Assignment 1

Name: B Vivek Vardhan Reddy
Reg no: 21BCE7717
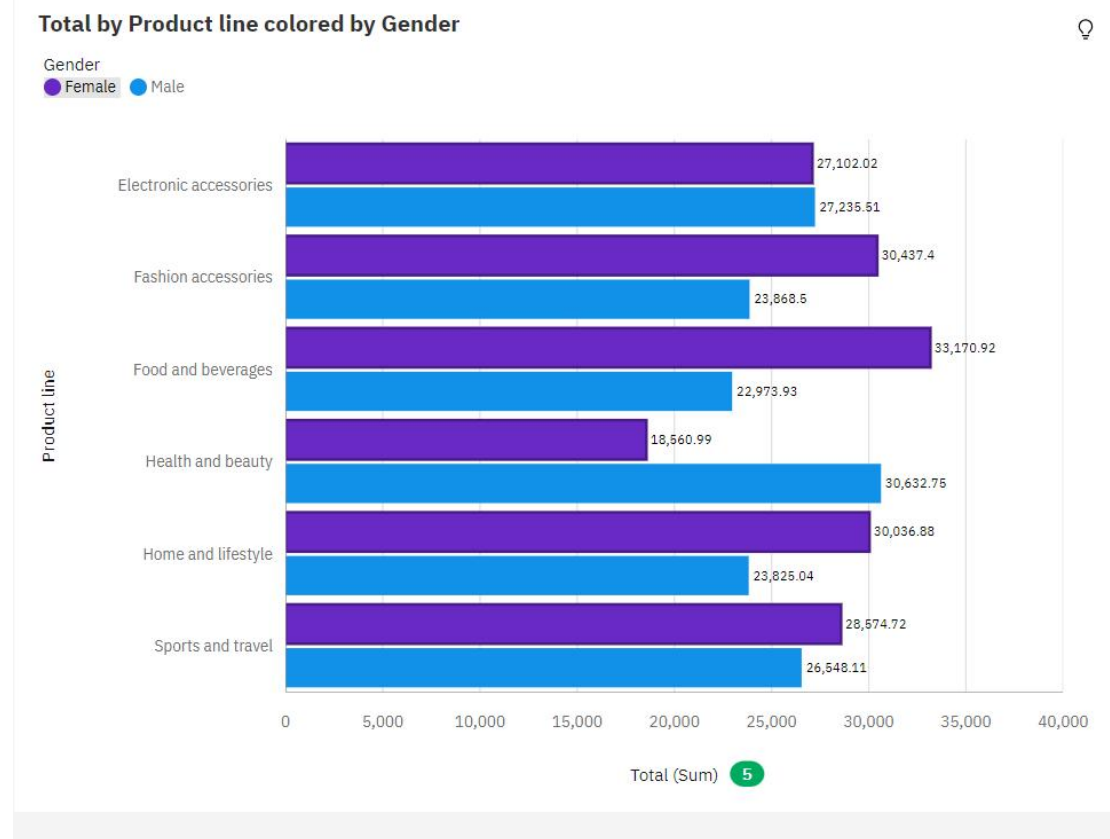**Mail ID:** vivek.21bce7717@vitapstudent.ac.in
Course: Smartbridge - Data Analytics with IBM Cognos Analytics

First I have downloaded the database from the given PDF about assignment and I have uploaded the the database in the IBM cognos Analytic s website. Then I have done the required cleaning to the data set and I have divided date into day, month and year category, because it would be easy to visualize the data. Then I have created 9 visualizations. They are:

1. Bar Graph
2. Area Graph
3. Hierarchy bubble chart
4. Pie chart
5. Word Cloud
6. Line chart
7. Line and Column Chart
8. Bubble Chart
9. Water Fall

The following are the screen shorts of the visualizations I have created:

Total by Product line colored by Gender

Gender
● Female ● Male

Product line		
Electronic accessories	Female: 27,102.02	Male: 27,235.51
Fashion accessories	Female: 30,437.4	Male: 23,868.5
Food and beverages	Female: 33,170.92	Male: 22,973.93
Health and beauty	Female: 18,560.99	Male: 30,632.75
Home and lifestyle	Female: 30,036.88	Male: 23,825.04
Sports and travel	Female: 28,574.72	Male: 26,548.11

0   5,000   10,000   15,000   20,000   25,000   30,000   35,000   40,000
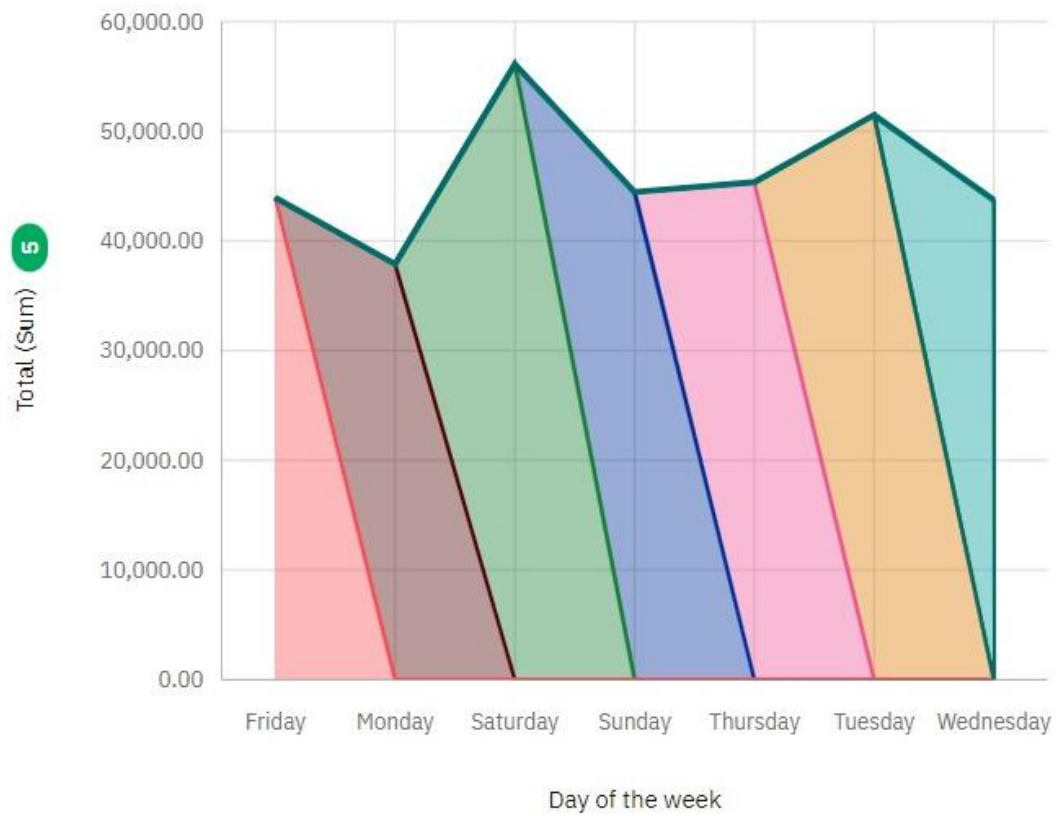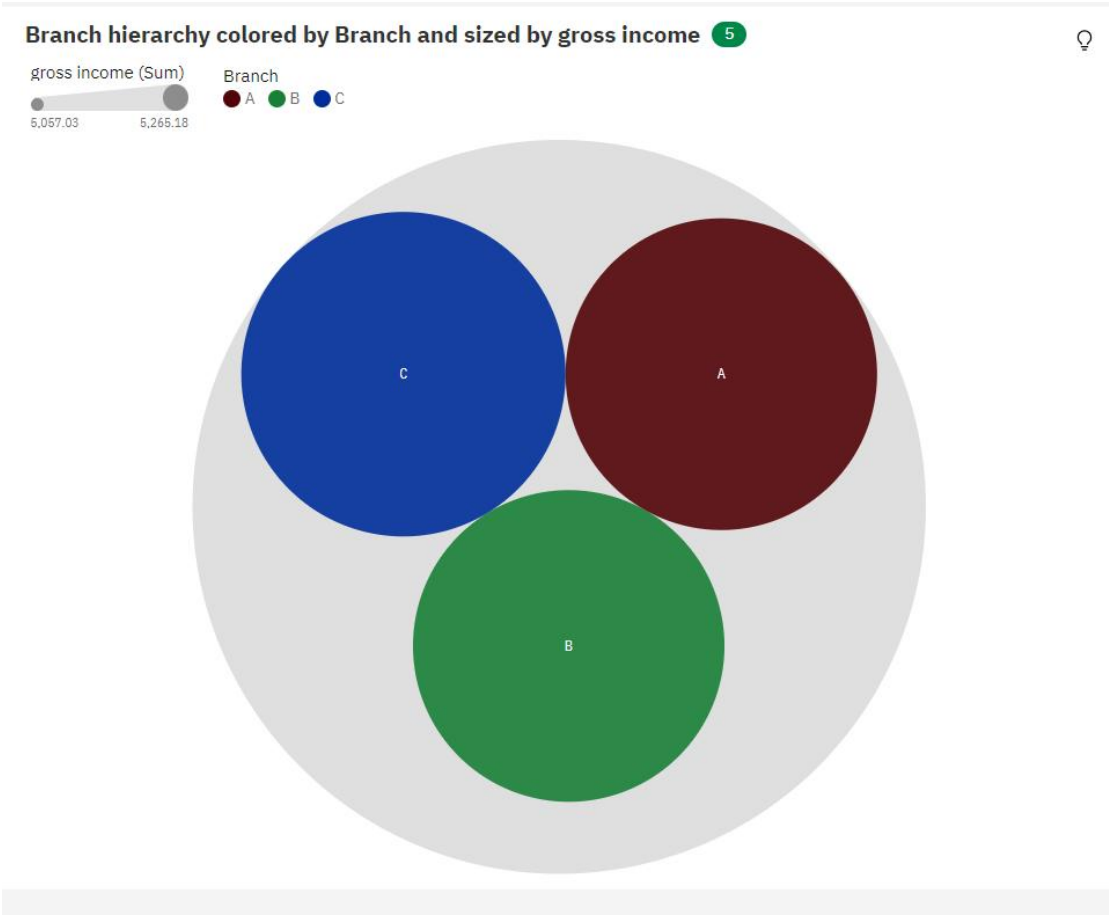
Total (Sum) 5

Total by Day of the week colored by Day of the week

Day of the week
● Friday   ● Monday   ● Saturday   ● Sunday   ● Thursday   ● Tuesday
● Wednesday

Branch hierarchy colored by Branch and sized by gross income 5

gross income (Sum)   Branch
5,057.03   5,265.18   ● A ● B ● C

Quantity by Day of the week 5

Day of the week
● Monday   ● Thursday   ● Friday   ● Sunday   ● Wednesday   ● Tuesday
● Saturday
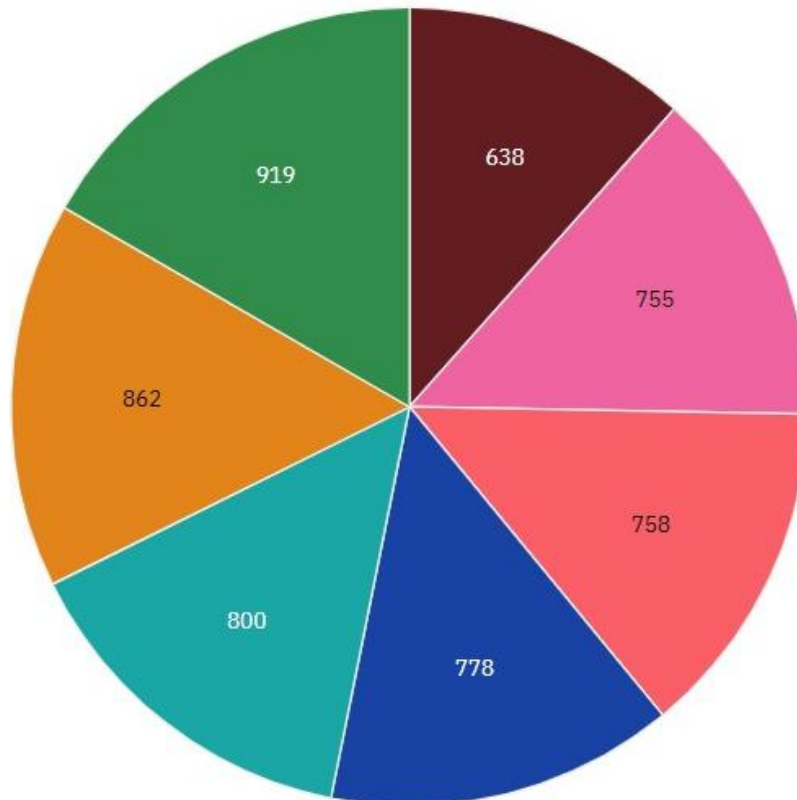
Product line colored by Product line sized by Total 5

Total (Sum)
49,193.74   56,144.84

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

gross income by month colored by Product line

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

gross income and Quantity by month

Column   Line
● Quantity (Sum)   ● gross income (Sum)

Product line by Total colored by Product line and sized by Quantity ⑤

Quantity (Sum)   Product line
854   971   ● Electronic accessories   ● Fashion accessories   ● Food and beverages   ● Health and beauty
                    ● Home and lifestyle   ● Sports and travel

Quantity for month

Column values
● Increase   ● Decrease   ● Total