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BRANCH:CSE-DA

SUBJECT : Data Analytics with IBM cognos Analytics

CAMPUS : Vellore Institute of Technology(Andhra Pradesh)

DA Assignment - 1

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.

Attribute information

Invoice id: Computer-generated sales slip invoice identification number

Branch: Branch of supercenter (3 branches are available identified by A, B and C).

City: Location of supercenters

Customer type: Type of customers, recorded by Members for customers using member cards and Normal for those without member cards.

Gender: Gender type of customer

Product line: General item categorization groups - Electronic accessories, Fashion accessories, Food and beverages, Health and beauty, Home and lifestyle, Sports and travel

Unit price: The price of each product in $

Quantity: Number of products purchased by the customer

Tax: 5% tax fee for customers buying

Total: Total price including tax

Date: Date of purchase (Record available from January 2019 to March 2019)

Time: Purchase time (10 am to 9 pm)

Payment: Payment used by the customer for the purchase (3 methods are available – Cash, Credit card and Ewallet)

COGS: Cost of goods sold

Gross margin percentage: Gross margin percentage

Gross income: Gross income

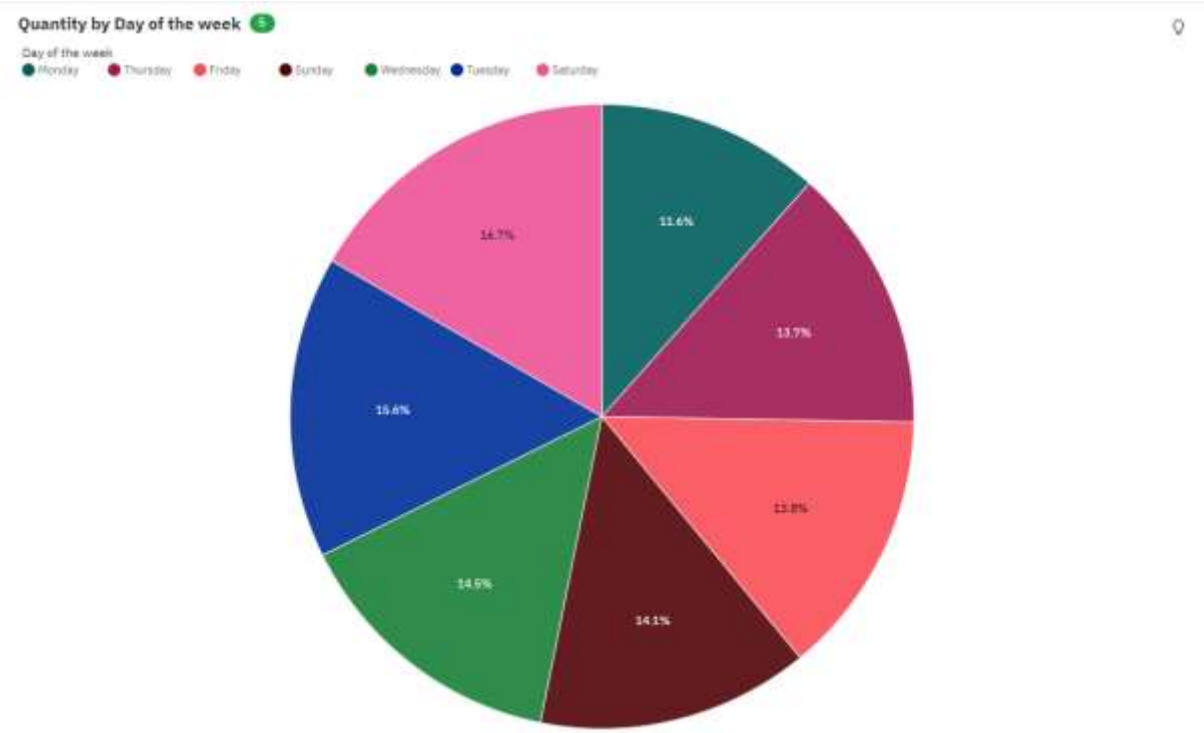
Rating: Customer stratification rating on their overall shopping experience (On a scale of 1 to 10)

Dataset Link: Dataset

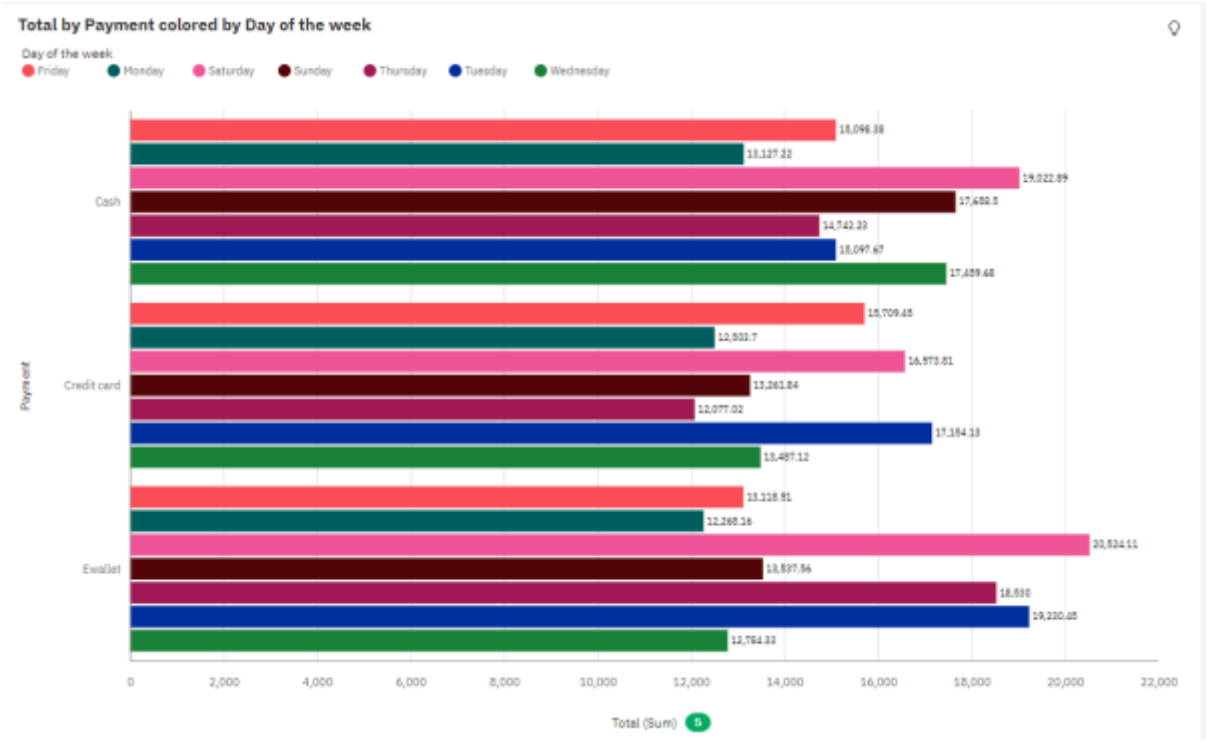
Challenge:

Upload the dataset to Cognos Analytics, delete the unnecessary columns, create a data module, explore and visualize the dataset

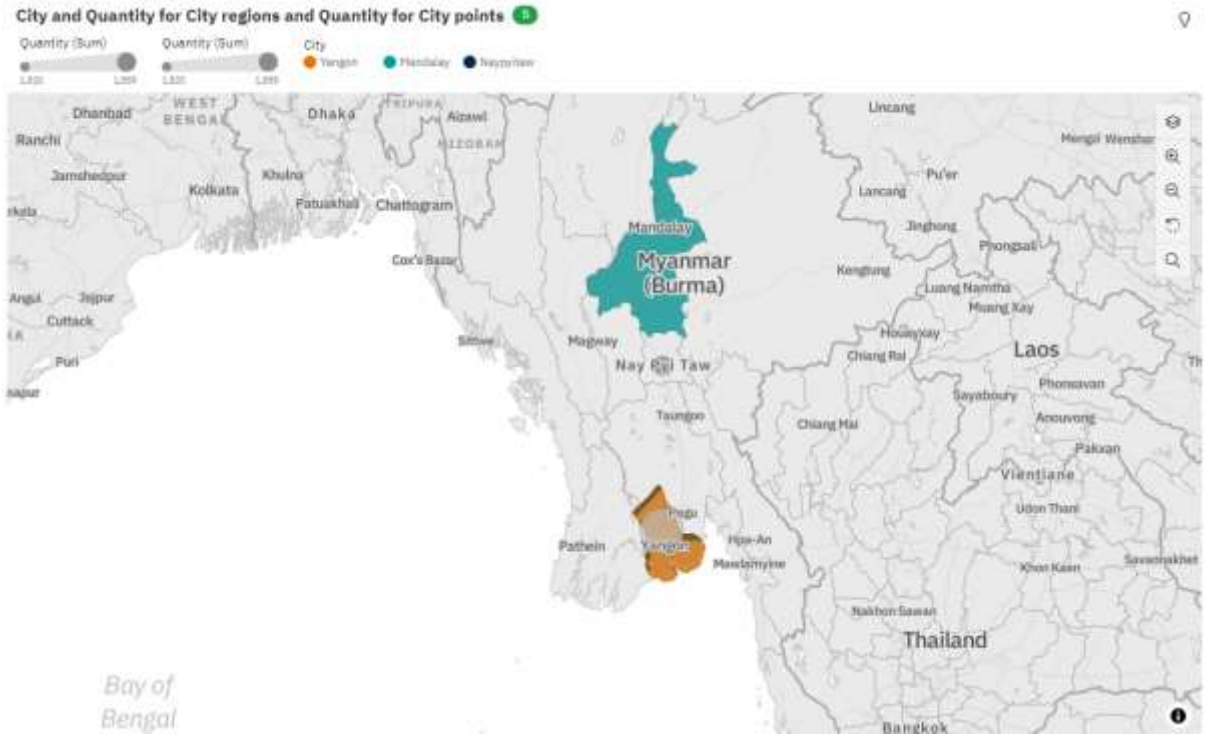
Pie Chart:



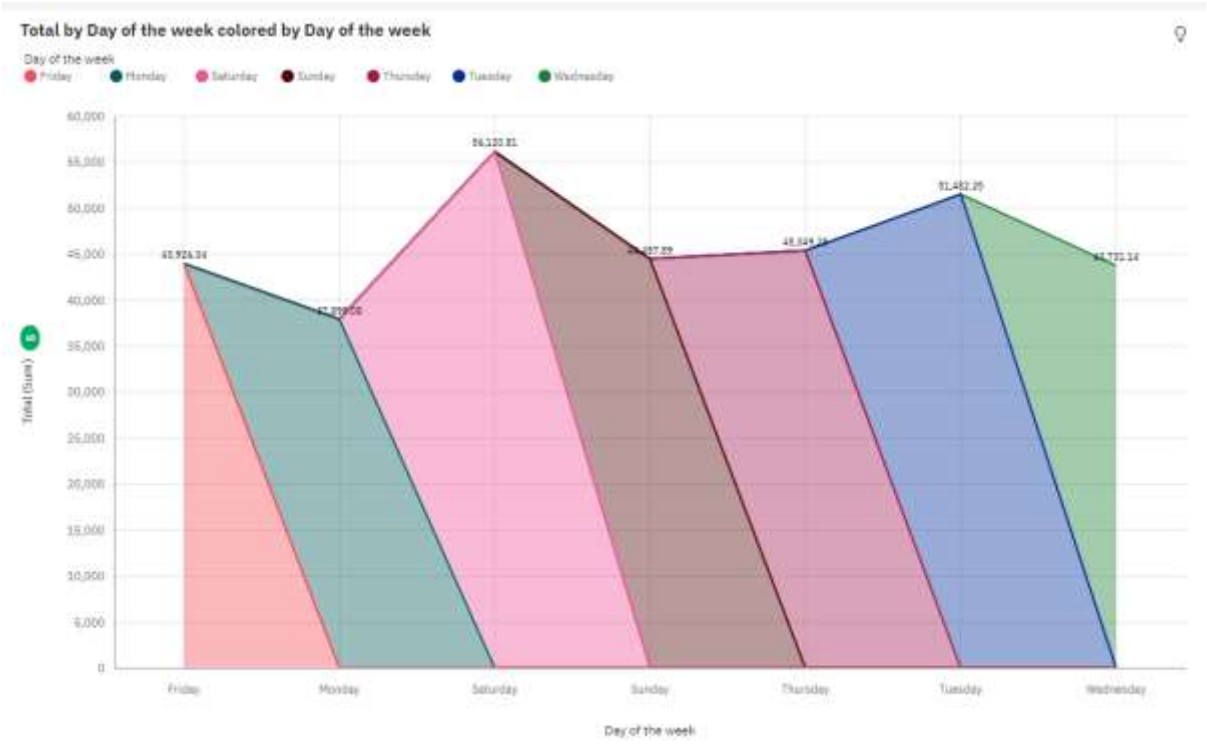
Bar Chart:



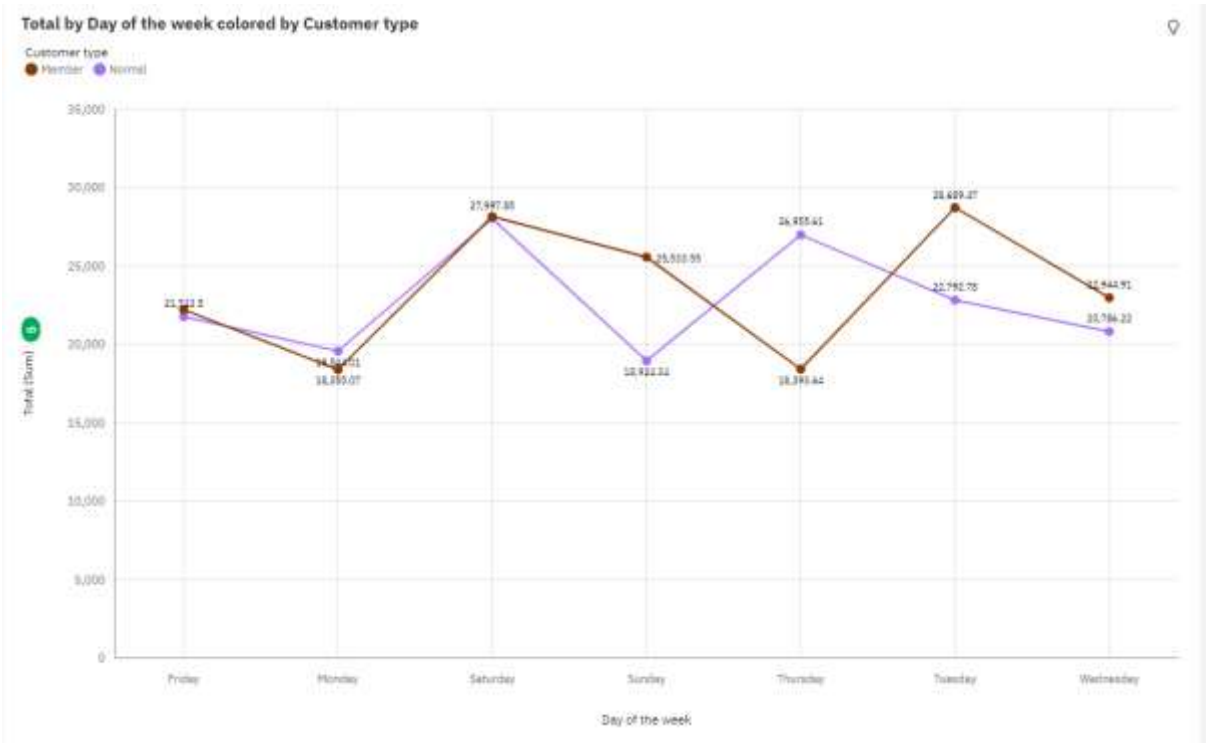
Map Chart:



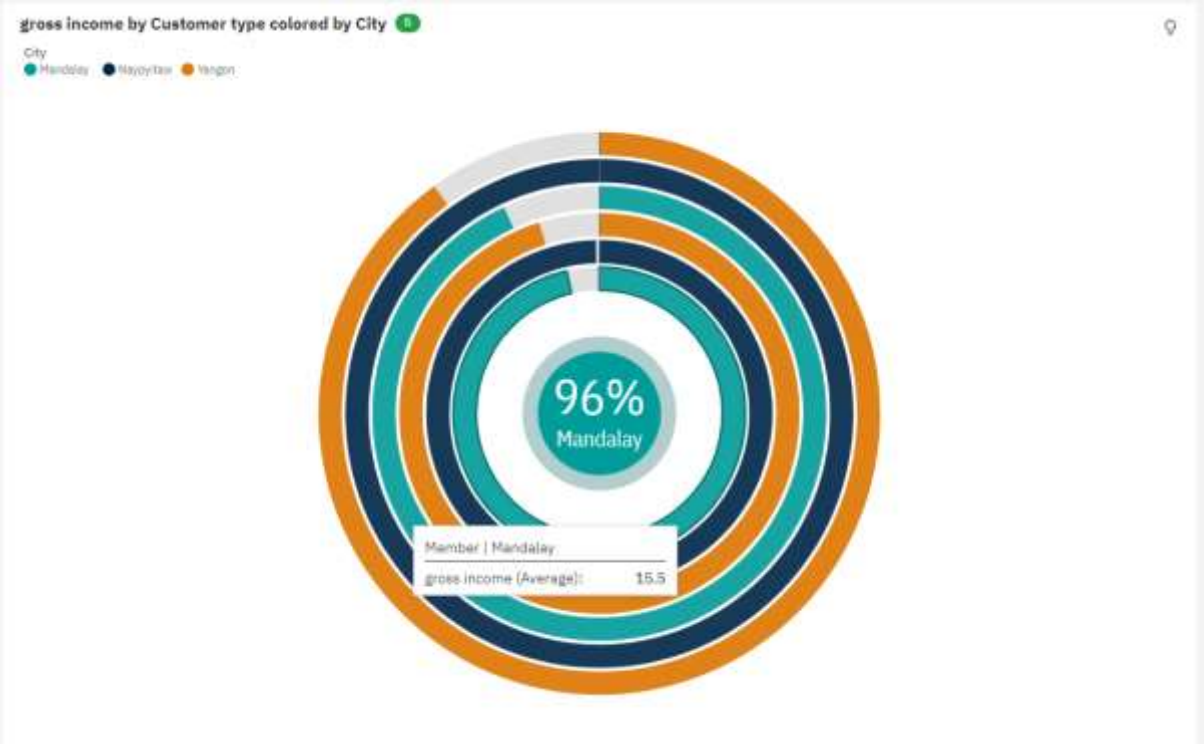
Area Chart:



Line Chart:

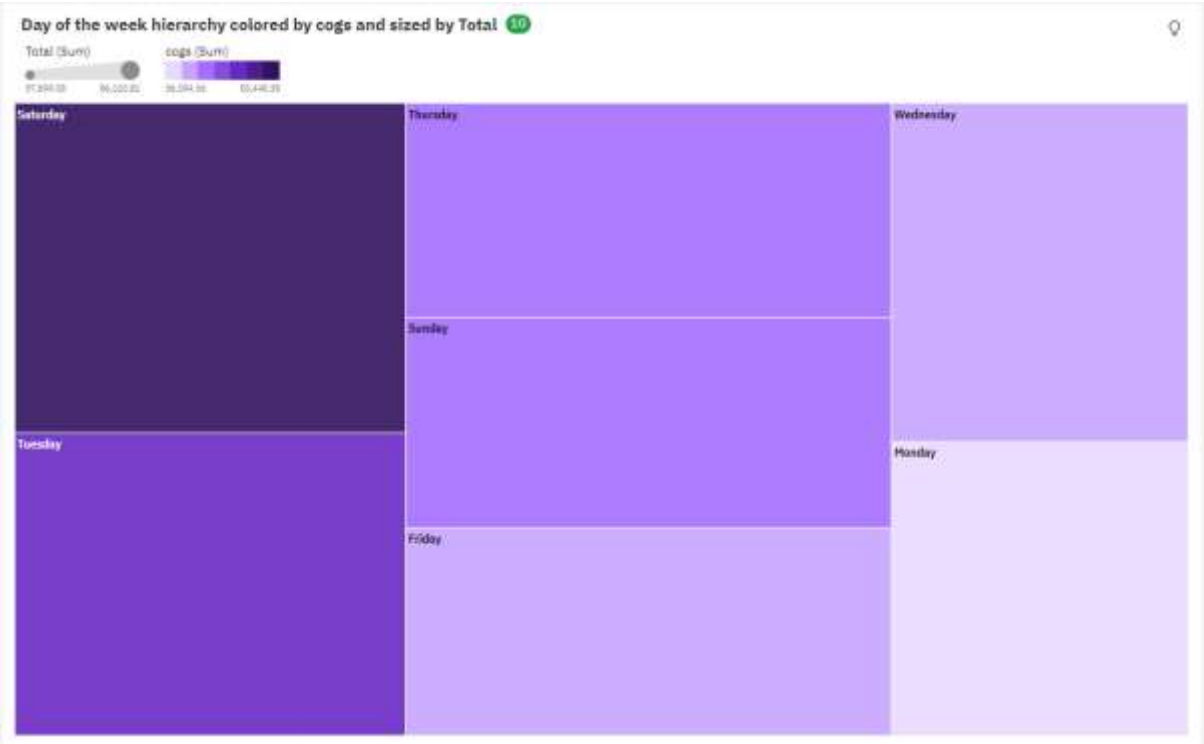


Radial Chart:

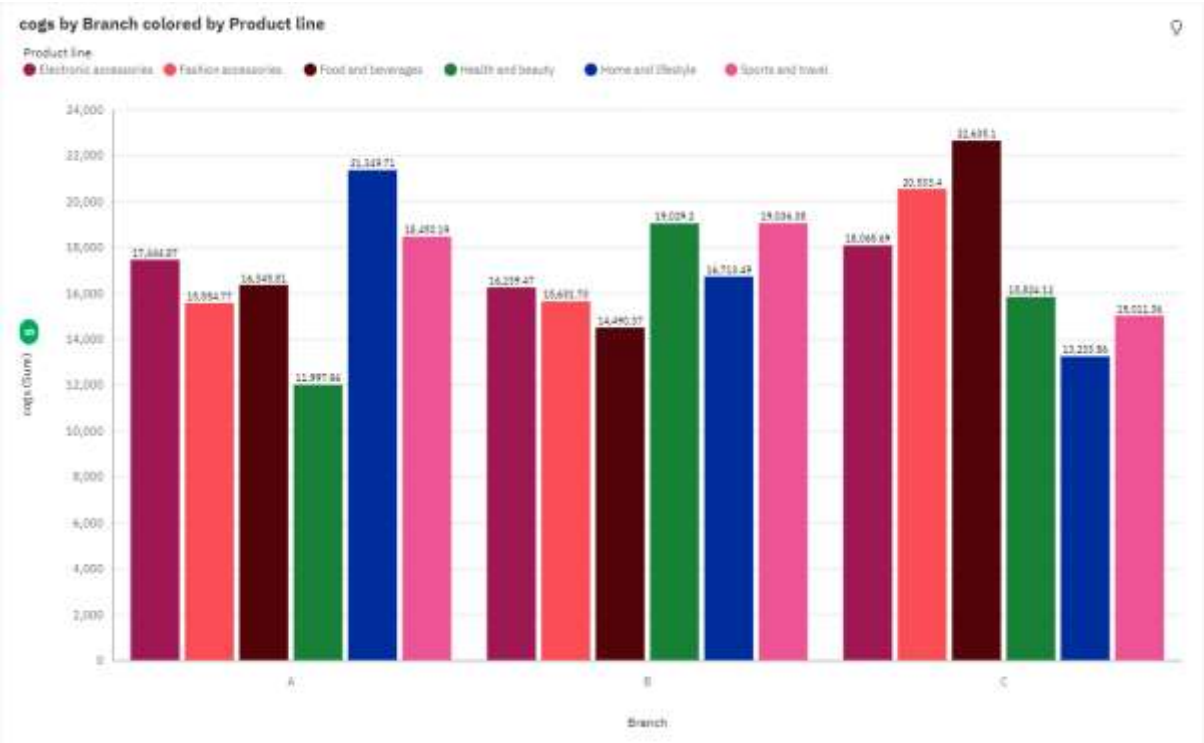


Word Cloud Chart:

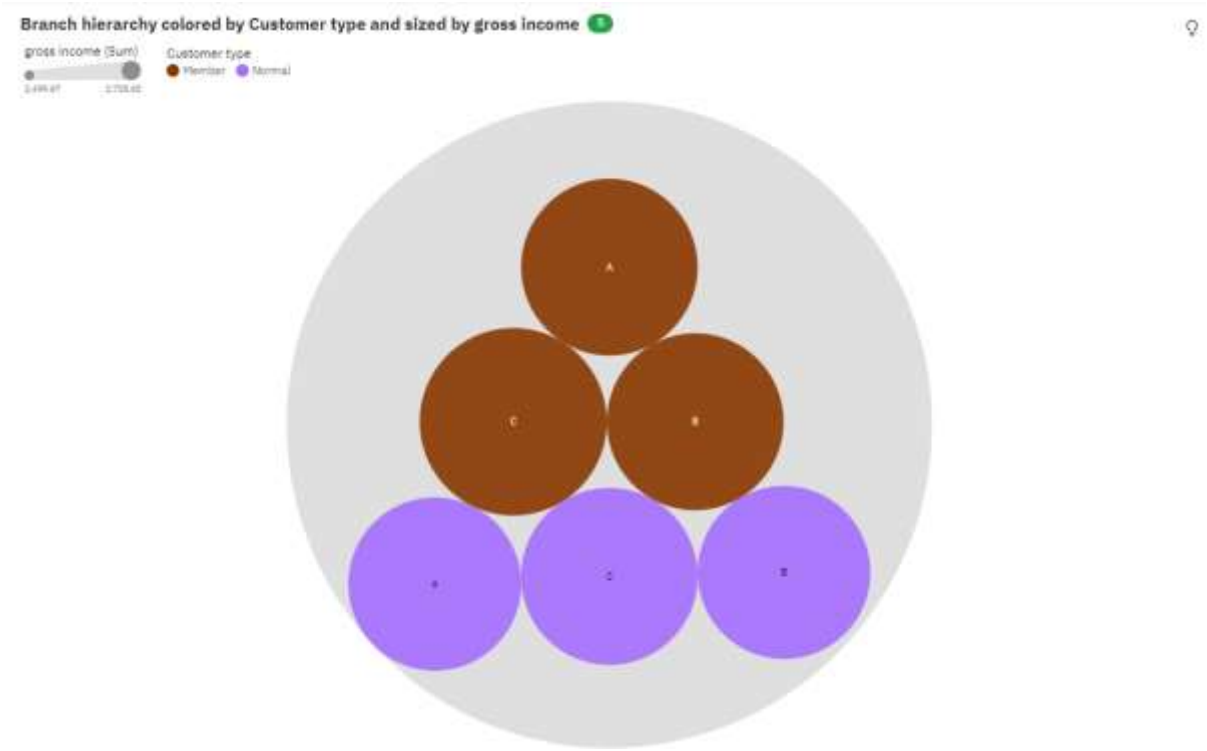
Tree Map:



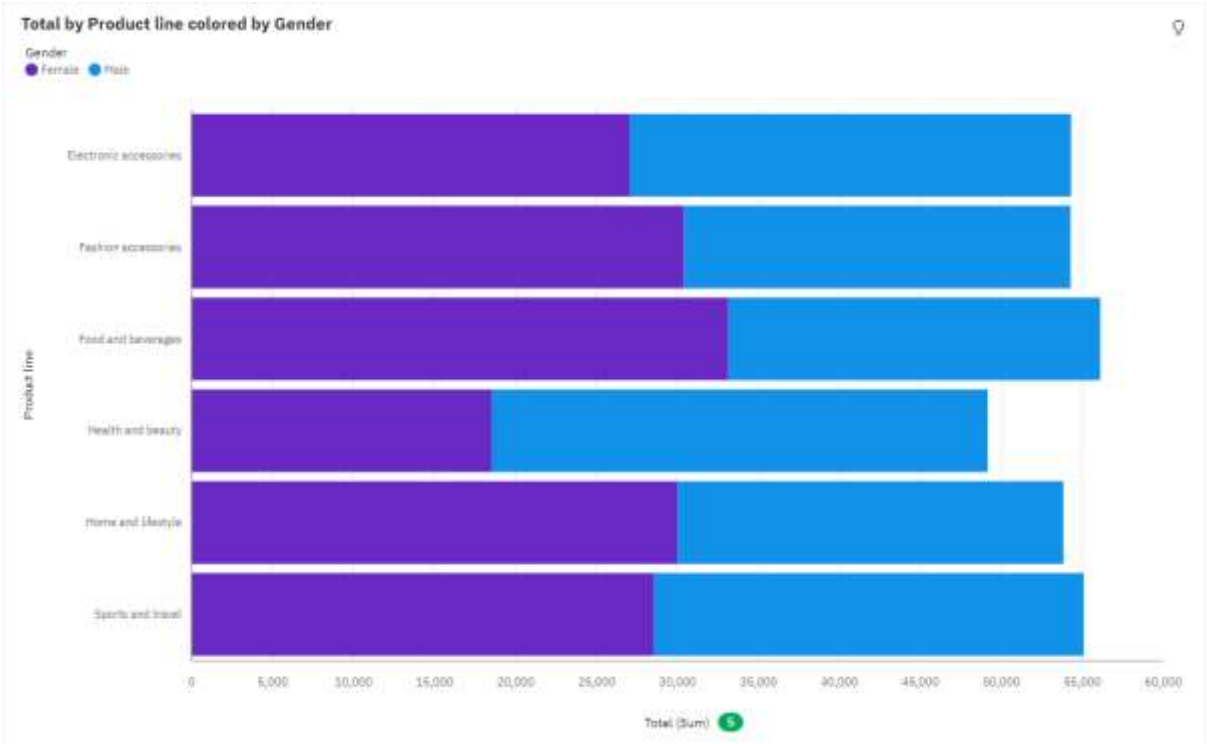
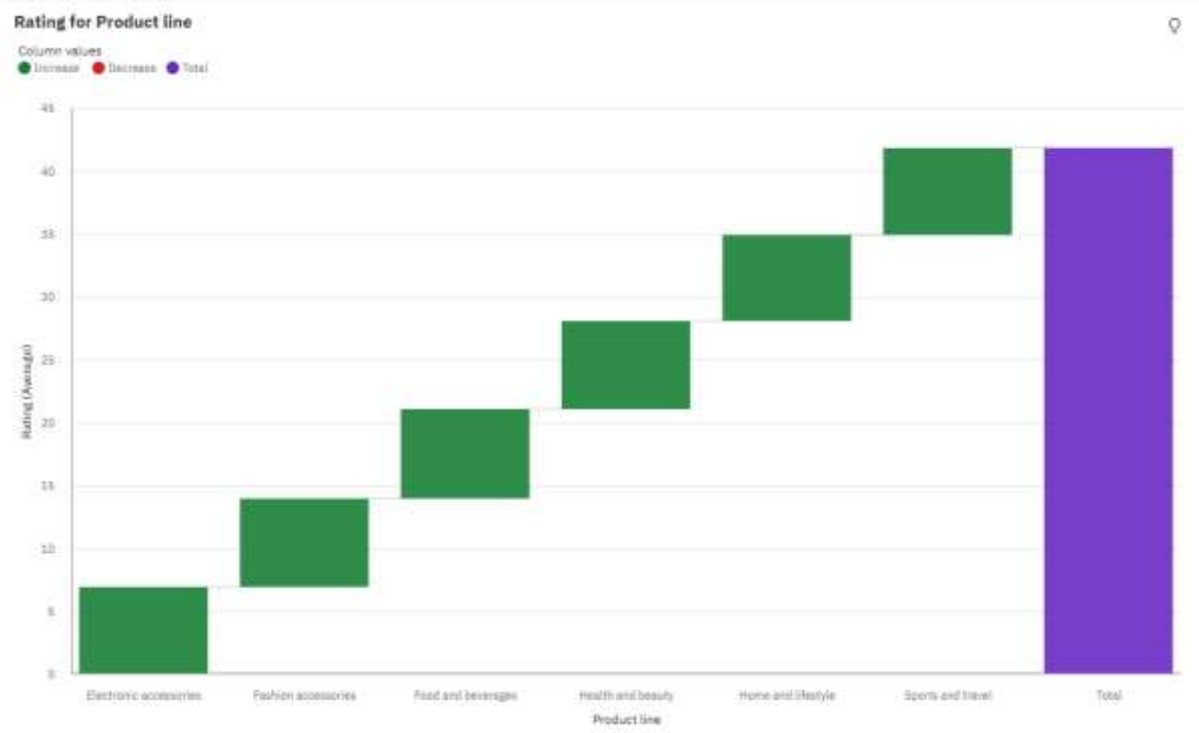
Column Chart:



Hierarchy Bubble Chart:



Stacked bar Chart:



Waterfall Chart: