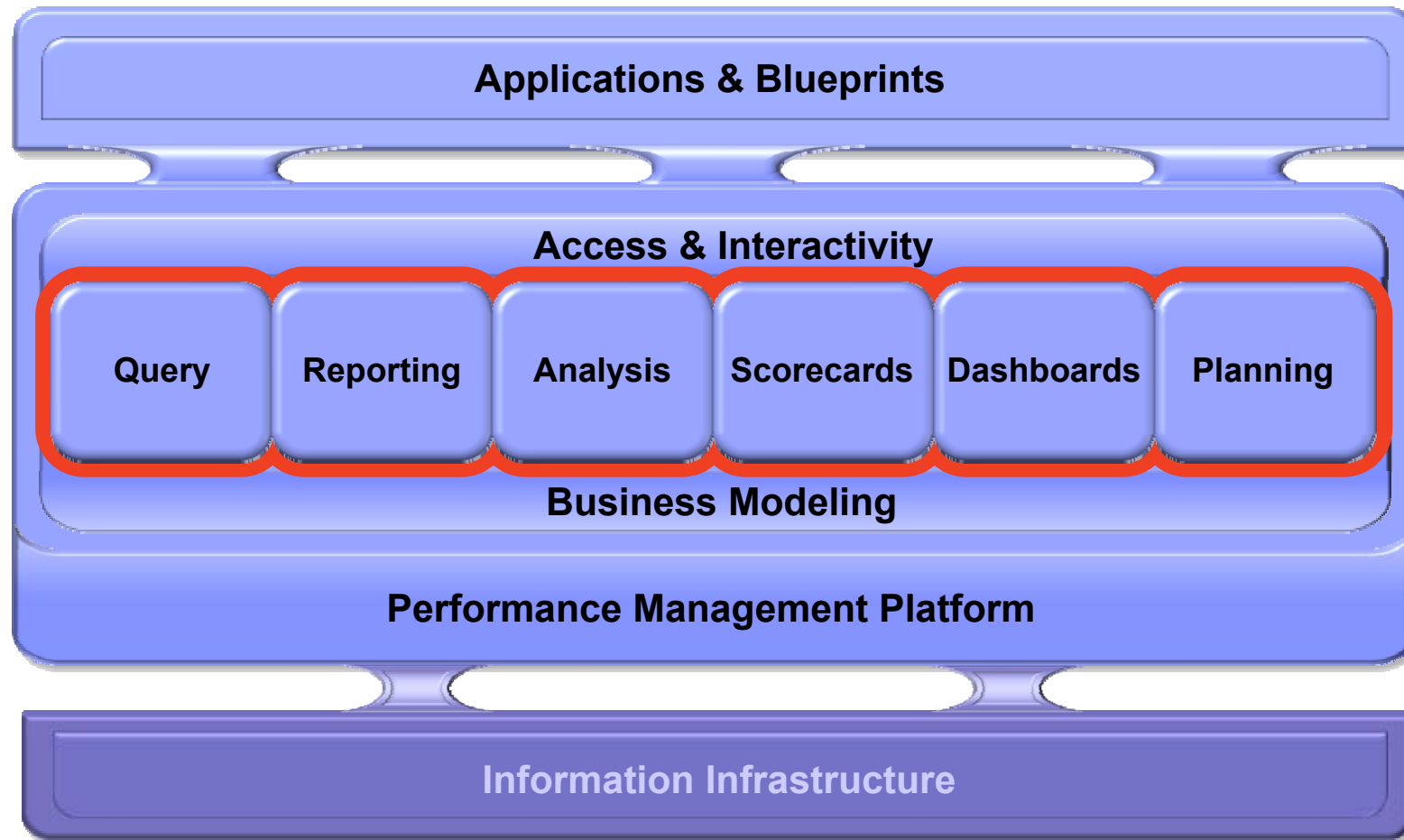**IBM Cognos Performance**
Better Intelligence. Better Business.

IBM Cognos 8 BI Analysis
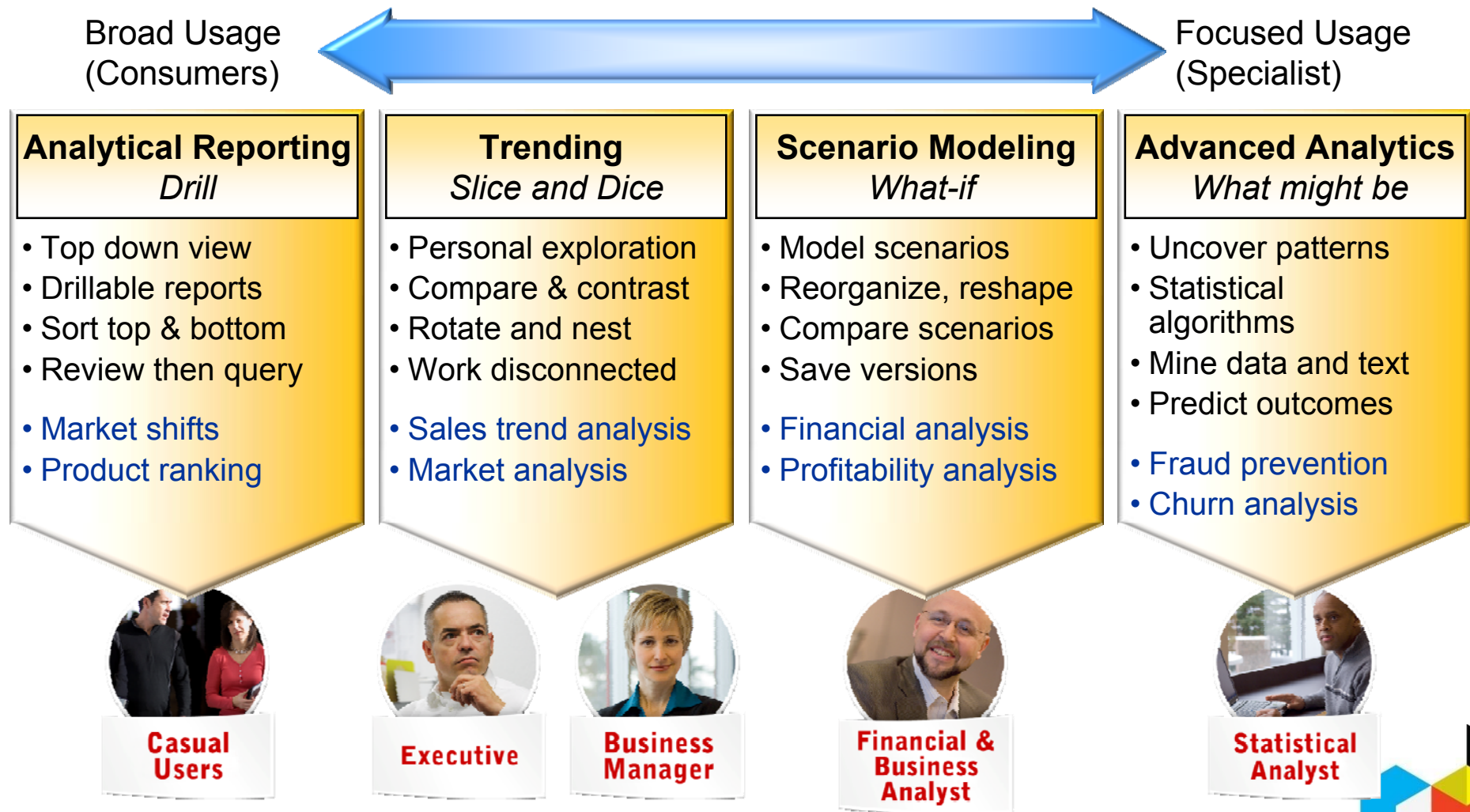
Debbie Dixon
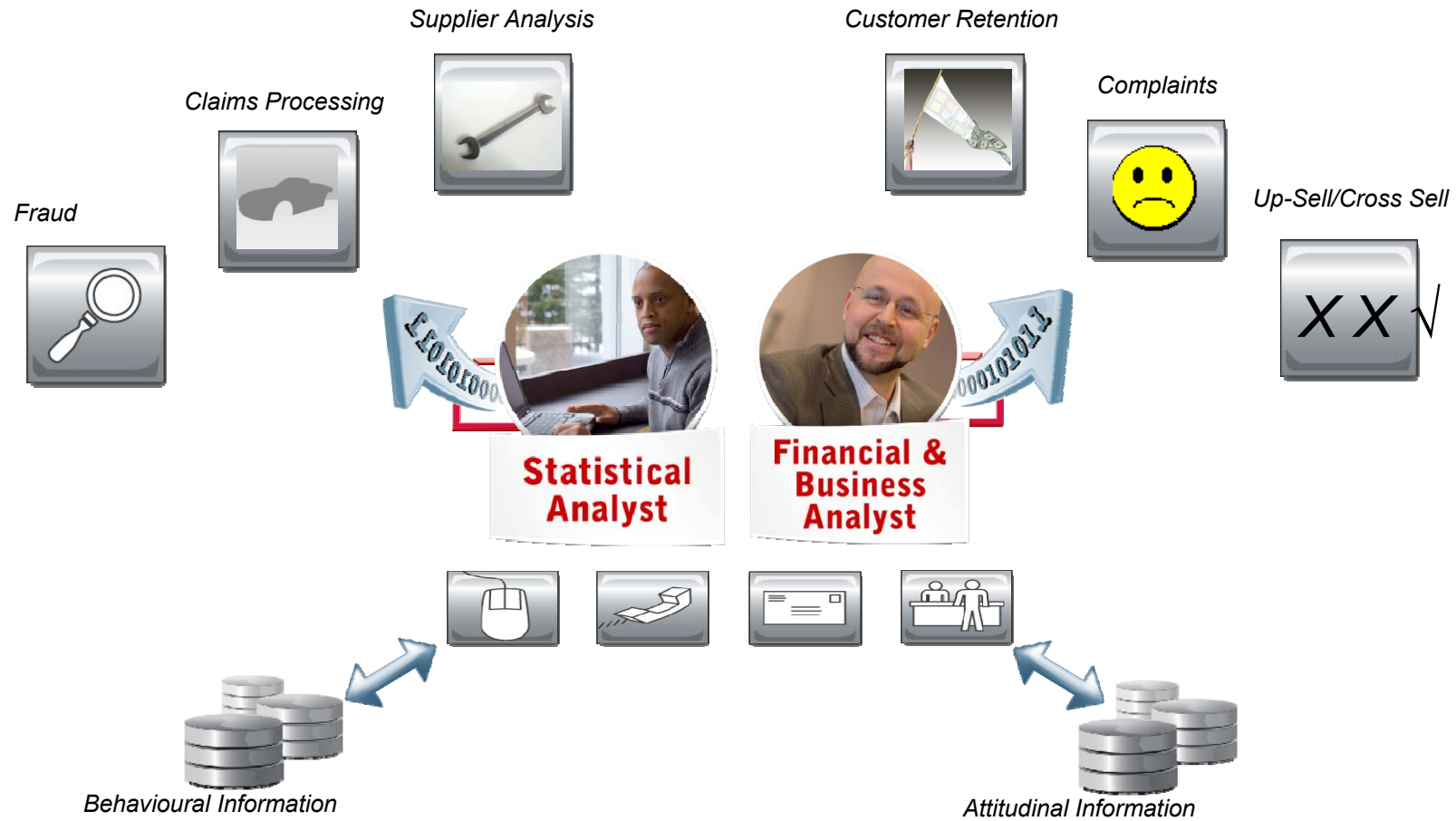
IBM Cognos Performance Management System – Universal Capabilities
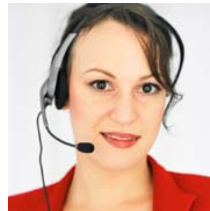
Breadth of Analysis styles

Broad Usage (Consumers) ⟷ Focused Usage (Specialist)

Analytical Reporting *Drill*	**Trending** *Slice and Dice*	**Scenario Modeling** *What-if*	**Advanced Analytics** *What might be*
• Top down view • Drillable reports • Sort top & bottom • Review then query • Market shifts • Product ranking	• Personal exploration • Compare & contrast • Rotate and nest • Work disconnected • Sales trend analysis • Market analysis	• Model scenarios • Reorganize, reshape • Compare scenarios • Save versions • Financial analysis • Profitability analysis	• Uncover patterns • Statistical algorithms • Mine data and text • Predict outcomes • Fraud prevention • Churn analysis

Casual Users

Executive

Business Manager

Financial & Business Analyst

Statistical Analyst

Advanced Analytics

Supplier Analysis

Customer Retention

Claims Processing

Complaints

Fraud

Up-Sell/Cross Sell

Statistical Analyst

Financial & Business Analyst

Behavioural Information

Attitudinal Information

Advanced Analytics in action

❑ Customer Relationship
   Management –
   "analytical CRM"

  – Who are our best customers?

  – Can we get more like that?
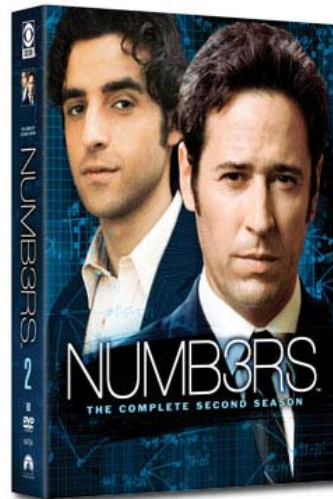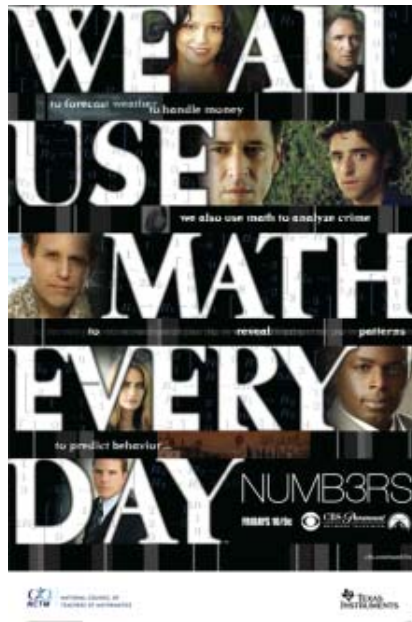
  – What/why do they buy?

  – Why do they leave?

❑ eCRM – Web-mining

  – How do they behave
     on our Web site?

Advanced Analytics in action

Fraud detection
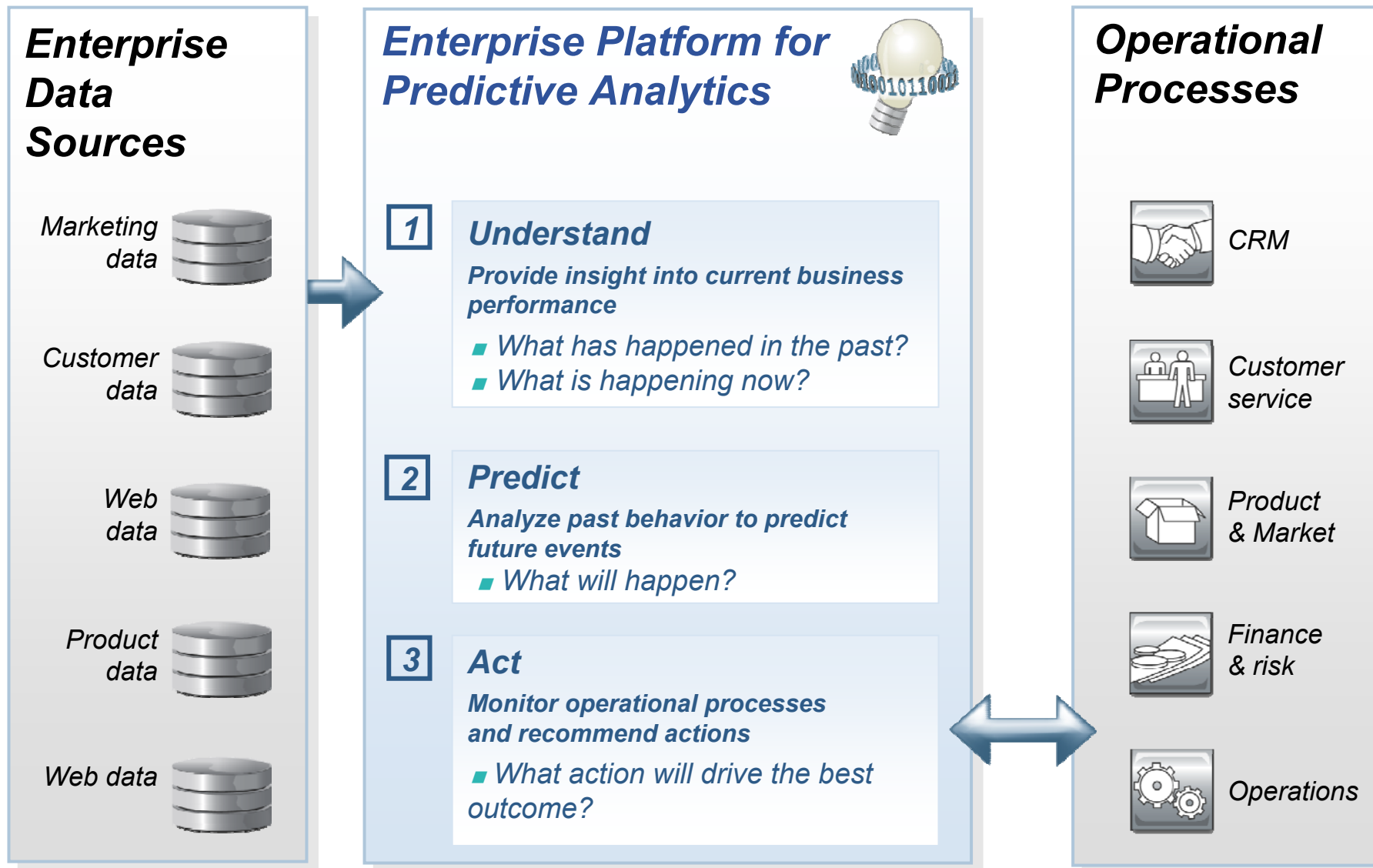Crime analysis
Money laundering detection

Science:
   Genetics
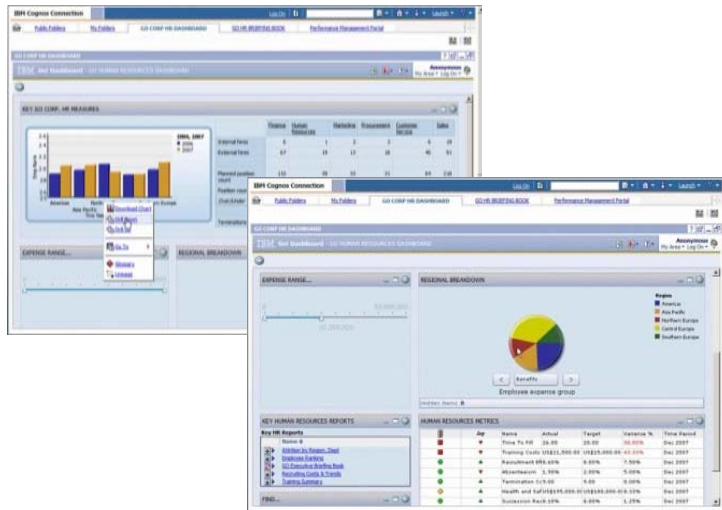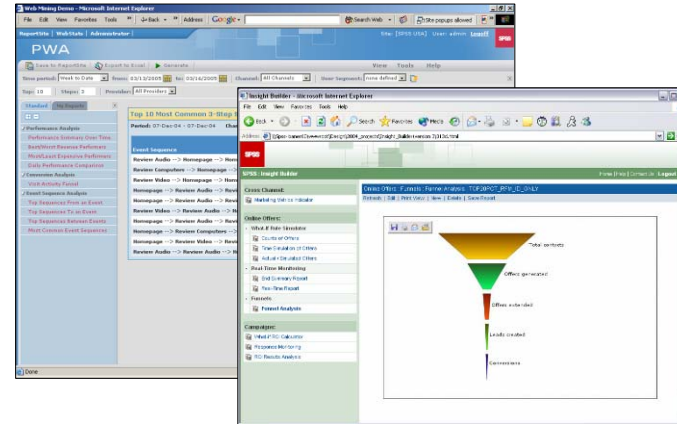   *Drug discovery*
   Medical research
   Food authentication

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Enterprise Data Sources

Marketing data
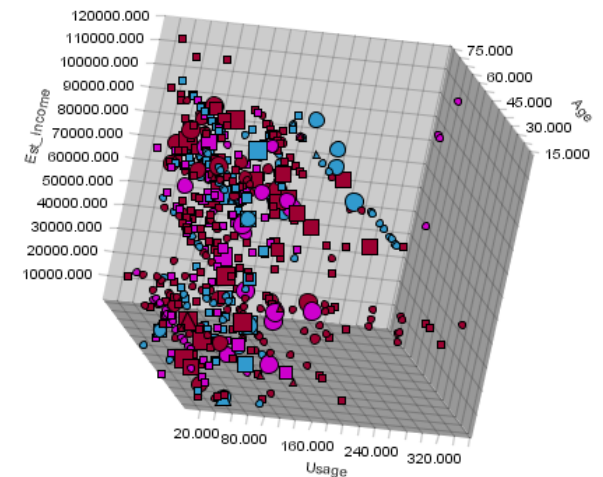
Customer data

Web data

Product data

Web data

Enterprise Platform for Predictive Analytics

1 **Understand**

Provide insight into current business performance

- What has happened in the past?
- What is happening now?

2 **Predict**

Analyze past behavior to predict future events
- What will happen?

3 **Act**

Monitor operational processes and recommend actions

- What action will drive the best outcome?

Operational Processes

CRM

Customer service

Product & Market

Finance & risk

Operations

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Understand

"Insight into the effectiveness of marketing campaigns"

*"Management dashboards:
key performance indicators"*
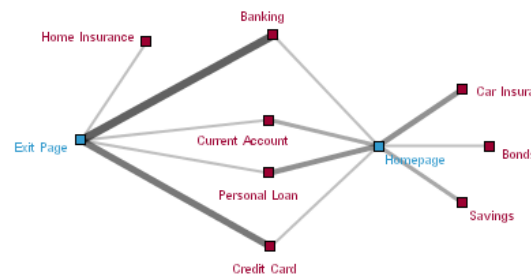
*"Visualization of complex
relationships"*

Predict

"Automatically discover new target groups and predict their potential value"

"Discover new risk profiles"
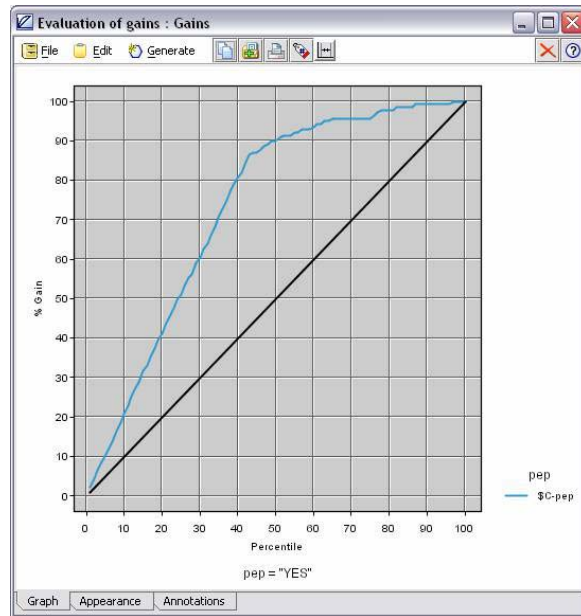
"Model campaign response and select high responder groups"
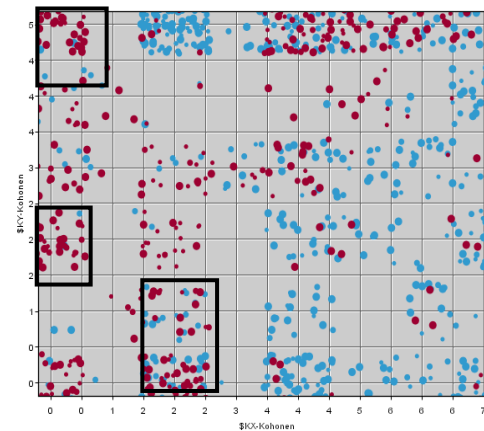
"Use clustering to segment customers, target retention offers at low-loyalty segments"

9

Act

Sales and retention offers presented via the call center

Cross-sell and up-sell offers via the Web site

Decision Optimization
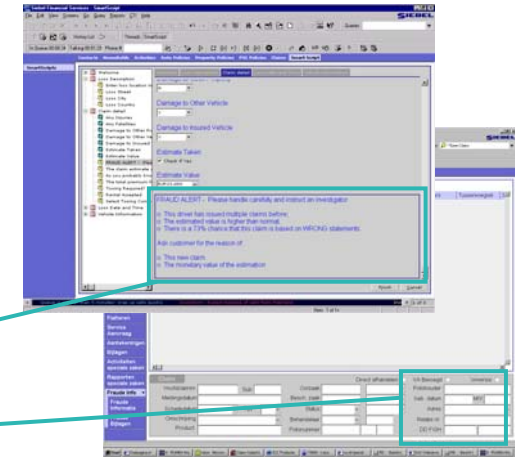
Assessment of risk at the point of data entry

Optimization of direct marketing to maximize response and profit

Bulk risk scoring to assign cases for investigation
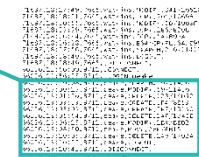
Real-time identification of suspicious transactions

Advanced Analytics: An Example

- Scenario:

  – Food Retail store with loyalty card scheme

- Business goals:

  – Improve product availability

  – Maximise store layout

  – Targeted promotions

- Solution:

  – Understand : what products are bought together (basket analysis)

  – Predict : who the likely purchasers are

  – Act: select customers for targeted promotions, ensure product selections are available, arrange products on shelves appropriately

Breadth of Analysis styles

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(Consumers)

Focused Usage
(Specialist)

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Continue Your Learning

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  – 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