



Hands-on Lab 4: Getting Started with Cognos Analytics

Estimated time needed: 40 minutes

IBM Cognos Analytics is an AI-fueled business intelligence platform that supports the entire data analytics cycle, from discovery to operationalization. It provides users with data discovery capabilities to visually explore and interact with their data to identify the key insights for improving data driven decisions. Users can perform data discovery and then quickly assemble that information into interactive, visually appealing dashboards; all without the need of formal training.

In this lab, first you will learn how to sign up for IBM Cognos Analytics trial plan, and learn general navigation around the Cognos Analytics user interface (UI). Next, you will learn how to upload external data files to Cognos Analytics, and then learn how to start a new dashboard with templates. Lastly, you will learn how to create a simple dashboard.

Software Used in this Lab

Like the videos in the course, for the hands-on labs we will be using IBM Cognos Analytics trial version (currently limited to 90 days) as this is available at no charge.

Dataset Used in this Lab

The dataset used in this lab comes from the VM designed to showcase IBM Cognos Analytics. Source: <https://www.ibm.com/cloud/garage/dte/tutorial/ibm-cognos-analytics-1113-getting-started-exploration-0>. This dataset is published by IBM. You can download the dataset file directly from here: [CustomerLoyaltyProgram.csv](#)

Objectives

After completing this lab, you will be able to:

- Sign up for a Cognos Analytics trial plan and navigate around the Cognos Analytics user interface.
- Upload external data files to the Cognos Analytics platform.
- Start a new dashboard with dashboard templates.
- Create a simple dashboard.

Exercise 1: Sign up for Cognos Analytics Trial Plan

In this exercise, you will learn how to sign up for an IBM Cognos Analytics trial plan.

1. Go to [Try IBM Cognos Analytics](#).

Note- If you use your existing cloud account, you will get only 30 days trial for Cognos Analytics.

2. Fill out section **1. Account information** with your information and click **Next**. The email address you are going to use here, will be called IBMid.

If you already have an IBMid, click **Log in**. Enter your IBMid and password.

The screenshot shows the IBM account creation interface. On the left, there's a sidebar with the IBM logo and text about the 'On-line training - Data Visualizations - Trial'. The main content area is titled 'Start your free trial' and '1. Account information'. It includes an email field with a red box around the 'Log in' link and a red arrow pointing to it with the text 'If you already have an IBMid, click Log in'. Below the email field, there are fields for 'First name' (Sandip Saha) and 'Last name' (Joy). A 'Password' field is shown with a strength indicator and a list of requirements: 8 characters minimum, one lowercase character, one uppercase character, and one number. At the bottom, there are dropdown menus for 'Country or region of residence' (Canada) and 'State or province' (Ontario), followed by a blue 'Next' button.

3. Fill out section **2. Additional information** with your information. In the case of the Data Center, select one which is nearest to your location. Then click **Next**.

The screenshot shows the '2. Additional information' section of the IBM account creation process. It includes a question 'Are you a student? (optional)' with radio buttons for 'Yes' (selected) and 'No'. Below that is a 'Select Data Center (optional)' dropdown menu showing 'US East (Washington DC)'. At the bottom, there is a blue 'Next' button.

4. Now enter the 7 digit code you received on your email address and click **Create account**.

