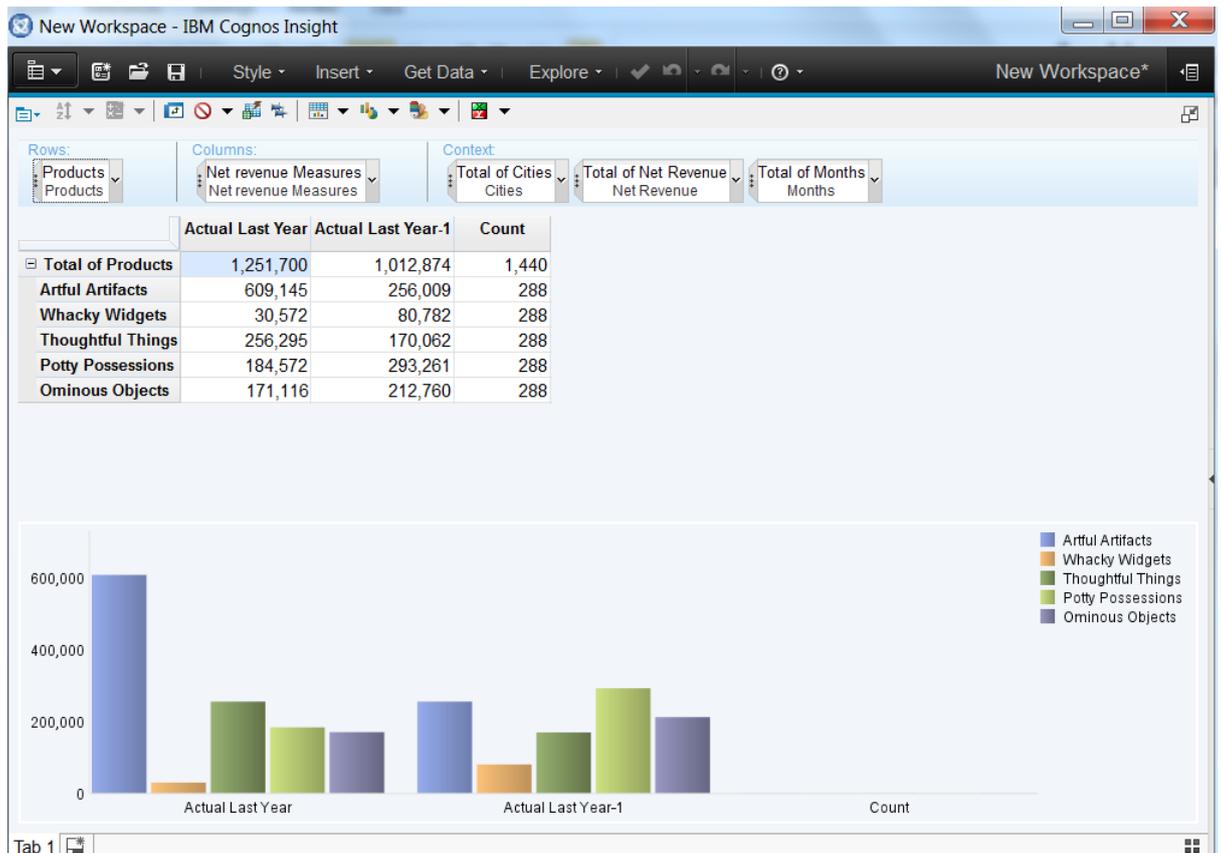


Activity A01_Simple_Revenue_Analysis

In this activity you will create an analysis by dragging an existing csv file onto the workspace in Cognos Insight. You will rearrange the dimensions on the crosstab to produce different views of the data. You will examine graphs and see that there are various graph types that can be used in an analysis. You will look for trends in the data and add text comments about your findings. You will save this analysis as a basis for further work.

1. Open **IBM Cognos Insight**
2. Choose **Classic theme**
3. Drag **Net_Revenue.csv** file onto the new Workspace

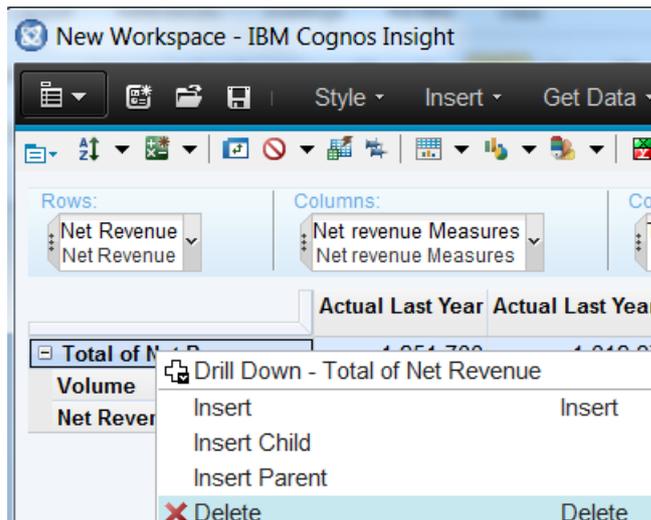


4. Drag **Net Revenue** dimension to rows.
5. Delete **Total of Net Revenue**. You will be asked to confirm your action select the **Delete** button in the dialog box.

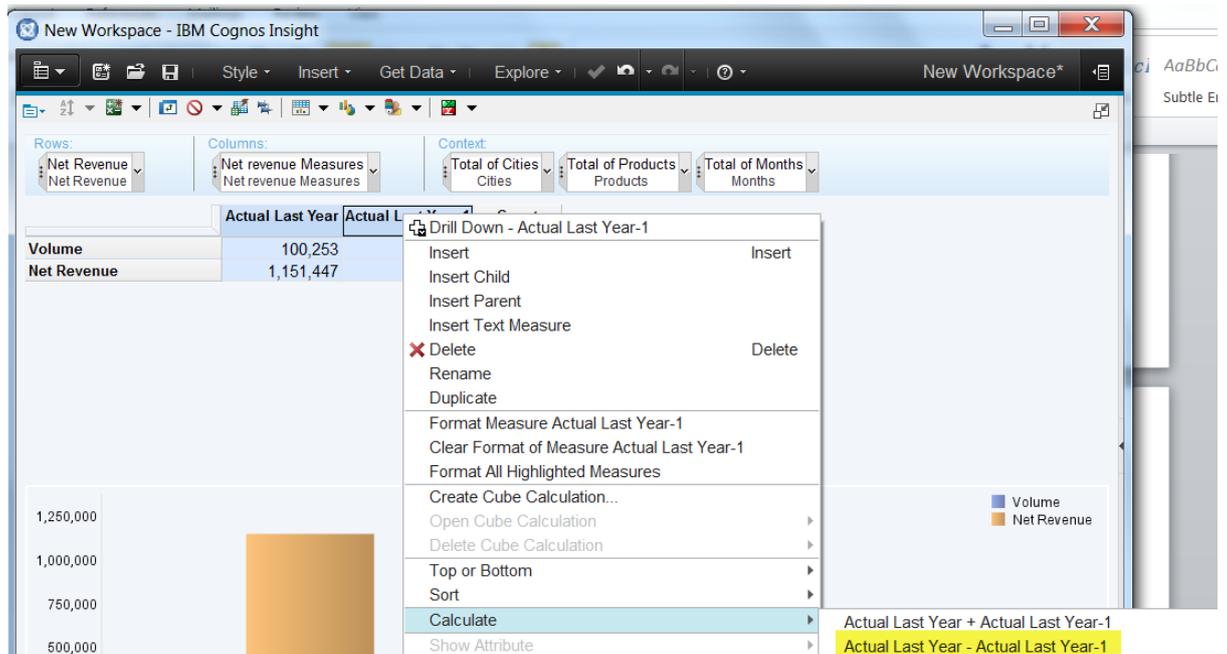
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IBM Cognos TM1 Enablement Program – Activity A01



6. Add a variance of the Actual Last Year and Actual Last Year-1

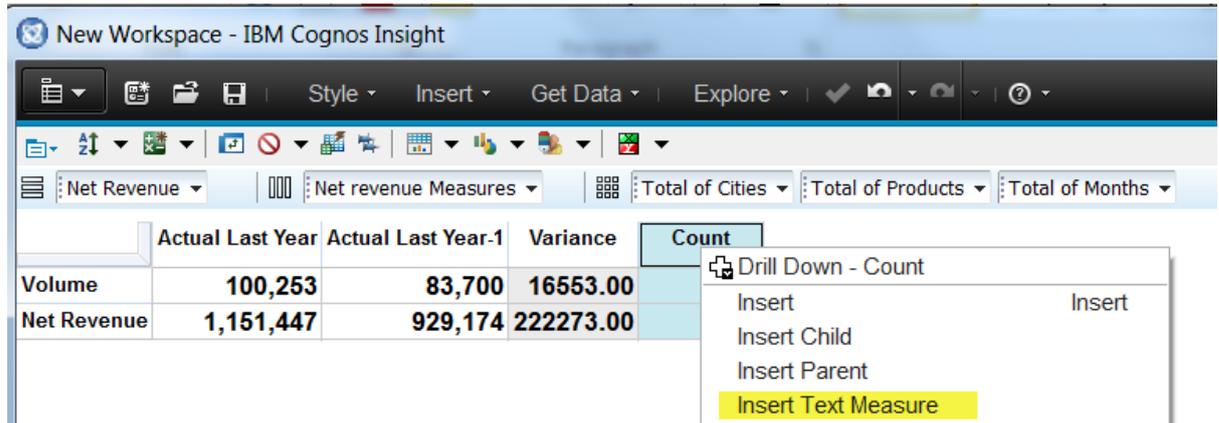


7. Rename to **Variance**

8. Right click on Count and **Insert Text measure**

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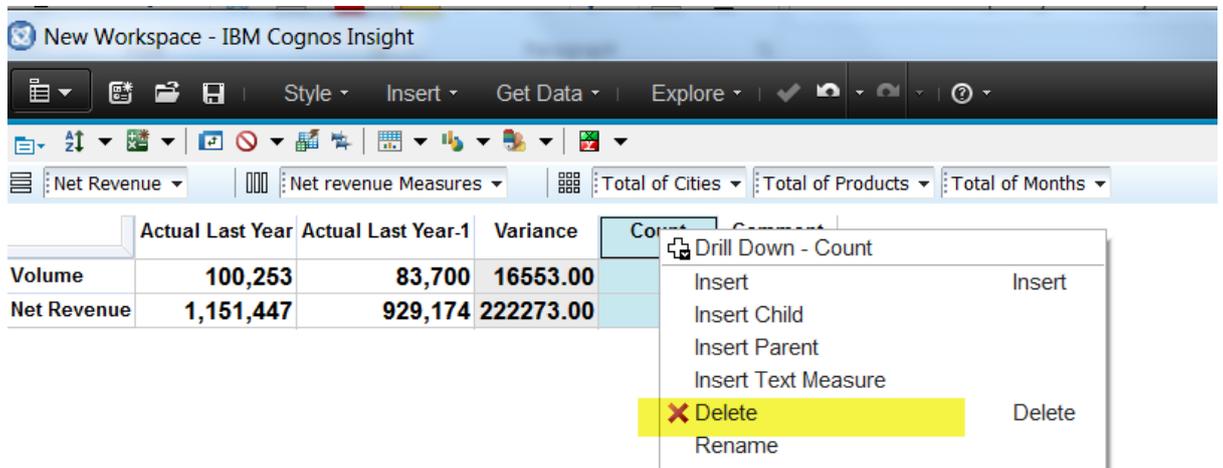
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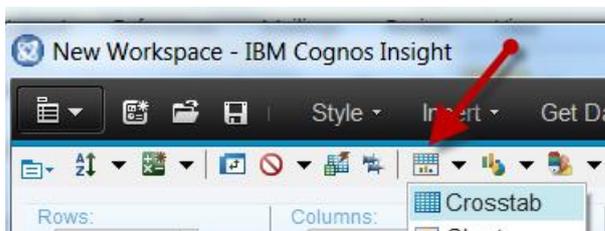
9. Name it **Comment** – note it is only possible to add text items to the measure dimension.

Note the count item shows the number of records that have been imported with the drag and drop. In some circumstances this will be useful. For this exercise after the initial import we will not use this.

10. **Delete the Count item** by right clicking the item and selecting **Delete** and confirming with the **Delete** button in the dialog.



11. To make it easier to do the analysis remove the chart from the widget by selecting **Crosstab** from the Change Display dropdown

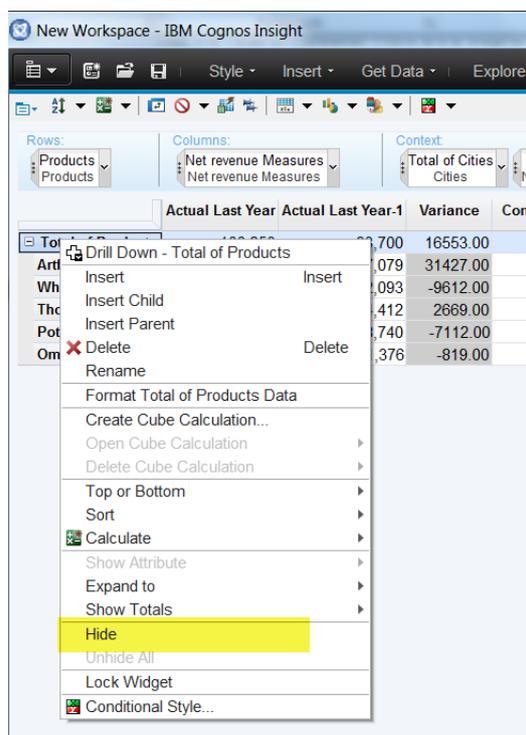


12. Re-orientate the cube as per screen shot.

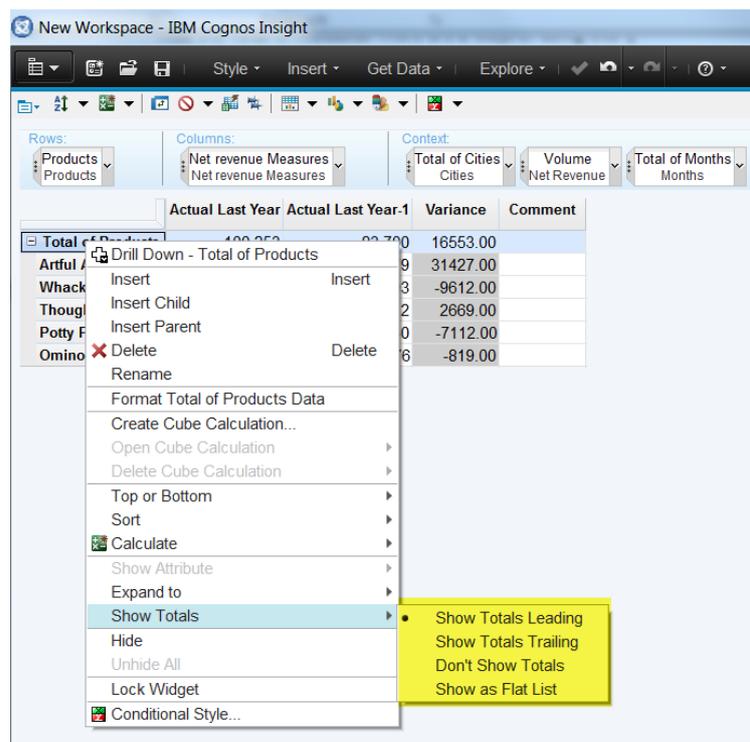
	Actual Last Year	Actual Last Year-1	Variance	Comment
Total of Products	100,253	83,700	16553.00	
Artful Artifacts	58,506	27,079	31427.00	
Whacky Widgets	2,481	12,093	-9612.00	
Thoughtful Things	17,081	14,412	2669.00	
Potty Possessions	11,628	18,740	-7112.00	
Ominous Objects	10,557	11,376	-819.00	

13. We want to do a sort on the detail items only. To make this easier to understand we will hide the Total of Products. There are 2 ways of doing this – **Hide** and **Don't Show Totals**.

Hide from the Right click menu - You can hide rows or columns that are not needed. For example, after creating a calculation, you can hide rows or columns that are used in the calculation but are not needed in the workspace. This can be applied to any item - detail or consolidated.



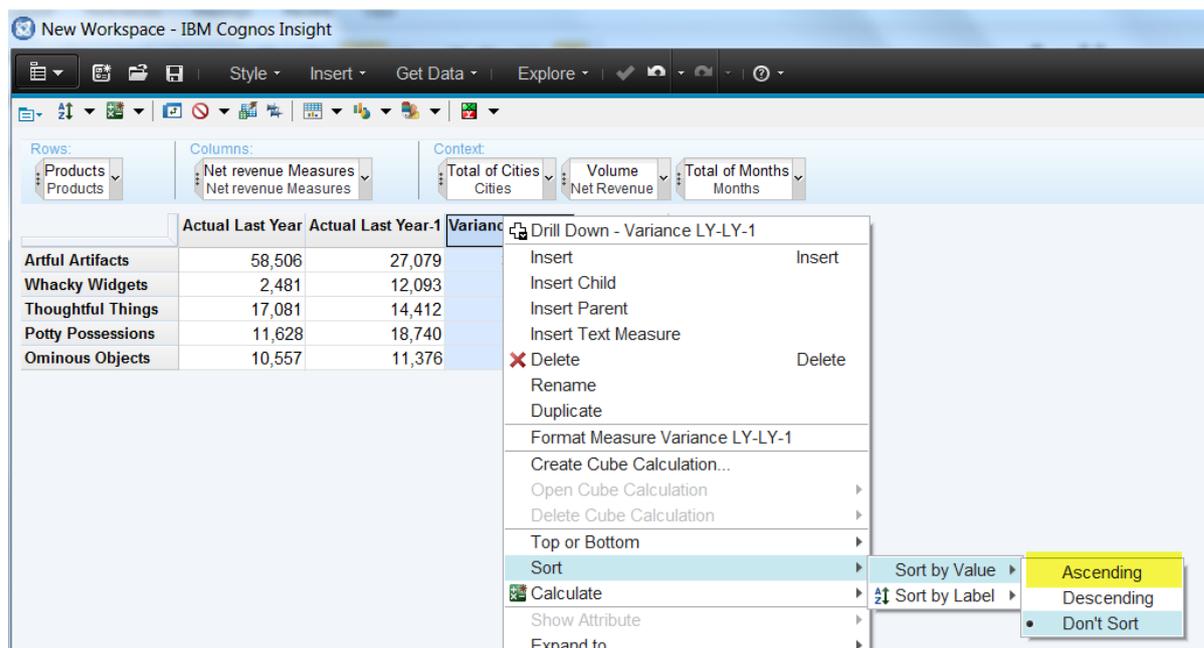
In addition there are several functions that can be applied to Totals.



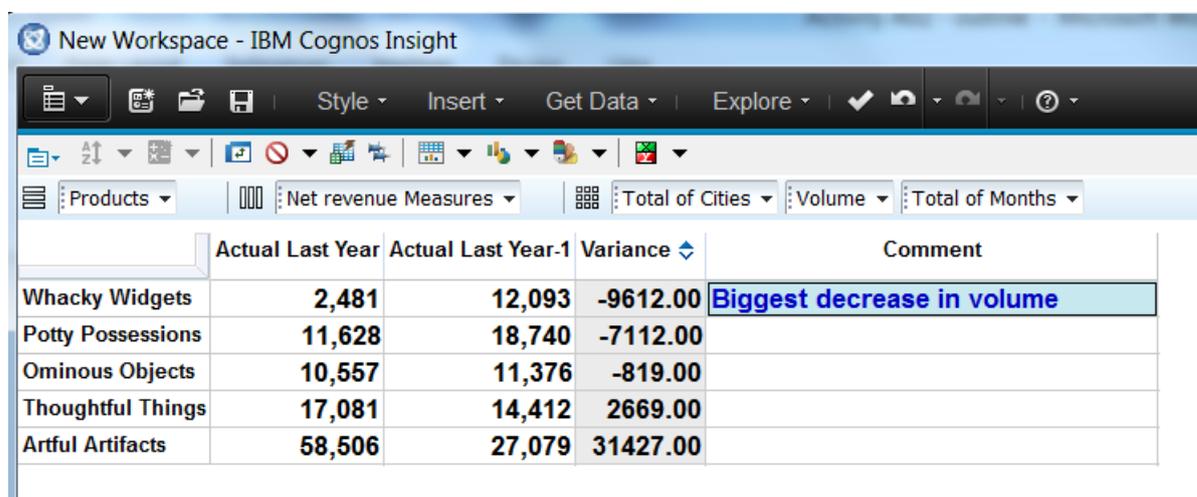
14. In this case we will select **Don't Show Totals** which will hide all consolidated items in a dimension rather than just hiding one item. In this example the result would be the same but the use of Don't Show Totals would be more appropriate in this case should further totals be added later.

15. Sort the Variance column by Value Ascending

IBM Cognos TM1 Enablement Program – Activity A01



16. Add a comment on the product that has the largest negative Variance



17. Select Net Revenue from the Net Revenue dimension and add a comment on the product with the biggest **Variance** for Net Revenue. Note that it is a different product from that with the biggest decrease in Volume.

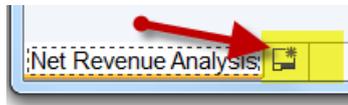
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	Actual Last Year	Actual Last Year-1	Variance	Comment
Potty Possessions	172,944	274,521	-101577.00	Biggest decrease in Net Revenue but not Volume
Ominous Objects	160,559	201,384	-40825.00	
Whacky Widgets	28,091	68,689	-40598.00	
Thoughtful Things	239,214	155,650	83564.00	
Artful Artifacts	550,639	228,930	321709.00	



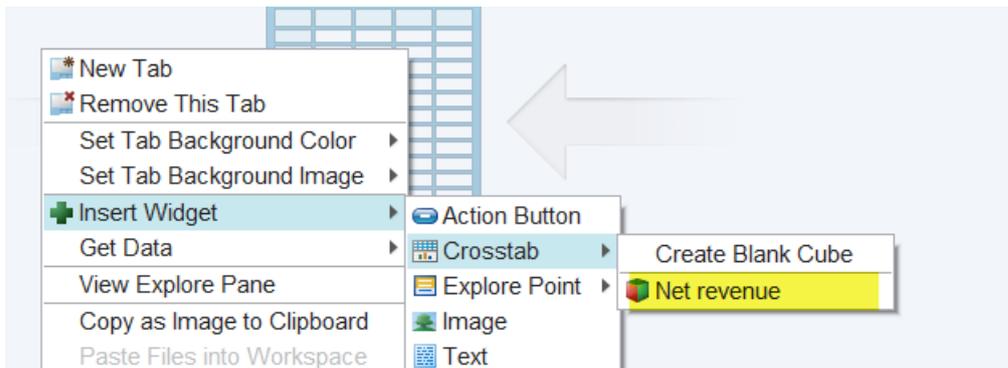
18. Rename the tab to **Net Revenue Analysis**.



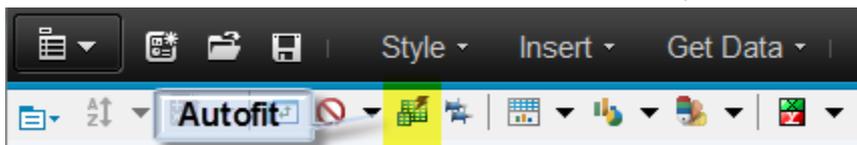
19. Click the icon to add a **new tab**.

20. Rename it **Net Revenue Trend**

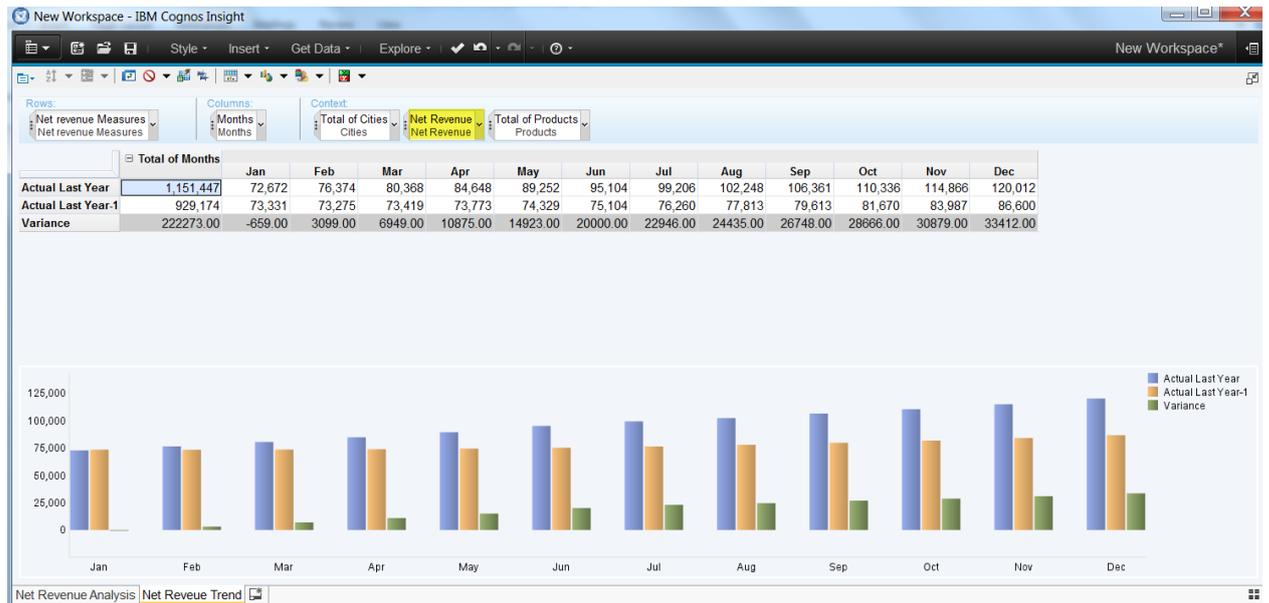
21. Right click the workspace and select **Insert Widget – Crosstab – Net Revenue**



Re-orientate as shown below selecting Net Revenue in the context and **hiding the Comment** item. Use the Autofit icon to resize the items in necessary.



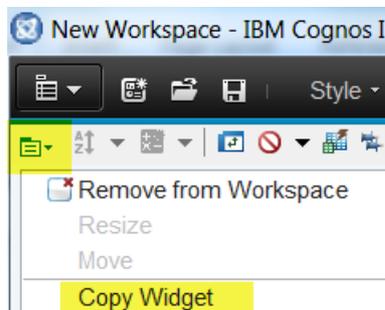
IBM Cognos TM1 Enablement Program – Activity A01



Examine the trends for Last Year and Last Year 1 - are they the same?

22. Add a third tab and name it **Net Revenue by City**.

23. Go back to the Net Revenue Trend tab and select **Copy Widget** from the widget menu.

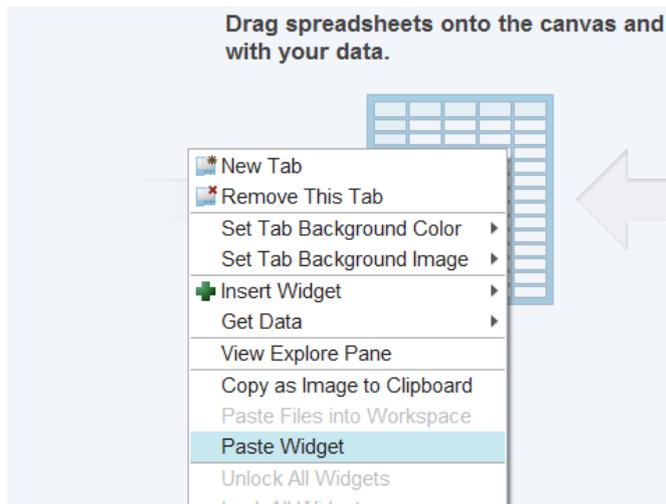


24. Right click on the Net Revenue by City tab and select **Paste Widget**

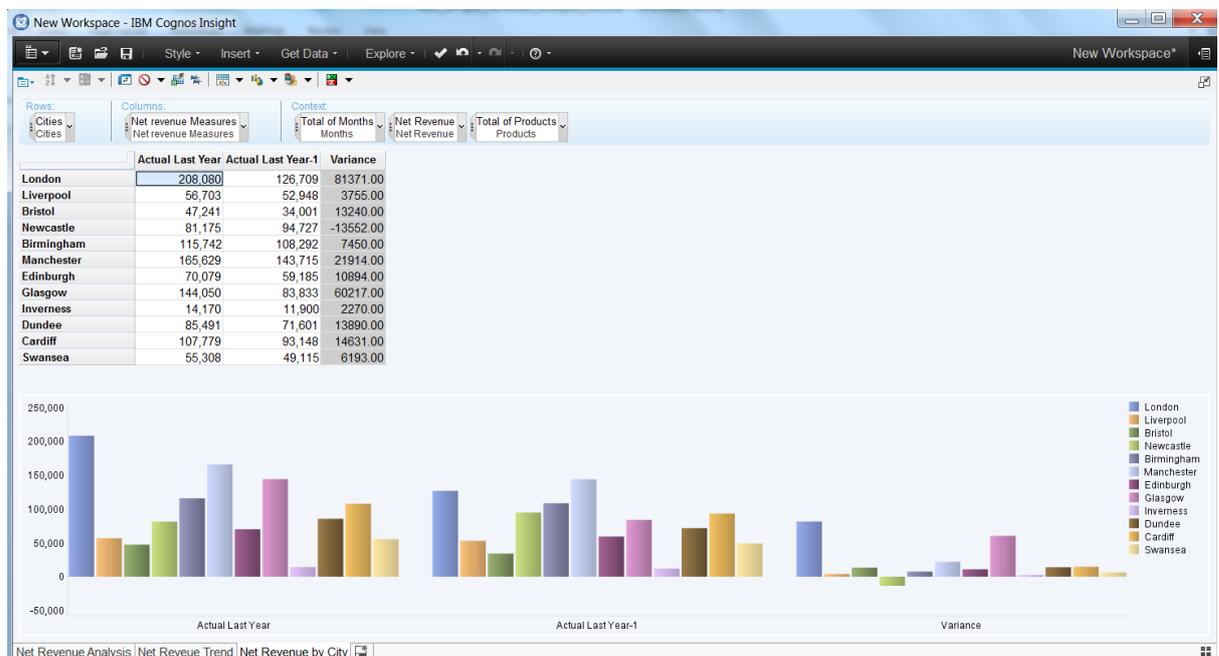
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25. Re-orientate as per screen shot below, again focusing on Net Revenue and hiding the Comment and don't show the Total of Cities.

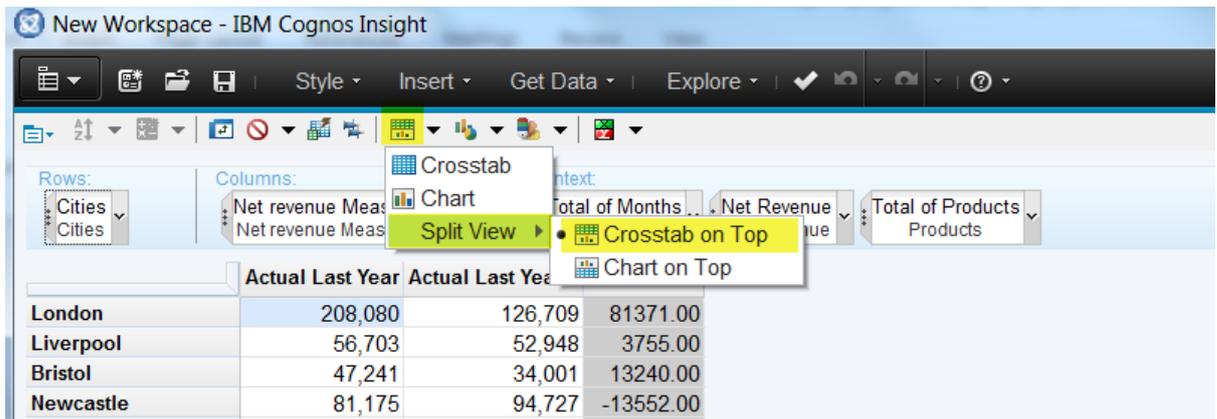


**Are there any cities consistently underperforming across the 2 year period?
Which city has seen the greatest decline in performance over the 2 years?**

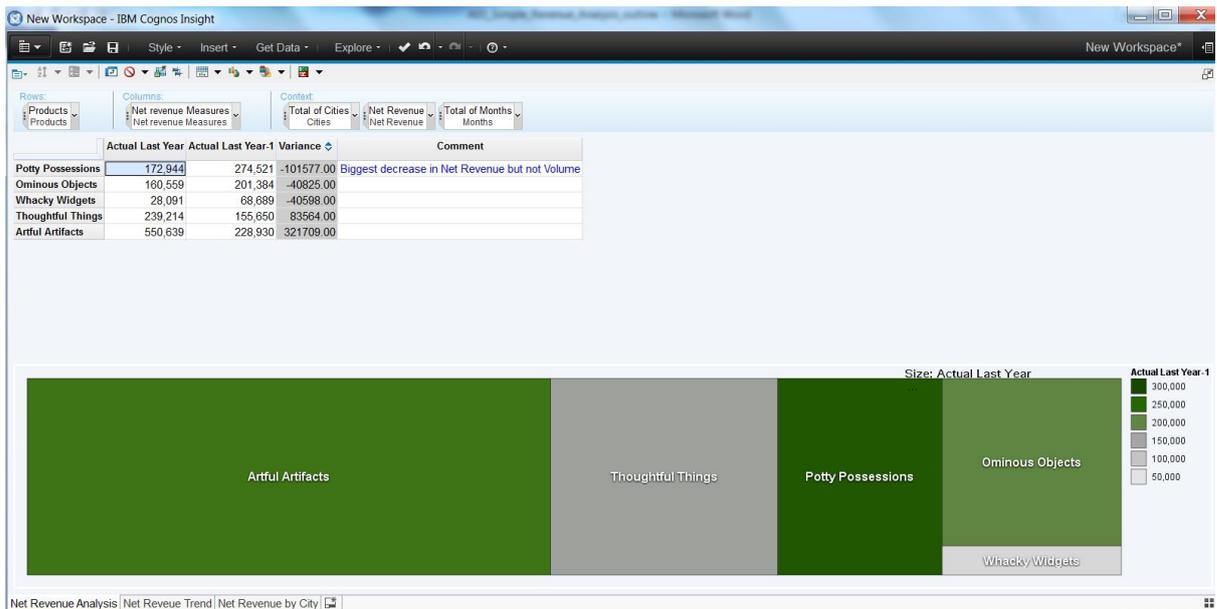
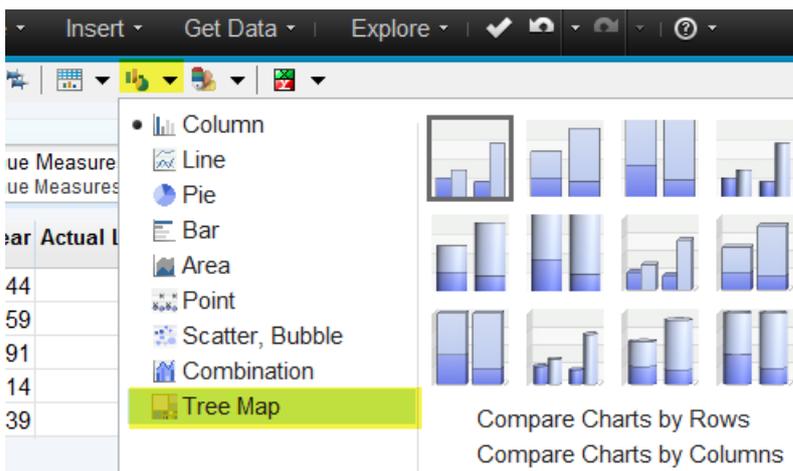
26. Return to the first tab – Net Revenue Analysis.
27. From the Change Display icon select Split View and Crosstab on Top

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28. Then Change the Display Type to a Tree Map



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29. Nest the Cities dimension outside the Products dimension on the rows by dragging it and dropping it outside as indicated by the arrow on the screen shot below.

The screenshot shows the IBM Cognos TM1 interface. The 'Rows' pane contains 'Products' and 'Products'. The 'Columns' pane contains 'Net revenue Measures' and 'Net revenue Measures'. The 'Context' pane contains 'Total of Cities', 'Net Revenue', and 'Total of Months'. A red arrow points from the 'Total of Cities' dropdown to the 'Whacky Widgets' row in the table below.

	Actual Last Year	Actual Last Year-1	Variance	Comment
Potty Possessions	172,944	274,521	-101577.00	Biggest decrease in Net Revenue but not Volume
Ominous Objects	160,559	201,384	-40825.00	
Whacky Widgets	28,091	68,689	-40598.00	
Thoughtful Things	239,214	155,650	83564.00	
Artful Artifacts	550,639	228,930	321709.00	

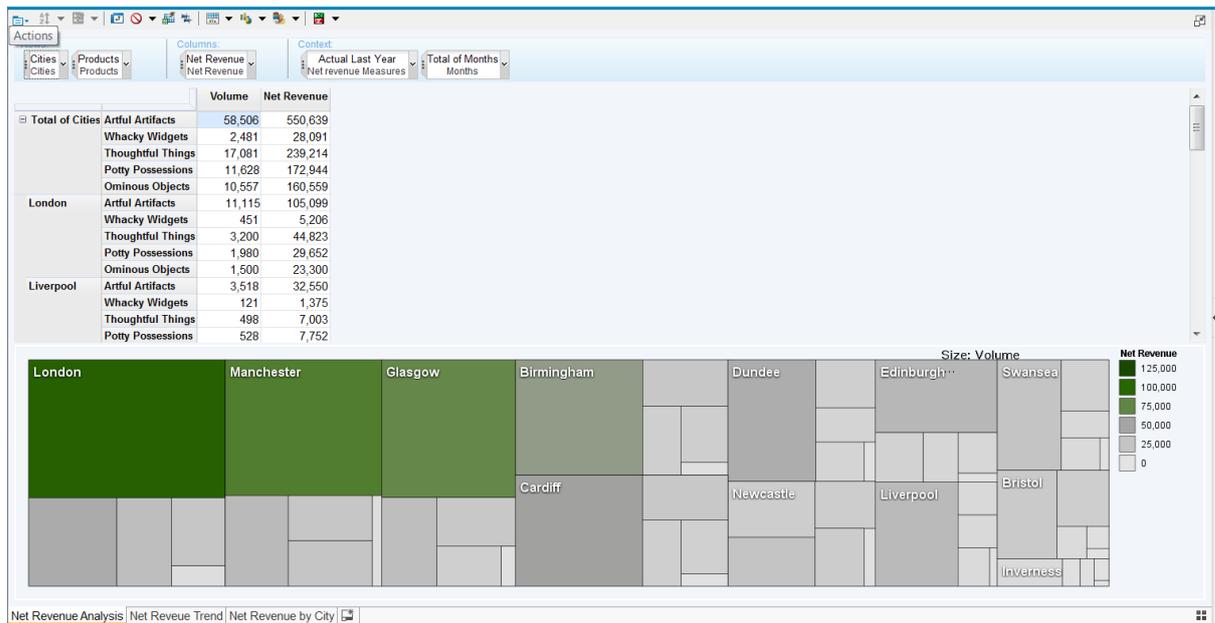
30. Drag the Net Revenue Dimension onto the columns to replace the Net revenue measures dimension. You may need to click onto the dimension and select View All – Net Revenue to get the Volume to show on the columns.

The screenshot shows the 'Columns' pane with 'Net Revenue' and 'Net Revenue'. The 'Context' pane shows 'Actual Last Year' and 'Net Revenue Measures'. A dropdown menu is open over the 'Net Revenue' dimension, showing 'View All - Net Revenue' (highlighted in yellow), 'Volume', and 'Net Revenue'. Below the menu, a table shows data for various products.

	Actual Last Year	Actual Last Year-1
Things	3,200	41,820
essions	1,980	29,652
bjects	1,500	23,300
cts	3,518	32,550
idgets	121	1,375
Things	400	7,000

31. The result will look as follows:

IBM Cognos TM1 Enablement Program – Activity A01

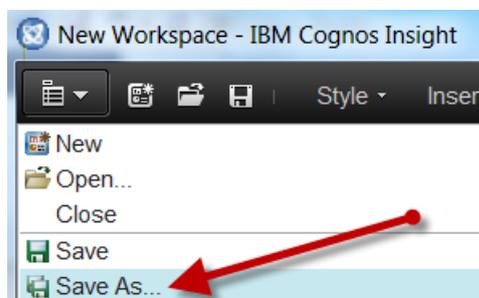


32. On the Tree Map hover over one of the cities to see the values associated with that city.



33. Which product is selling best in the top 3 cities?

34. Save the workspace as **A01_Simple_Revenue_Analysis**. This will create a cdd file which can be used by anyone with IBM Cognos Insight.



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This completes the activity A01_Simple_Revenue_Analysis. You will build on this cdd file for the next activity.