



Ibm Cognos Analytics Dashboard On Coffee Reviews

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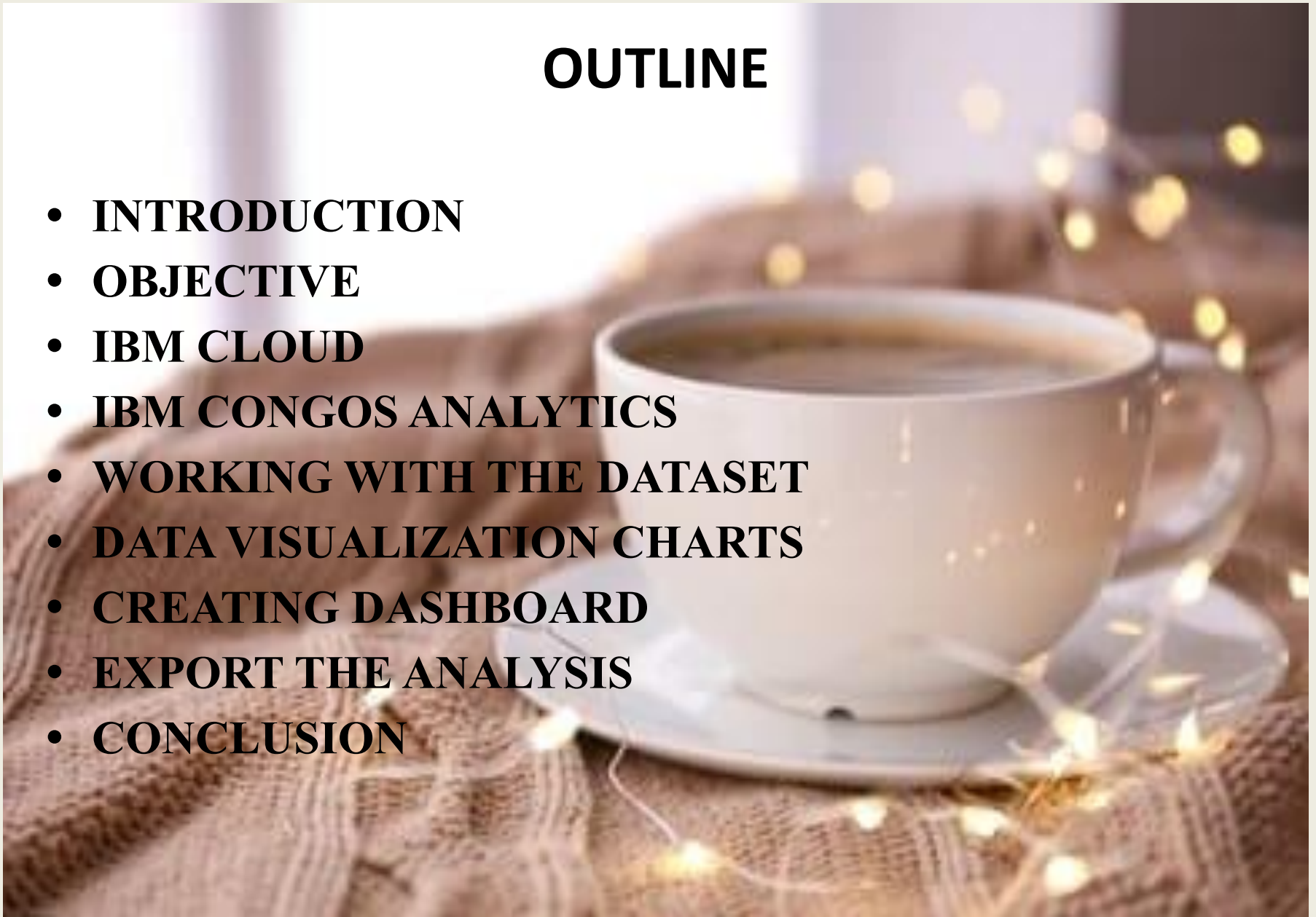
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OUTLINE

- **INTRODUCTION**
- **OBJECTIVE**
- **IBM CLOUD**
- **IBM CONGOS ANALYTICS**
- **WORKING WITH THE DATASET**
- **DATA VISUALIZATION CHARTS**
- **CREATING DASHBOARD**
- **EXPORT THE ANALYSIS**
- **CONCLUSION**



INTRODUCTION

Coffee is an integral and pervasive aspect of hospitality and is part of many, if not most, travel and tourism experiences. Coffee consuming, exhibited through coffee shops, is a resource for the development of coffee-related tourism.

In regards to attracting more customers and to offer a strong value proposition, coffee shops must be accessible for all, barrier-free and implement the concept of accessible tourism. There were three characteristics that were more important to customers than the rest

- Unique flavour
- Body or mouth feel
- Finish or aftertaste

Coffee shop, considered the third most important place after home. Many customers like the experience of trying something new and therefore enjoy coffees with unique flavours.

OBJECTIVE

Development of customer-relationship:

- Coffee shop, considered the third most important place after home
- The purpose of this coffee review is that to get feedback from the customers on what quality of coffee and flavour meant to them
- The overall project purpose is that we will be analysing some important visualizations ,creating a dashboard on the basis of coffee shop and flavour reviews and by going through these we will get most of the insight of coffee reviews in India.

By the end of this project you will :

- Know fundamental concepts and can work on IBM Congos Analytics.
- Gain a broad understanding of plotting different graphs.
- Able to create meaningful dashboards

DATA

IBM congos analytics dashboard on coffee reviews

It consists of three datasets:

- Reviews - this contains all of the reviews for each of the products. Includes rating and sentiment score.
 - Products - this is information about each of our products. Includes product_id, name, and unit price.
 - Keywords - this contains keywords generated from product reviews

A white ceramic cup filled with coffee sits on a matching saucer. The cup and saucer are placed on a textured, brown knitted cloth. In the background, out of focus, are warm, glowing lights that create a cozy atmosphere. The text is overlaid on the left side of the image.

Process for data extraction:

The process will be

- Launch the watson discovery
- Create a new datacollection
- Add keyword enrichment in the enrich feild tab present in the watson discovery where remaining enrichments aready has been leisted by default
- Select all 998 json review files located in the data/coffee_reviews directory and upload it into collection

Products

- It has 6 data points(rows) and 5 features(columns)

ProductId	Product Name	Price	Restock Amount	Restock Interval
P1000-01	Fog Chaser	3.99	5630 monthly	
P1000-02	Cappuccino	3.99	5342 monthly	
P1000-03	Dark Roast	3.99	4431 monthly	
P1000-04	Columbian	3.99	5629 monthly	
P1000-05	Black Tea	3.99	4646 monthly	

Reviews

- It has 999 data points(rows) and 6 features(columns) describing the results of coffee review

	A	B	C	D	E	F	G
1	ProductId	Time	Rating	Sentiment Score	Sentiment Label	Summary	
2	P1000-05	2019-12-07	4	0.939881	positive	tastes great	
3	P1000-05	2019-09-09	1	0.489801	positive	Beware Advertising!	
4	P1000-05	2019-12-01	1	-0.704928	negative	Terrible! Chemical sweetener, not just honey.	
5	P1000-05	2019-11-22	2	-0.335957	negative	Could be OK if not for the artificial sweetener and flavors	
6	P1000-05	2019-08-10	3	0.374766	positive	There are better options	
7	P1000-05	2019-11-01	4	0.643285	positive	Refreshing and Tasty	
8	P1000-05	2019-11-21	3	0.803457	positive	Sweet Strawberry drink without all the calories and sugar	
9	P1000-05	2019-09-26	4	0.770225	positive	Convenient packaging and good flavor	
10	P1000-05	2019-12-07	4	0.509766	positive	Delicious flavor, contains sucralose	
11	P1000-05	2019-12-29	1	-0.377824	negative	Not only sweetened with honey	
12	P1000-05	2019-12-26	2	-0.538936	negative	real sugar AND fake sugar - the worst of both worlds	
13	P1000-05	2019-07-23	5	0.662343	positive	Very good flavor and taste, a bit too sweet!	
14	P1000-05	2019-11-29	5	0.923088	positive	Sweeeeet!	
15	P1000-05	2019-09-01	1	0.545706	positive	Don't be fooled	
16	P1000-05	2019-08-30	2	0.425928	positive	Horribly sweet	
17	P1000-05	2019-10-19	5	0.804782	positive	refreshing and easy to make	
18	P1000-05	2019-12-23	5	0.799246	positive	Great instant green tea flavor	
19	P1000-05	2019-12-02	5	0.85323	positive	Convenient, low calorie, tastes very good	
20	P1000-05	2019-08-18	5	0.968422	positive	Awesome	
21	P1000-05	2019-10-06	1	0.396982	positive	Total Horse Piss!	
22	P1000-05	2019-09-01	5	0.900625	positive	Lipton to Go	
23	P1000-05	2019-07-30	2	-0.436539	negative	Better than Kool-Aid	
24	P1000-05	2019-11-12	5	0.975144	positive	great tea mix!	
25	P1000-05	2019-07-20	5	0.84913	positive	FAVORITE SUMMERTIME TEA!!	
26	P1000-05	2019-11-16	5	0.99928	positive	Delicious	
27	P1000-05	2019-11-11	5	0.57812	positive	Can half the amount	
28	P1000-05	2019-11-28	5	0.85501	positive	Delicious!	
29	P1000-05	2019-11-11	5	0.505912	positive	Loved It Even Though It's Sweetened!	
30	P1000-05	2019-11-26	2	0.291169	positive	It's not as natural as Lipton advertises	

keywords

It has 998 data points(rows) and 3 feautres(columns)

out-keywords.csv - LibreOffice Calc

File Edit View Insert Format Styles Sheet Data Tools Window Help

Liberation Sans: 10

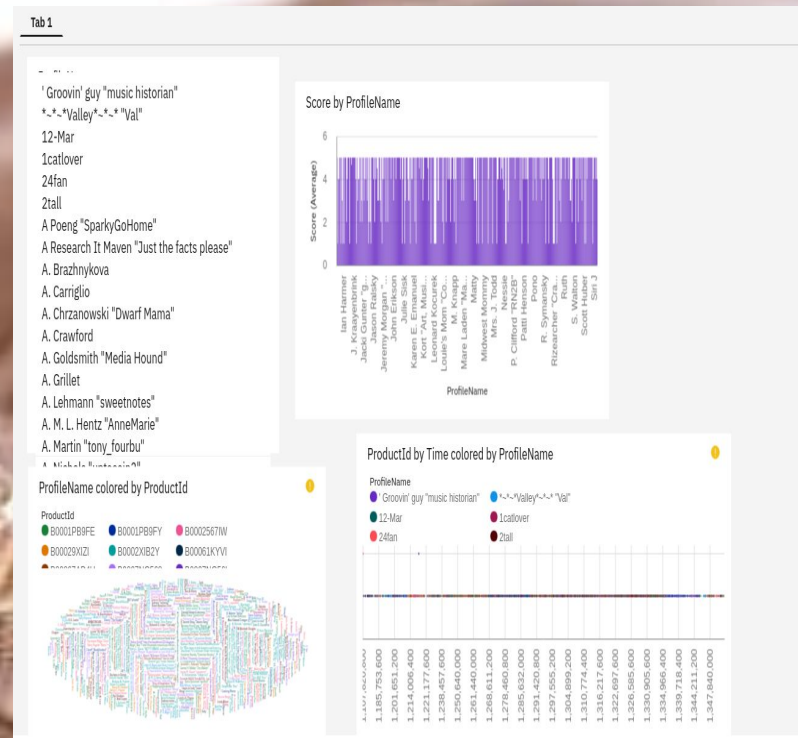
A1 ProductId

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	ProductId	Keyword	Count												
2	P1000-05	flavor	33												
3	P1000-05	tea	53												
4	P1000-05	artificial sweetener	14												
5	P1000-05	artificial sweeteners	15												
6	P1000-05	bit	26												
7	P1000-05	Honey	18												
8	P1000-05	Lipton	40												
9	P1000-05	calories	33												
10	P1000-05	ingredients	14												
11	P1000-05	packets	17												
12	P1000-05	sugar	23												
13	P1000-05	servings	11												
14	P1000-05	addition	7												
15	P1000-05	sweeteners	7												
16	P1000-05	packet	34												
17	P1000-05	sweetness	7												
18	P1000-05	aspartame	18												
19	P1000-05	honey granules	9												
20	P1000-05	glass	18												
21	P1000-05	green tea	25												
22	P1000-05	Tea	13												
23	P1000-05	products	10												
24	P1000-05	box	20												
25	P1000-05	product	49												
26	P1000-05	taste	41												
27	P1000-05	honey	55												
28	P1000-05	people	12												
29	P1000-05	mouth	10												
30	P1000-05	br	69												

Sheet 1 of 1 | Default | English (India) | Average: ; Sum: 0 | 100%

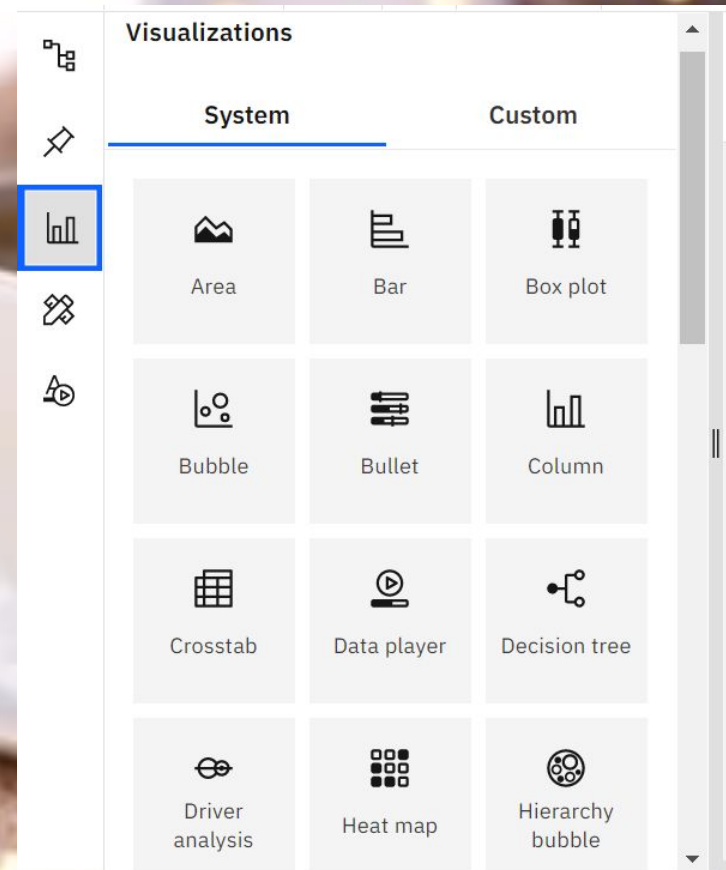
DATA

In addition to the previous datasets we created another dashboard on 1000 reviews



DATA VISUALIZATION

- Data visualization is where a given dataset is presented in a graphical format.
- It helps the detection of patterns, trends and correlations that might go undetected in test based data.
- Using the e commerce dataset we plan to create various graphs and charts to highlight the insights and visualizations.
- To visualize the dataset we need IBM Cognos Analytics Dashboard.
- This dashboard contains different visualization such as BAR, AREA, BUBBLE, COLUMN, PIE, POINT



DATA VISUALIZATION CHARTS

Products list box:

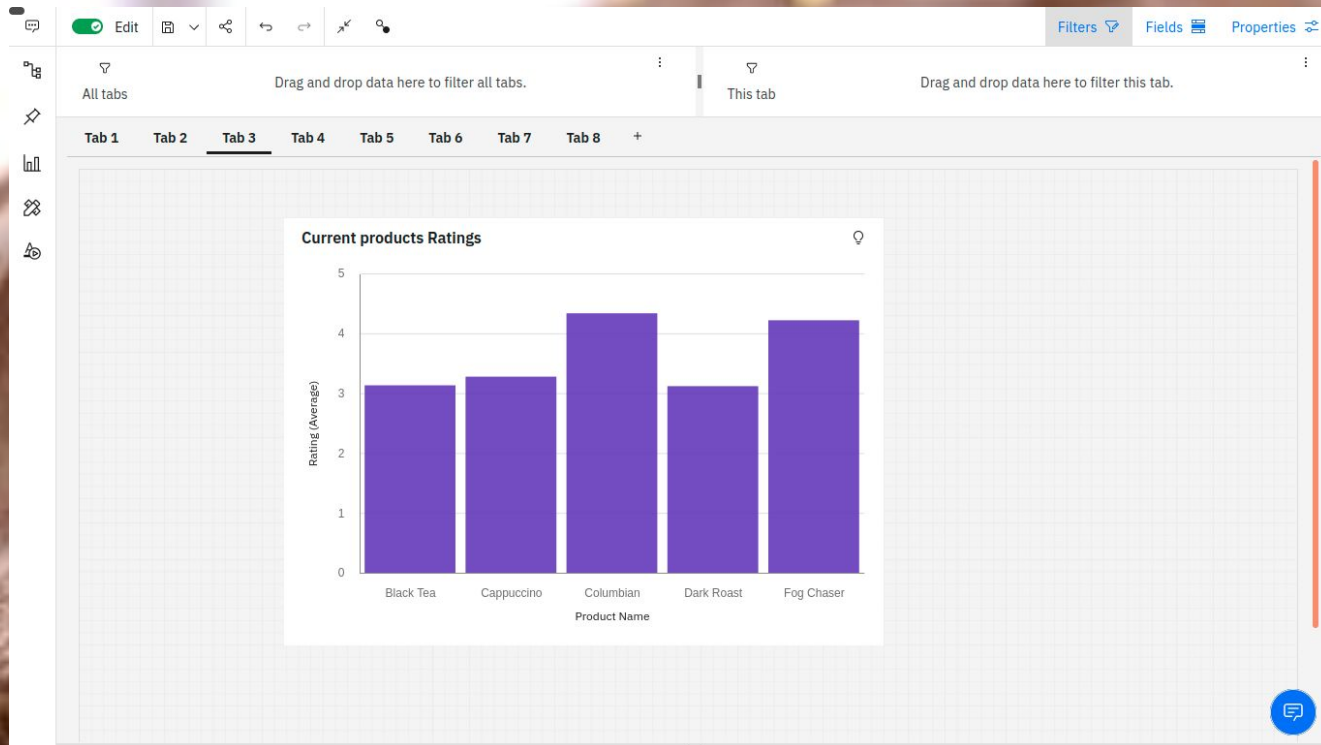
The screenshot displays a data visualization tool interface. At the top, there is a toolbar with icons for editing, filtering, and other functions. Below the toolbar, there are two filter sections: "All tabs" and "This tab", both with instructions to "Drag and drop data here to filter". The main area shows a tabbed interface with "Tab 1" through "Tab 8" and a "+" button. A "Product Name" list box is open, showing a list of products: Black Tea, Cappuccino (highlighted), Columbian, Dark Roast, and Fog Chaser. A blue chat icon is visible in the bottom right corner.

Product Name

- Black Tea
- Cappuccino
- Columbian
- Dark Roast
- Fog Chaser

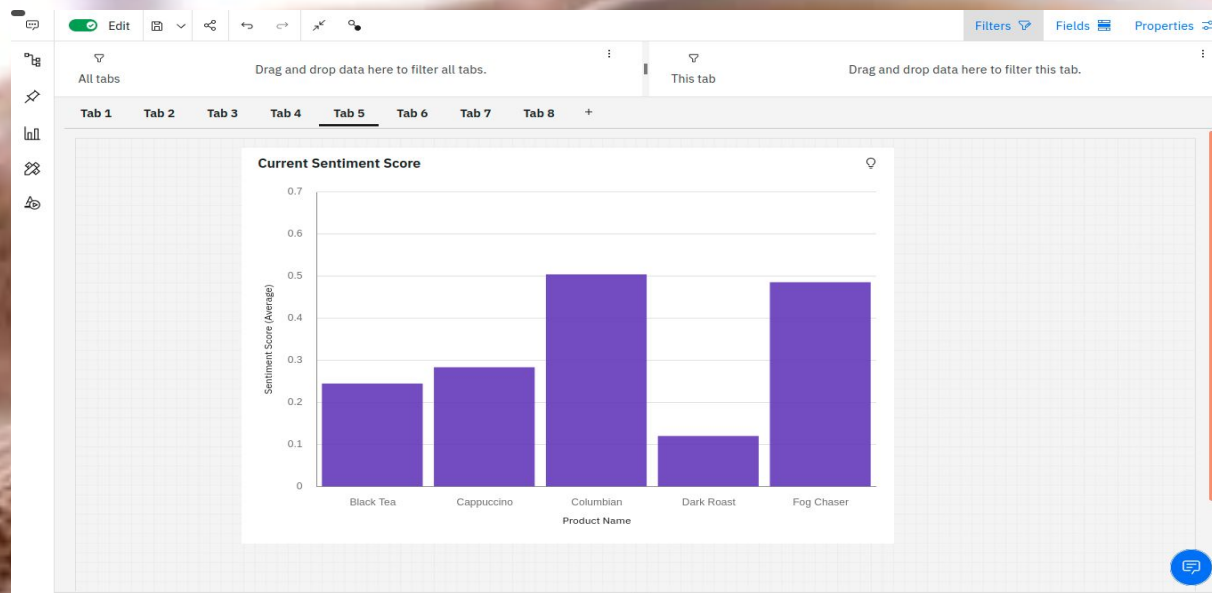
DATA VISUALIZATION CHARTS

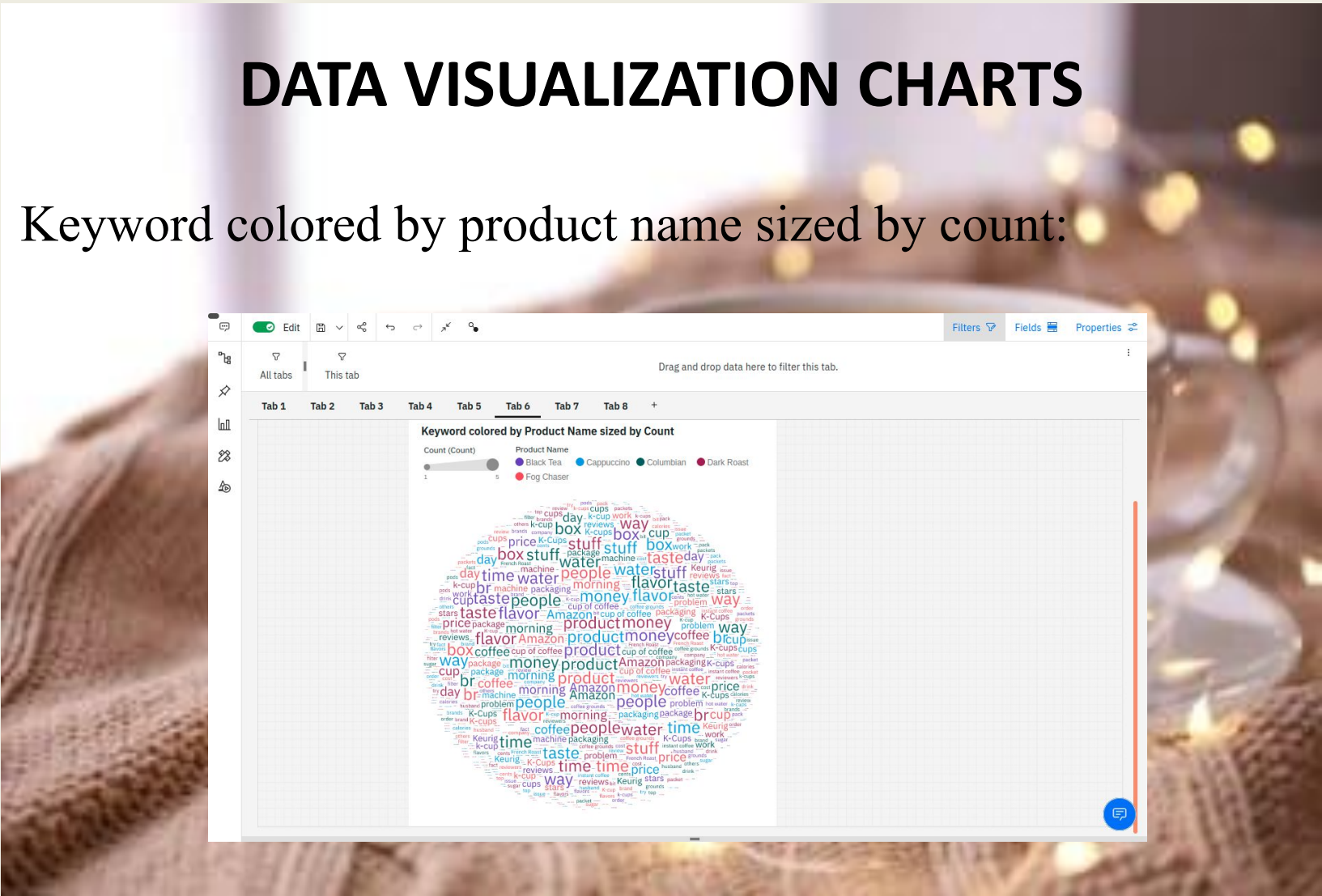
Current product ratings:



DATA VISUALIZATION CHARTS

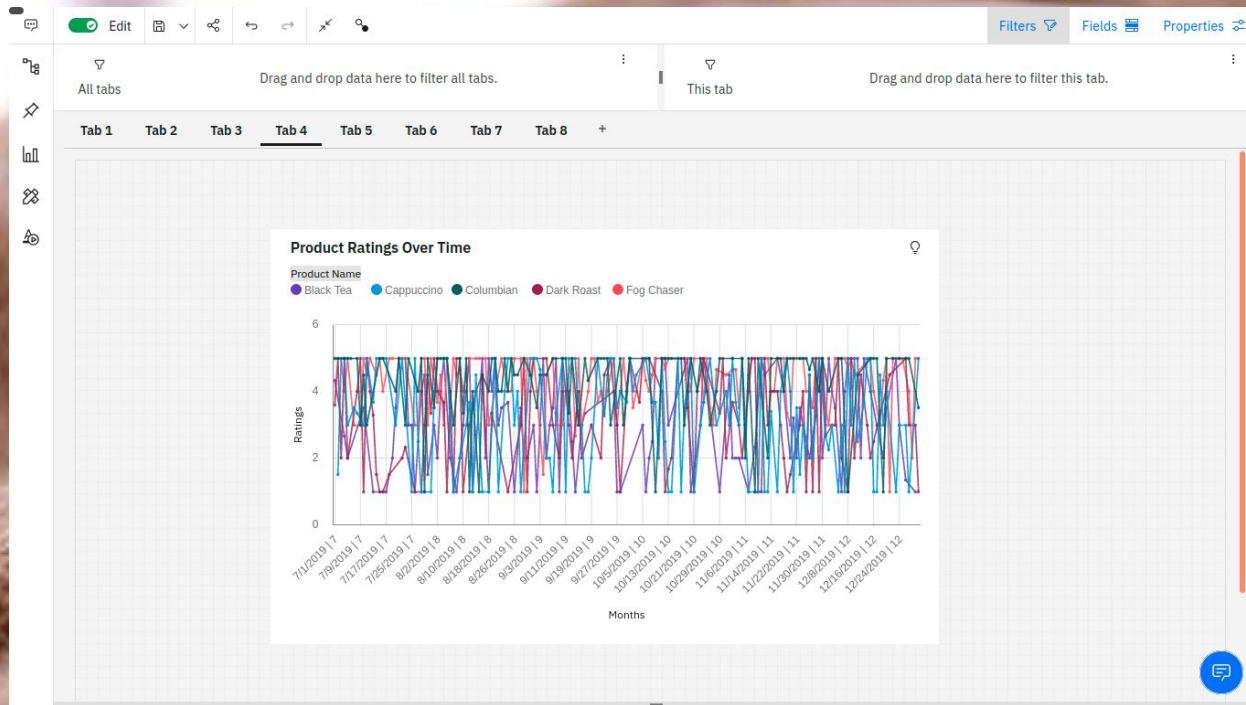
Current product sentiment:



[illegible][illegible]

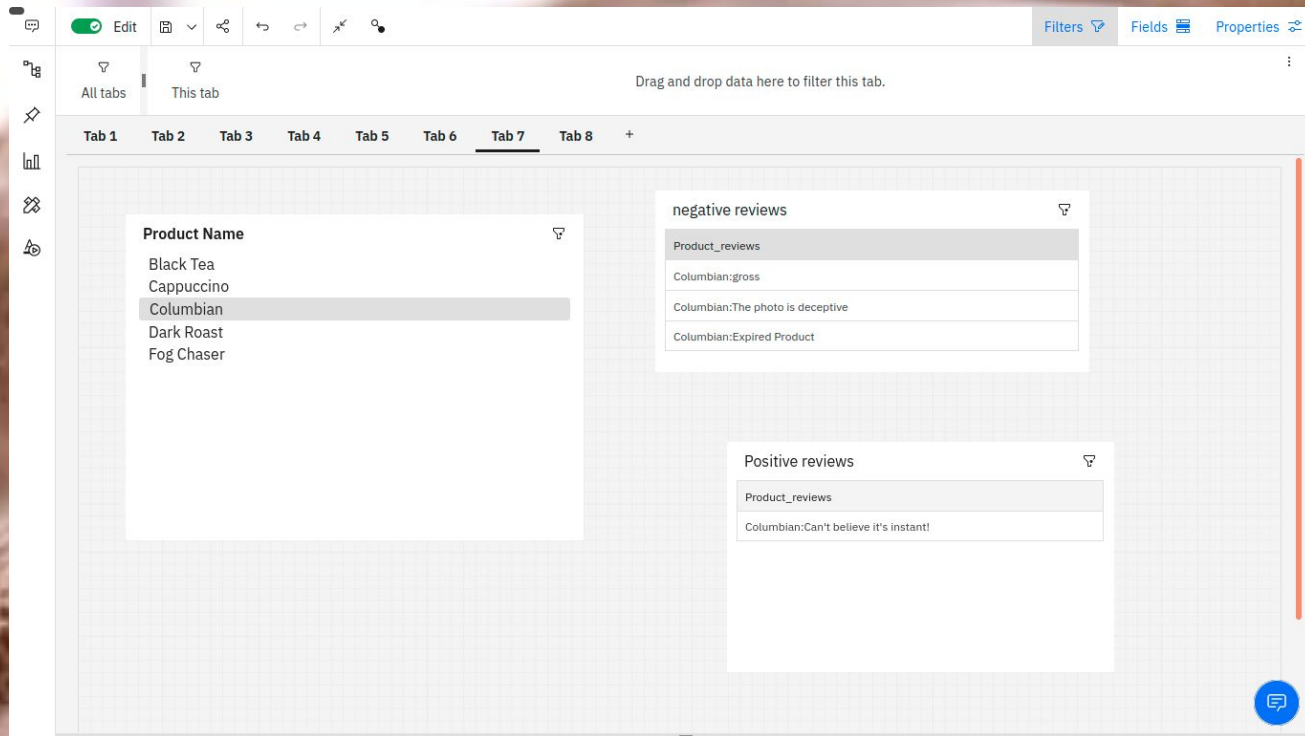
DATA VISUALIZATION CHART

Product ratings over time:



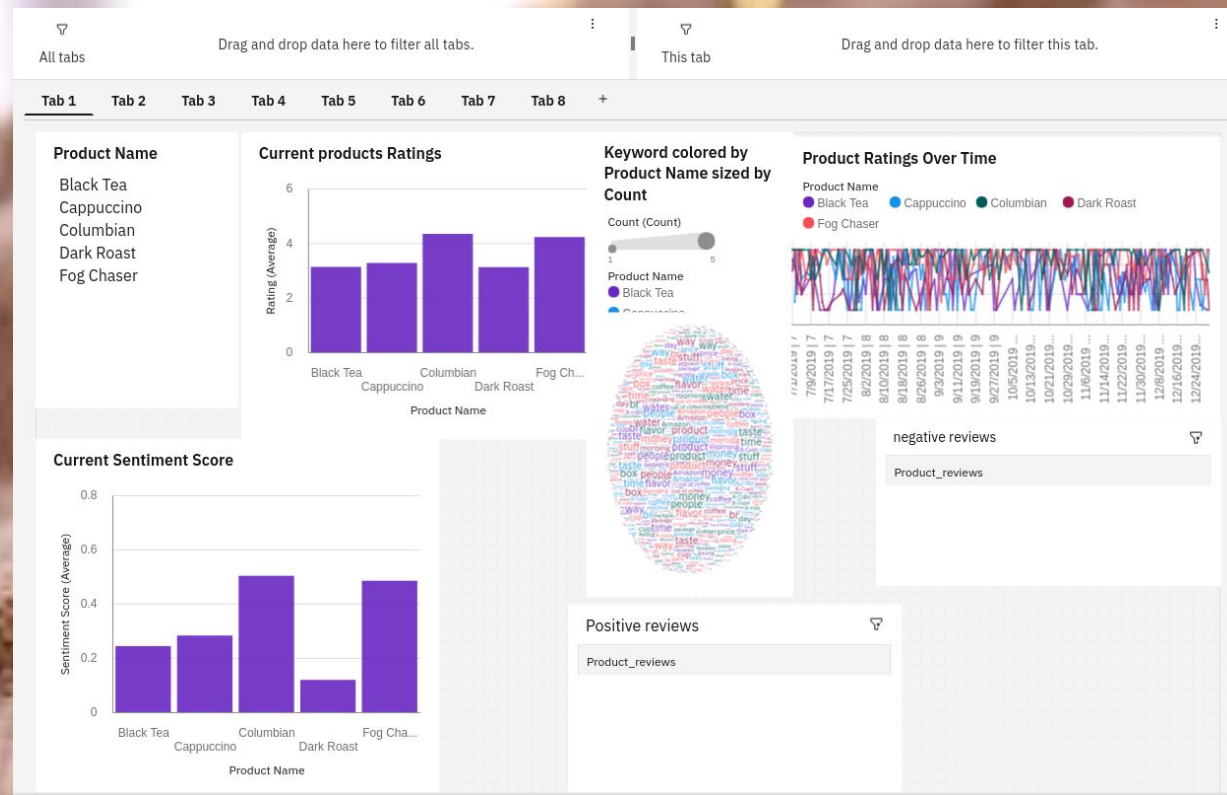
DATA VISUALIZATION CHARTS

Product reviews(positive and negative):



DASHBOARD CREATION:

Once you have created views on different tabs in cognos analytics, you can pull them into a dashboard



SOFTWARE REQUIREMENTS:

- **IBM Congo's Analytics Dashboard**
- **IBM Account**
- **Visualization tools: List, Column, Wordcount, Line graph**





ADVANTAGES:

- **Lower costs—reduces maintenance due to complete report coverage and a zero-footprint environment.**
- **Faster results—shortens reporting time due to seamless integration and adaptive authoring.**
- **Improved decision making—reports and dashboards present data in easily-understood formats.**
- **Ability to work with data using familiar business terms.**

A white ceramic cup of coffee sits on a matching saucer, placed on a textured brown knit blanket. Warm, out-of-focus string lights are visible in the background, creating a cozy atmosphere.

DISADVANTAGES:

- Total cost of ownership(TCO)is more significant than other tools
- Investments in cognos R&D by IBM is declining
 - Wont work smoothly with large data sets having many parameters
- Cross-browser compatibility is often problematic

CONCLUSION:

In this project we have presented that we will be analyzing some important visualizations, creating a dashboard and by going through these we will get most of the insights of E-commerce.

By the end of this project you will :

- **know fundamental concepts and can work on IBM Cognos Analytics.**
- **Gain a broad understanding of plotting different graphs.**
- **Able to create meaningful dashboards**

A photograph of a white ceramic cup filled with coffee, sitting on a matching saucer. The cup and saucer are placed on a textured, brown knitted blanket. In the background, there are warm, out-of-focus lights, possibly from a string of fairy lights, creating a cozy and inviting atmosphere. The text "THANK YOU" is overlaid in a bold, black, serif font across the middle of the image.

THANK YOU