If you are using a VMimage it is recommended that you take a snapshot of it before you start these activities.

Activity A01: Simple Revenue Analysis

Objectives:

This activity is designed to increase your knowledge and experience with IBM Cognos Insight.
The intent is to show ease of use for analysis and simple modeling with IBM Cognos Insight.
Starting with a new workspace use IBM Cognos Insight to achieve the following:

- Drag and drop a file into IBM Cognos Insight to create a simple analysis.
- Make simple changes to the initial analysis by re-arranging dimensions.
- Use guided import from csv files to modify dimensions.
- Change graph types to get a better insight into the trends in the data.

How to use the resources for this activity:

This activity is designed to be used either for

- Initial learning on IBM Cognos Insight
- To practice skills already learnt.

In both cases read the information in this document describing the business scenario, the suggested solution and files that should be used.

Then, if you are **new to IBM Cognos Insight**, you can use both the **accompanying video** and d**etailed activity step by step instructions** to guide you through the activity. The video and accompanying commentary shows and explains the steps that were taken to create the suggested solution. The activity outline document gives detailed step by step instructions with screen shots.

If you are **familiar with IBM Cognos Insight** and want to practice skills you already have you can use these student instructions to gain an understanding of the business scenario and what the suggested solution might be. Then you can carry out the activity and compare your solution with the screen shot below. If you require additional assistance at any point you can review the relevant parts of the video or outline document.

In addition, all activities, apart from the first one (A01_Simple_Revenue_Analysis), have a starting cdd file which can be opened with IBM Cognos Insight. In some cases these are identical to the completed cdd of the previous activity. In other cases there will be additional modelling included to allow you to focus on the main objectives of the activity. Always read the student instructions to gain an understanding of the activity and what has been supplied as a starting point.

Additional resources available for IBM internal staff and BA partners:

At each product release, enablement resources are published on W3 Connections and PartnerWorld. These include a number of product focused videos. These are useful learning resources which support these activities. To assist you to locate appropriate videos for each activity we are undertaking a review and cross reference of these videos. To allow this to remain current, maintain an accurate list of videos and correctly identify which ones support each activity we will create a reference document and included it as part of the program introduction. Please be aware that this document will change at each product release and as extra resources are created between releases.

Business Scenario:

You have been called into a customer at short notice. The CEO wants analysis of his company's actual trading figures. He has actuals for Volume and Net Revenue for the last two years. He wants to compare the Net Revenue figures for these two years to understand the trend.

He has installed a personal copy of IBM Cognos Insight and asks that you use this analysis to illustrate its ease of use and speed to solution. You have access to a simple csv file and the solution only needs to be accessible by the CEO at this time.

Some of the questions he would like to answer are:

Are there any cities consistently underperforming across the 2 year period?
Which city has seen the greatest decline in performance over the 2 years?
Which product is selling best in the top 3 cities?

Here are some screen shots of the suggested solution for guidance.
Net Revenue Analysis

New Workspace - IBM Cognos Insight

Style ▾ Insert ▾ Get Data ▾ Explore ▾ New Workspace*

Rows: Products / Products

Columns: Net Revenue Measures / Net Revenue Measures

Context: Total of Cities / Cities   Net Revenue / Net Revenue   Total of Months / Months

	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	

Net Revenue Analysis

Net Revenue Trend

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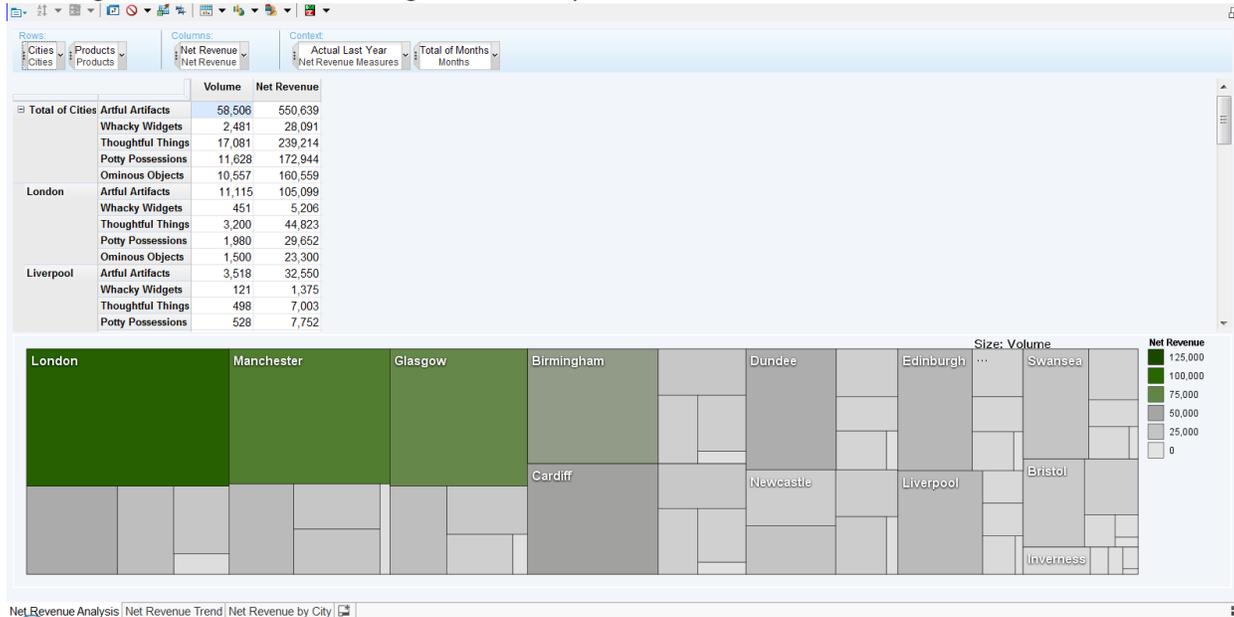
Net Revenue by City
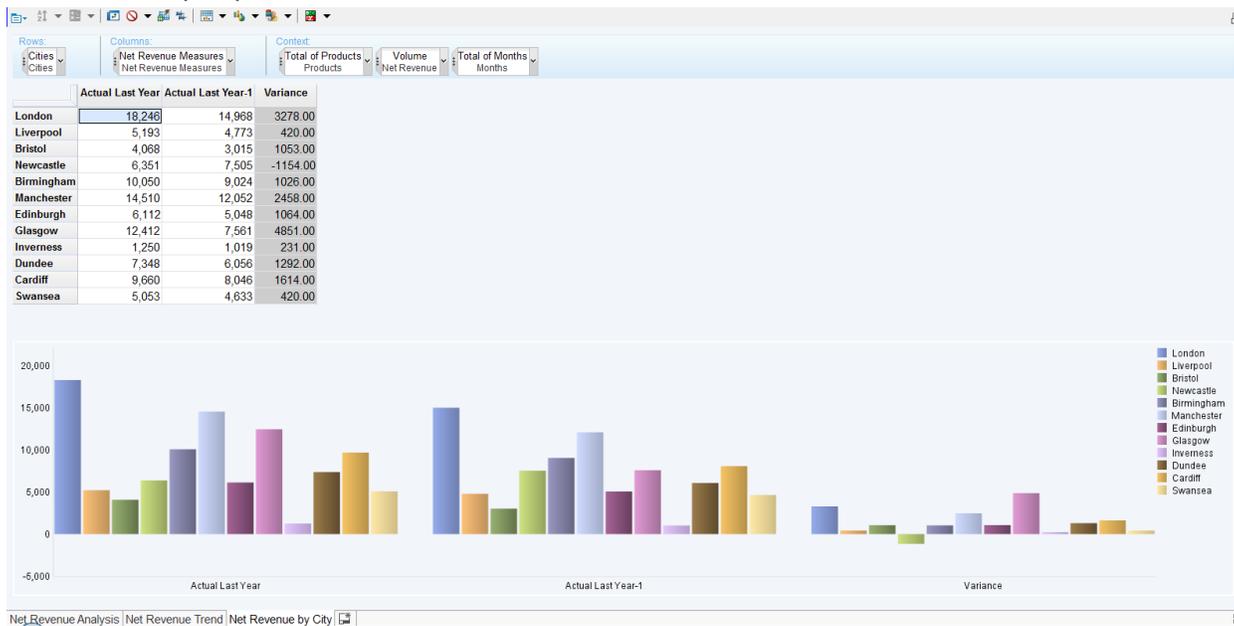
You are supplied with a Comma Separated file.

- **Net_Revenue.csv** which holds the information about the actual Net Revenue and Volume by products, cities and months for the last 2 years.

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