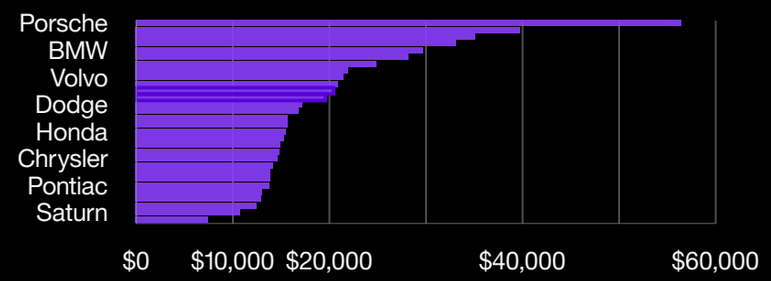
Introduction

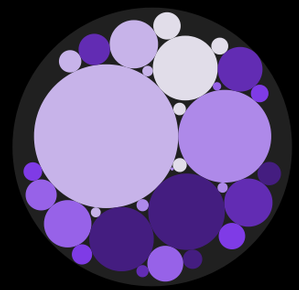
IBM COGNOS ANALYTICS 11.2

Car Sales

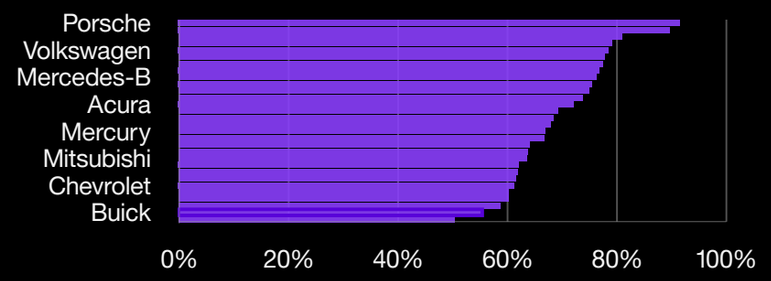
Year Resale Value by Manufacturer



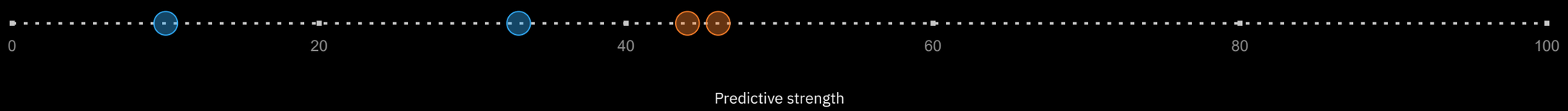
Manufacturer hierarchy colored by Manufacturer and sized by Unit Sales



Retention % by Manufacturer

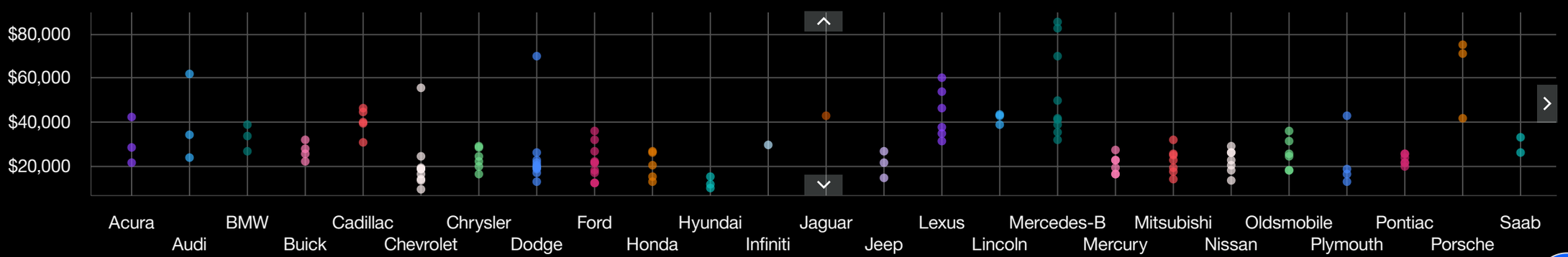


Unit Sales



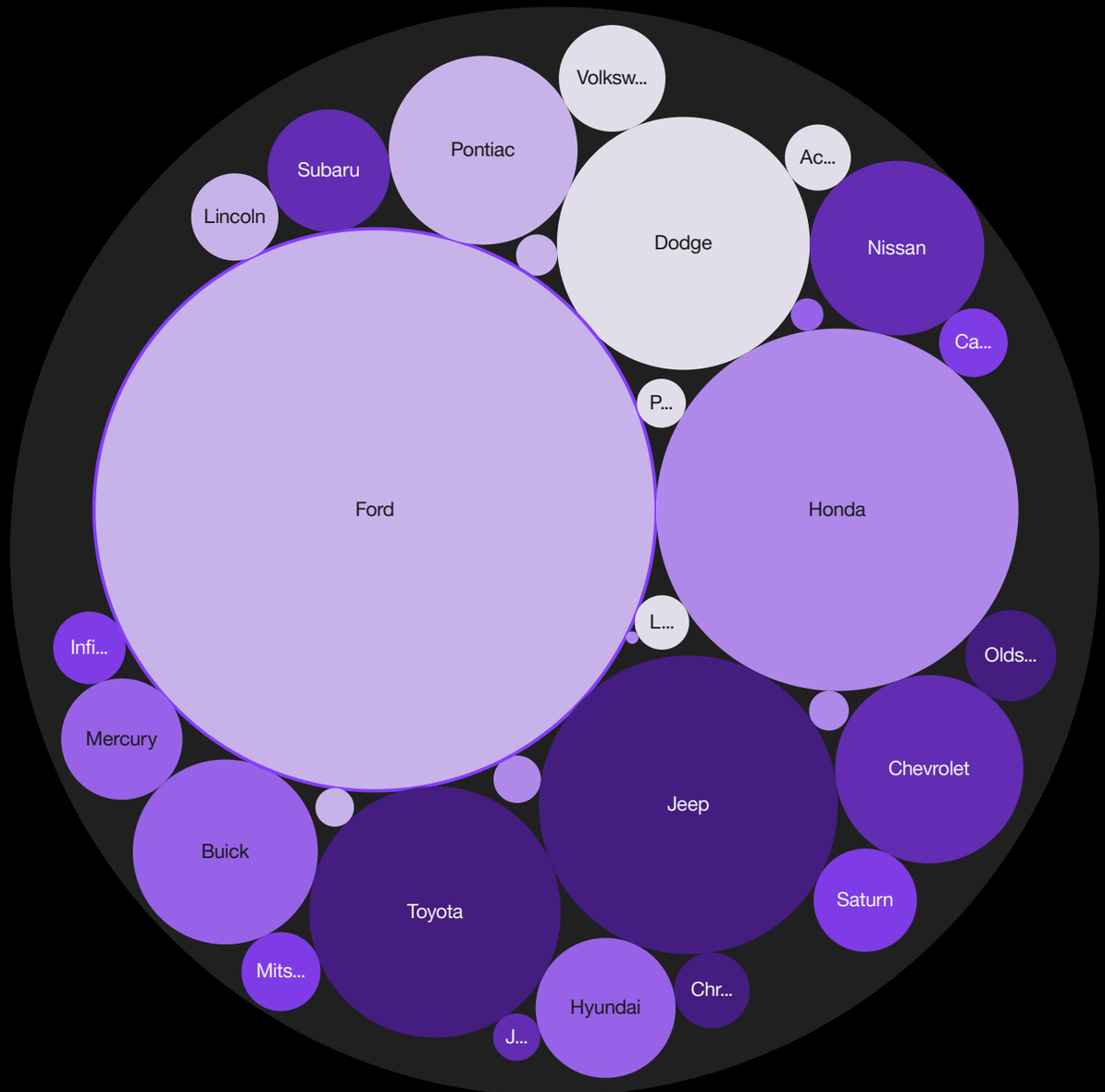
Predictive strength

Manufacturer by Price with points for Model

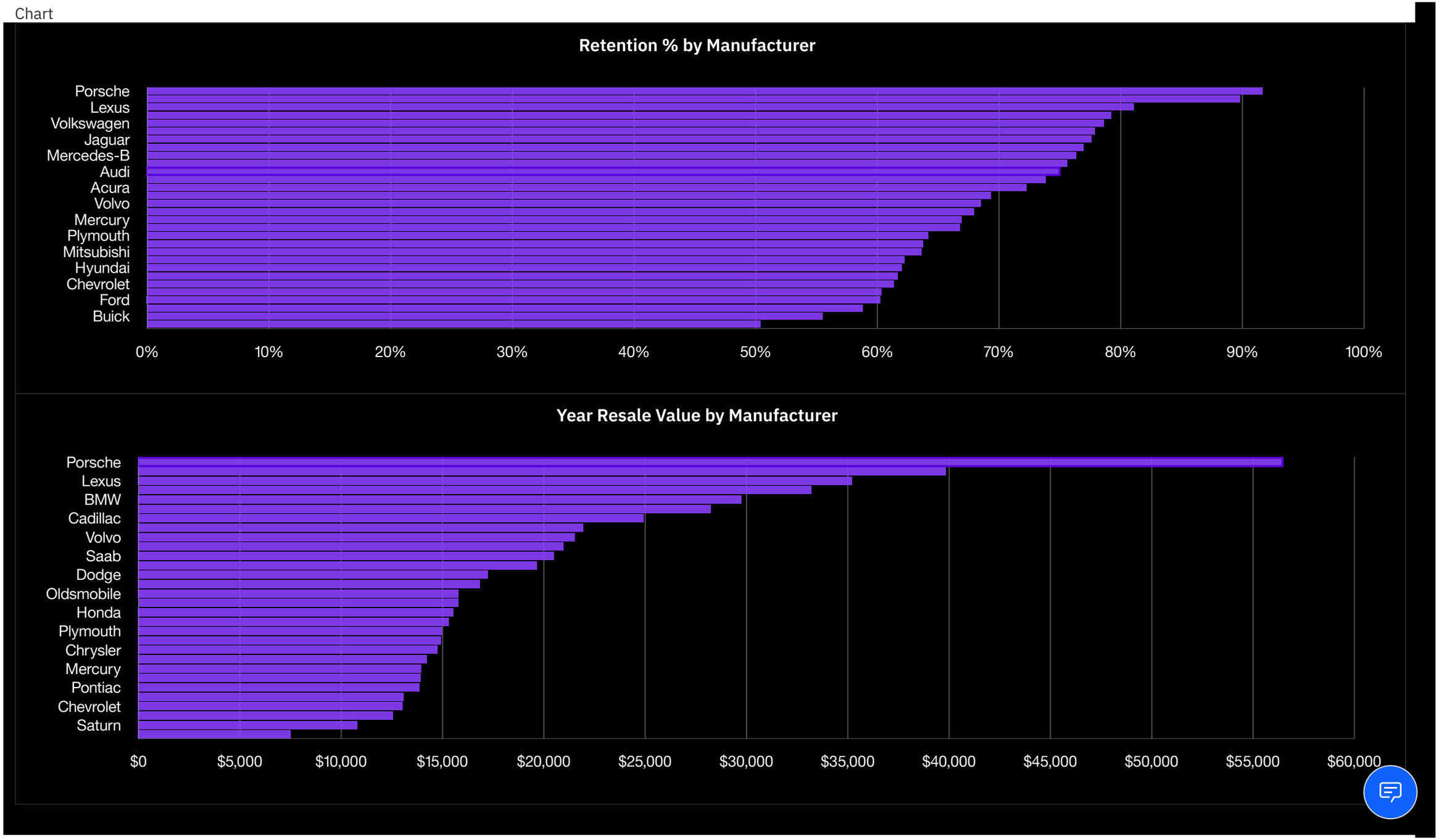


Hierarchy

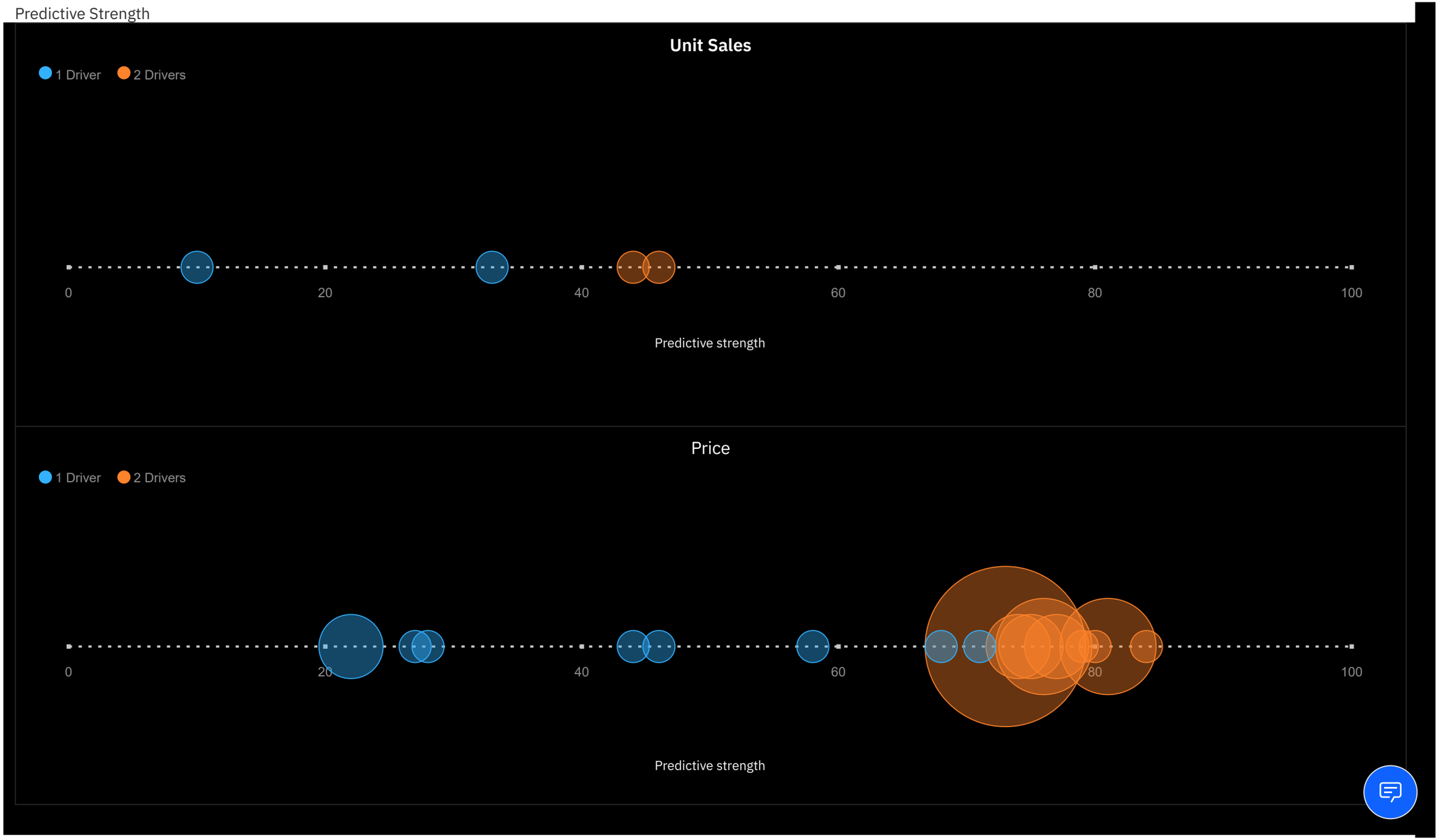
Manufacturer hierarchy colored by Manufacturer and sized by Unit Sales



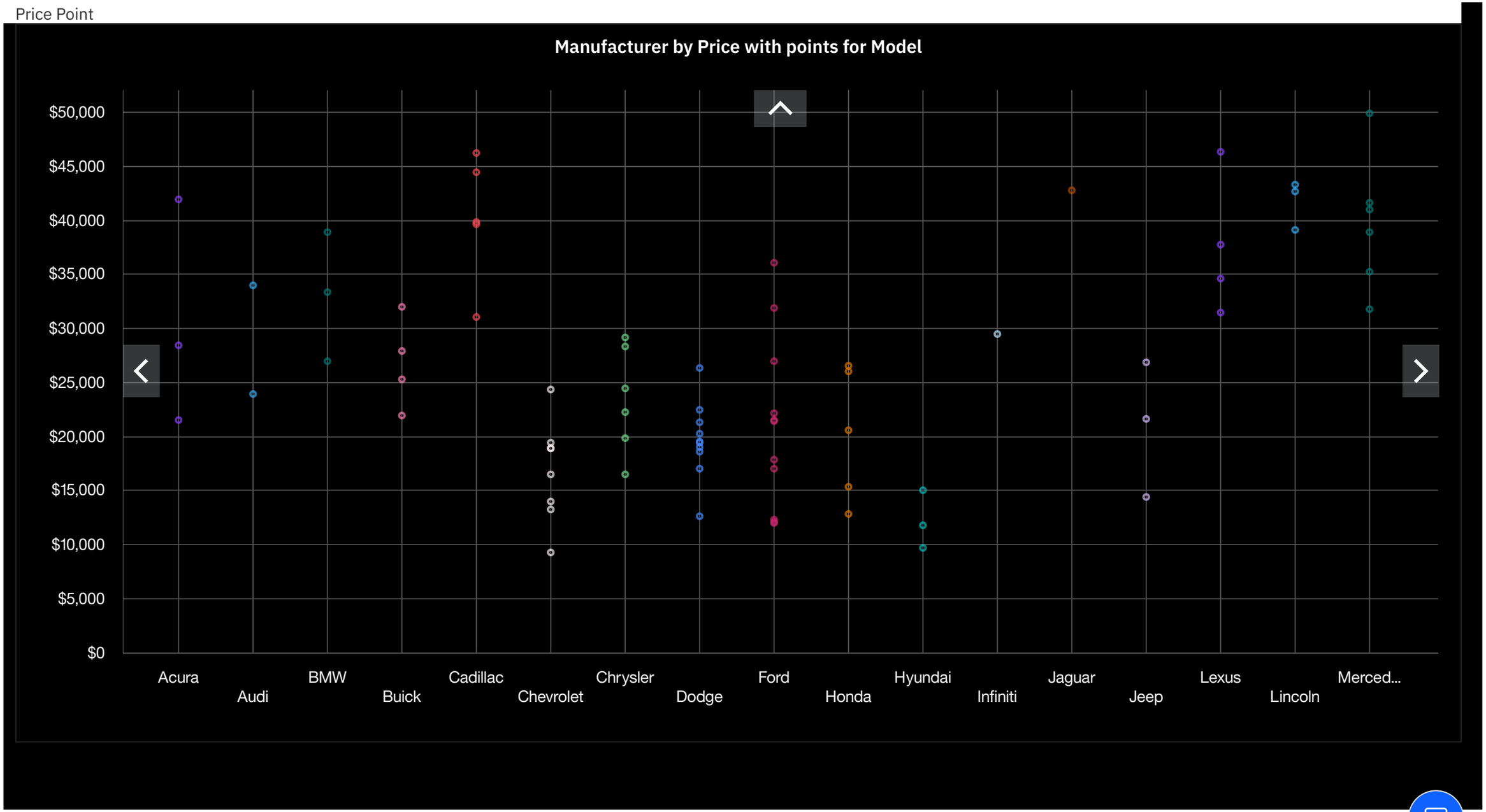
Chart


Retention % by Manufacturer
Porsche
Lexus
Volkswagen
Jaguar
Mercedes-B
Audi
Acura
Volvo
Mercury
Plymouth
Mitsubishi
Hyundai
Chevrolet
Ford
Buick
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%
Year Resale Value by Manufacturer
Porsche
Lexus
BMW
Cadillac
Volvo
Saab
Dodge
Oldsmobile
Honda
Plymouth
Chrysler
Mercury
Pontiac
Chevrolet
Saturn
$0
$5,000
$10,000
$15,000
$20,000
$25,000
$30,000
$35,000
$40,000
$45,000
$50,000
$55,000
$60,000

Predictive Strength



Price Point


Manufacturer by Price with points for Model
$50,000
$45,000
$40,000
$35,000
$30,000
$25,000
$20,000
$15,000
$10,000
$5,000
$0
Acura
Audi
BMW
Buick
Cadillac
Chevrolet
Chrysler
Dodge
Ford
Honda
Hyundai
Infiniti
Jaguar
Jeep
Lexus
Lincoln
Merced...