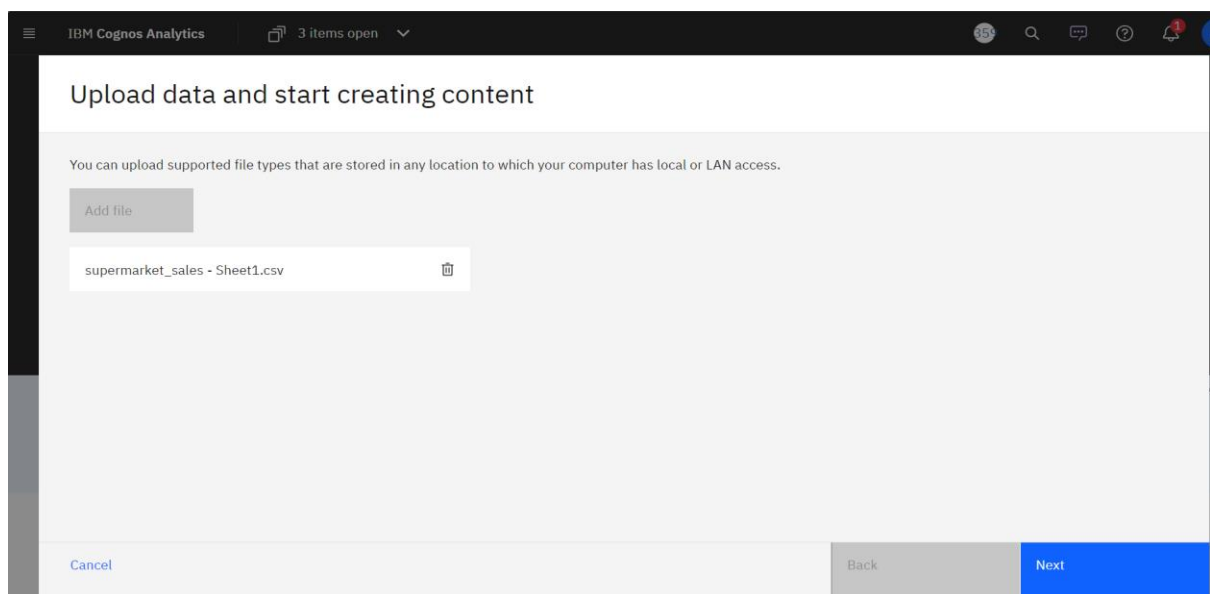PRASANNA LAKSHMI RAVURI

ravuriprasanna.lakshmi2021@vitstudent.ac.in

8309631199

VIT CHENNAI

1) Upload the dataset to Cognos Analytics

2) delete the unnecessary columns

↑↓	Total	Date	Time		
	548.9715	2019-01-05	13:08:00	▽ Filter...	33
	80.22	2019-03-08	10:29:00	⊘ Create navigation path...	
	340.5255	2019-03-03	13:23:00	▯▮▯ Split...	31
	489.048	2019-01-27	20:33:00	⊘ Hide from users	76
	634.3785	2019-02-08	10:37:00	⊖ Remove	17
	627.6165	2019-03-25	18:30:00	▣ Format data...	73
	433.692	2019-02-25	14:36:00	✧ Clean...	04
	772.38	2019-02-24	11:38:00	↓ Sort descending	
	76.146	2019-01-10	17:15:00	↑ Sort ascending	
	172.746	2019-02-20	13:27:00	⚏ Properties	
	60.816	2019-02-06	18:07:00	Ewallet	735.6

↑↓	Total	Date		ent	cogs
	548.9715	2019-01-05	▽ Filter...	et	522.83
	80.22	2019-03-08	⊘ Create navigation path...		76.4
	340.5255	2019-03-03	▯▮▯ Split...	card	324.31
	489.048	2019-01-27	⊘ Hide from users	et	465.76
	634.3785	2019-02-08	⊖ Remove	et	604.17
	627.6165	2019-03-25	▣ Format data...	et	597.73
	433.692	2019-02-25	✧ Clean...	et	413.04
	772.38	2019-02-24	↓ Sort descending		
	76.146	2019-01-10	↑ Sort ascending		
	172.746	2019-02-20	⚏ Properties		
			11:38:00	Ewallet	735.6
	76.146	2019-01-10	17:15:00	Credit card	72.52
	172.746	2019-02-20	13:27:00	Credit card	164.52
	60.816	2019-02-06	18:07:00	Ewallet	57.92

Split column - Date

Review new columns. You can change the column names, and deselect the columns that you don't need.

Date	☑ Year ✎	☑ Month ✎	☑ Day ✎	☑ Day of the week ✎
2019-01-05	2019	1	5	Saturday
2019-02-06	2019	2	6	Wednesday
2019-03-29	2019	3	29	Friday
2019-03-11	2019	3	11	Monday
2019-03-22	2019	3	22	Friday
2019-02-10	2019	2	10	Sunday
2019-03-27	2019	3	27	Wednesday
2019-03-12	2019	3	12	Tuesday
2019-02-14	2019	2	14	Thursday
2019-01-24	2019	1	24	Thursday
2019-01-22	2019	1	22	Tuesday
2019-01-23	2019	1	23	Wednesday
2019-02-23	2019	2	23	Saturday
2019-02-09	2019	2	9	Saturday

Previous	Cancel	OK

↑↓	Total	Date	Year		
	548.9715	2019-01-05	2019	▽ Filter...	
	80.22	2019-03-08	2019	⊞ Create calculation...	
	340.5255	2019-03-03	2019	⚇ Create data group...	
	489.048	2019-01-27	2019	⊘ Create navigation path...	
	634.3785	2019-02-08	2019	⊘ Hide from users	
	627.6165	2019-03-25	2019	⊖ Remove	
	433.692	2019-02-25	2019	⊡ Format data...	
	772.38	2019-02-24	2019	⬦ Clean...	
	76.146	2019-01-10	2019	↓ Sort descending	1	10
	172.746	2019-02-20	2019	↑ Sort ascending	2	20
	60.816	2019-02-06	2019	⚏ Properties	2	6

3) create a data module

Row Id	Branch	City	Customer type	Gender
1	A	Yangon	Member	Female
2	C	Naypyitaw	Normal	Female
3	A	Yangon	Normal	Male
4	A	Yangon	Member	Male
5	A	Yangon	Normal	Male
6	C	Naypyitaw	Normal	Male
7	A	Yangon	Member	Female
8	C	Naypyitaw	Normal	Female
9	A	Yangon	Member	Female
10	B	Mandalay	Member	Female
11	B	Mandalay	Member	Female

Product line	Unit price	Quantity	Tax 5%	Total
Health and beauty	74.69	7	26.1415	548.9715
Electronic accessories	15.28	5	3.82	80.22
Home and lifestyle	46.33	7	16.2155	340.5255
Health and beauty	58.22	8	23.288	489.048
Sports and travel	86.31	7	30.2085	634.3785
Electronic accessories	85.39	7	29.8865	627.6165
Electronic accessories	68.84	6	20.652	433.692
Home and lifestyle	73.56	10	36.78	772.38
Health and beauty	36.26	2	3.626	76.146
Food and beverages	54.84	3	8.226	172.746
Fashion accessories	14.48	4	2.896	60.816

Date	Month	Day	Day of the week	Payment
2019-01-05	1	5	Saturday	Ewallet
2019-03-08	3	8	Friday	Cash
2019-03-03	3	3	Sunday	Credit card
2019-01-27	1	27	Sunday	Ewallet
2019-02-08	2	8	Friday	Ewallet
2019-03-25	3	25	Monday	Ewallet
2019-02-25	2	25	Monday	Ewallet
2019-02-24	2	24	Sunday	Ewallet
2019-01-10	1	10	Thursday	Credit card
2019-02-20	2	20	Wednesday	Credit card
2019-02-06	2	6	Wednesday	Ewallet

cogs	gross margin percentage	gross income	Rating
522.83	4.761904762	26.1415	9.1
76.4	4.761904762	3.82	9.6
324.31	4.761904762	16.2155	7.4
465.76	4.761904762	23.288	8.4
604.17	4.761904762	30.2085	5.3
597.73	4.761904762	29.8865	4.1
413.04	4.761904762	20.652	5.8
735.6	4.761904762	36.78	8
72.52	4.761904762	3.626	7.2
164.52	4.761904762	8.226	5.9
57.92	4.761904762	2.896	4.5

4) explore and visualize the dataset

Add a data source to explore   ✕

My content   Team content

My content / VIT 1538

     ▽   ⇅   ⚙

Name	Type	Last Accessed
⊞ Assignment 1 data module	Data module	8/30/2023, 3:22 AM
⊞ SUPER STORE 1538 data module	Data module	8/28/2023, 11:04 AM

Cancel	Add

Cards

1

Data relationships

Choose visualization type   ✕

Comparison

Bar	Bullet	Column	Heat map	Line and column	Marimekko	Radar	Radial	Stacked bar

Stacked column	Word cloud

Parts to whole

Hierarchy bubble	Packed bubble	Pie	Tree map

Trend

Unit price by Quantity colored by Product line

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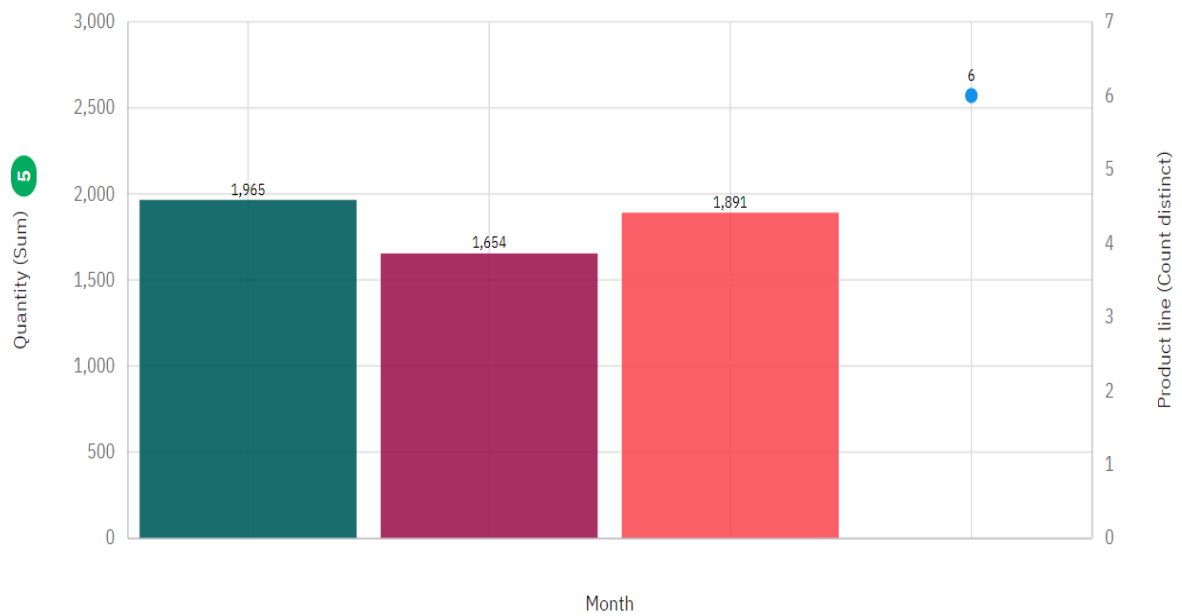

Quantity (Sum) **5**

Unit price (Average) **4**
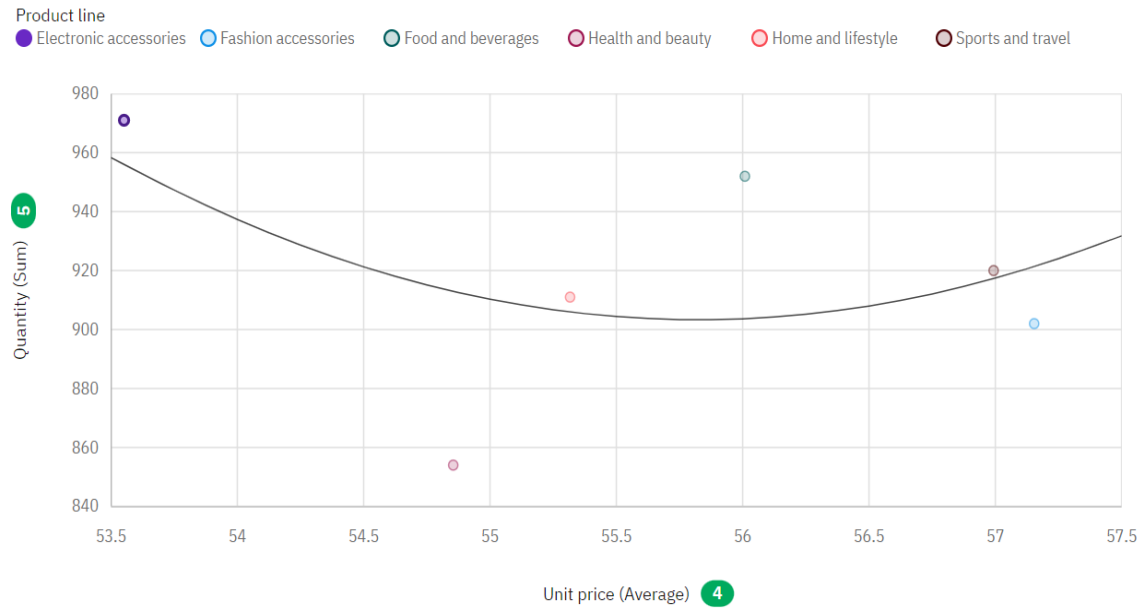
gross income by Product line colored by Branch

Branch
● A ● B ● C

Product line		
Electronic accessories		
	33.7%	
	31.4%	
	34.9%	
Fashion accessories		
	30.1%	
	30.2%	
	39.7%	
Food and beverages		
	30.6%	
	27.1%	
	42.3%	
Health and beauty		
	25.6%	
	40.6%	
	33.8%	
Home and lifestyle		
	41.6%	
	32.6%	
	25.8%	
Sports and travel		
	35.1%	
	36.3%	
	28.6%	

gross income (Sum) **5**
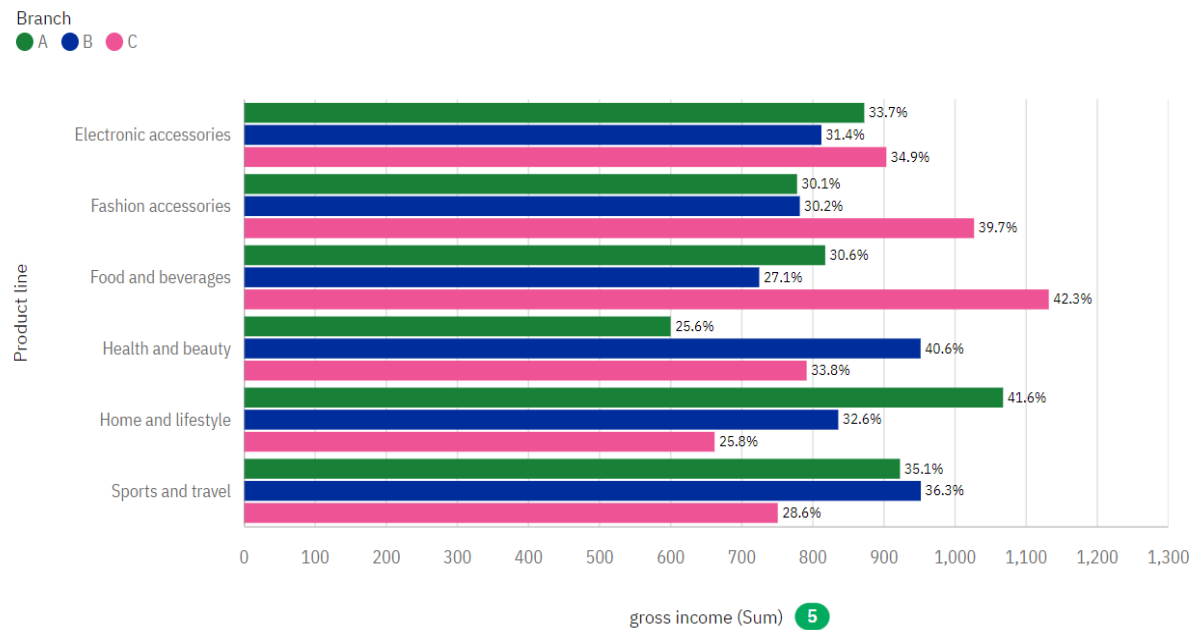
Rating by Month colored by Product line

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

Member

17.8%
16.1%
16.4%
16.5%
16.6%

1   2   3

Normal

18.2%
16.1%
17.2%
17.1%

1   2   3
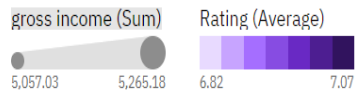
Quantity, Month, Product line

Month
● 1 ● 2 ● 3

Line
● Product line (Count distinct)

Month

City hierarchy colored by Rating and sized by gross income 5

gross income (Sum)

5,057.03   5,265.18

Rating (Average)

6.82   7.07

Naypyitaw	Mandalay
Yangon	

Branch and gross income for City regions 5

gross income (Sum)

5,057.03   5,265.18

Branch
● A ● C ● B

Mandalay	B	
gross income:		5,057.03

Ranchi MIZ. Pu'er
Kolkata Chattogram
Cuttack Myanmar (Burma) Houayxay Laos
ODI. Nay Pyi Taw
Visakhapatnam Chiang Mai Vientiane
Pathein Yangon
Thailand
Bay of
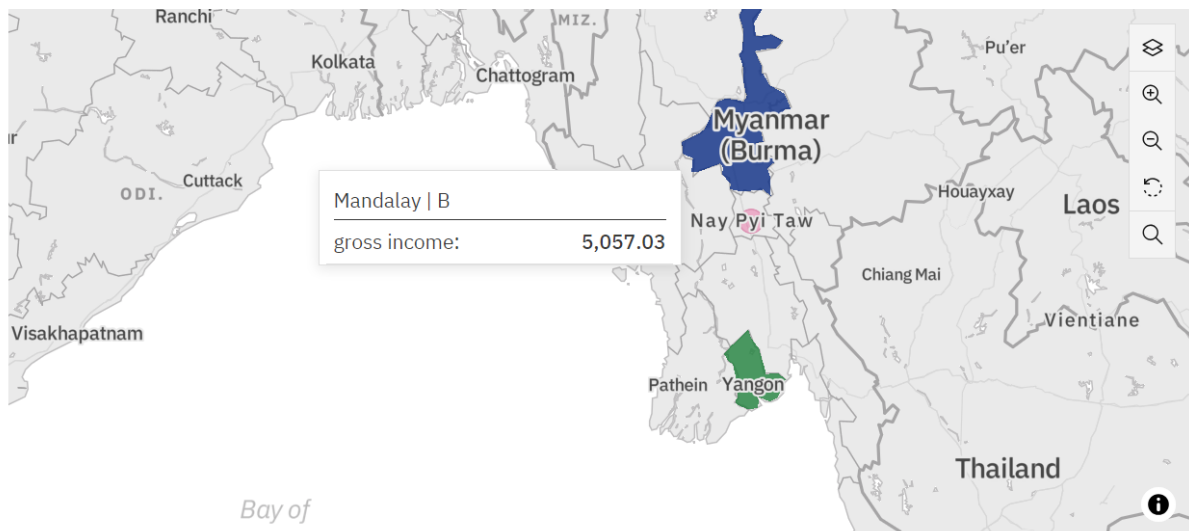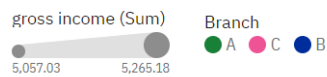
gross income to Total with cogs, gross income and Total 15

● Total (Sum) ● cogs (Sum) ● gross income (Sum) ● Total (Sum) ● gross income (Sum)

0	50,000	100,000	150,000	200,000	250,000	300,000	350,000
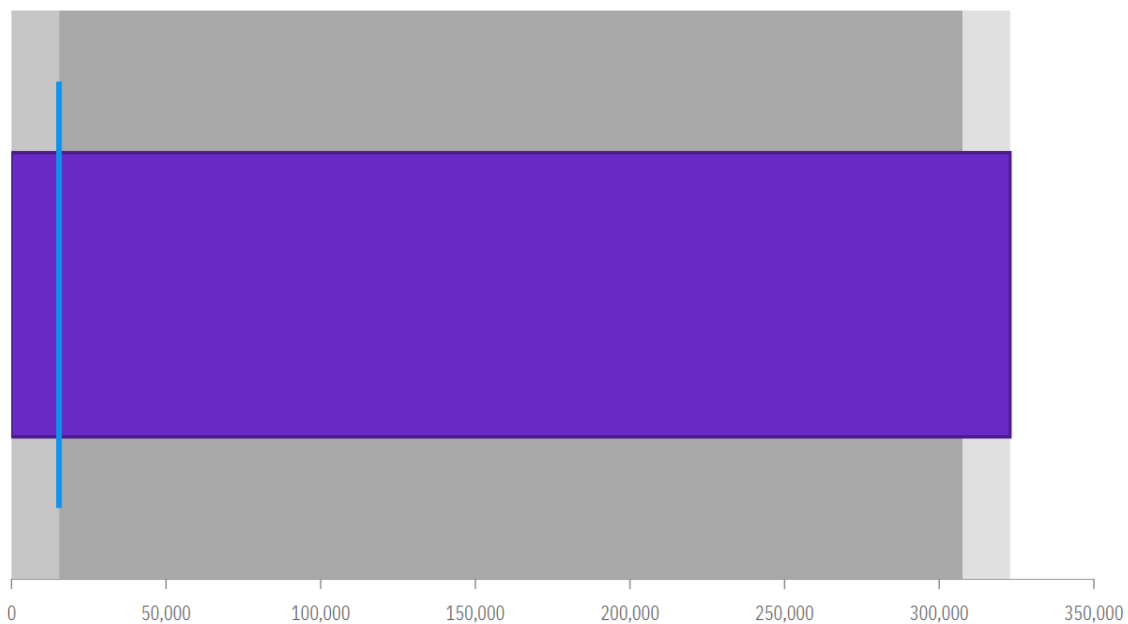
Total by Product line colored by Unit price 9

Unit price (Average)

53.55   57.15
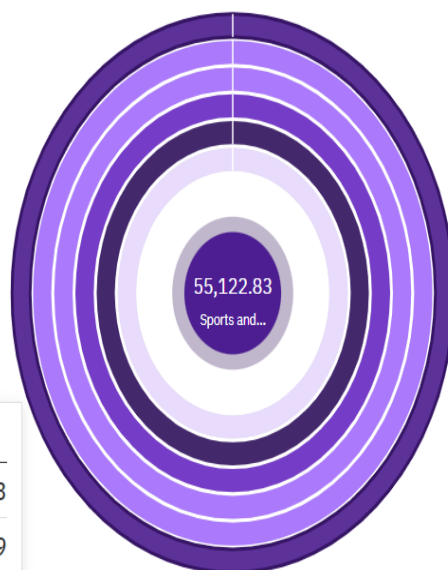
Sports and travel	
Total:	55,122.83
Unit price (Average):	56.99
Customer type (Count distinct):	2

Customer type

Tree sunburst | Tree diagram | Rules

Nodes

All ∨

Target category

Member ∨

Customer type
● Member ● Normal

Customer type

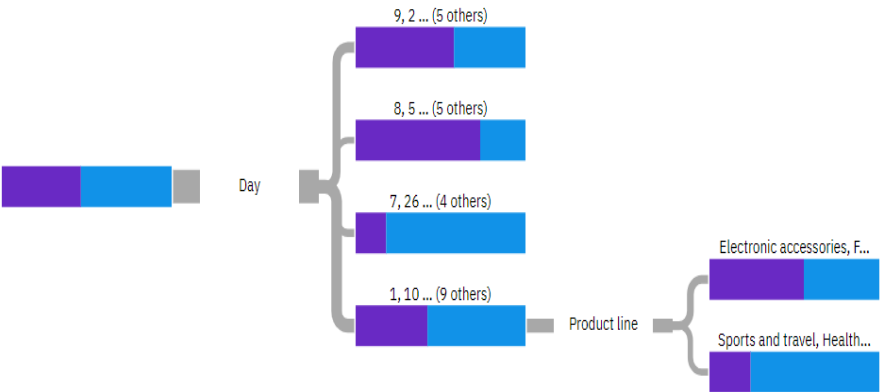Tree sunburst | Tree diagram | Rules

Nodes

All ∨
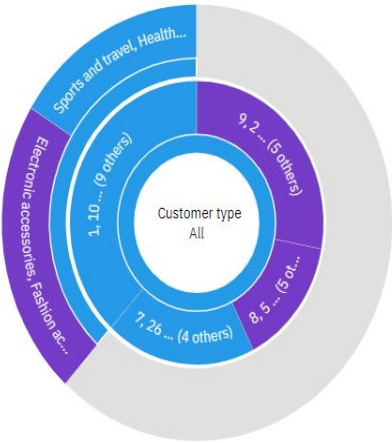
Target category

Member ∨

Customer type
● Member ● Normal

Customer type

Tree sunburst | Tree diagram | **Rules**

Target category

All ▾

Customer type
● Member ● Normal

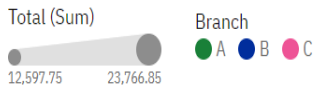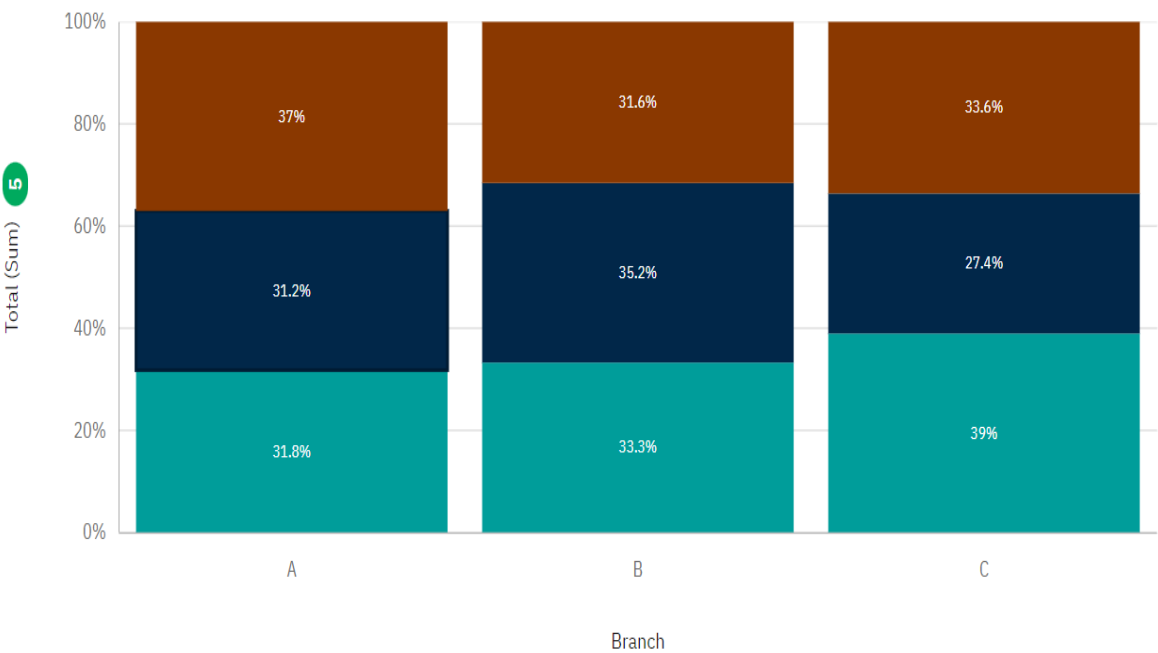| ↓	Target category	Rules	Records
82%		**Day** = 7, 26, 19, 11, 31, 14	39 (19%)
76%		**Day** = 1, 10, 22, 25, 24, 23, 6, 12, 4, 3, 17 **Product line** = Sports and travel, Health and beauty	33 (16%)
73%		**Day** = 8, 5, 18, 30, 20, 21, 28	30 (15%)
58%		**Day** = 9, 2, 27, 13, 29, 15, 16	57 (28%)
56%		**Day** = 1, 10, 22, 25, 24, 23, 6, 12, 4, 3, 17 **Product line** = Electronic accessories, Fashion accessories, Home and	45 (22%)

gross income for Product line

Column values
● Increase ● Decrease ● Total
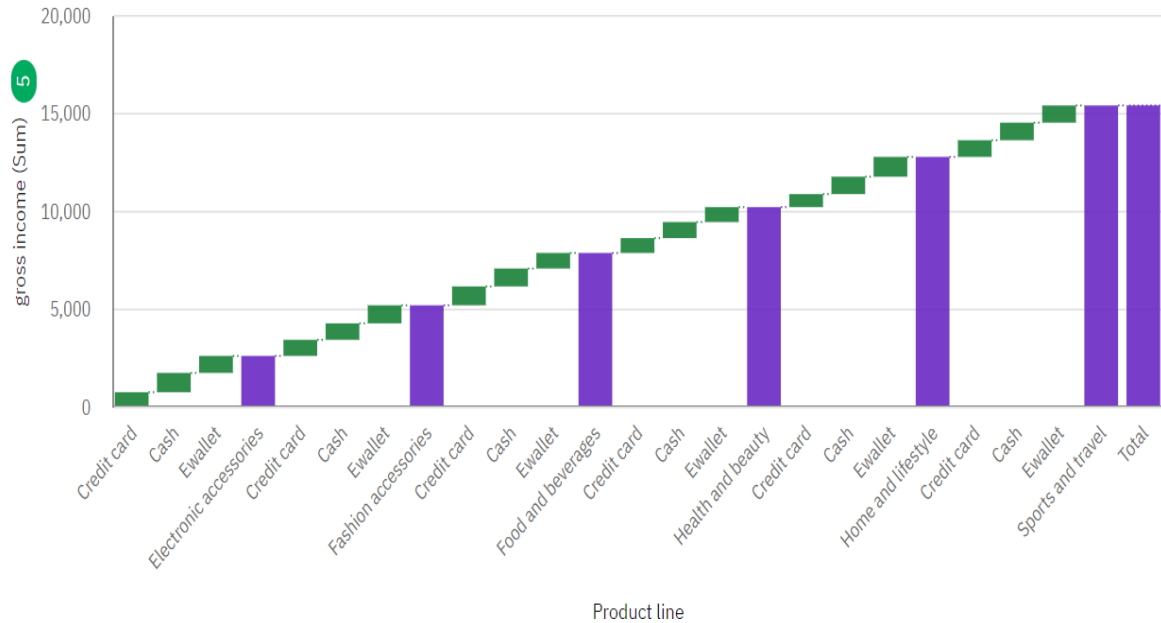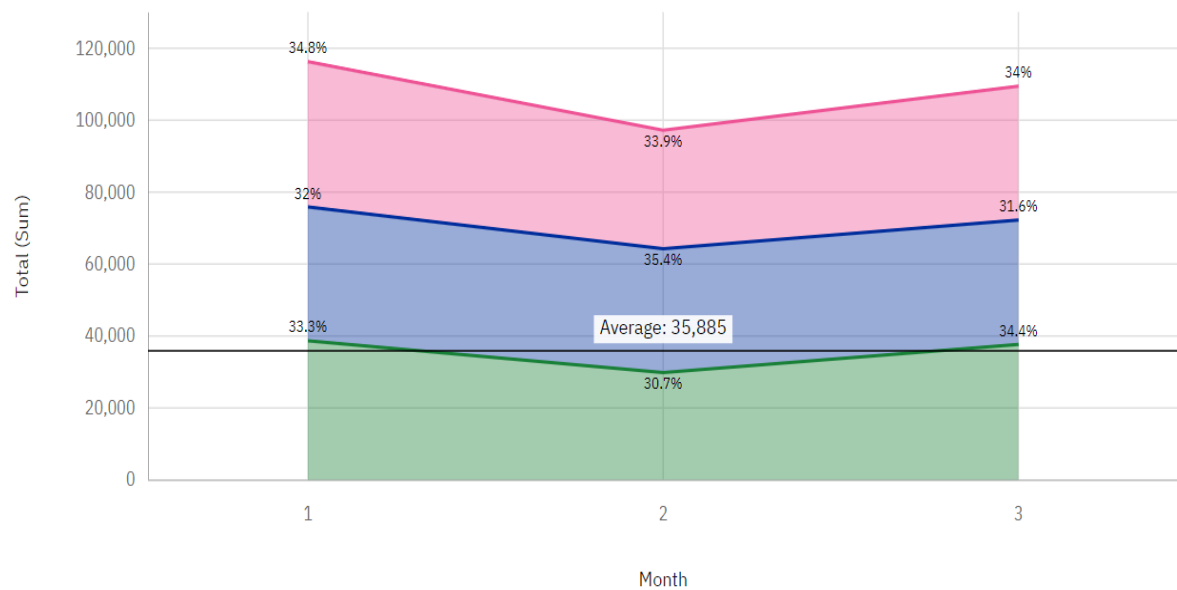
Product line colored by Branch sized by Total ⑤

Total (Sum)
12,597.75   23,766.85

Branch
● A ● B ● C

Total by Branch colored by Payment

Payment
● Cash   ● Credit card   ● Ewallet

	A	B	C
Ewallet	37%	31.6%	33.6%
Credit card	31.2%	35.2%	27.4%
Cash	31.8%	33.3%	39%

Branch

Total by Month colored by Branch

Branch
● A ● B ● C

Total (Sum)

34.8%
32%
33.3%
33.9%
35.4%
30.7%
34%
31.6%
34.4%

Average: 35,885

120,000
100,000
80,000
60,000
40,000
20,000
0

1   2   3

Month

Rating and gross income for Product line colored by Customer type

Customer type
● Member ● Normal

gross income (Sum)

140
120
100
80
60
40
20
0

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

Product line

THANK YOU