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BRANCH:CSE-DA

SUBJECT : Data Analytics with IBM cognos Analytics

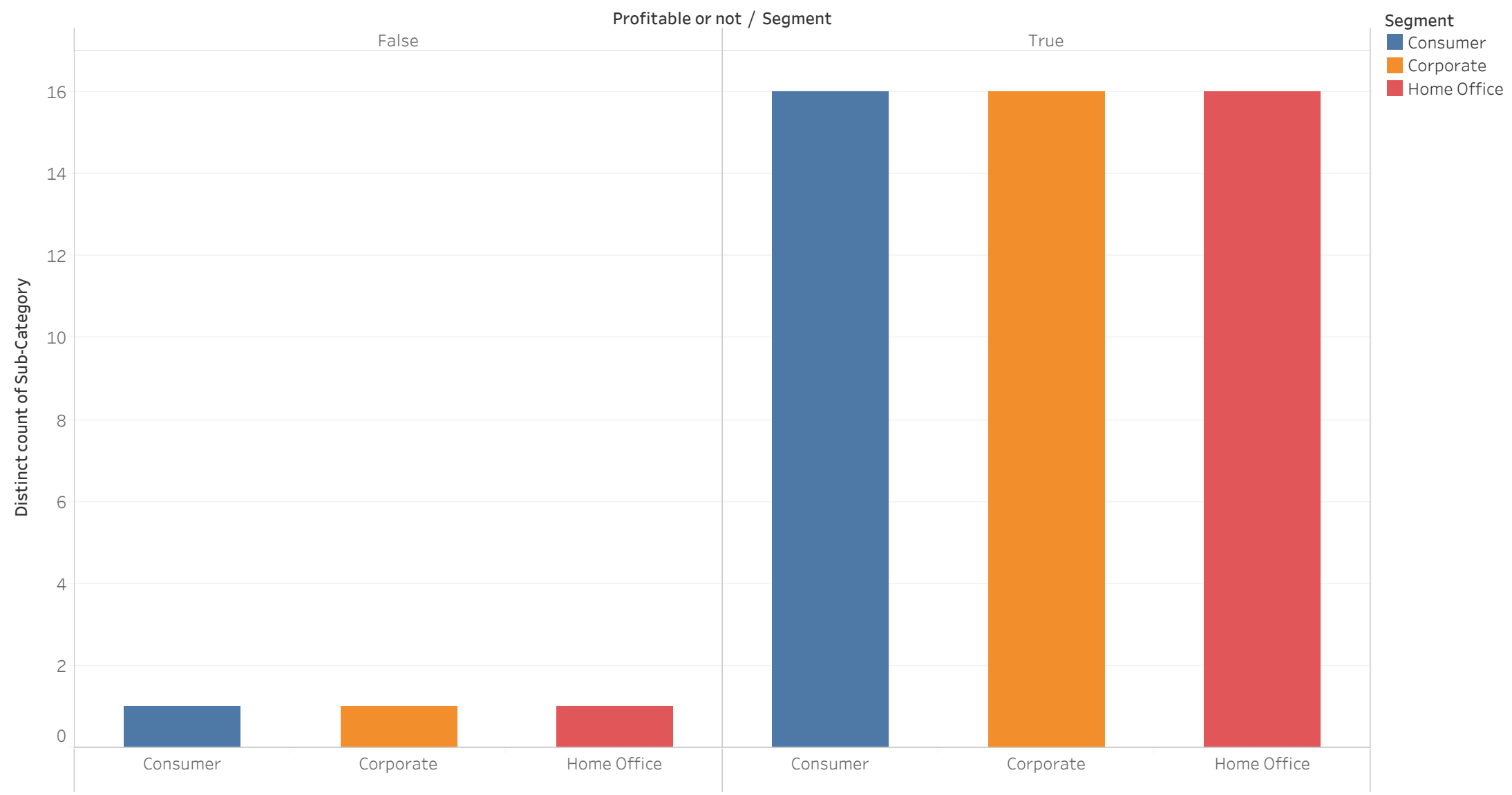
CAMPUS : Vellore Institute of Technology(Andhra Pradesh)

DA Assignment – 4

The growth of supermarkets in most populated cities is increasing and market competitions are also high. The dataset is one of the historical sales of supermarket company which has recorded in 3 different branches for 3 months data. Predictive data analytics methods are easy to apply to this dataset.

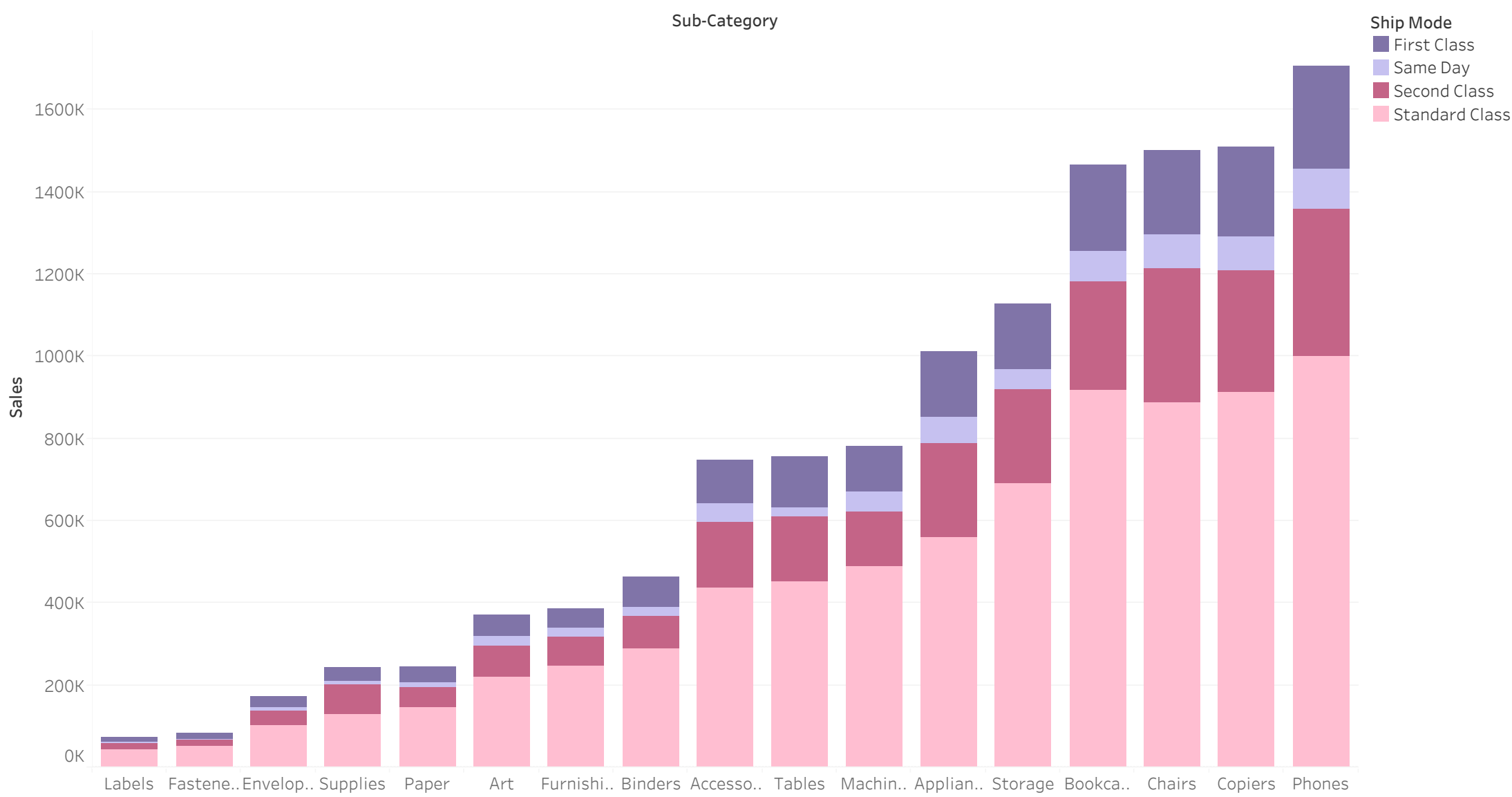
Make visualizations for the global supermarket dataset using lod expressions and basic calculations.

Determining Sub categories if profitable or not by Segment(FIXED LOD)



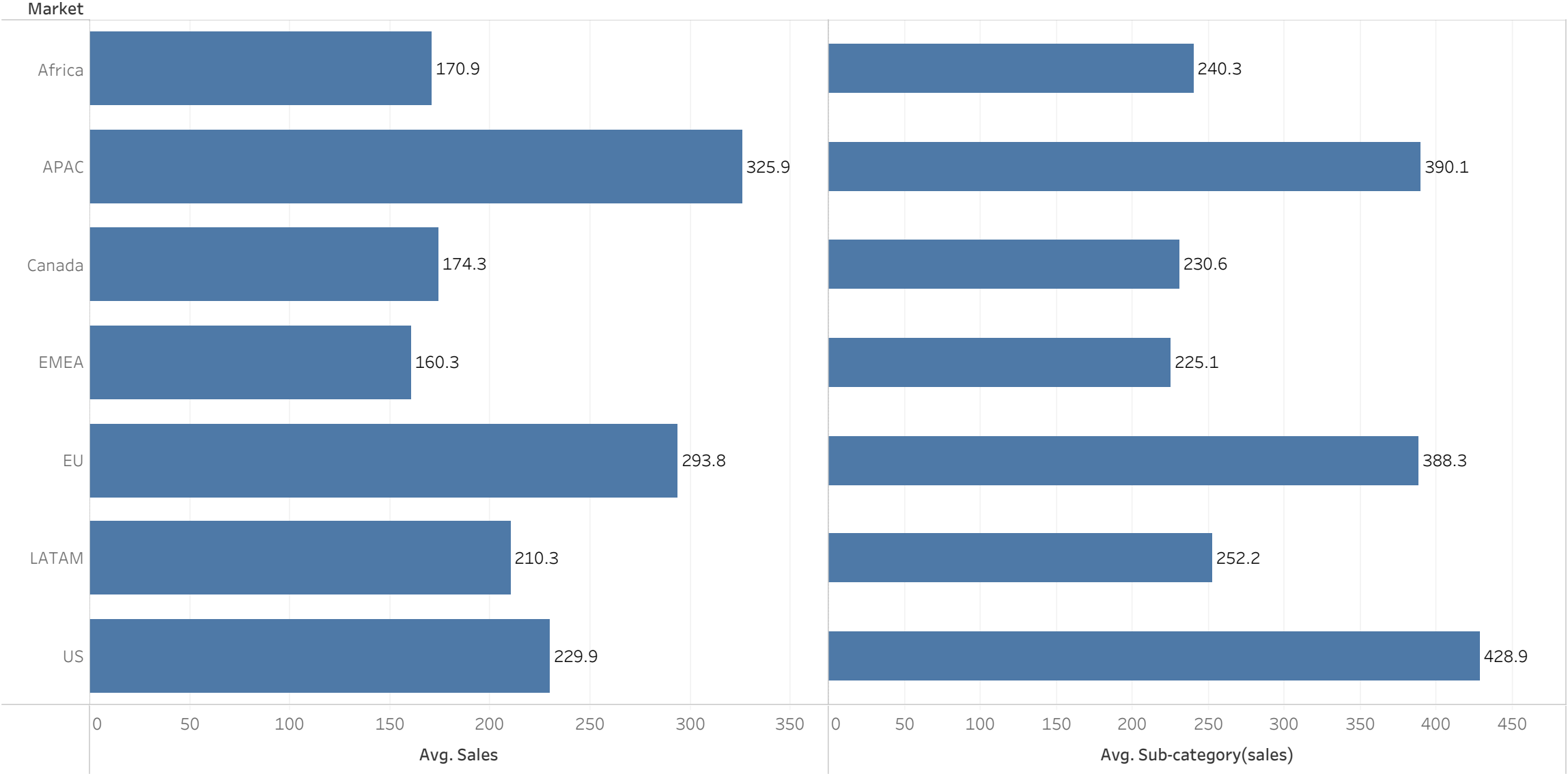
Distinct count of Sub-Category for each Segment broken down by Profitable or not. Color shows details about Segment.

To determine Categorywise Sales(FIXED LOD)



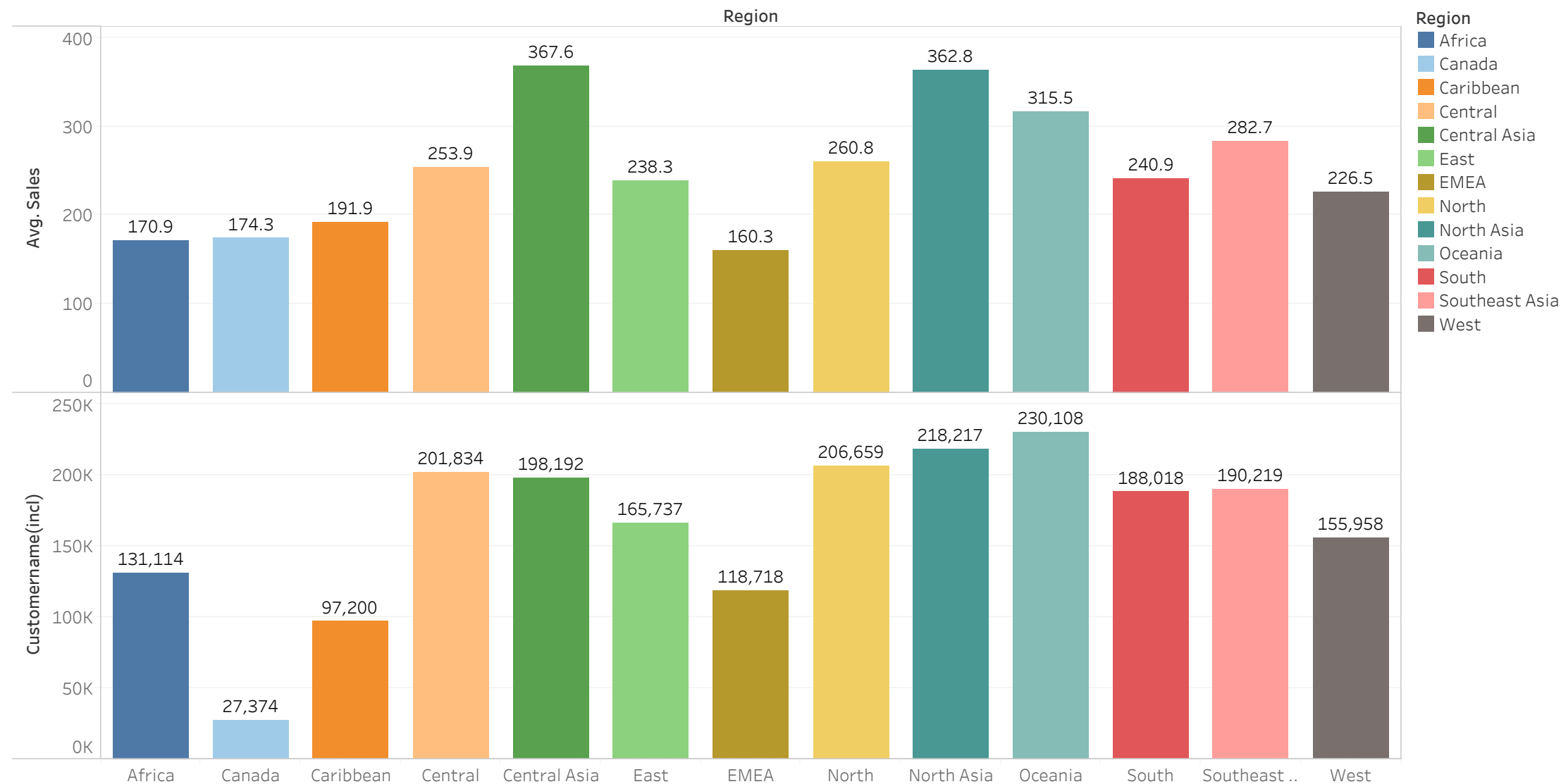
Sum of Sales for each Sub-Category. Color shows details about Ship Mode. Details are shown for Category.

Average Sales per sub-category(INCLUDE LOD)



Average of Sales and average of Sub-category(sales) for each Market.

Regional average sale vs Regional customer's average sale(INCLUDE LOD)



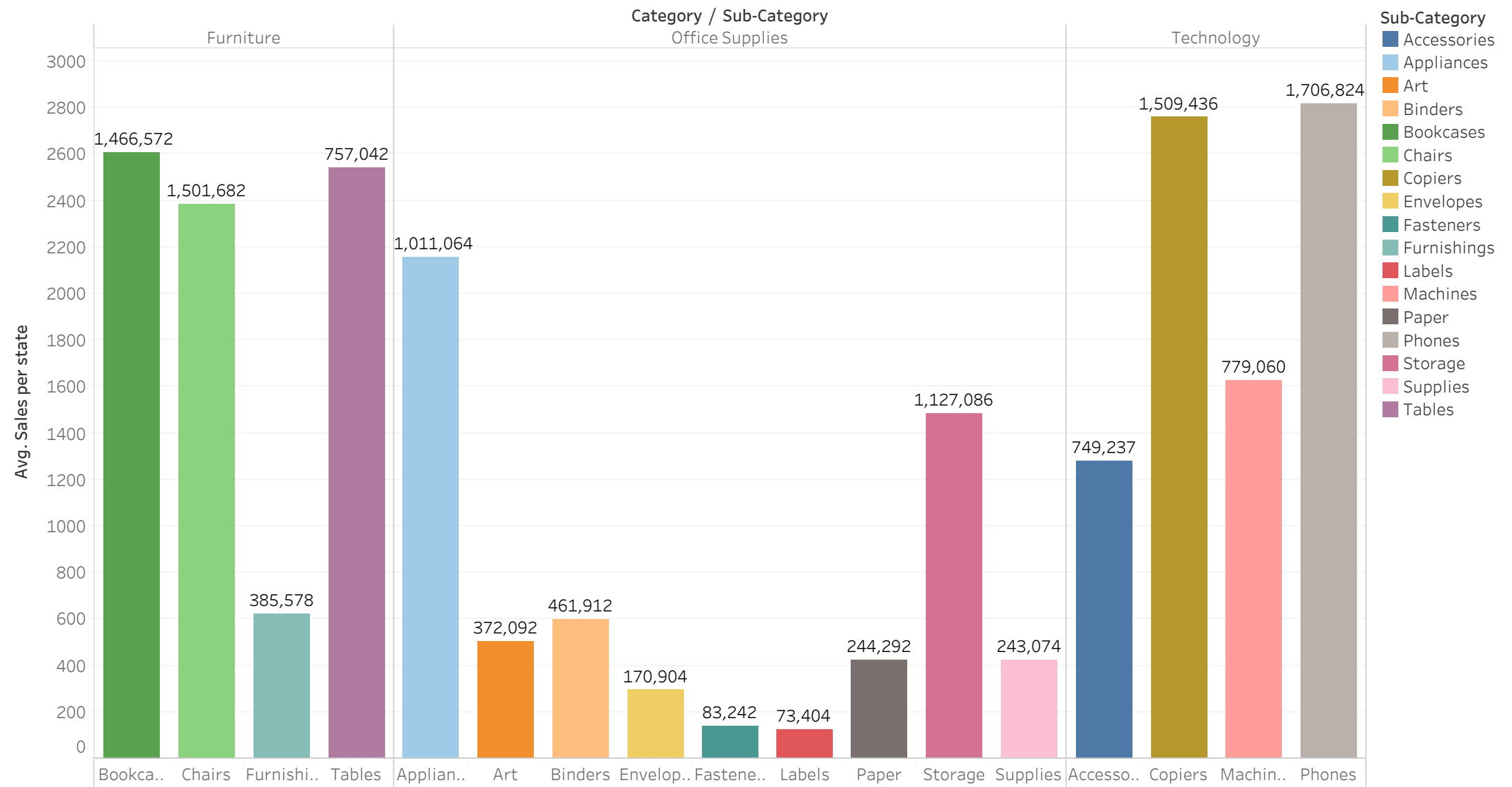
Average of Sales and sum of Customername(incl) for each Region. Color shows details about Region.

Category wise sales and category,subcategory sales(EXCLUDE LOD)

| Category | Category(calc) | Sub-Category | |
|-----------------|----------------|--------------|-----------|
| Furniture | 4,110,874 | Bookcases | 1,466,572 |
| | | Chairs | 1,501,682 |
| | | Furnishings | 385,578 |
| | | Tables | 757,042 |
| Office Supplies | 3,787,070 | Appliances | 1,011,064 |
| | | Art | 372,092 |
| | | Binders | 461,912 |
| | | Envelopes | 170,904 |
| | | Fasteners | 83,242 |
| | | Labels | 73,404 |
| | | Paper | 244,292 |
| | | Storage | 1,127,086 |
| | | Supplies | 243,074 |
| Technology | 4,744,557 | Accessories | 749,237 |
| | | Copiers | 1,509,436 |
| | | Machines | 779,060 |
| | | Phones | 1,706,824 |

Sum of Sales broken down by Category, sum of Category(calc) and Sub-Category.

Sales per State by Sub Category(INCLUDE LOD)



Average of Sales per state for each Sub-Category broken down by Category. Color shows details about Sub-Category. The marks are labeled by sum of Sales per state.

Sales Per Customer by Category(INCLUDE LOD)

| State | Category | | |
|----------------------|-----------|-----------------|------------|
| | Furniture | Office Supplies | Technology |
| California | 156,065 | 142,352 | 159,271 |
| Distrito Federal | 43,284 | 31,601 | 53,538 |
| England | 123,938 | 162,242 | 198,990 |
| Guangdong | 40,050 | 22,923 | 33,115 |
| Guatemala | 33,899 | 22,316 | 47,432 |
| Ile-de-France | 77,315 | 110,984 | 129,524 |
| Maharashtra | 40,275 | 23,900 | 37,146 |
| National Capital | 61,641 | 33,799 | 56,735 |
| New South Wales | 106,279 | 63,311 | 100,897 |
| New York | 93,373 | 90,020 | 127,484 |
| North Rhine-Westph.. | 52,016 | 80,375 | 84,061 |
| Pennsylvania | 39,355 | 34,942 | 42,215 |
| Provence-Alpes-Côt.. | 29,963 | 45,811 | 38,598 |
| Queensland | 81,337 | 59,194 | 97,782 |
| San Salvador | 62,287 | 40,649 | 50,703 |
| São Paulo | 33,791 | 24,317 | 40,309 |
| Texas | 60,593 | 44,491 | 65,104 |
| Victoria | 55,447 | 42,393 | 53,946 |
| Washington | 48,020 | 40,084 | 50,537 |
| Western Australia | 45,111 | 31,441 | 34,538 |

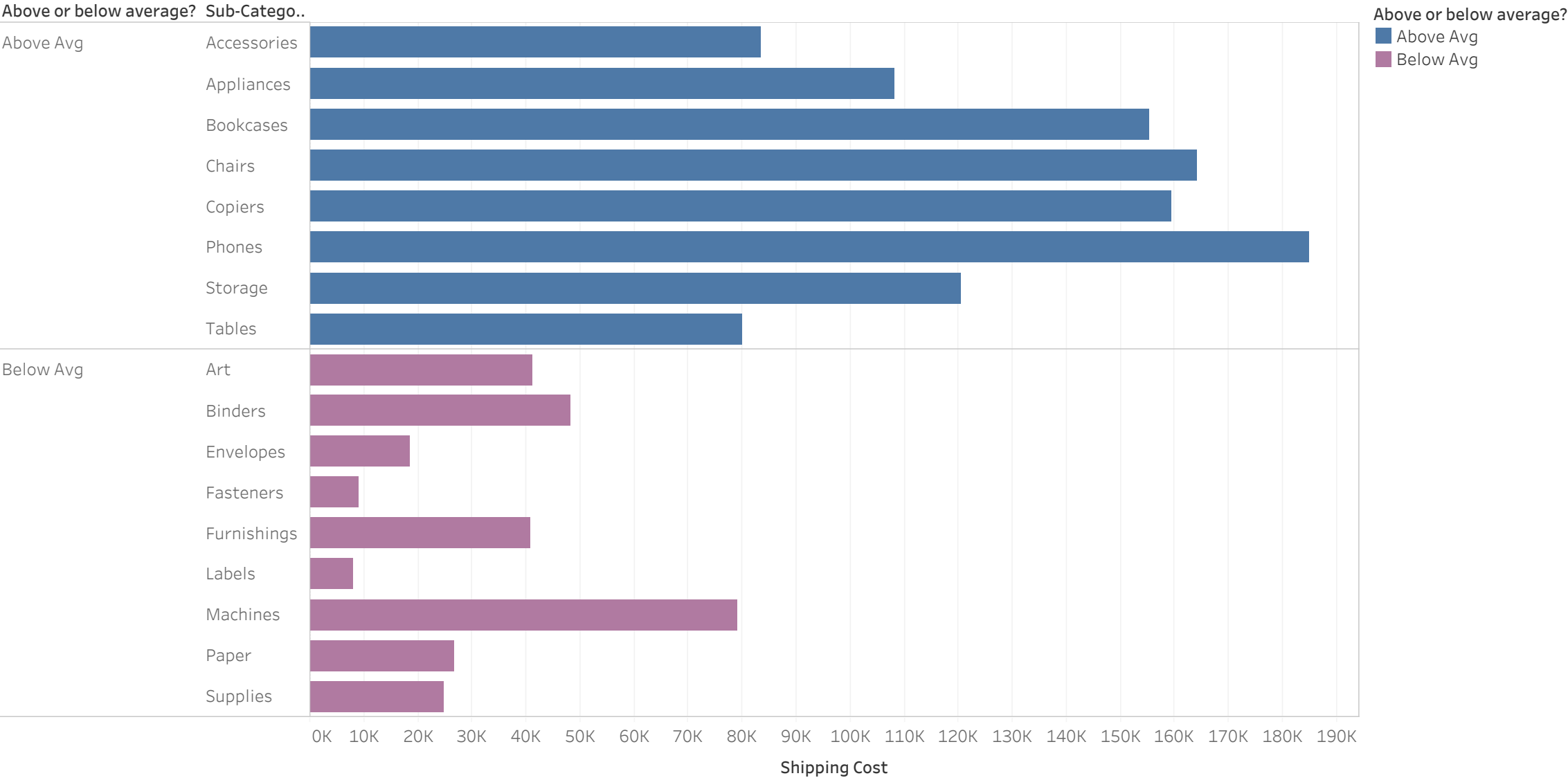
Sum of Sales Per Customer broken down by Category vs. State. The view is filtered on State, which has multiple members selected.

Sales by Market(EXCLUDE LOD)



Sum of Sales for each Order Date Month broken down by Market. Color shows exclude expression as an attribute.

Shipping Cost by Sub-Category(BASIC CALC)



Sum of Shipping Cost for each Above or below average? broken down by Sub-Category. Color shows details about Above or below average?.

Determine Profit by Sub Category(BASIC CALC)

| Category | Sub-Catego.. | Order Date | | | | Profit or loss? |
|-----------------|--------------|------------|--------|---------|---------|-----------------|
| | | 2011 | 2012 | 2013 | 2014 | |
| Furniture | Bookcases | 27,519 | 28,137 | 43,049 | 63,219 | Not Profitable |
| | Chairs | 29,943 | 28,755 | 40,449 | 41,248 | |
| | Furnishings | 7,310 | 9,662 | 14,605 | 15,391 | |
| | Tables | -11,075 | -8,422 | -14,040 | -30,546 | |
| Office Supplies | Appliances | 22,838 | 24,316 | 41,486 | 53,041 | Not Profitable |
| | Art | 10,399 | 11,841 | 15,630 | 20,084 | |
| | Binders | 11,447 | 17,123 | 21,524 | 22,356 | |
| | Envelopes | 5,066 | 6,603 | 9,572 | 8,360 | |
| | Fasteners | 1,937 | 3,004 | 2,912 | 3,672 | |
| | Labels | 3,119 | 3,230 | 3,607 | 5,055 | |
| | Paper | 10,665 | 10,687 | 16,880 | 20,976 | |
| | Storage | 15,944 | 21,489 | 32,011 | 39,017 | |
| | Supplies | 4,580 | 5,012 | 5,625 | 7,365 | |
| Technology | Accessories | 15,720 | 33,507 | 38,805 | 41,594 | Not Profitable |
| | Copiers | 30,375 | 51,843 | 72,301 | 104,049 | |
| | Machines | 9,225 | 15,404 | 15,612 | 18,628 | |
| | Phones | 53,927 | 45,223 | 46,909 | 70,658 | |

Sum of Profit broken down by Order Date Year vs. Category and Sub-Category. Color shows details about Profit or loss?.