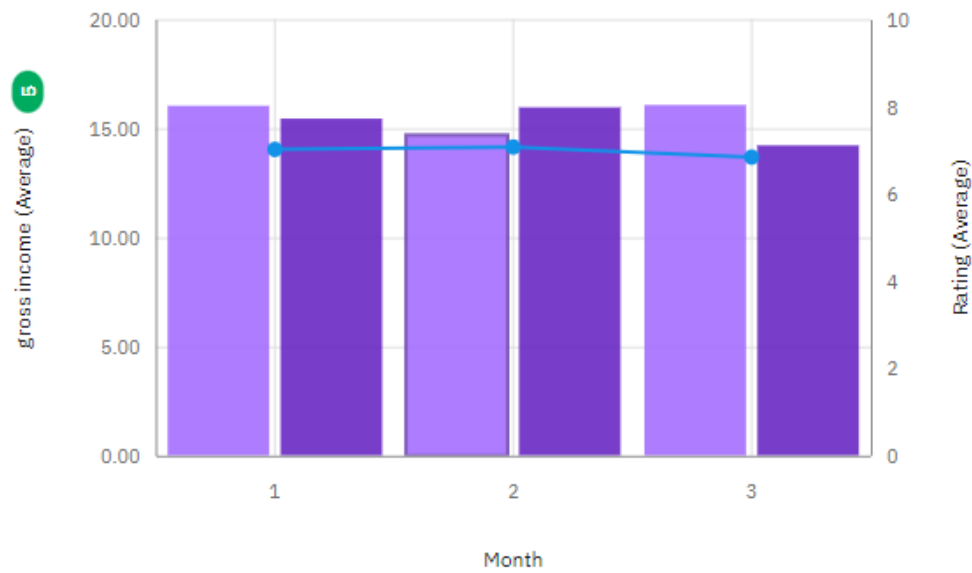


Customer type

- Member
- Normal

Line

- Rating (Average)

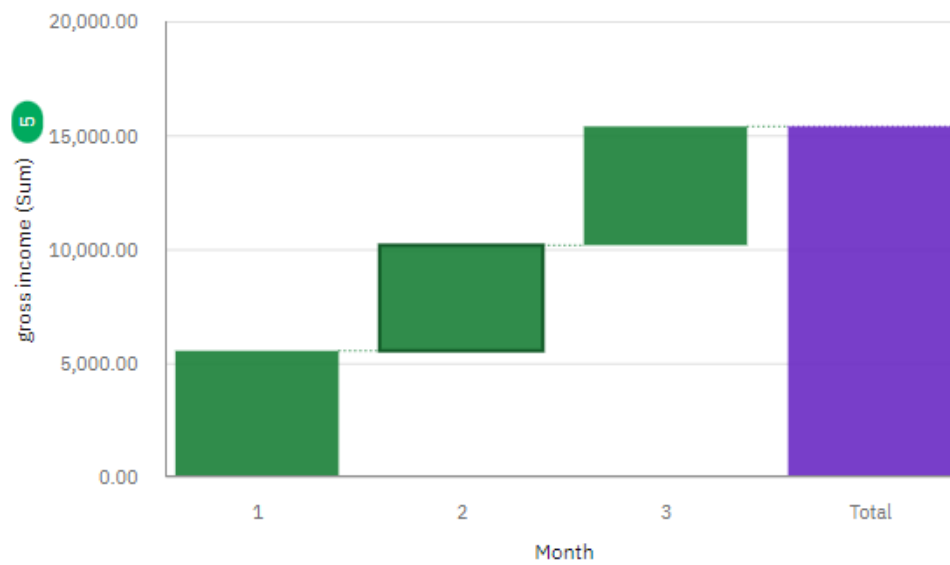


gross income for Month



Column values

● Increase ● Decrease ● Total



Product line hierarchy colored by Product line and sized by gross income

5

gross income (Sum)



Product line

● Electronic accessories

● Fashion accessories

● Food and beverages

● Health and beauty

● Home and lifestyle

● Sports and travel

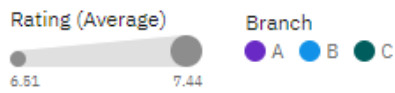
Mandalay

Naypyitaw

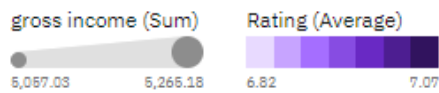
Yangon



Product line colored by Branch sized by Rating



City hierarchy colored by Rating and sized by gross income 5

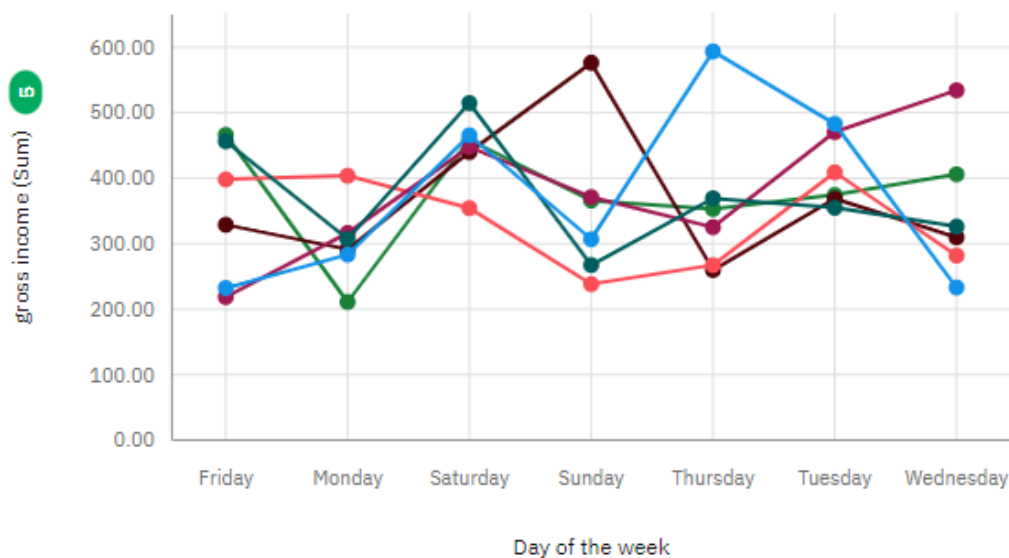


gross income by Day of the week colored by Product line



Product line

- Electronic accessories
- Fashion accessories
- Food and beverages
- Health and beauty
- Home and lifestyle
- Sports and travel



City colored by Product line sized by Tax 5%

5



Tax 5% (Average)

12.61 17.95

Product line

- Electronic accessories
- Fashion accessories
- Food and beverages
- Health and beauty
- Home and lifestyle
- Sports and travel



gross income by Product line, Customer type and gross income 5

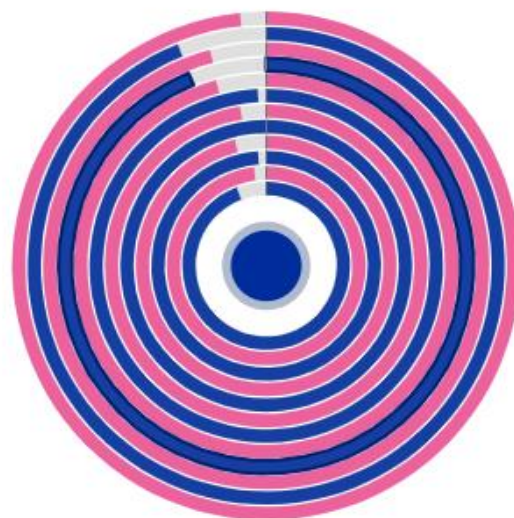


Rating by Product line colored by Gender



Gender

Female Male



gross income for Day of the week and Product line 5

gross income	Friday	Monday	Saturday	Sunday
Electronic acces...	230.86	282.01	464.02	30
Fashion accessor...	454.99	305.69	513.28	26
Food and bevera...	217.07	314.87	446.45	36
Health and beauty	396.72	402.30	352.87	23
Home and lifestyle	327.40	290.25	438.48	57
Sports and travel	464.69	209.60	457.32	36
Summary	2,091.73	1,804.72	2,672.42	2,11

