



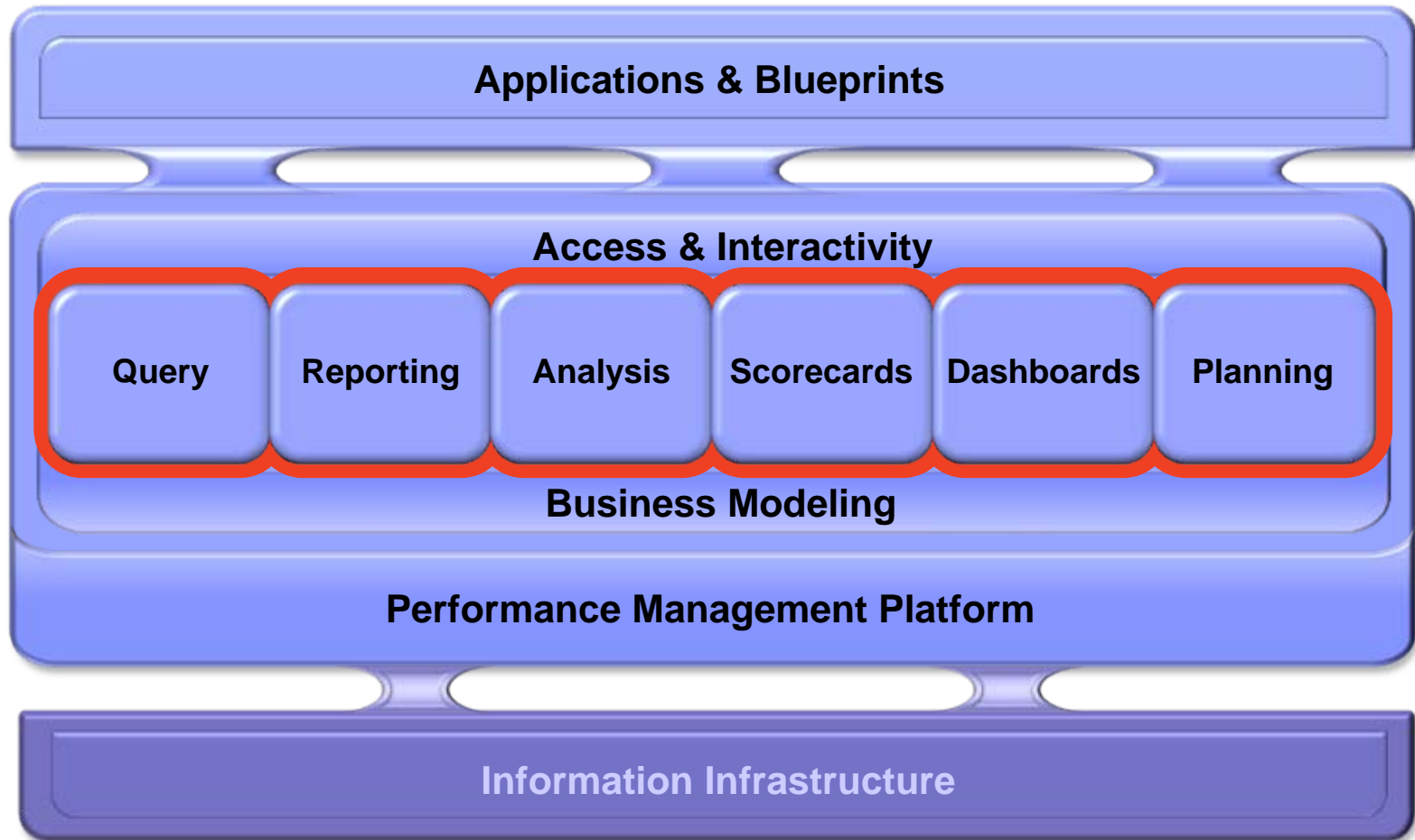
IBM Cognos Performance

Better Intelligence. Better Business.

BI02: Business Analytics from IBM Cognos: Spreadsheets, scenario modeling, dimension management and predictive analysis.

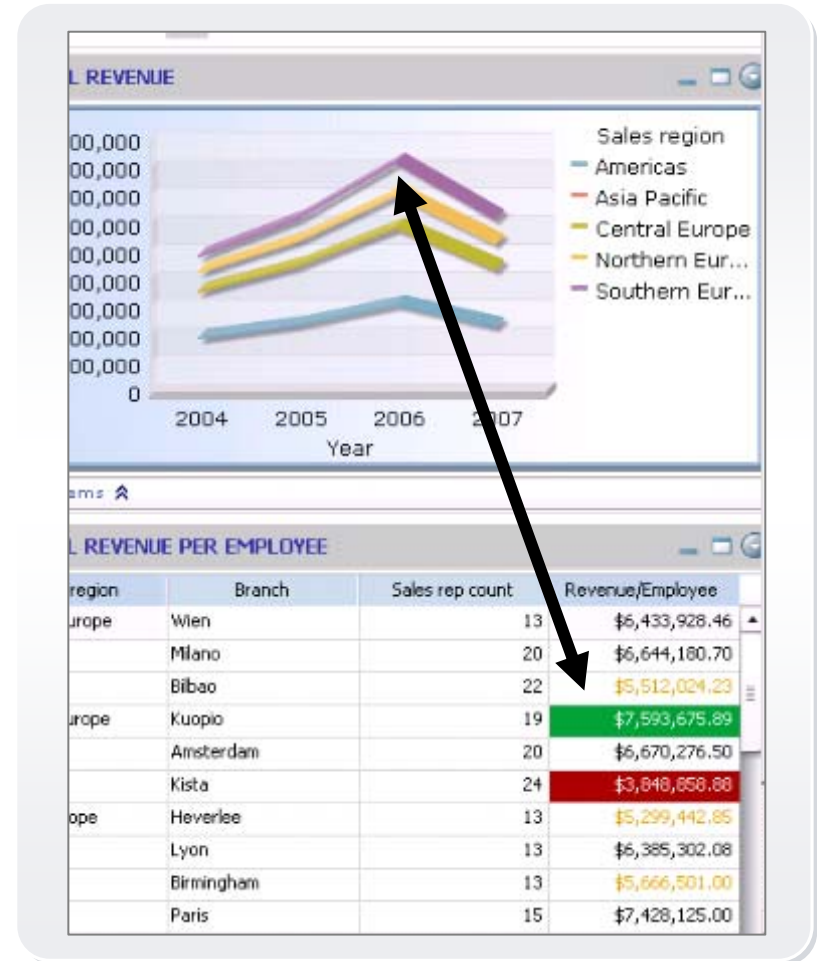


IBM Cognos Performance Management System – Universal Capabilities



Analysis answers “Why”

- Enables guided exploration of information that pertains to all dimensions of your business
- Facilitates complex analysis and scenario modeling easily and quickly
- Gets to the “why” behind an event or action to improve business performance.
- Provides navigation from summary to detail levels of information effortlessly



Breadth of Analysis styles

Broad Usage
(Consumers)

Focused Usage
(Specialist)

Analytical Reporting *Drill*

- Top down view
- Drillable reports
- Sort top & bottom
- Review then query
- Market shifts
- Product ranking



Casual
Users

Trending *Slice and Dice*

- Personal exploration
- Compare & contrast
- Rotate and nest
- Work disconnected
- Sales trend analysis
- Market analysis



Executive



Business
Manager

Scenario Modeling *What-if*

- Model scenarios
- Reorganize, reshape
- Compare scenarios
- Save versions
- Financial analysis
- Profitability analysis



Financial &
Business
Analyst

Advanced Analytics *What might be*

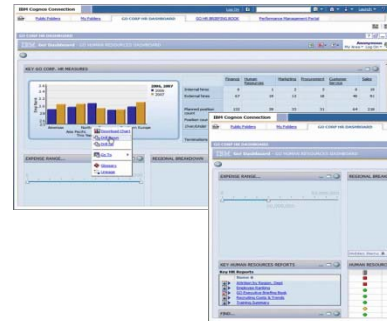
- Uncover patterns
- Statistical algorithms
- Mine data and text
- Predict outcomes
- Fraud prevention
- Churn analysis



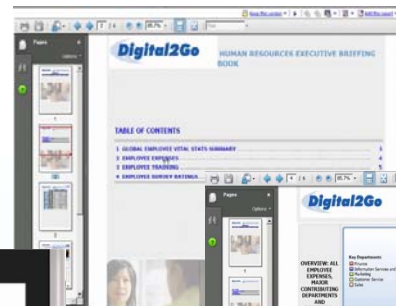
Statistical
Analyst

Broad Usage: Analytical Reporting

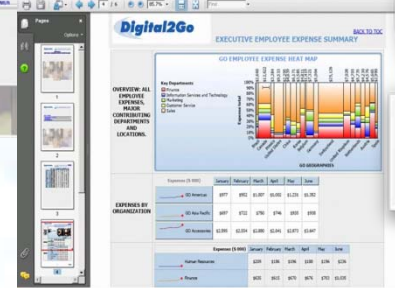
- Guided Analysis
- Dashboards
- Drillable reports
- Mobile Devices



Executive



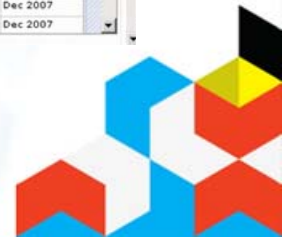
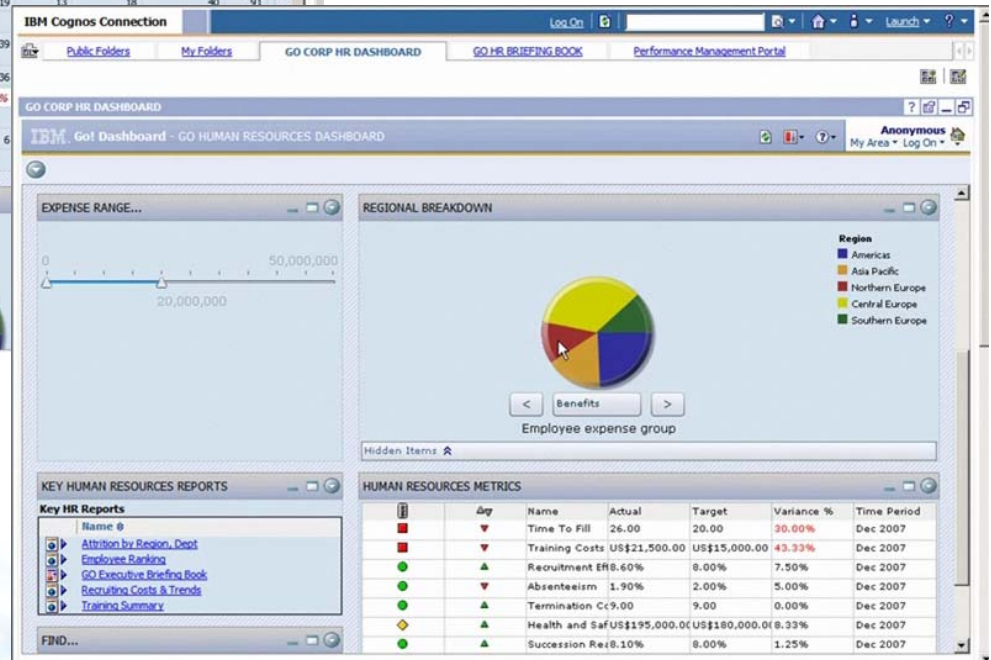
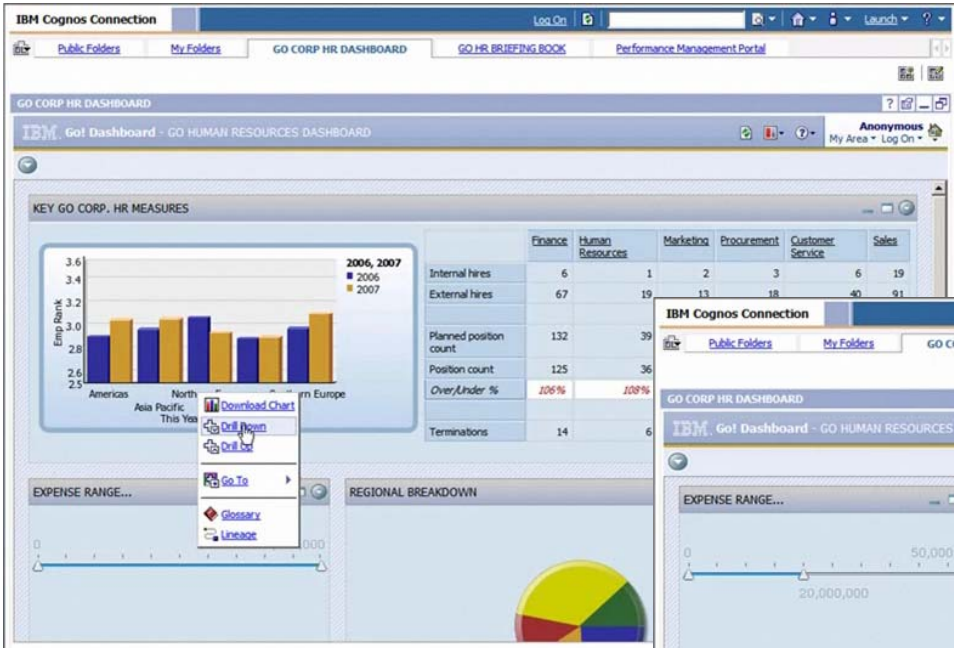
Casual Users



http://download.boulder.ibm.com/ibmdl/pub/software/data/sw-library/cognos/demos/od_cognos8_businessanalyst/exec.html
http://www-01.ibm.com/software/data/cognos/elq/rd/offid.html?offid=od_cognos8_mobile



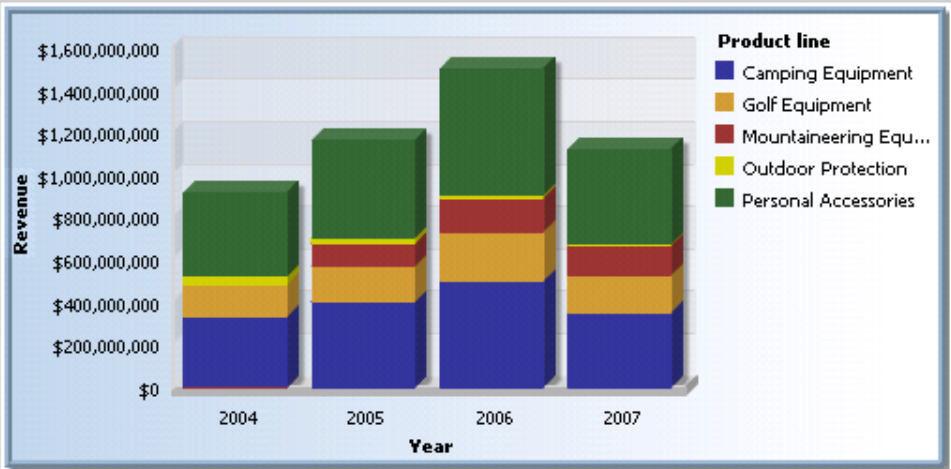
Dashboards



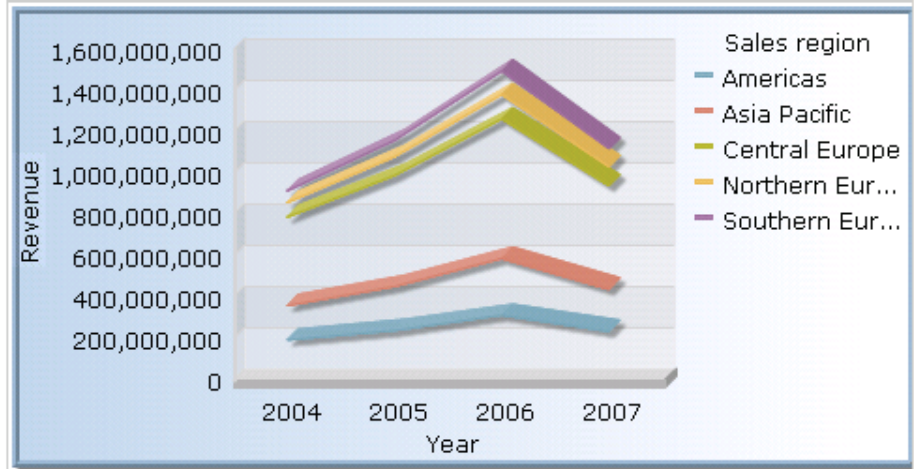


THE GREAT OUTDOORS COMPANY

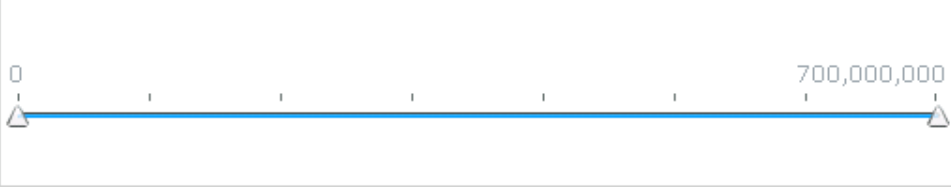
PRODUCT REVENUE



REGIONAL REVENUE



REVENUE FOCUS



REVENUE/EMPLOYEE FOCUS

- Americas
- Asia Pacific
- Central Europe
- Northern Europe

REGIONAL REVENUE PER EMPLOYEE

Sales region	Branch	Sales rep count	Revenue/Employee
Southern Europe	Wien	13	\$6,433,928.46
	Milano	20	\$6,644,180.70
	Bilbao	22	\$5,512,024.23
Northern Europe	Kuopio	19	\$7,593,675.89
	Amsterdam	20	\$6,670,276.50
	Kista	24	\$3,848,858.88
Central Europe	Heverlee	13	\$5,299,442.85
	Lyon	13	\$6,385,302.08
	Birmingham	13	\$5,666,501.00
	Paris	15	\$7,428,125.00

Support for Mobile Devices



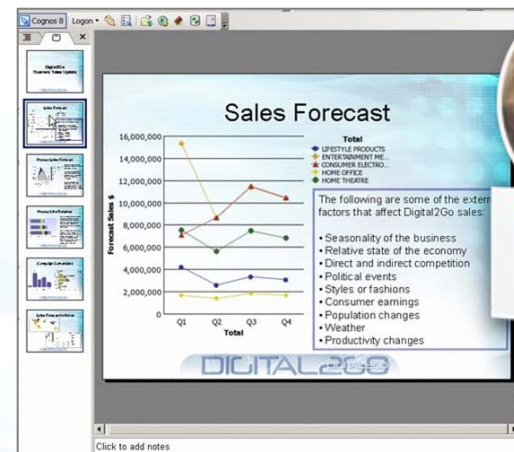
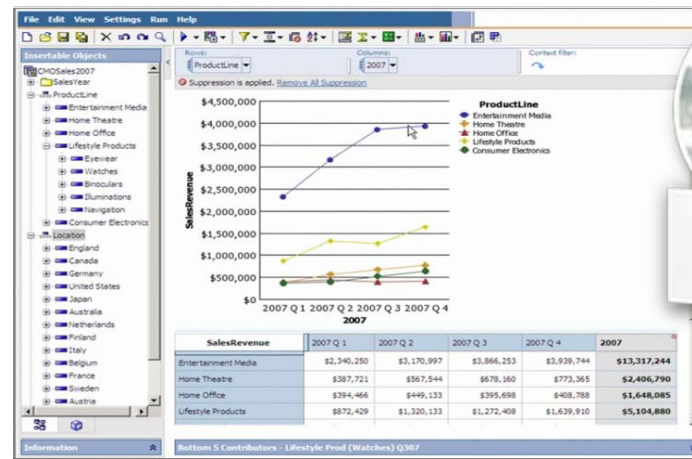
http://www-01.ibm.com/software/data/cognos/elq/rd/offid.html?offid=od_cognos8_mobile





Trending

- Slice and Dice
- Drag and Drop
- Top/Bottom Performers
- Self Service
- Automatic Refresh



http://download.boulder.ibm.com/ibmdl/pub/software/data/sw-library/cognos/demos/od_cognos8_businessanalyst/manager.html
http://download.boulder.ibm.com/ibmdl/pub/software/data/sw-library/cognos/demos/od_cognos8_businessanalyst/analyst.html





Insertable Objects

- GOSalesTM1
- + GTime
- + GProducts
- + GORegion
- + GOOrganization
- + GOSalesMeasures

Rows: Columns: Context filter:

Drag & drop insertable objects to populate the following dropzones:

Measure	Columns
Rows	Measure Include a measure from: GOSalesMeasures



	A	B	C	D	E	F	G	H	I	J	K
1											
2											
3											
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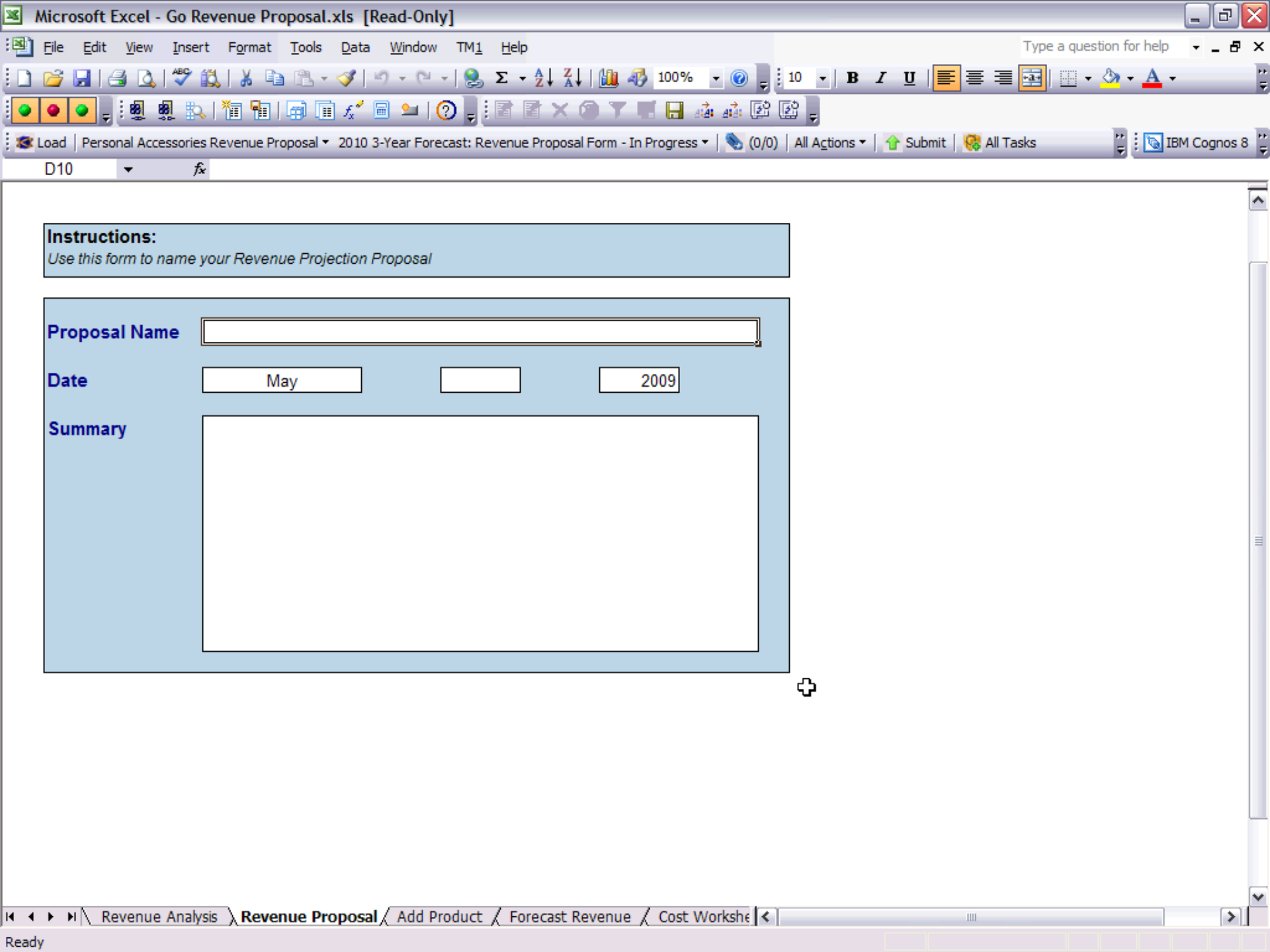
IBM Cognos 8 BI Analysis

CognosD2G
GOSalesTM1

- GOSalesTM1
 - Information
 - Custom Sets
 - All Time
 - All Products
 - All Regions
 - All Organizations
 - GOSalesMeasures

Level:

- Search metadata
- Create a new list
- Create a new exploration



Instructions:

Use this form to name your Revenue Projection Proposal

Proposal Name

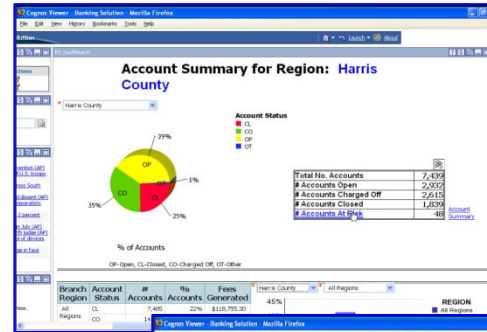
Date

Summary

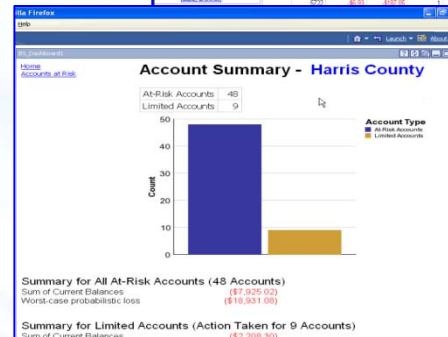


Advanced Analytics

- Data Mining
- Segmentation
- Cluster Analysis
- Process Control Analysis
- Risk Analysis
- Churn



Account ID	Balance	Current Balance	# Limited	Total Income	Likelihood of Abandonment	Action
340	\$291.36	-\$522.64	0	\$20.24	9%	Limit Account
842	\$950.11	-\$17.14	0	\$41.44	9%	Limit Account
1251	\$254.38	-\$80.80	0	\$50.96	9%	Limit Account
2080	\$103.98	-\$3.73	0	\$31.52	9%	Limit Account
3023	\$172.21	-\$324.34	9	\$144.77	9%	Limit Account
4124	\$240.45	-\$11.90	12	\$211.64	9%	Limit Account
4446	-\$33.63	-\$394.87	48	\$379.54	41%	Limit Account
5118	\$987.73	-\$84.34	1	\$42.10	9%	Limit Account
6725	-\$5.85	-\$187.92	0	-\$2.00	7%	Limit Account



Statistical Analyst



Financial & Business Analyst

<http://w3.tap.ibm.com/w3ki2/download/attachments/374051/Banking+Short+V1.swf?version=1>

http://forms.cognos.com/?elqPURLPage=429&offid=wa_tt_predictive_analytics_with_c8_and_ibm_infosphere_warehouse&mc=web_ibm_techtalk_library



Business Scenario: Account Abandonment Prediction

- Business practice:
 - extend credit to customers by allowing them to overdraw their accounts by \$500 which generates fees through the overdrafts
 - incurs the risk of customers abandoning the account, generating charge-off losses
- Business goal:
 - Reduce charge-off losses by predicting which accounts are likely to default (at-risk) and pre-emptively limiting their allowable overdraft
- Solution:
 - Enable branch managers to review and manage at-risk accounts through a web-enabled embedded data mining application



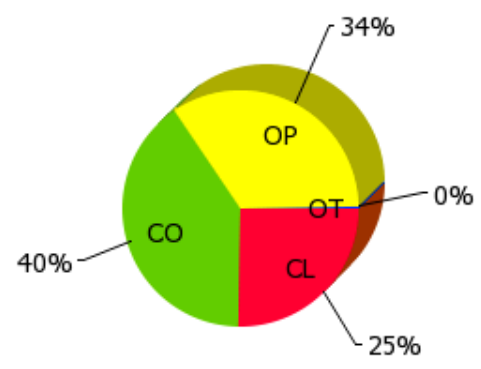
B5_Dashboard1

Account Summary for Region: Dallas Region

* Dallas Region

Account Status

- CL
- CO
- OP
- OT



% of Accounts

OP-Open, CL-Closed, CO-Charged Off, OT-Other

Total No. Accounts	3,673
# Accounts Open	1,254
# Accounts Charged Off	1,471
# Accounts Closed	933
# Accounts At Risk	37

[Account Summary](#)

Branch Region	Account Status	# Accounts	% Accounts	Fees Generated
All Regions	CL	7,485	22%	\$118,755.30
	CO	14,072	40%	\$828,523.90

* Alabama * All Regions

REGION
■ All Regions
■ Alabama

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**Statistical
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Continue Your Learning

- IBM Cognos Proven Practices
 - Source of tried, tested, and proven technical information to help you succeed with IBM Cognos products in your specific environment
- IBM Cognos 8 BI Training Paths
 - View training recommended by role to determine which courses will help you increase your analysis skills
- www.ibm.com/cognos/training
 - Visit the IBM Cognos Education web pages to understand all of the ways that training can support the success of your solution
- www.ibm.com/cognos/customercenter
 - The Cognos Customer Center is the single place to go for easy access to valuable IBM Cognos resources

