ASSIGNMENT-1

Data Analytics with IBM Cognos

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Splitting Date into Month ,Date, Year:

Total	Date	Time		Payment	cogs	gross margin percent
548.9715	1/5/2019	▽ Filter...		Ewallet	522.83	4.76190476
80.22	3/8/2019	👥 Create data group...		Cash	76.4	4.76190476
340.5255	3/3/2019	⊘ Create navigation path...		Credit card	324.31	4.76190476
489.048	1/27/2019	▫▫ Split...		Ewallet	465.76	4.76190476
634.3785	2/8/2019	🗐 Convert to date...		Ewallet	604.17	4.76190476
627.6165	3/25/2019	◎ Hide from users		Ewallet	597.73	4.76190476
433.692	2/25/2019	⊖ Remove		Ewallet	413.04	4.76190476
772.38	2/24/2019	⊞ Format data...		Ewallet	735.6	4.76190476
76.146	1/10/2019	⚡ Clean...		Credit card	72.52	4.76190476
172.746	2/20/2019	↓ Sort descending		Credit card	164.52	4.76190476
60.816	2/6/2019	↑ Sort ascending	18:07	Ewallet	57.92	4.76190476
107.142	3/9/2019	⇄ Properties	17:03	Cash	102.04	4.76190476
246.4875	2/12/2019		10:25	Ewallet	234.75	4.76190476
452.405	2/7/2019		16:48	Ewallet	431.0	4.76190476

Edit split column - Date

Specify how to split the column. Select or type one character to use as a delimiter, and specify a maximum of 5 columns to split the column into. You can trim whitespace from the column values and additionally one leading and one trailing character.

Select delimiter

`1` `/` `5` `/` `2` `0` `1` `9`

Type delimiter

`/`

Trimmed characters

Whitespace

Preview

Date	Month	Date	Year
1/5/2019	1	5	2019
3/8/2019	3	8	2019
3/3/2019	3	3	2019
1/27/2019	1	27	2019
2/8/2019	2	8	2019
3/25/2019	3	25	2019
2/25/2019	2	25	2019
2/24/2019	2	24	2019

Cancel   Next

Month   Date   Year

Total	Date	Month	Date	Year
548.9715	1/5/2019	1	5	2019
80.22	3/8/2019	3	8	2019
340.5255	3/3/2019	3	3	2019
489.048	1/27/2019	1	27	2019
634.3785	2/8/2019	2	8	2019
627.6165	3/25/2019	3	25	2019
433.692	2/25/2019	2	25	2019
772.38	2/24/2019	2	24	2019
76.146	1/10/2019	1	10	2019
172.746	2/20/2019	2	20	2019
60.816	2/6/2019	2	6	2019
107.142	3/9/2019	3	9	2019
246.4875	2/12/2019	2	12	2019
453.495	2/7/2019	2	7	2019

Removing Unwanted column:

↑↓	Date	Year	Time			cogs	gross margin percentage	gros
	5	2019	13:08	▽ Filter...		522.83	4.76190476	26.1
	8	2019	10:29	⚇ Create data group...		76.4	4.76190476	3.82
	3	2019	13:23	⊘ Create navigation path...		324.31	4.76190476	16.2
	27	2019	20:33	▯▮ Split...		465.76	4.76190476	23.2
	8	2019	10:37	⊘ Hide from users		604.17	4.76190476	30.2
	25	2019	18:30	⊖ Remove		597.73	4.76190476	29.8
	25	2019	14:36	▦ Format data...		413.04	4.76190476	20.6
	24	2019	11:38	⌫ Clean...		735.6	4.76190476	36.7
	10	2019	17:15	↓ Sort descending	Credit card	72.52	4.76190476	3.62
	20	2019	13:27	↑ Sort ascending	Credit card	164.52	4.76190476	8.22
	6	2019	18:07	⇄ Properties	Ewallet	57.92	4.76190476	2.89
	9	2019	17:03		Cash	102.04	4.76190476	5.10
	12	2019	10:25		Ewallet	234.75	4.76190476	11.7
	7	2019	16:48		Ewallet	431.9	4.76190476	21.5

After we have to start the visualizations,

Area:

Bar
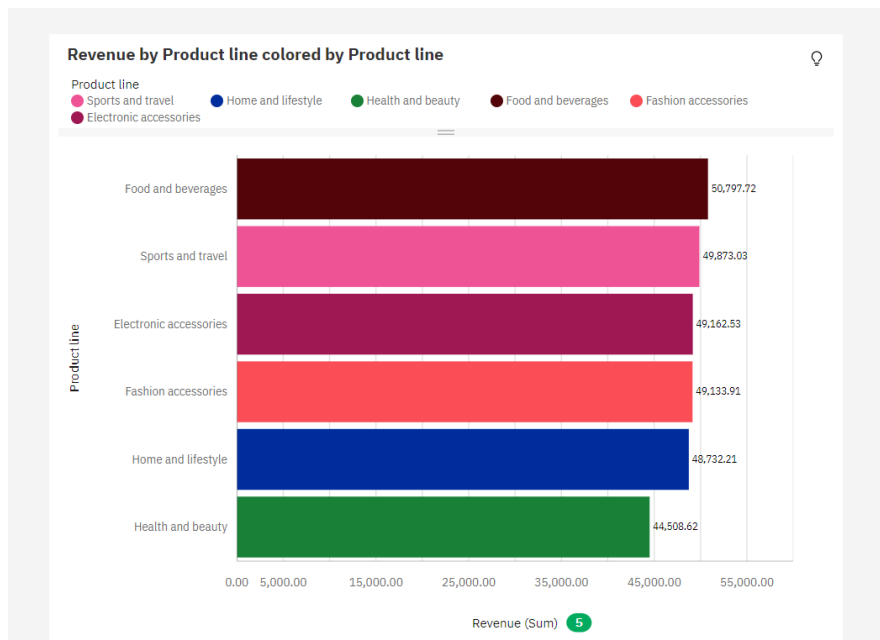
Revenue by Product line colored by Product line   ♀

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

Product line	Revenue
Food and beverages	50,797.72
Sports and travel	49,873.03
Electronic accessories	49,162.53
Fashion accessories	49,133.91
Home and lifestyle	48,732.21
Health and beauty	44,508.62

0.00 5,000.00 15,000.00 25,000.00 35,000.00 45,000.00 55,000.00

Revenue (Sum) ⑤

Fields

📊 Bars
⠿ Product line ⋮

Click or drag data here

\# **Length***   Required field
⠿ Revenue ⋮

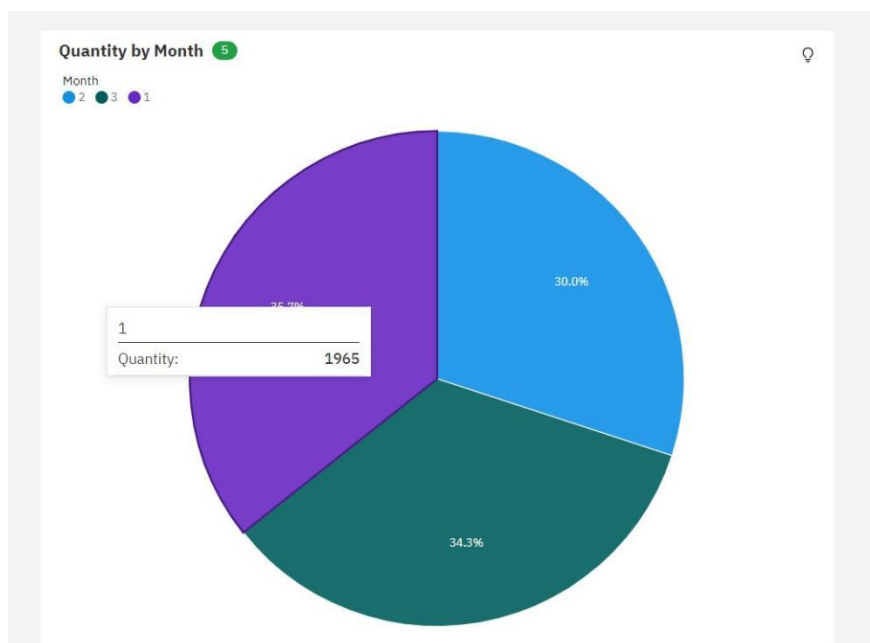Click or drag data here

\# y-start

Click or drag data here

⊕ Target

Click or drag data here

🎨 Color
⠿ Product line ⋮

Pie:

Quantity by Month ⑤   ♀

Month
● 2 ● 3 ● 1

30.0%

1
Quantity: 1965

34.3%

Fields

◔ **Segments***   Required field
⠿ Month ⋮

Click or drag data here

\# **Size***   Required field
⠿ Quantity ⋮

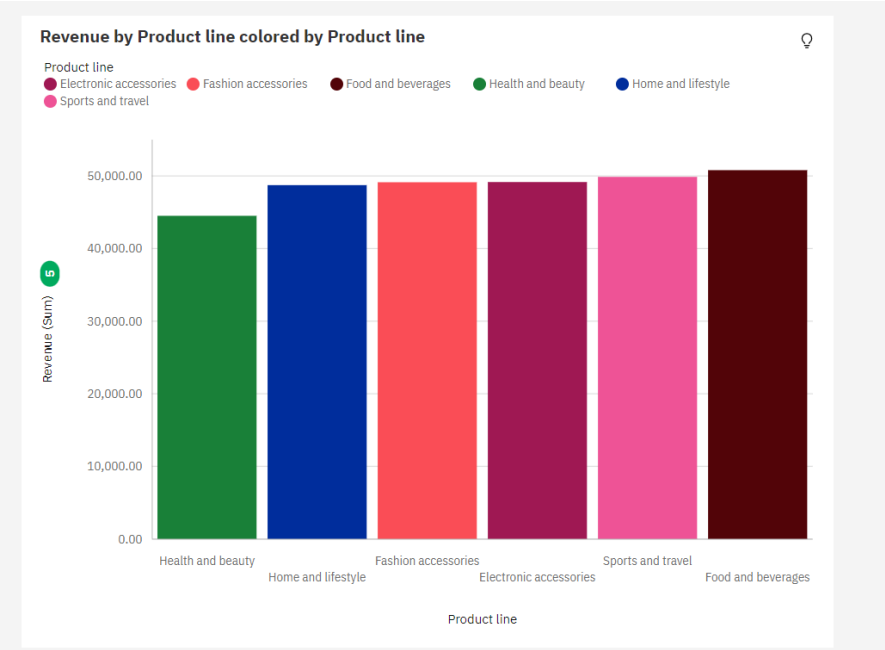▭■ Repeat (column)

Click or drag data here

📱 Repeat (row)

Click or drag data here

\# Tooltip

Click or drag data here

▽ Local filters

Column

Revenue by Product line colored by Product line

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

Fields

Bars
⠿ Product line ⋮
Click or drag data here

\# Length* Required field
⠿ Revenue ⋮
Click or drag data here
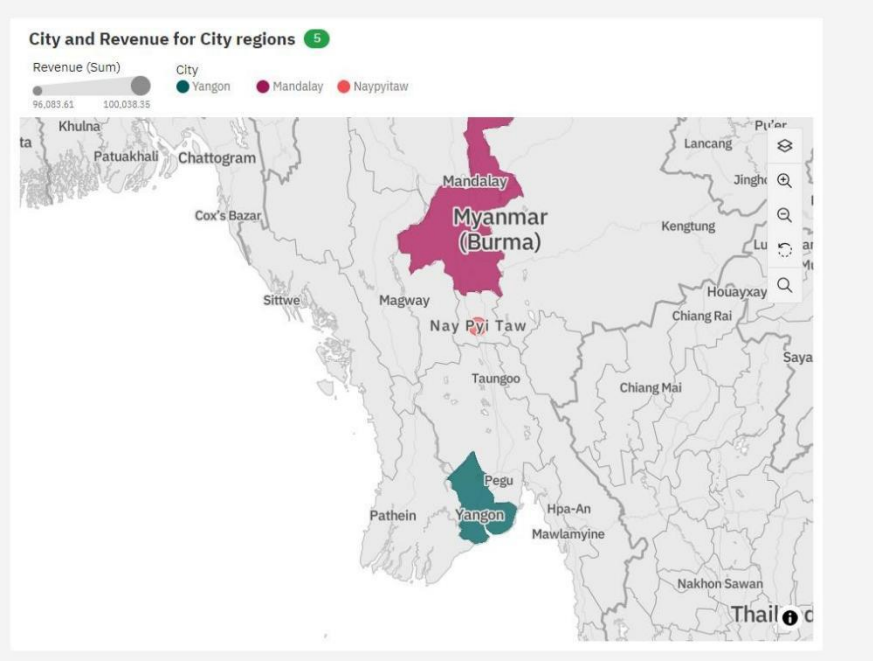
\# y-start
Click or drag data here

◉ Target
Click or drag data here

🎨 Color
⠿ Product line ⋮

Map:

City and Revenue for City regions 5

Revenue (Sum)
96,083.61 100,038.35

City
● Yangon ● Mandalay ● Naypyitaw

Fields

⌃ Regions

◉ Locations* Required field
⠿ City ⋮
Click or drag data here

▦ Location color
⠿ City ⋮
Click or drag data here
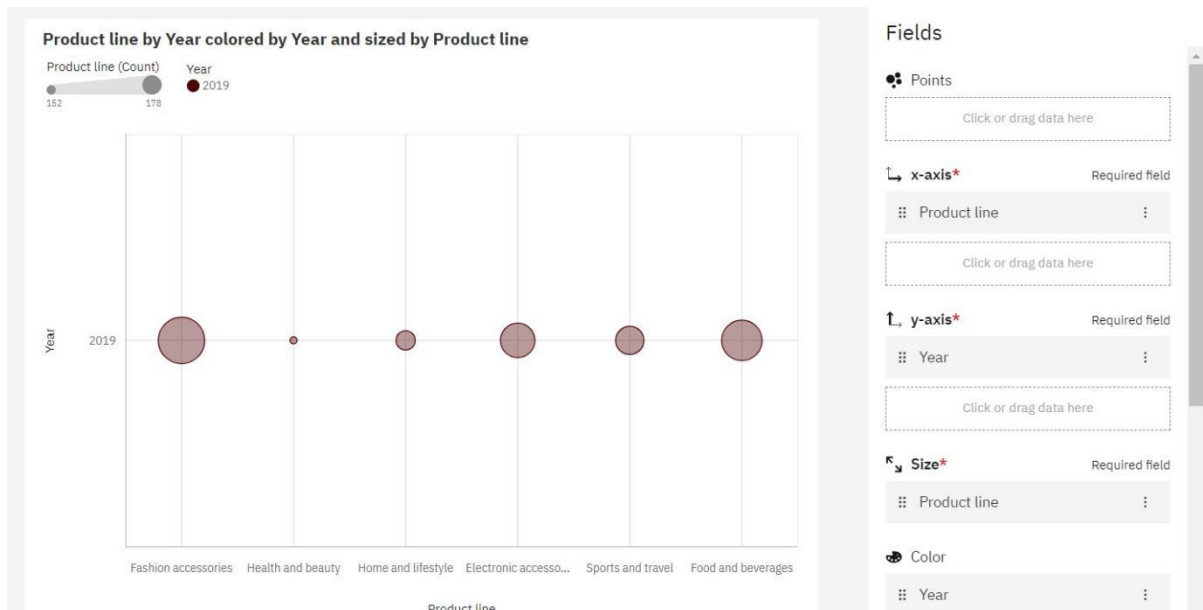
\# Location extrusion height
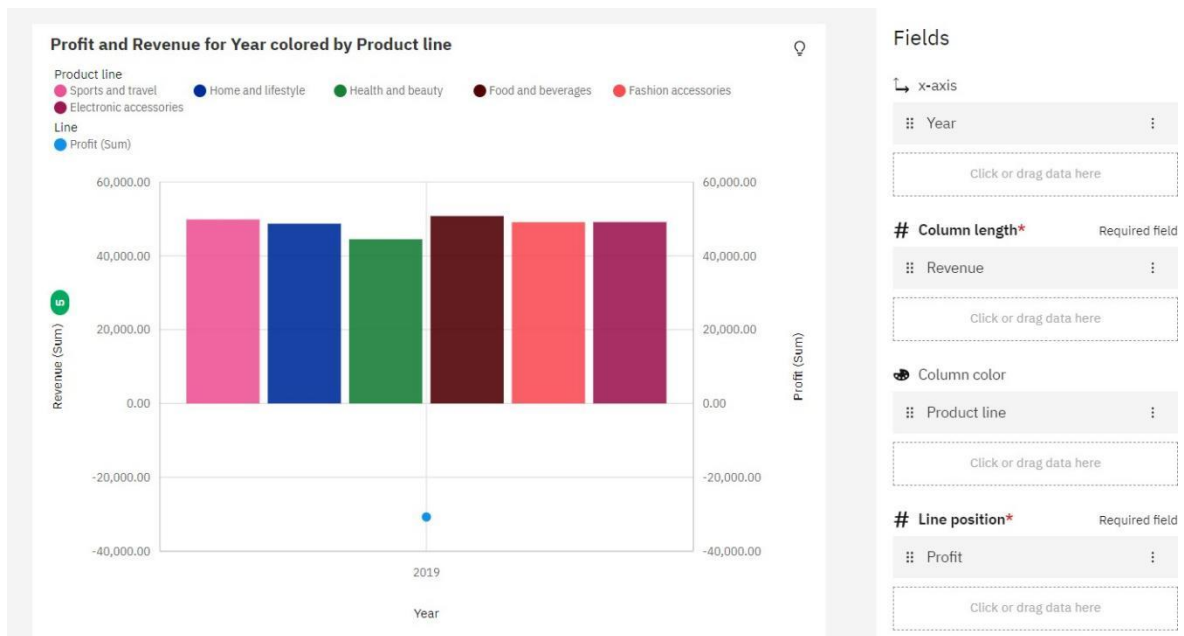⠿ Revenue ⋮

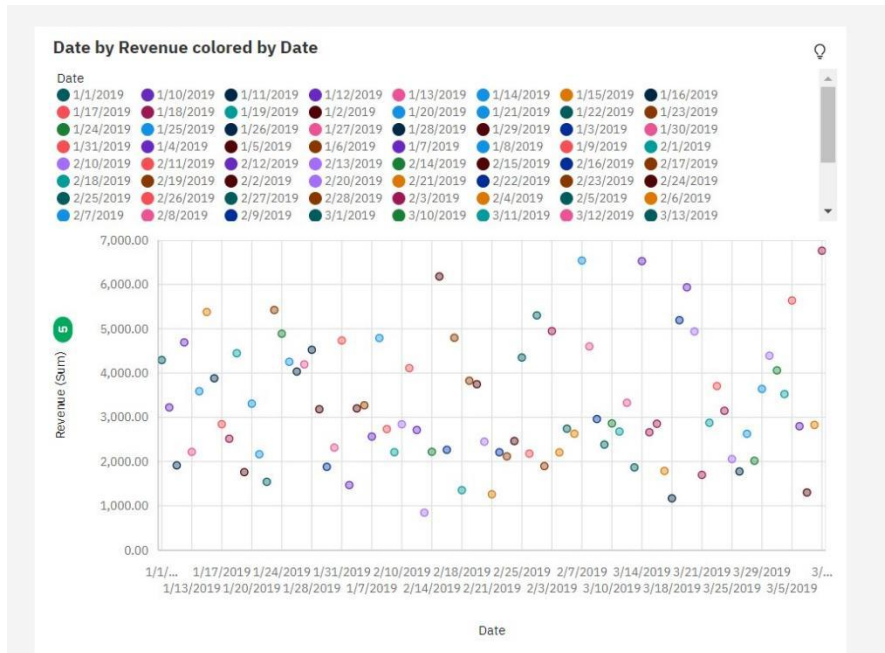abc Label
Click or drag data here

\# Tooltip
Click or drag data here

Bubble

Product line by Year colored by Year and sized by Product line

Product line (Count) 152 — 178 Year ● 2019

Line and column:

Profit and Revenue for Year colored by Product line

Product line
● Sports and travel ● Home and lifestyle ● Health and beauty ● Food and beverages ● Fashion accessories
● Electronic accessories
Line
● Profit (Sum)

Scatter

Date by Revenue colored by Date

Date
1/1/2019	1/10/2019	1/11/2019	1/12/2019	1/13/2019	1/14/2019	1/15/2019	1/16/2019
1/17/2019	1/18/2019	1/19/2019	1/2/2019	1/20/2019	1/21/2019	1/22/2019	1/23/2019
1/24/2019	1/25/2019	1/26/2019	1/27/2019	1/28/2019	1/29/2019	1/3/2019	1/30/2019
1/31/2019	1/4/2019	1/5/2019	1/6/2019	1/7/2019	1/8/2019	1/9/2019	2/1/2019
2/10/2019	2/11/2019	2/12/2019	2/13/2019	2/14/2019	2/15/2019	2/16/2019	2/17/2019
2/18/2019	2/19/2019	2/2/2019	2/20/2019	2/21/2019	2/22/2019	2/23/2019	2/24/2019
2/25/2019	2/26/2019	2/27/2019	2/28/2019	2/3/2019	2/4/2019	2/5/2019	2/6/2019
2/7/2019	2/8/2019	2/9/2019	3/1/2019	3/10/2019	3/11/2019	3/12/2019	3/13/2019

Fields

Points
Click or drag data here

↳ x-axis* — Required field
∷ Date ⋮
Click or drag data here

↰ y-axis* — Required field
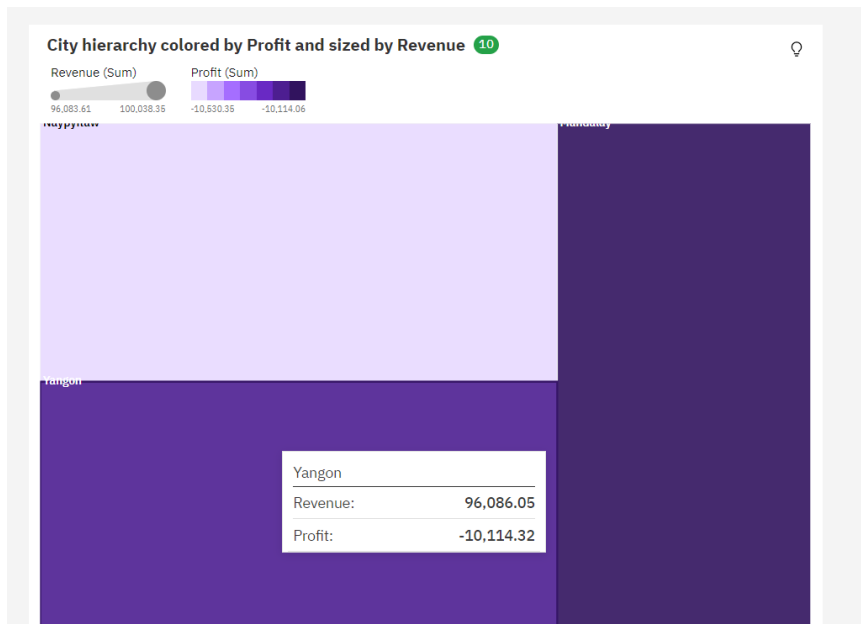∷ Revenue ⋮
Click or drag data here

Color
∷ Date ⋮
Click or drag data here

Repeat (column)

Tree:

City hierarchy colored by Profit and sized by Revenue 10

Revenue (Sum)
96,083.61   100,038.35

Profit (Sum)
-10,530.35   -10,114.06

Yangon	
Revenue:	96,086.05
Profit:	-10,114.32

Fields

Area hierarchy* — Required field
∷ City ⋮
Click or drag data here

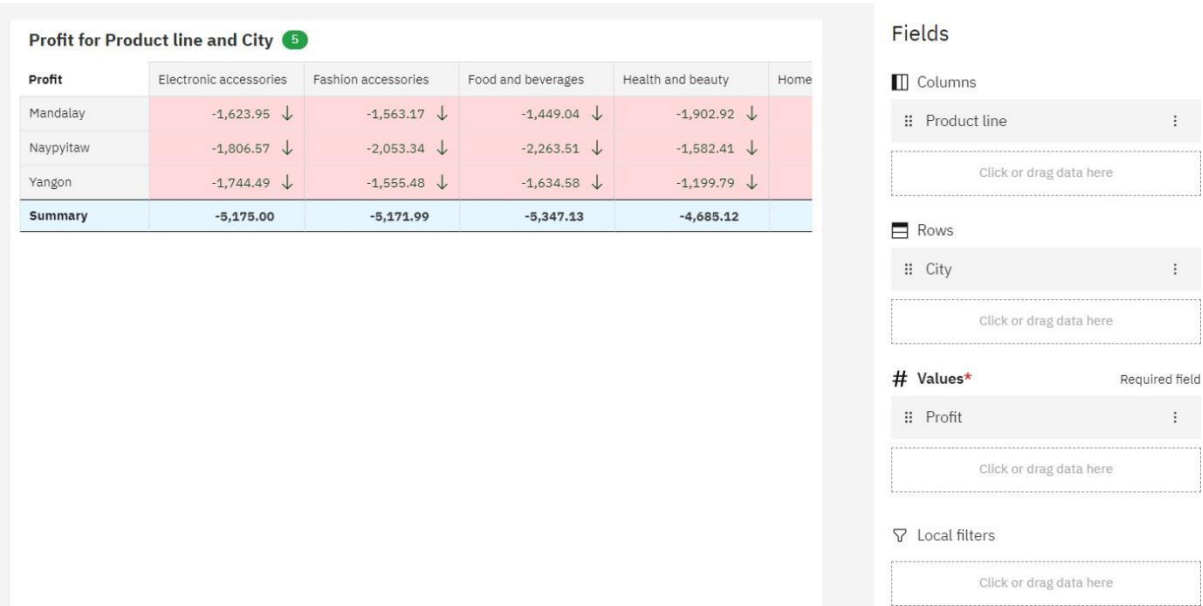↖ Size* — Required field
∷ Revenue ⋮

Heat
∷ Profit ⋮

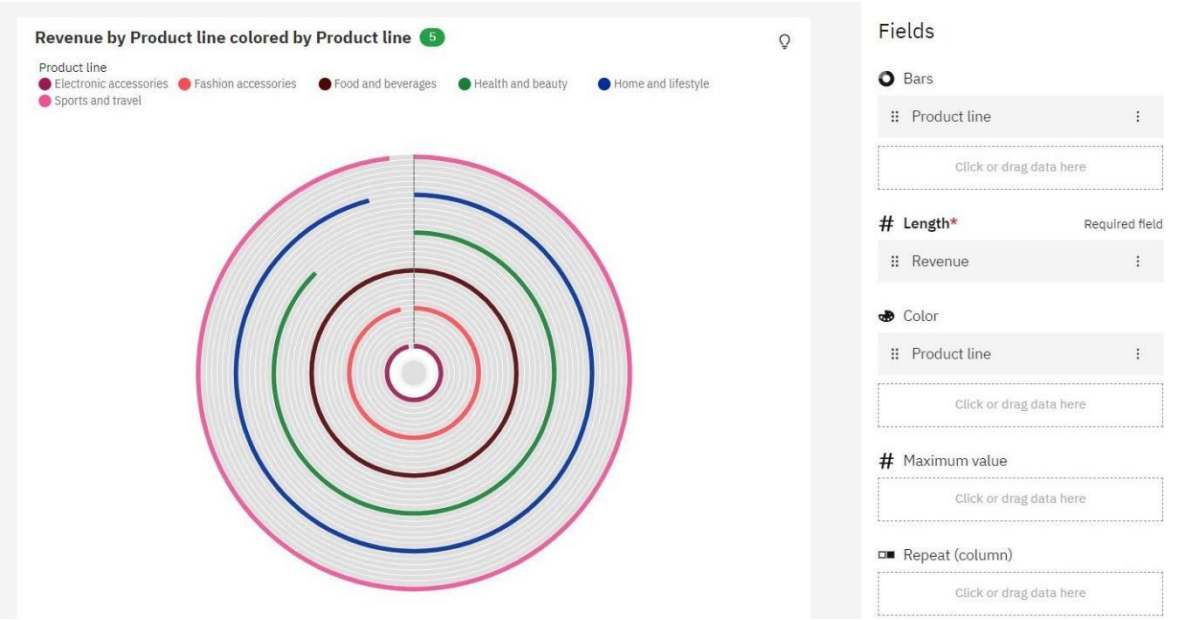Repeat (column)
Click or drag data here
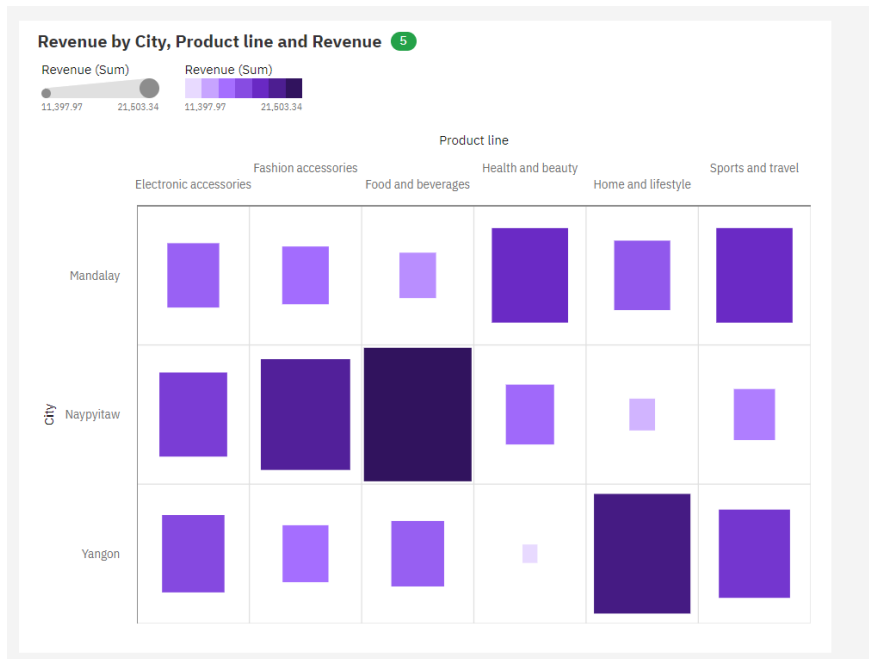
Repeat (row)
Click or drag data here

Tooltip

Crosstab

Profit for Product line and City `5`

Profit	Electronic accessories	Fashion accessories	Food and beverages	Health and beauty	Home
Mandalay	-1,623.95 ↓	-1,563.17 ↓	-1,449.04 ↓	-1,902.92 ↓	
Naypyitaw	-1,806.57 ↓	-2,053.34 ↓	-2,263.51 ↓	-1,582.41 ↓	
Yangon	-1,744.49 ↓	-1,555.48 ↓	-1,634.58 ↓	-1,199.79 ↓	
Summary	**-5,175.00**	**-5,171.99**	**-5,347.13**	**-4,685.12**	

Fields

▥ Columns

⠿ Product line ⋮

Click or drag data here

▤ Rows

⠿ City ⋮

Click or drag data here

\# **Values***   Required field

⠿ Profit ⋮

Click or drag data here

▽ Local filters

Click or drag data here

Radial:

Revenue by Product line colored by Product line `5`   ♀

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

Fields

⬤ Bars

⠿ Product line ⋮

Click or drag data here

\# **Length***   Required field

⠿ Revenue ⋮

🎨 Color

⠿ Product line ⋮

Click or drag data here

\# Maximum value

Click or drag data here

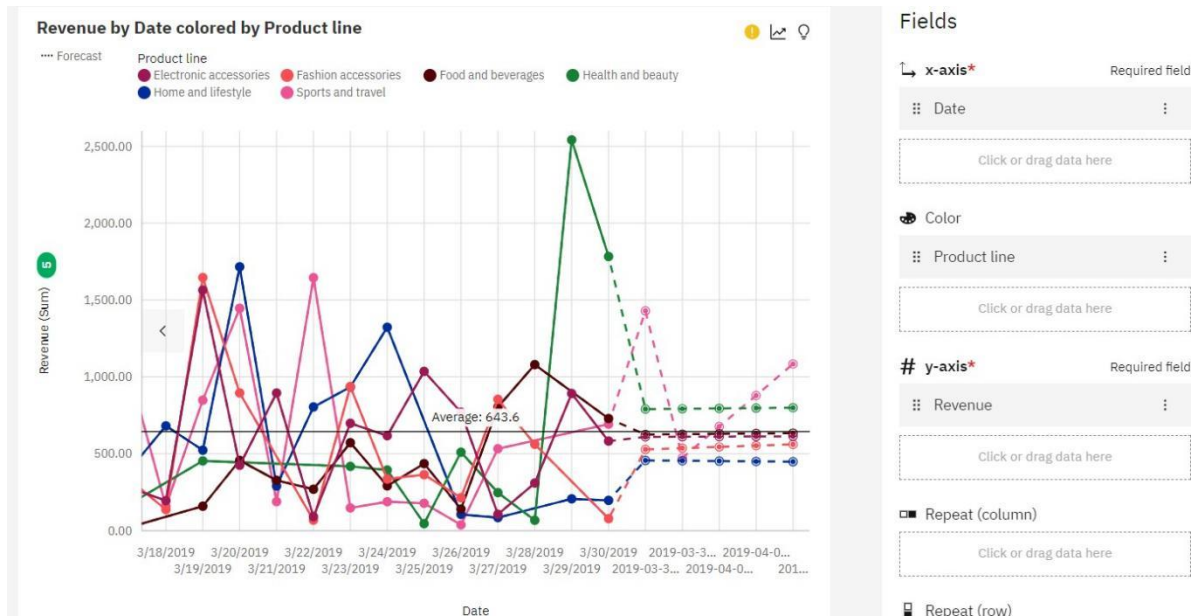▱ Repeat (column)

Click or drag data here

Heat

Word Cloud:

Line

- These visualizations, created using **IBM** Cognos Analytics, offer diverse ways to understand business data. They include common charts like bar and pie charts for comparing data, line charts for spotting trends over time, and scatter plots to explore relationships between variables. Advanced visualizations like heat maps reveal patterns and hierarchies, while word clouds highlight text data frequency.

- Map visualizations provide geographic insights. Together, these visuals empower data-driven decision-making by presenting profit, cost, revenue, and other key metrics in a clear, actionable manner across various product lines and time frames, aiding businesses in identifying areas for improvement and growth.