

What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

What do they
SEE?

environment
friends
what the market offers

What do they
HEAR?

what friends say
what boss say
what influencers say

IBM cognos
account

Working
with the
Dataset

Predict and
visualise the
dataset

Collecting
information
from research
papers

Using related
tools visualise
the heart
disease

Obtained
better
Datasets

IBM Cloud

IBM Cognos
Analytics
tool

Interactive
Dashboards

Recognise the
elemental
concepts and
work with
Datasets

Understanding
different types
of visualizations

Heart disease
prediction and
visualizations

PAIN

fears
frustrations
obstacles

Usage of
Cognos
Analytics tool

Analysing the
datasets

Creating
exact
dashboard for
finer result

GAIN

"wants" / needs
measures of success
obstacles

Preparing
suitable
dashboard

Scheming
different
visualization

Predicting
Heart
disease