

SMART INTERNZ ASSIGNMENT-1

DATA ANALYTICS

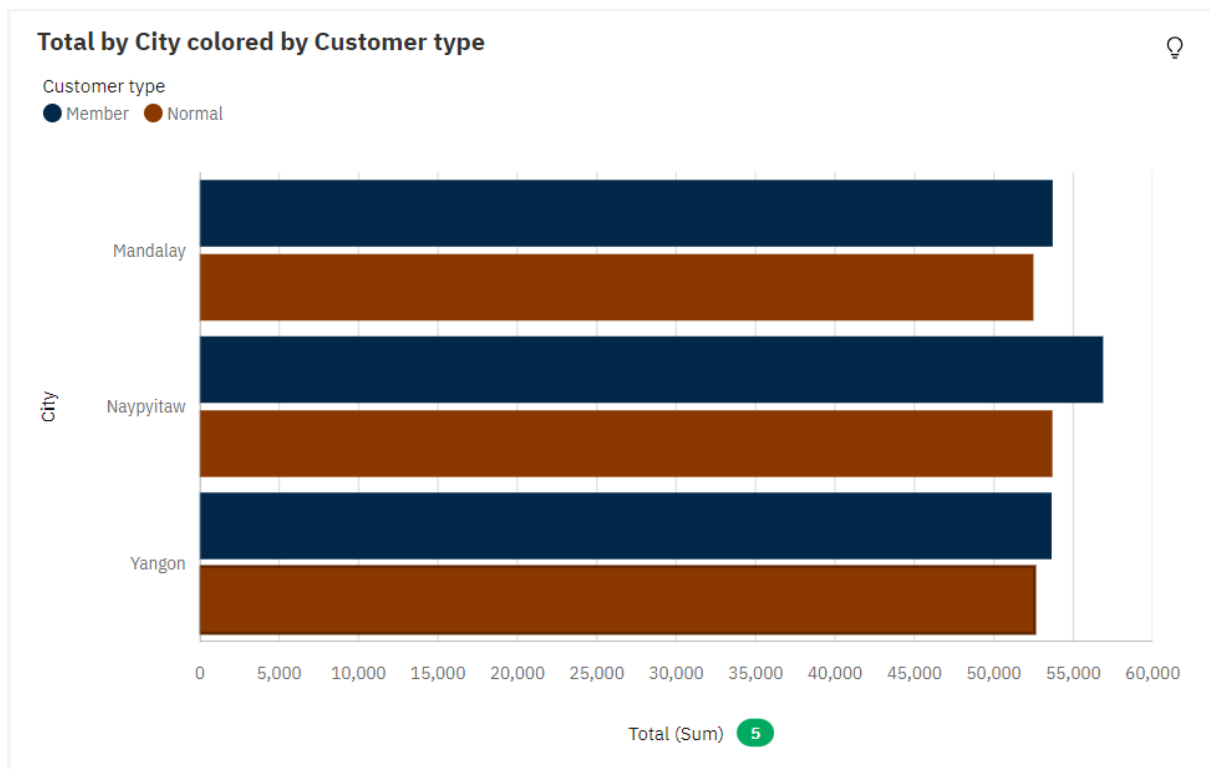
21BCE8612-PAIDI MANEESH SAI

Data Module-

The screenshot shows the IBM Cognos Analytics interface. The top bar indicates the current data module is 'Supermarket data module'. The left sidebar shows a tree view of the data module's contents, including 'Navigation paths' and a list of fields: '# Row Id', 'Branch', 'City', 'Customer type', 'Gender', 'Product line', 'Unit price', 'Quantity', 'Tax 5%', 'Total', 'Date', 'Month', and 'Date'. The main area displays a grid view of the data, with columns for 'Row Id', 'Branch', 'City', 'Customer type', 'Gender', 'Product line', and 'Unit price'. The data is organized into 13 rows, showing various customer types (Member, Normal) across different branches (A, B, C) in three cities (Yangon, Naypyitaw, Mandalay).

| Row Id | Branch | City | Customer type | Gender | Product line | Unit price |
|--------|--------|-----------|---------------|--------|------------------------|------------|
| 1 | A | Yangon | Member | Female | Health and beauty | 74.69 |
| 2 | C | Naypyitaw | Normal | Female | Electronic accessories | 15.28 |
| 3 | A | Yangon | Normal | Male | Home and lifestyle | 46.33 |
| 4 | A | Yangon | Member | Male | Health and beauty | 58.22 |
| 5 | A | Yangon | Normal | Male | Sports and travel | 86.31 |
| 6 | C | Naypyitaw | Normal | Male | Electronic accessories | 85.39 |
| 7 | A | Yangon | Member | Female | Electronic accessories | 68.84 |
| 8 | C | Naypyitaw | Normal | Female | Home and lifestyle | 73.56 |
| 9 | A | Yangon | Member | Female | Health and beauty | 36.26 |
| 10 | B | Mandalay | Member | Female | Food and beverages | 54.84 |
| 11 | B | Mandalay | Member | Female | Fashion accessories | 14.48 |
| 12 | B | Mandalay | Member | Male | Electronic accessories | 25.51 |
| 13 | A | Yangon | Normal | Female | Electronic accessories | 46.95 |

Visualisations-



Total by Product line 5

Product line

Health and beauty

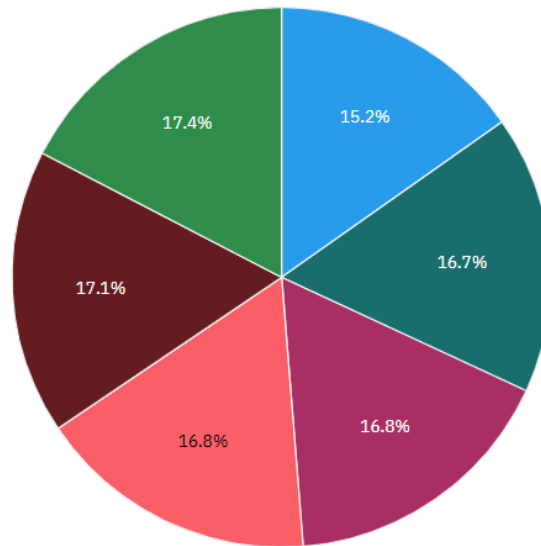
Home and lifestyle

Fashion accessories

Electronic accessories

Sports and travel

Food and beverages



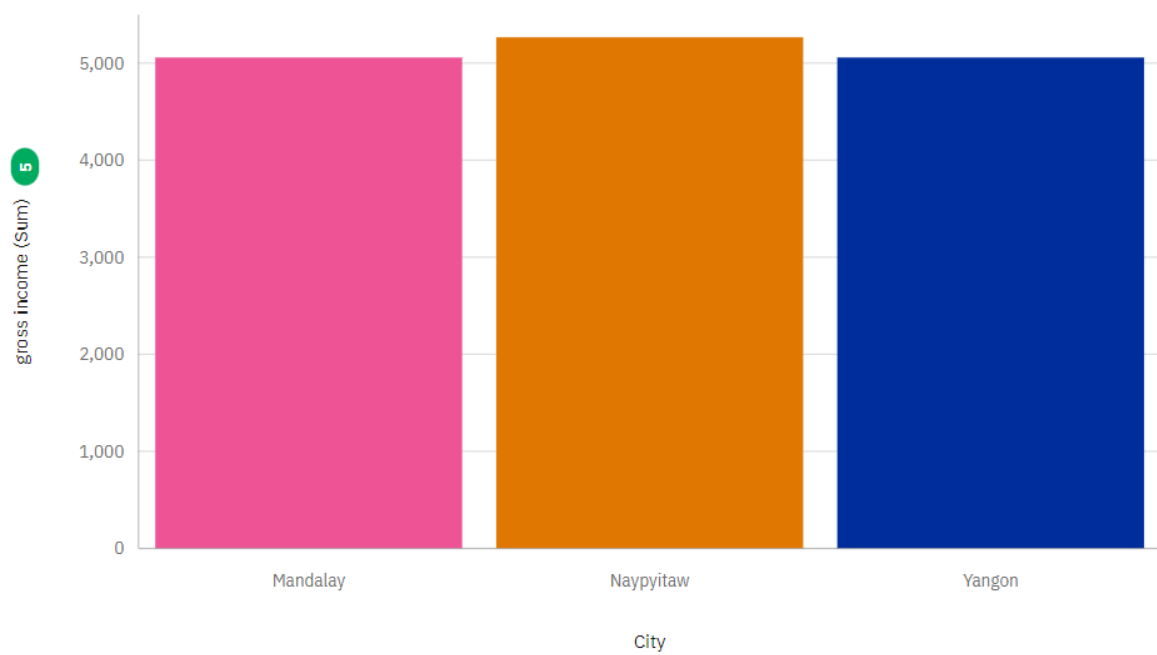
gross income by City colored by Branch

Branch

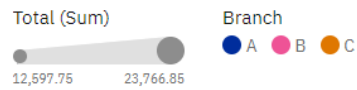
A

B

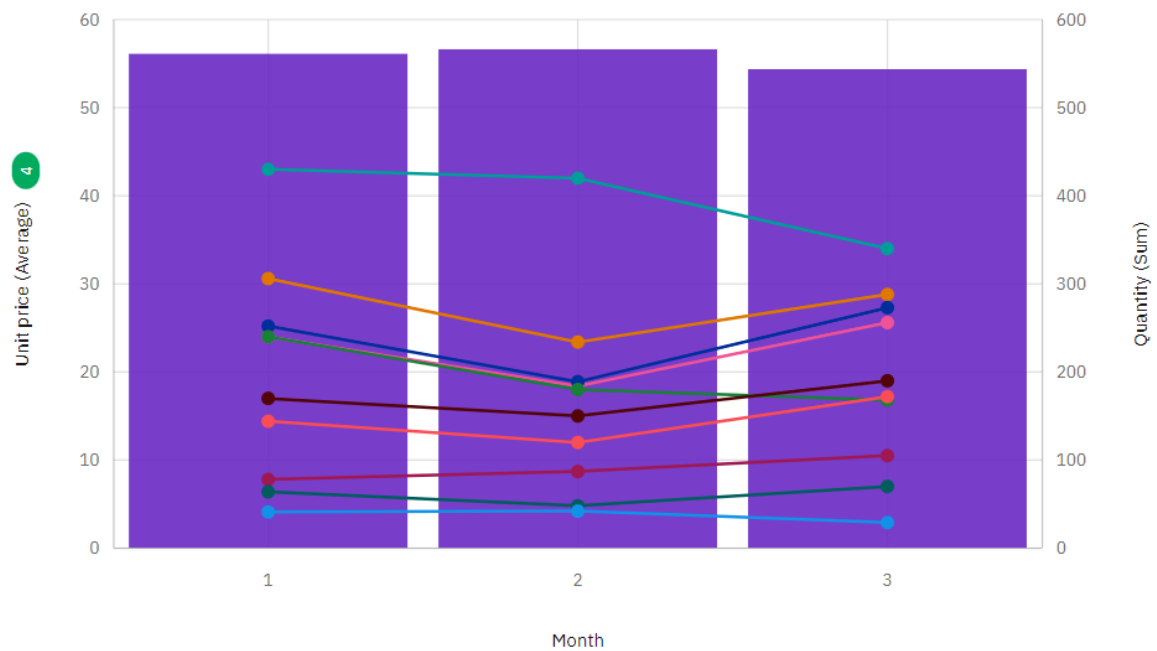
C



Product line colored by Branch sized by Total 5



Quantity and Unit price for Month colored by Quantity 4

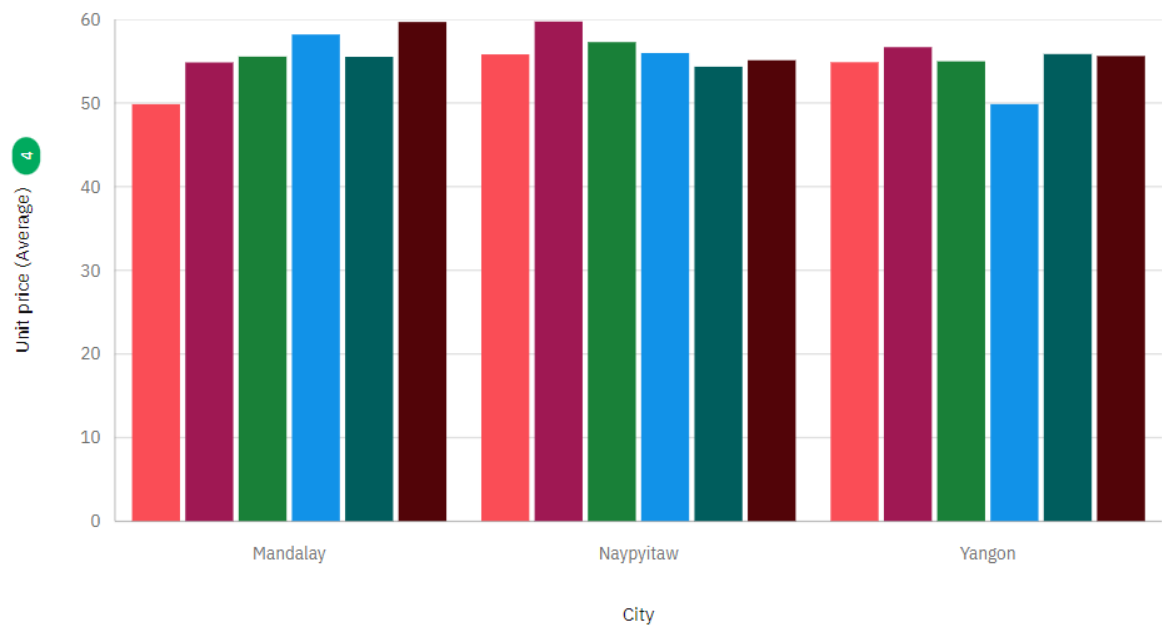


Unit price by City colored by Product line



Product line

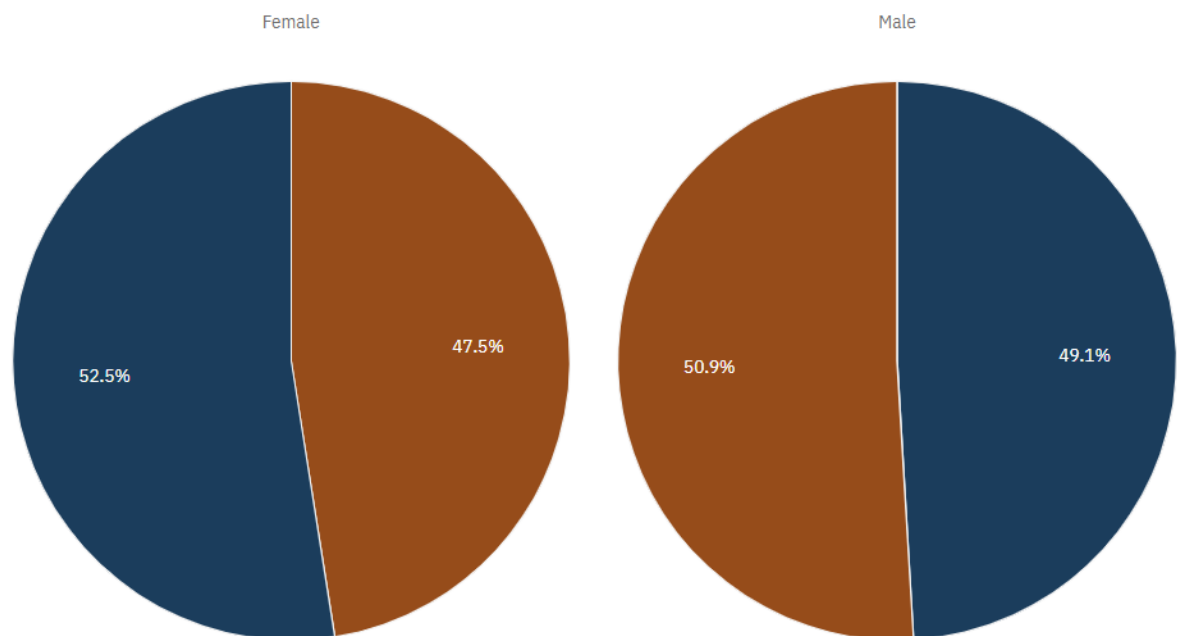
- Electronic accessories
- Fashion accessories
- Food and beverages
- Health and beauty
- Home and lifestyle
- Sports and travel



Total by Customer type

Customer type

- Member
- Normal



Customer type colored by Branch sized by Total 5

