IBM Cognos Analytics by COUSERA

📊 Cognos Analytics – Dashboard Exploration Project

📌 Project Title:
Cognos Dashboard Exploration and Interaction

□ Tools Used:
IBM Cognos Analytics (Cloud Trial), Sample Data

🎯 Objective:
To explore and demonstrate key functionalities of IBM Cognos Analytics by creating interactive dashboards, applying advanced filters, and working with different visualization methods.

📋 Project Summary:
In this project, I built a multi-tab dashboard using IBM Cognos Analytics, focusing on both automated and manual approaches to creating visualizations. I worked through structured tasks aimed at understanding core features used in real-world business intelligence projects.

🛠️ Tasks & Features Demonstrated:

- ✅ **Tabbed Dashboard Layout:**
  Created a dashboard with multiple tabs to organize different types of analysis.
- ✅ **Visualization Creation Methods:**

- Used **automatic** chart generation for speed and accuracy
- Used the **Cognos Assistant** (AI assistant) for voice-guided visualization
- Created charts **manually** for full control over layout and data fields

- ✅ **Data Interaction & Analysis:**
  - **Created Calculations** using expression editor to derive new insights
  - **Kept or excluded specific data points** in charts for focused analysis
  - **Applied Top/Bottom filters** to highlight best- or worst-performing entries
  - Built and used **navigation paths** for drill-down exploration (e.g., Region → City)
  - Applied **filters at the tab level** to isolate data views for different purposes

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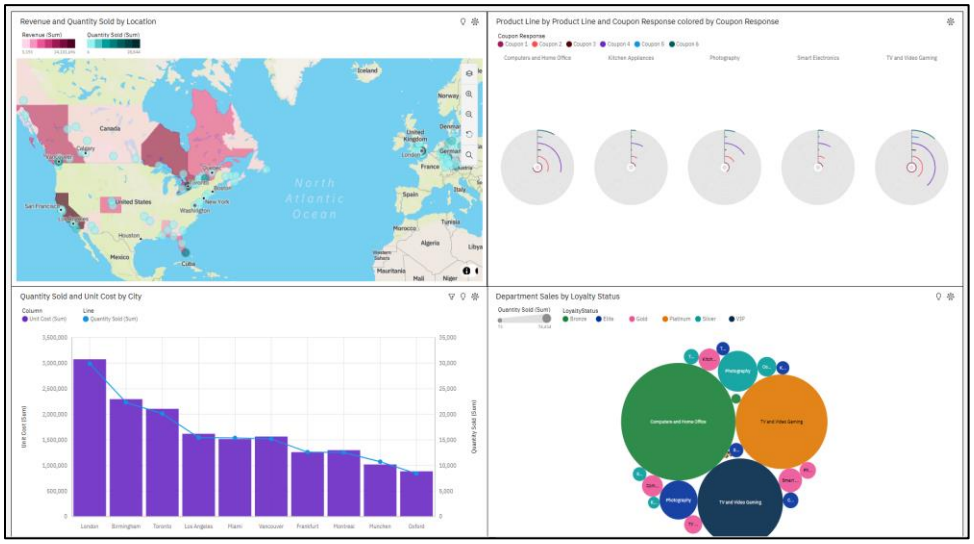
📸 **Sample Visualizations:**

Quantity Sold
396K
Quantity Sold
Revenue
229M
Revenue
Quantity Sold by Order Year colored by Product Line
Product Line
Computers and Home Office
Kitchen Appliances
Photography
Smart Electronics
TV and Video Gaming
45,000
40,000
35,000
30,000
25,000
20,000
15,000
10,000
5,000
0
Quantity Sold (Sum)
2018
2019
Order Year


Revenue and Quantity Sold by Location
Product Line by Product Line and Coupon Response colored by Coupon Response
Coupon Response
Quantity Sold and Unit Cost by City
Department Sales by Loyalty Status
Quantity Sold (Sum)
LoyaltyStatus

Tab 1
Revenue
Average Margin
$93.29
Margin
Revenue by Product Line colored by Location Code
Location Code
Rural
Urban
Computers and Home Office
Photography
TV and Video Gaming
Product Line
Top 10 Quantity Sold by City
Quantity Sold (Sum)
Margin by Order Year colored by Product Line
Order Year

🔍 **Key Learnings:**
This project helped me understand how to build dynamic dashboards, interact with data visually, and apply business rules through calculated fields. I gained confidence in navigating the Cognos environment and using multiple charting methods to derive insights from sample datasets.

📎 **Certification:**
Part of the **IBM Cognos Analytics on Cloud** course on Coursera.