

## Smartinternz externship



## Data Analytics with IBM cognos Analytics

### Assignment 3

**Submitted by :** Anisha Kumar  
**Email ID :** [anisha.21bce7239@vitapstudent.ac.in](mailto:anisha.21bce7239@vitapstudent.ac.in)  
**Registration Number :** 21BCE7239

## DATASET MODIFICATIONS

For the given dataset, before beginning with the visualizations, I have modified the table by deleting some attributes. Given below are the details for the same :

- Tax* : Since the tax is 5% for all the products, I have removed the tax attribute and added the final tax value in the total attribute and renamed it Total (inc. 5% Tax).
- City* : Additionally, since each of the 3 branches directed to only 3 cities each, I have removed this attribute in order to reduce redundancy.

## VISUALIZATIONS

### ***1. Pie Chart for the amount of products sold per product type for different payment types***

Colour - Product Line

Size - Quantity

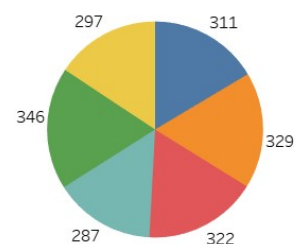
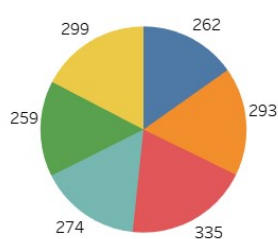
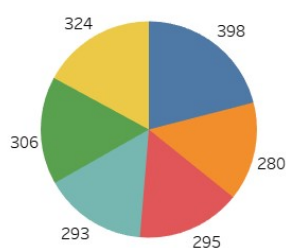
Angle - Quantity

Columns - Payment

Cash

Payment  
Credit card

Ewallet

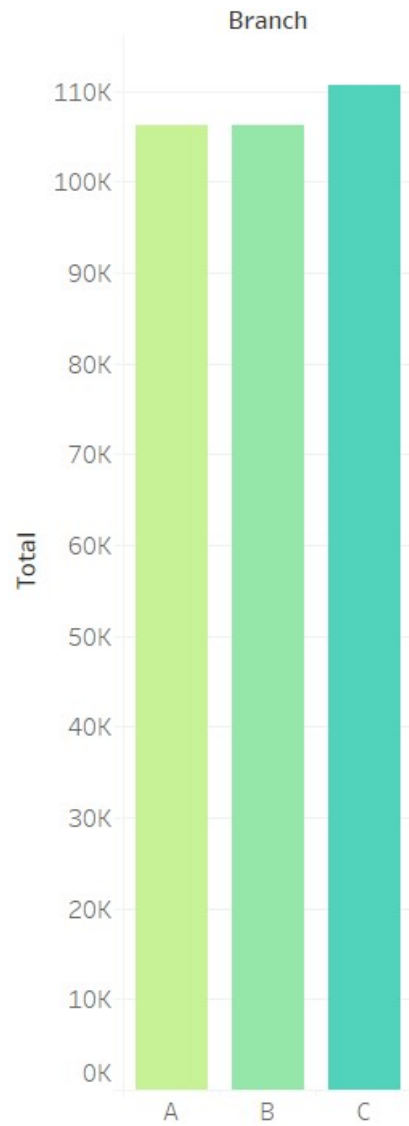


## 2. Column Chart for each branch's total revenue

Columns - Branch

Rows - (SUM) Total

Color - Branch



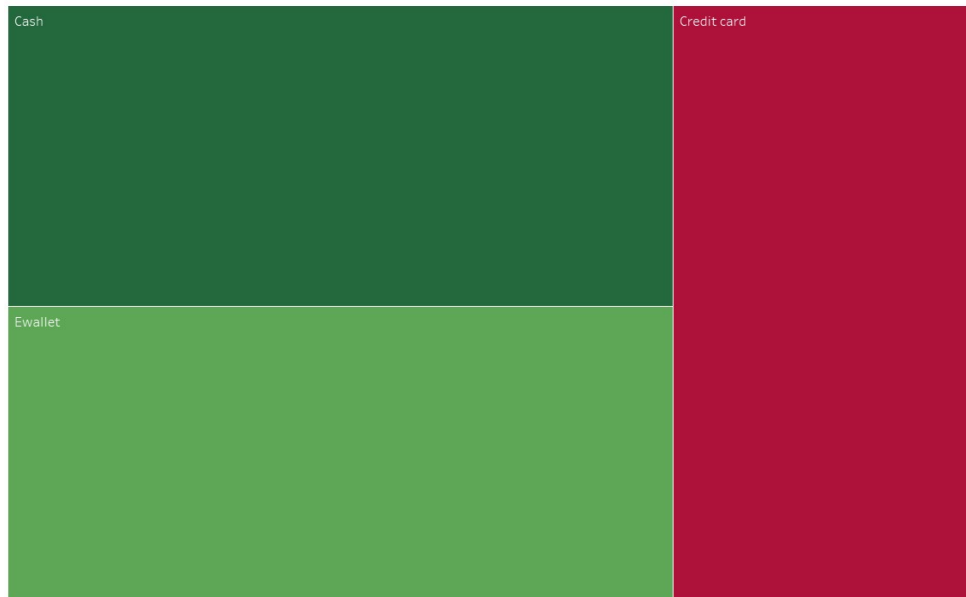
### 3. Tree Map for Gross Income by all Payment Types

Label - Payment, (SUM) Gross Income

Angle - (SUM) Gross Income

Size - (SUM) Gross Income

Color - Payment

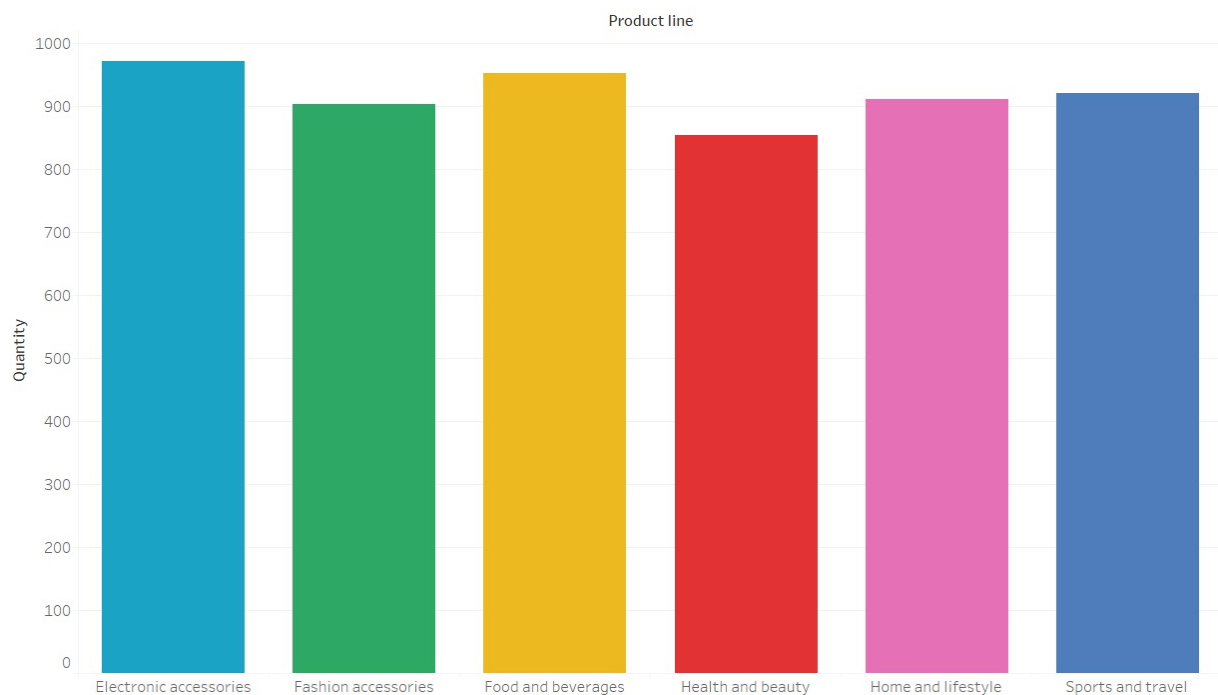


### 4. Column Chart for Quantity of items sold segregated by Product line

Columns - Product Line

Rows - (SUM) Quantity

Color - Product Line

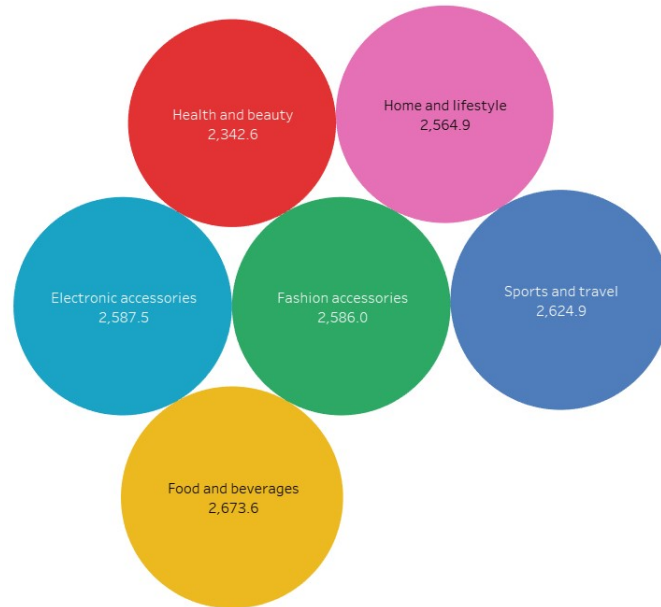


### 5. Packed Bubble Chart for all Product lines sized by their resp. gross income

Label - Product Line, (SUM) Gross Income

Size - (SUM) Gross Income

Color - Product Line



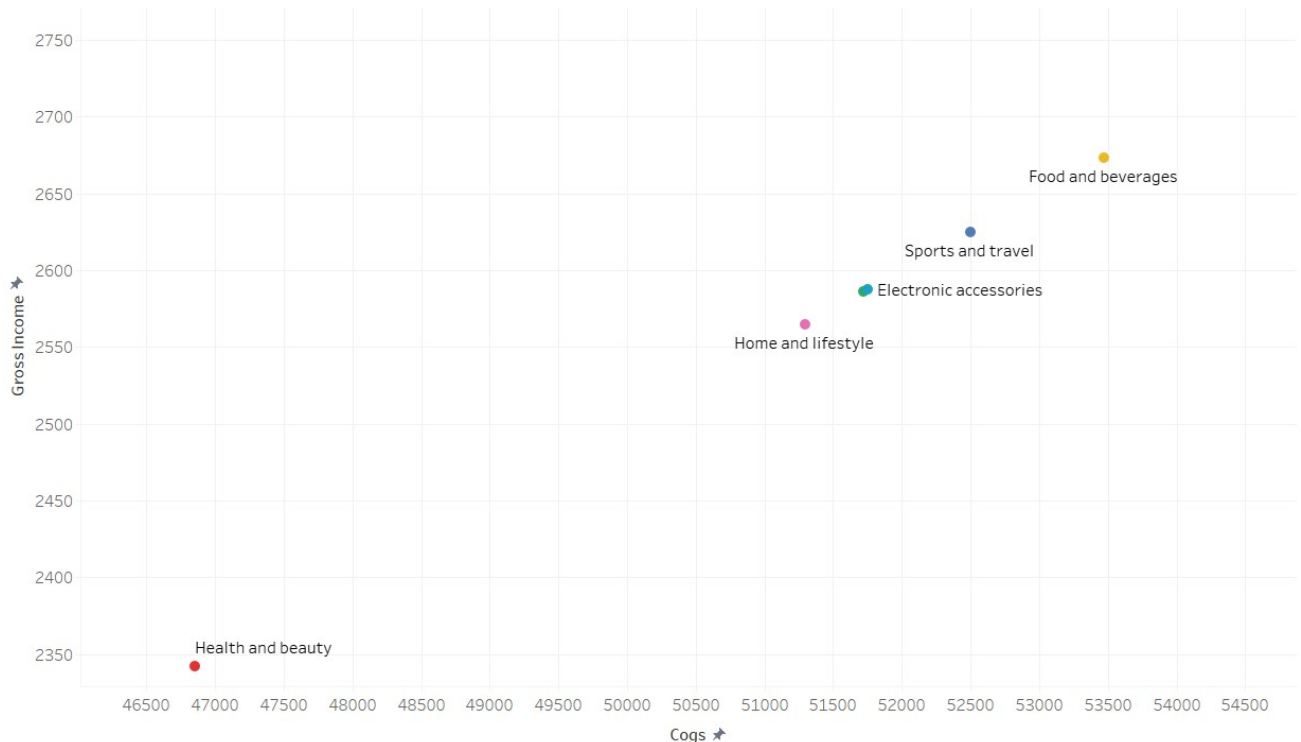
### 6. Scatter Plot for comparing cogs and Gross Income for all the Products

Columns - (SUM) cogs

Rows - (SUM) Gross Income

Color - Product Line

Label - Product Line



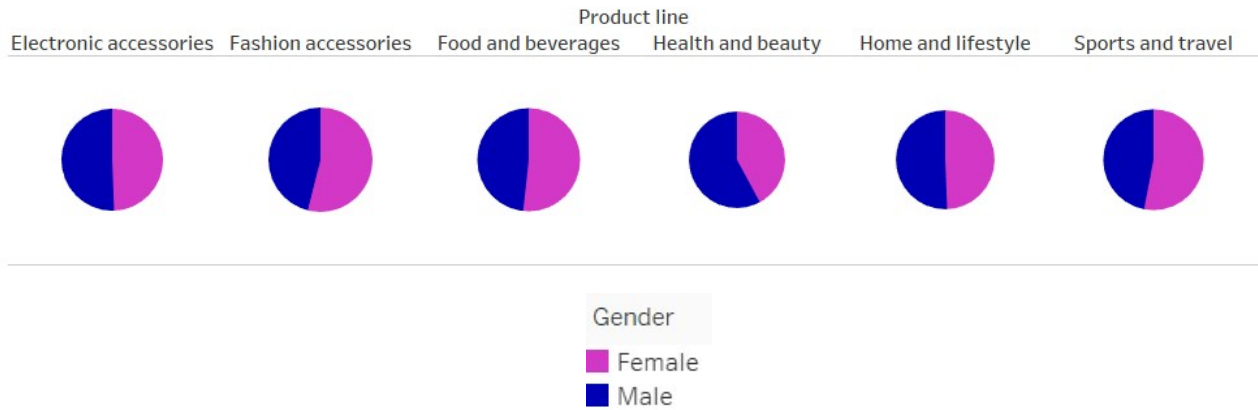
### 7. Pie Chart for Gender wise purchase of different products

Color - Gender

Size - (CNT) Gender

Angle - (CNT) Gender

Columns - Product Line



### 8. Word Cloud for the Ratings per Product

Size - (CNT) Product Line

Text - Product Line

Color - Rating

