

SMART INTERNZ ASSIGNMENT-1

Data Analytics

Name: Durga Prasad

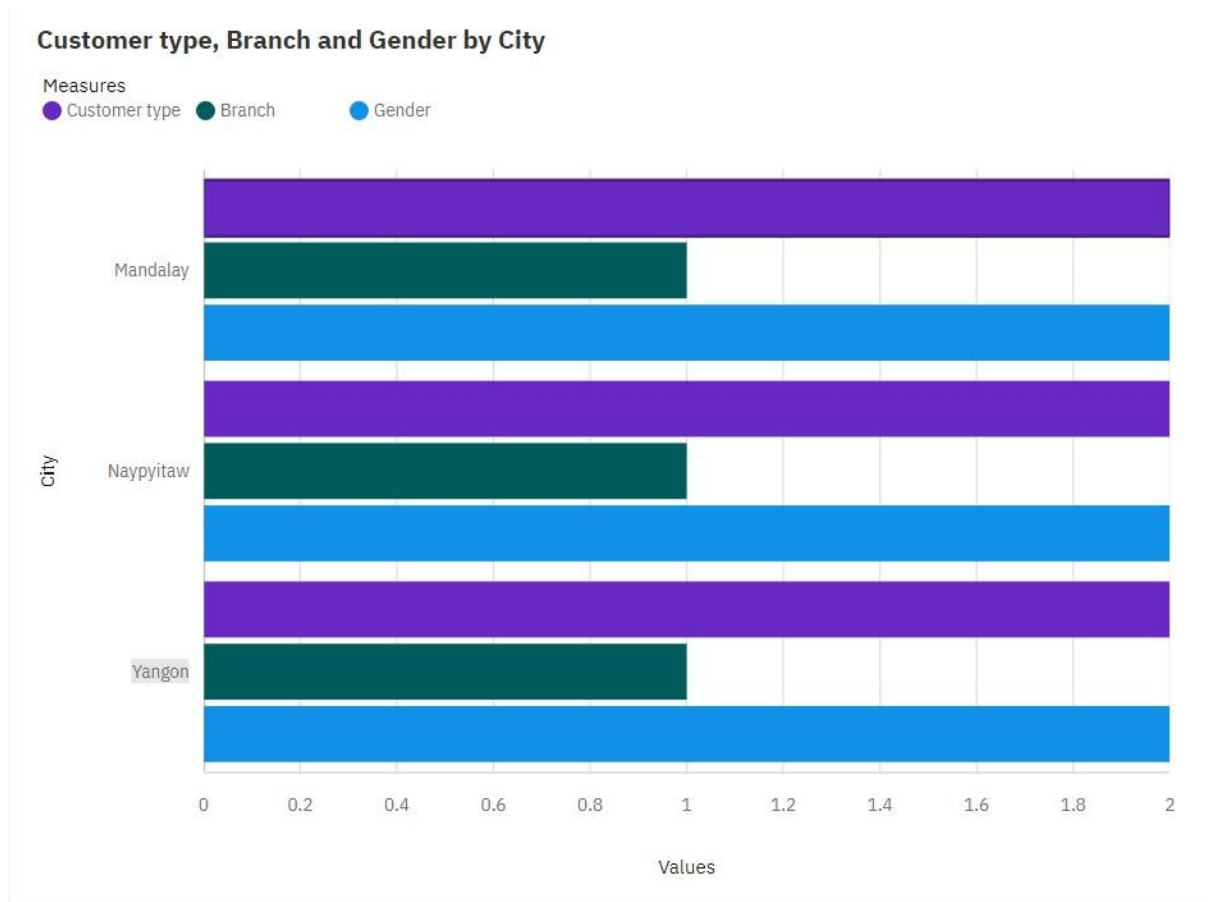
Reg.No: 21BCE7483

Data Module:-

The screenshot shows the IBM Cognos Analytics interface. On the left, the 'Data module' pane lists the data source 'supermark...heet1.csv' and its fields: Row Id, Invoice ID, Branch, City, Customer type, Gender, and Product line. The 'Grid' view is selected, displaying a table with 13 rows of data. The 'Customer type' column is highlighted.

Row Id	Invoice ID	Branch	City	Customer type	Gender	Product line
1	750-67-8428	A	Yangon	Member	Female	Health and beauty
2	226-31-3081	C	Naypyitaw	Normal	Female	Electronic accessories
3	631-41-3108	A	Yangon	Normal	Male	Home and lifestyle
4	123-19-1176	A	Yangon	Member	Male	Health and beauty
5	373-73-7910	A	Yangon	Normal	Male	Sports and travel
6	699-14-3026	C	Naypyitaw	Normal	Male	Electronic accessories
7	355-53-5943	A	Yangon	Member	Female	Electronic accessories
8	315-22-5665	C	Naypyitaw	Normal	Female	Home and lifestyle
9	665-32-9167	A	Yangon	Member	Female	Health and beauty
10	692-92-5582	B	Mandalay	Member	Female	Food and beverages
11	351-62-0822	B	Mandalay	Member	Female	Fashion accessories
12	529-56-3974	B	Mandalay	Member	Male	Electronic accessories
13	365-64-0515	A	Yangon	Normal	Female	Electronic accessories

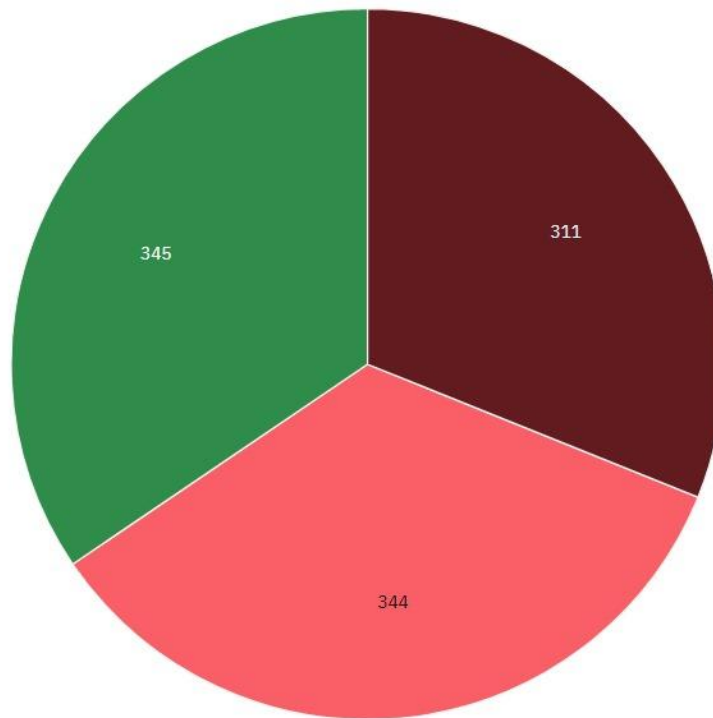
Visualisations:-



Payment by Payment



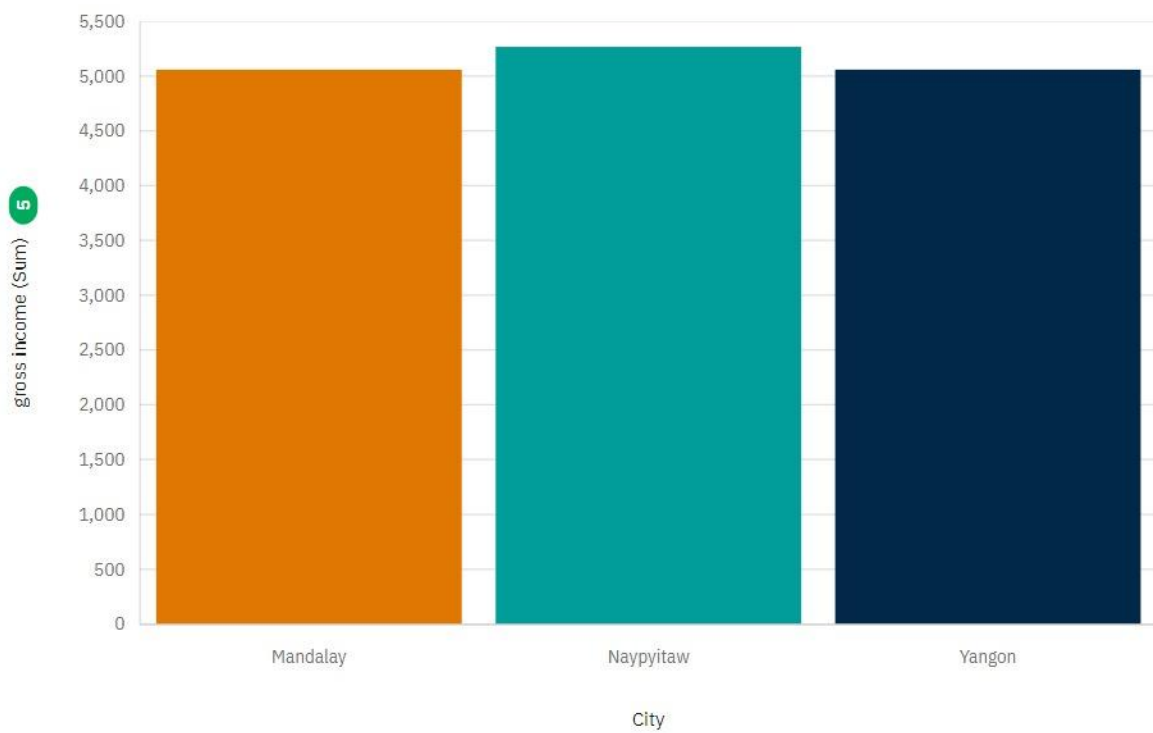
Payment
Credit card Cash Ewallet



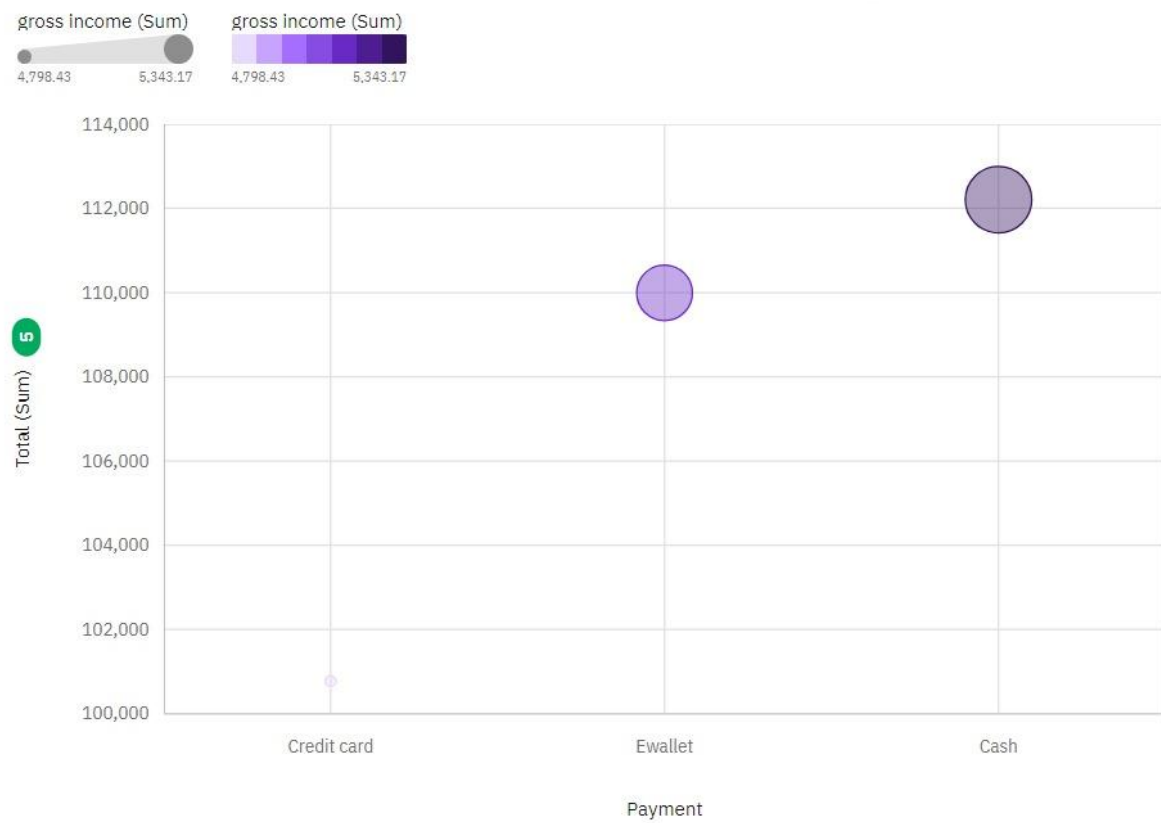
gross income by City colored by City



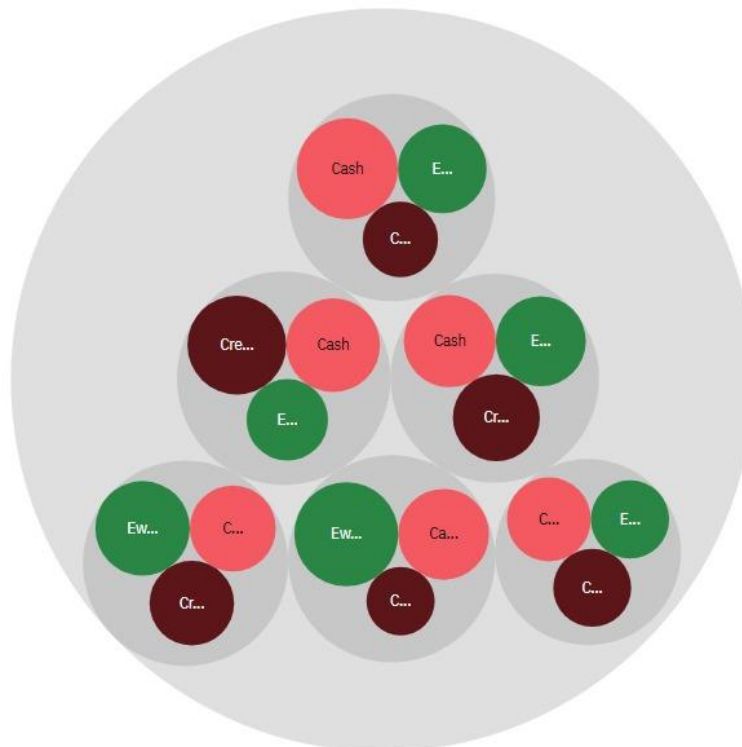
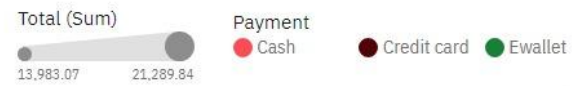
City
Mandalay Naypyitaw Yangon



Payment by Total colored by gross income and sized by gross income 5



Product line and Payment hierarchy colored by Payment and sized by Total 5

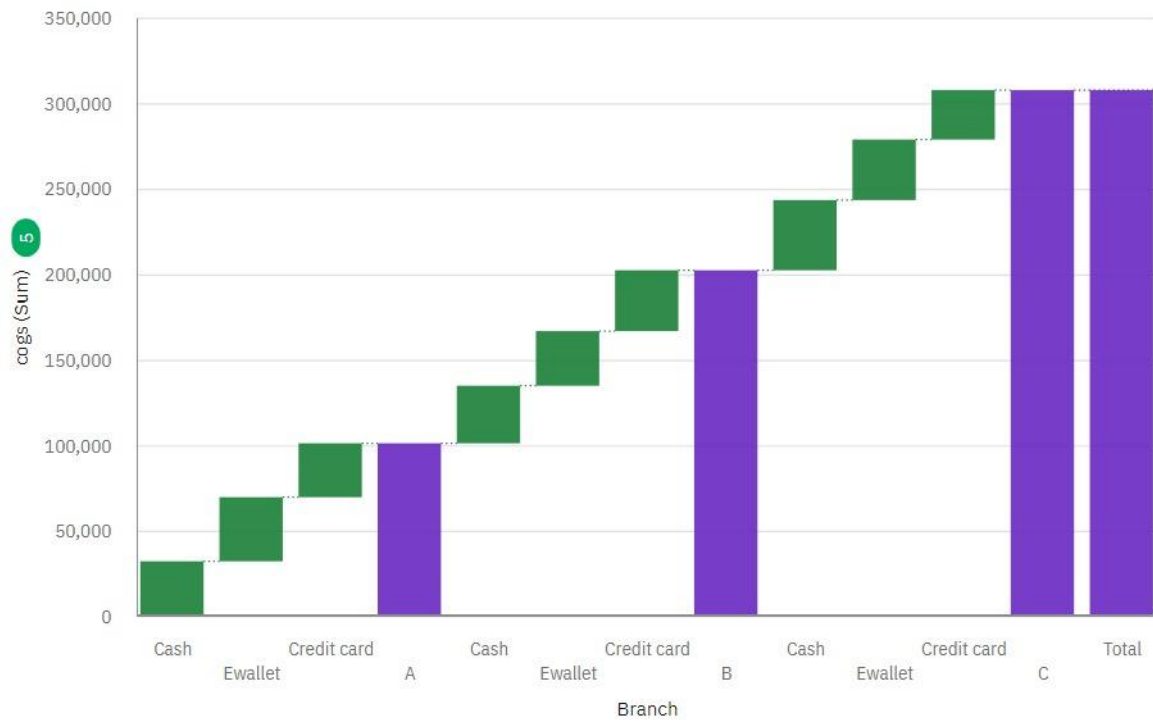


cogs for Branch



Column values

● Increase ● Decrease ● Total



Total and Rating for Payment Branch and Branch

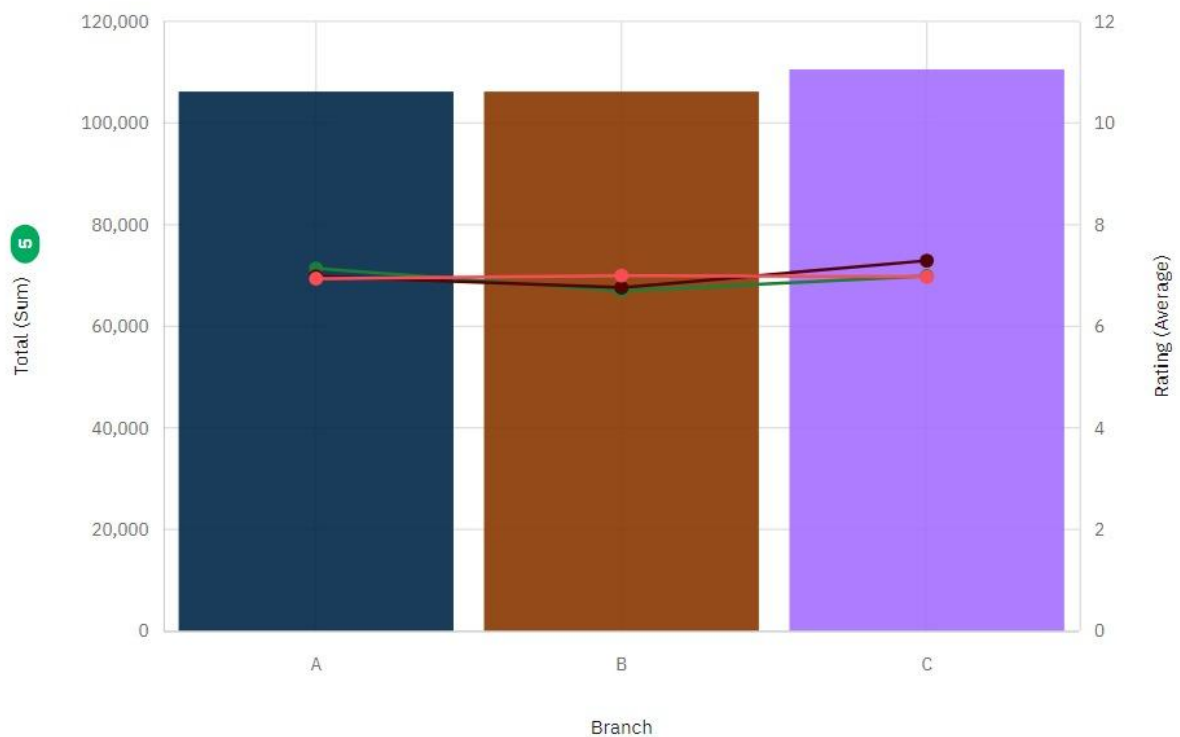


Branch

● A ● B ● C

Payment

● Cash ● Credit card ● Ewallet



Total by Product line and Customer type colored by Product line

