

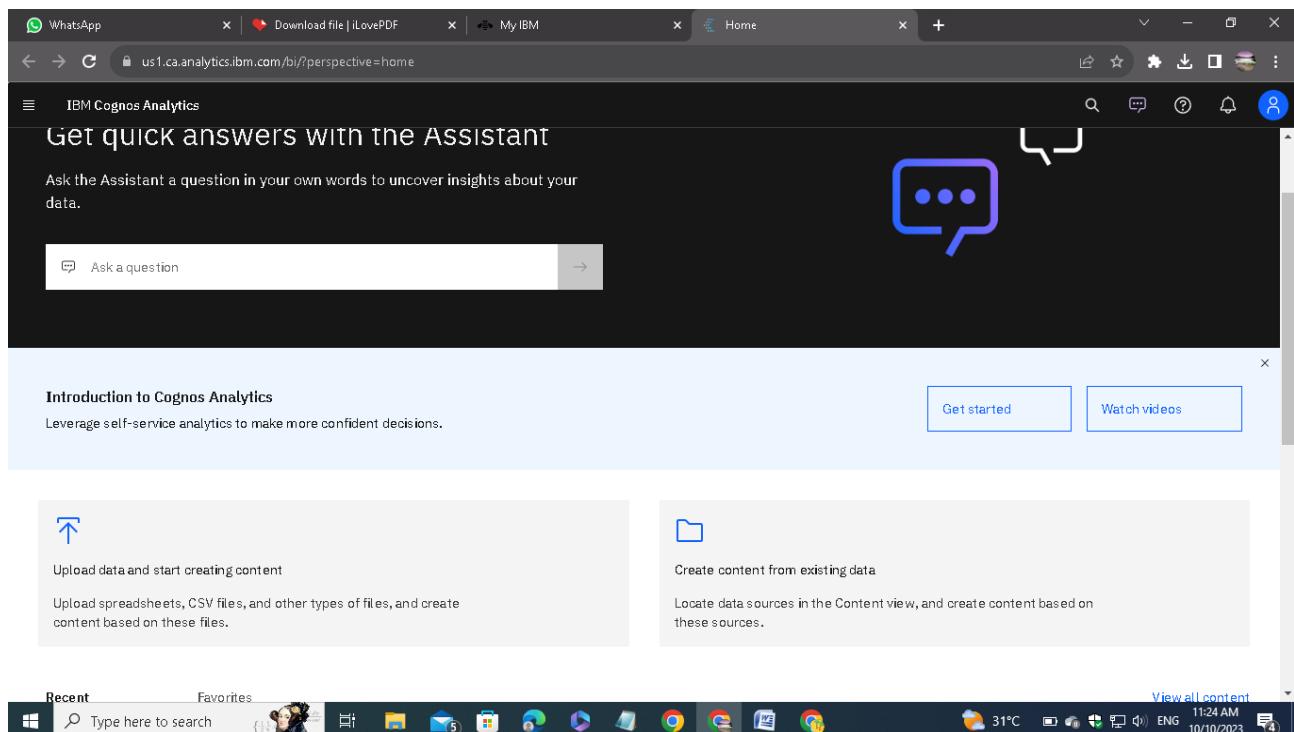
ASSIGNMENT 2

The Cognos HR Scorecard: Measuring Success in Talent Management

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Step 1: Uploading



Open IBM Cognos Analytics. Then choose upload data.

The screenshot shows the IBM Cognos Analytics interface. At the top, there are several tabs: WhatsApp, Assignment_1 (1).pdf, PDF to WORD | Convert PDF, My IBM, Home, and others. The main area is titled "Upload data and start". A green banner at the top right says "HRDataset_v14.csv was uploaded successfully." with "Hide Details" link. Below it, a message says "You can upload supported file types that are stored in any location to which your computer has local or LAN access." There is a dashed box for dragging and dropping files, and a file named "HRDataset_v14.csv" is listed. At the bottom, there are "Cancel", "Back", and "Next" buttons, along with a search bar and system icons.

Upload the csv data file which we downloaded from the given link on the assignment.

Step 2: Preparing

The screenshot shows the IBM Cognos Analytics with Watson interface. The left sidebar shows a "Data module" tree with various columns like Row Id, Employee_Name, EmpID, MarriedID, MaritalStatusID, GenderID, and EmpStatusID. The "MarriedID" column is currently selected. The main grid displays 14 rows of data. A context menu is open over the first row of the grid, showing options such as "Filter...", "Create calculation...", "Create data group...", "Create navigation path...", "Hide from users", "Remove", "Format data...", "Clean...", "Sort descending", "Sort ascending", and "Properties".

Row Id	Employee_Name	EmpID	MarriedID	MaritalStatusID	GenderID	EmpStatusID
1	Adinolfi, Wilson K	10026	0	Filter...	1	1
2	Ait Sidi, Karthikeyan	10084	1	Create calculation...	1	5
3	Aikinkuolie, Sarah	10196	1	Create data group...	0	5
4	Alagbe,Trina	10088	1	Create navigation path...	0	1
5	Anderson, Carol	10069	0	Hide from users	0	5
6	Anderson, Linda	10002	0	Remove	0	1
7	Andreola, Colby	10194	0	Format data...	0	1
8	Athwal, Sam	10062	0	Clean...	1	1
9	Bachiochi, Linda	10114	0	Sort descending	0	3
10	Bacong, Alejandro	10250	0	Sort ascending	1	1
11	Baczynski, Rachael	10252	1	Properties	0	5
12	Barbara, Thomas	10242	1		1	5
13	Barbossa, Hector	10012	0		1	1
14	Barone, Francesco A	10265	0		1	1

Remove the unnecessary columns and check for the missing values. In my case, there is no missing case.

After removing, save the new data module in a required name.

Step 3: Exploring

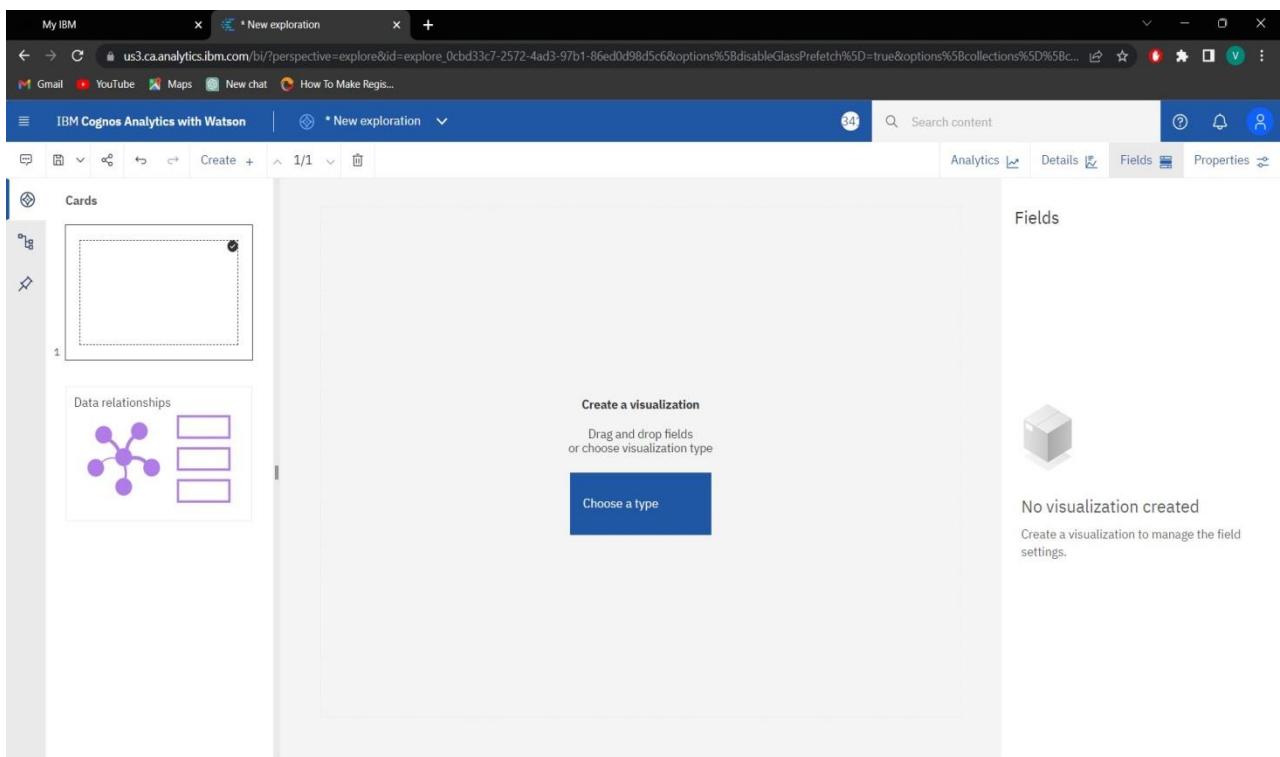
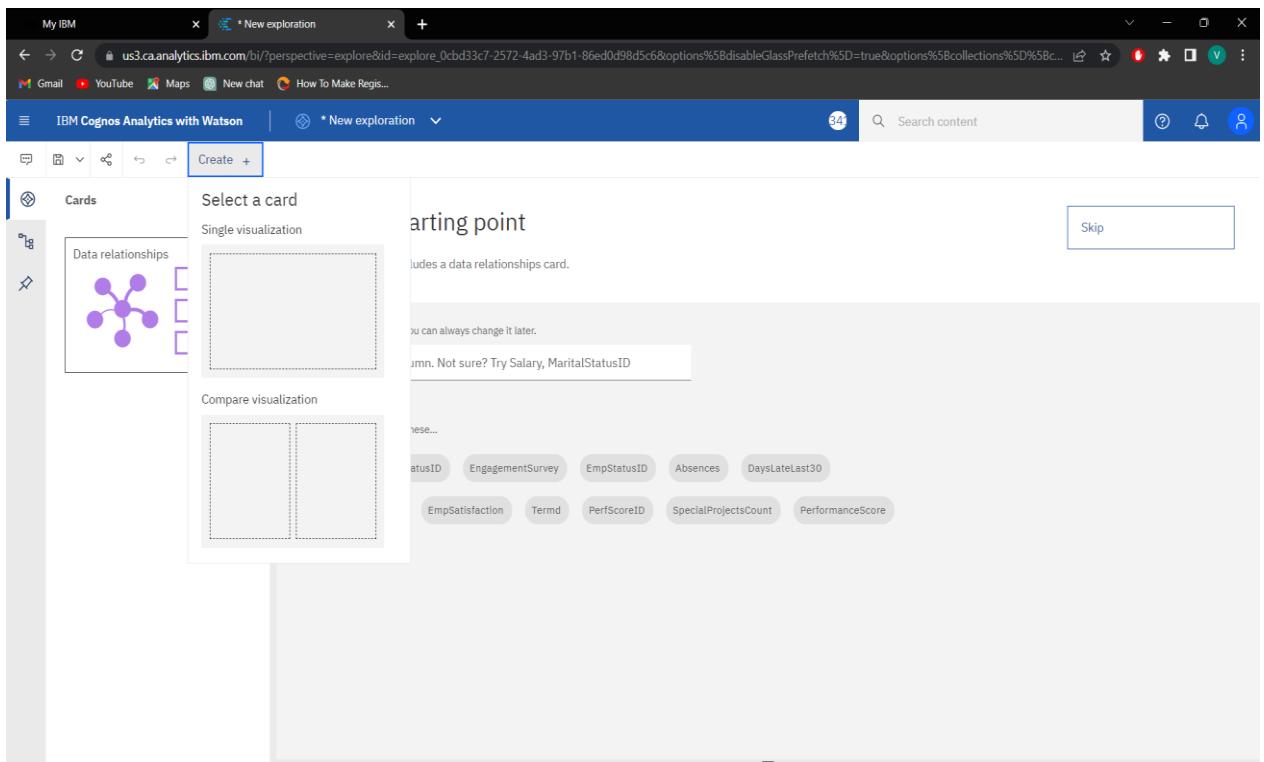
The screenshot shows the IBM Cognos Analytics with Watson web interface. A modal window titled "Add a data source to explore" is open, displaying a list of available data sources under the "My content" tab. The list includes:

Name	Type	Last Accessed
HRDATA_MODULE	Data module	5/6/2023, 1:26 AM
HRDataset_v14.csv	Uploaded file	5/6/2023, 1:22 AM
supermarket_data_module	Data module	4/22/2023, 9:23 AM
supermarket_module	Data module	4/22/2023, 9:28 AM
supermarket_sales	Data module	4/22/2023, 8:26 AM
supermarket_sales - Sheet1.csv	Uploaded file	4/22/2023, 7:54 AM
supermarket_sales_data	Data module	4/22/2023, 8:09 AM
vgsales.csv	Uploaded file	4/17/2023, 11:29 PM

Below the modal, the main interface shows a "Get started" section with "Upload data" and "How-to videos". The URL in the address bar is <https://us3.ca.analytics.ibm.com/bi/?perspective=home#>.

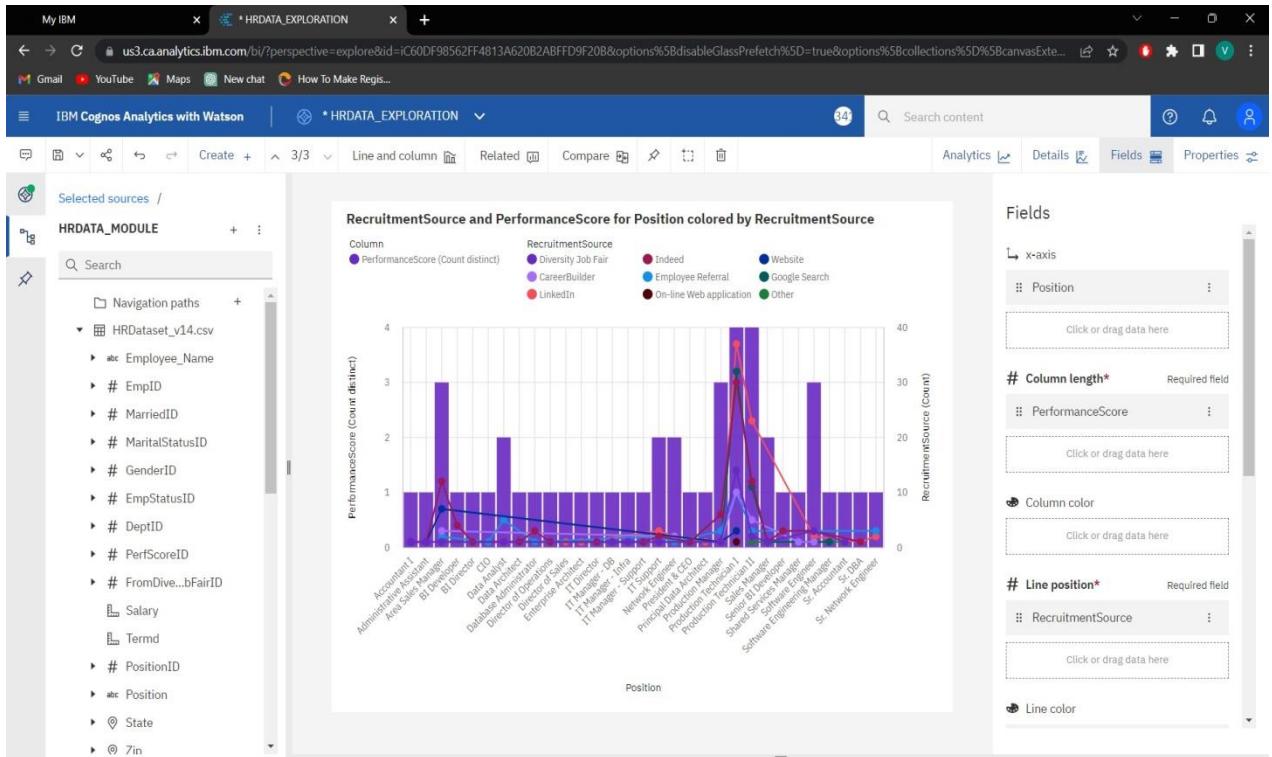
Go to explorations given in the menu and open the saved data module.

The screenshot shows the "New exploration" wizard in progress. The current step is "Select a starting point". The interface includes a sidebar with "Cards" and "Data relationships" sections. The main area displays a search bar with the placeholder "Enter data column. Not sure? Try Salary, MaritalStatusID" and a list of suggested columns: Salary, MaritalStatusID, EngagementSurvey, EmpStatusID, Absences, DaysLateLast30, EmploymentStatus, EmpSatisfaction, Termd, PerfScoreID, SpecialProjectsCount, and PerformanceScore.

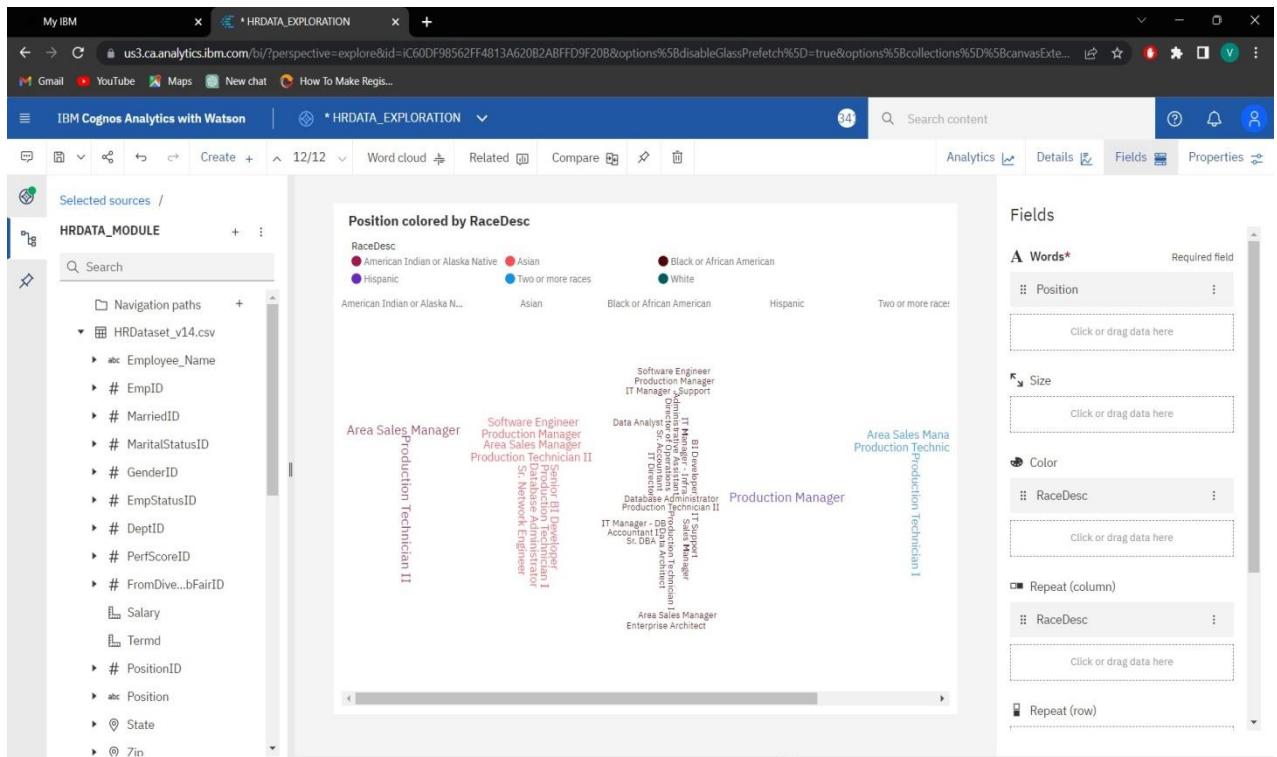


Click on create and choose the exploration style. In my case, I have chosen the single.

Then choose the type of the visualization. Each type of visualization is used for different needs.

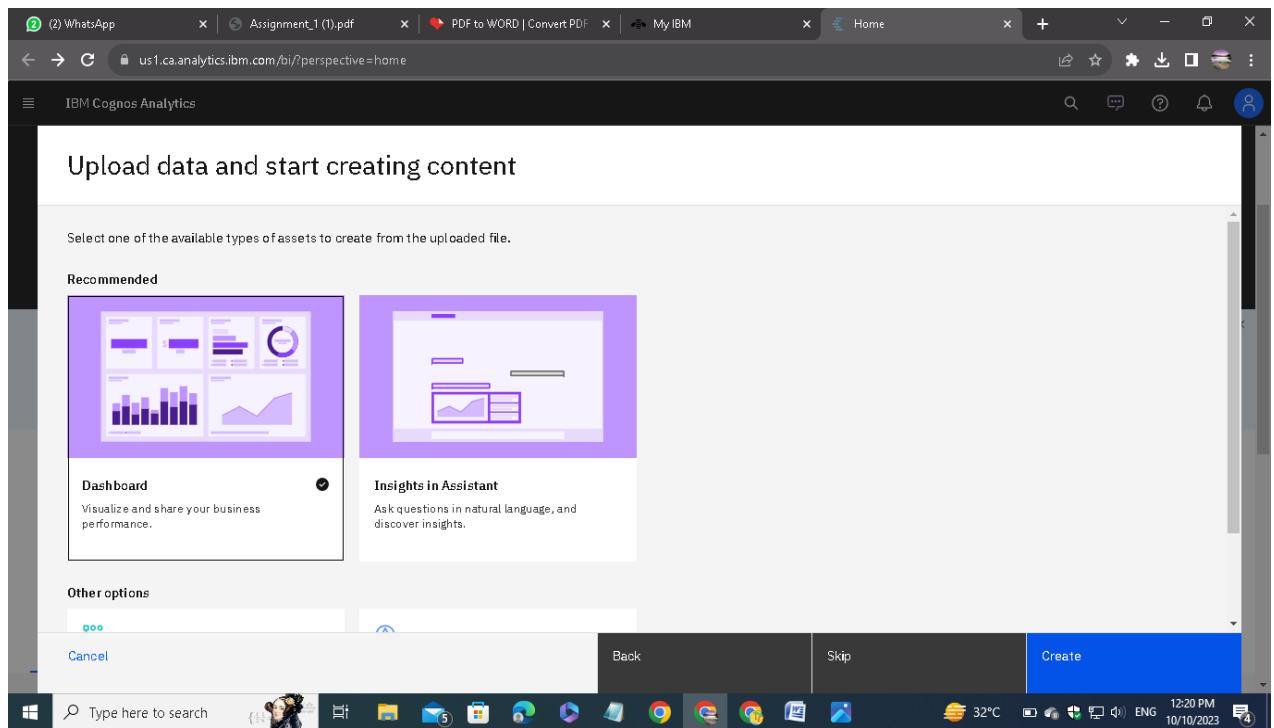


In the fields, we have to mention the attributes for the x-axis, y-axis and colors.

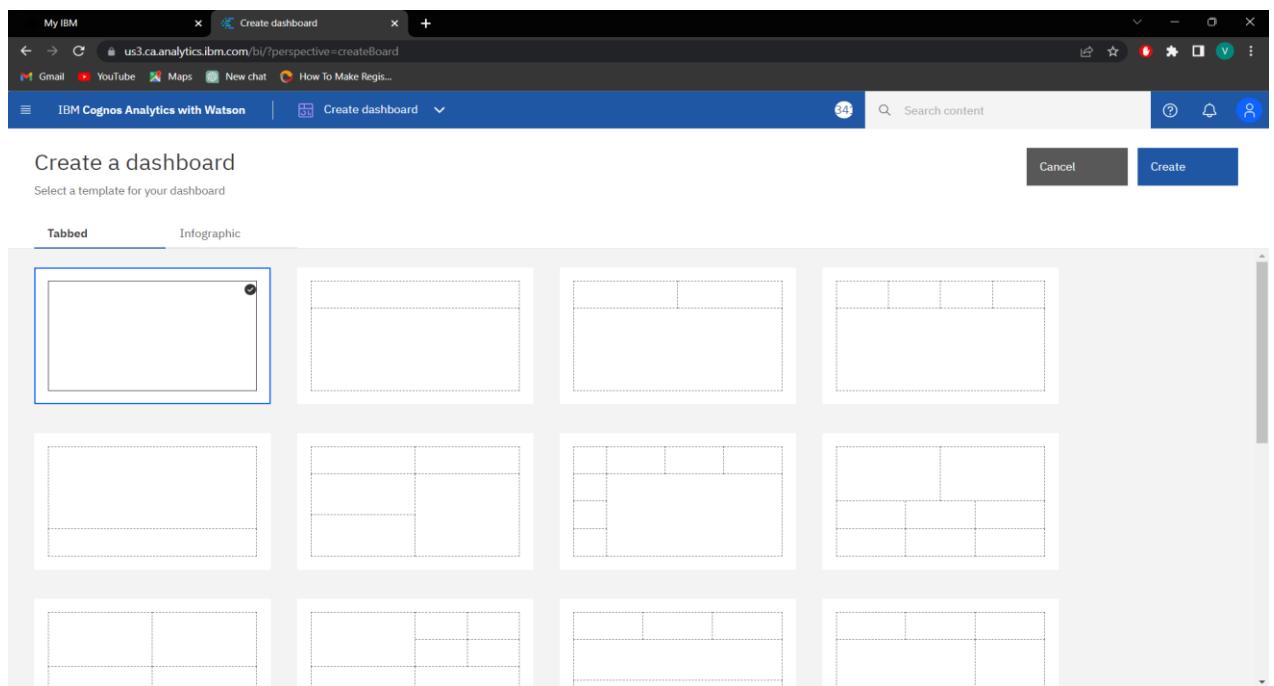


After exploring save it in a required name

Step 4: Dash boarding



Choose the dashboard option.



Choose the type of dashboard.

The screenshot shows the IBM Cognos Analytics with Watson dashboard editor interface. On the left, there's a sidebar titled "My pins" with a search bar and a list of 37 pins. The pins include three pie charts (EmpID by Sex, EmpID by MaritalDesc, and Position colored... Desc word cloud) and a screenshot of a presentation slide. The main workspace is titled "Tab 1" and displays a modern office interior with large windows overlooking a green landscape. The "Properties" panel on the right is open, showing "Dashboard properties" with options for "Canvas", "Layout positioning" (set to "Relative"), "Page zoom (Absolute layout only)", "Default zoom value" (100%), "Page size" (Preset: Screen 16:9), "Fit page" (disabled), "Width" (1280 px), "Height" (720 px), and "Grid" settings (Show grid: off, Snap to grid: checked, Snap to objects: checked).

We can able to directly drag the data from the source or we can also able to plot our exploration directly from the pinned things.

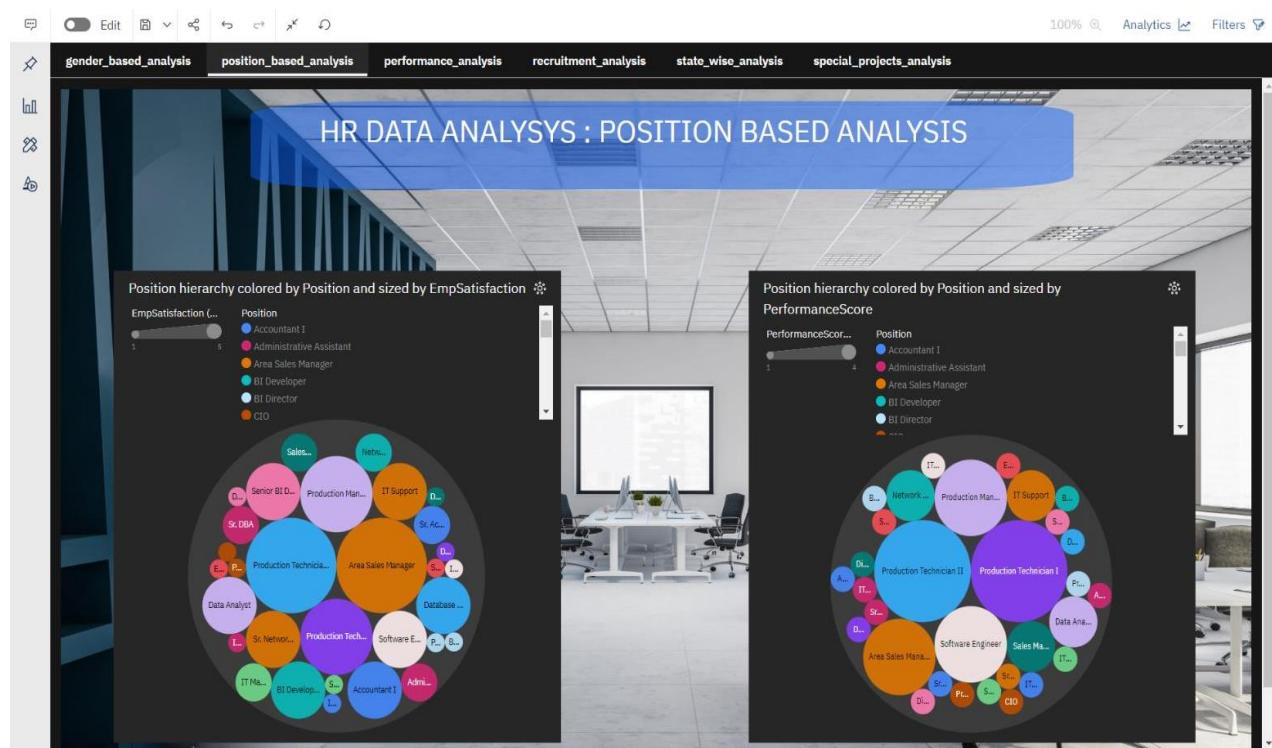
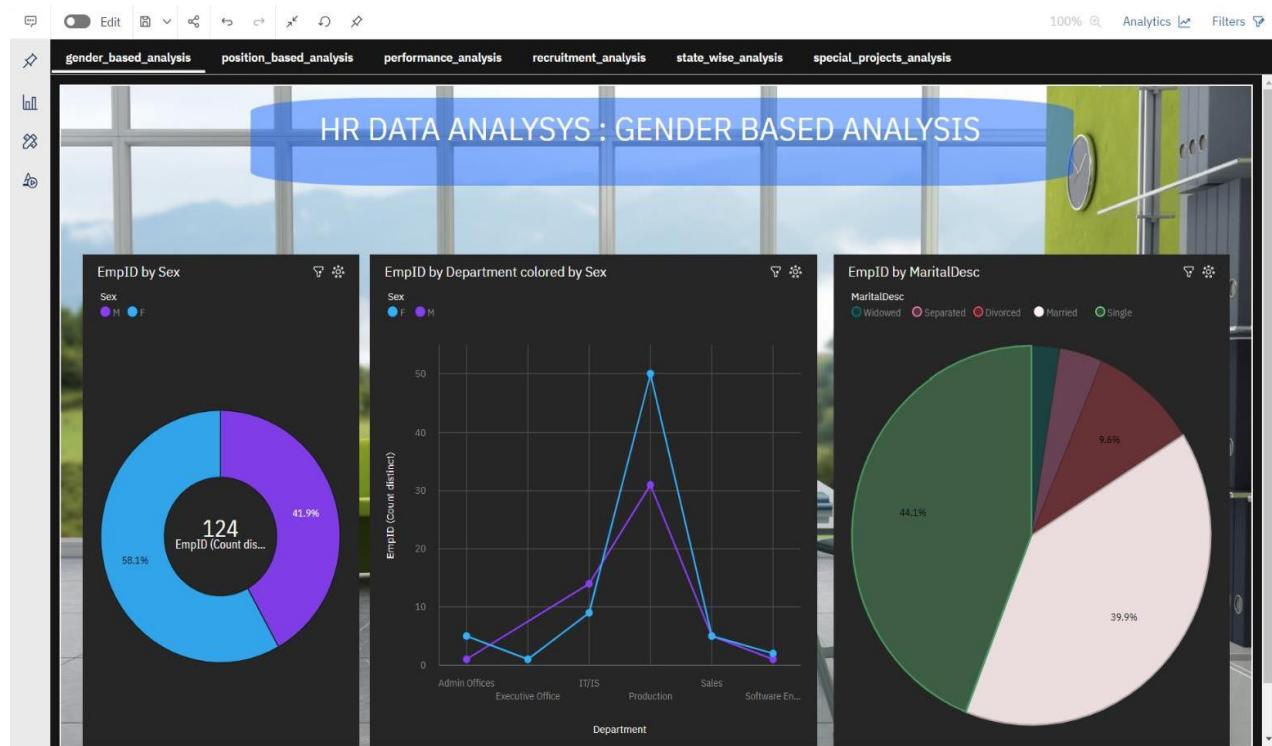
This screenshot shows the same dashboard editor interface as above, but now a blue rectangular shape is being placed on the "Tab 1" canvas. The "Properties" panel on the right is open, showing "Shape properties" with sections for "Appearance" (which is collapsed), "Layout" (Align: center, Position: X: 0 %, Y: 73.33 %), "Size" (Width: 15 %, Height: 26.67 %), and "Rotate" (Angle: 0 °). The left sidebar shows a "Shapes" icon with a grid of various icons representing different shapes like triangles, circles, stars, etc.

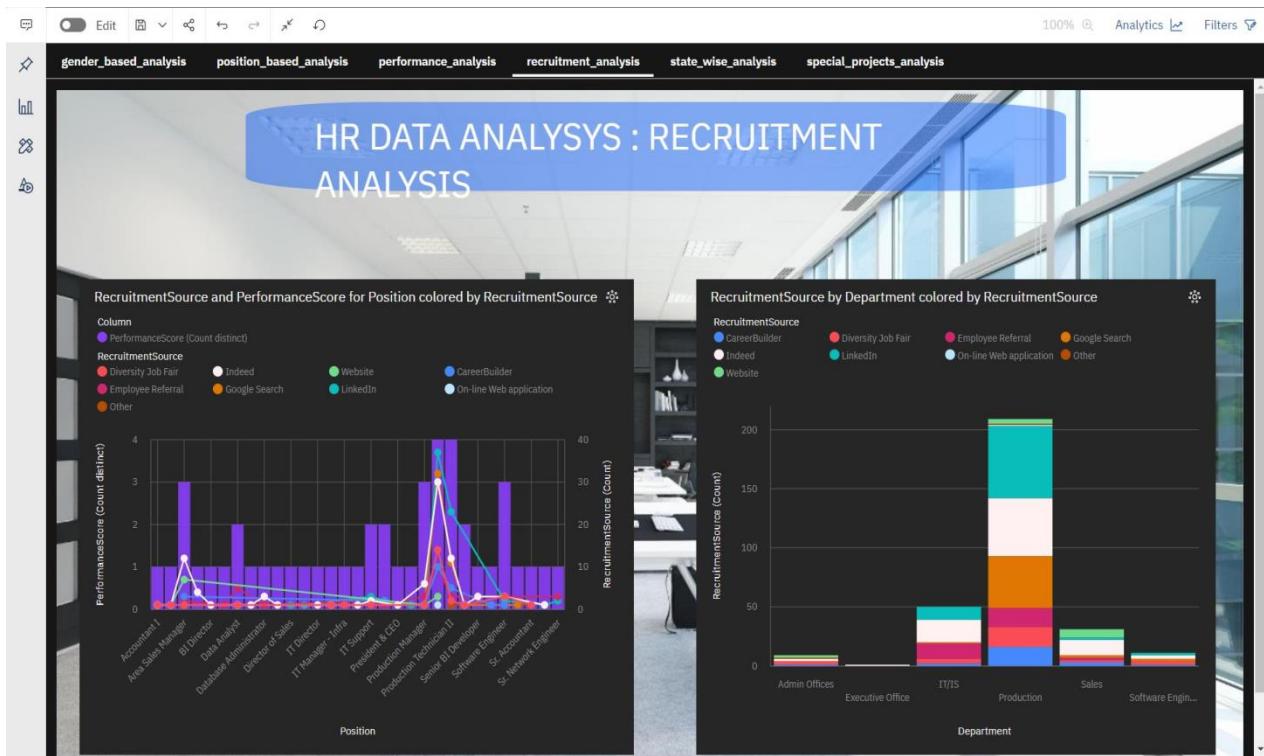
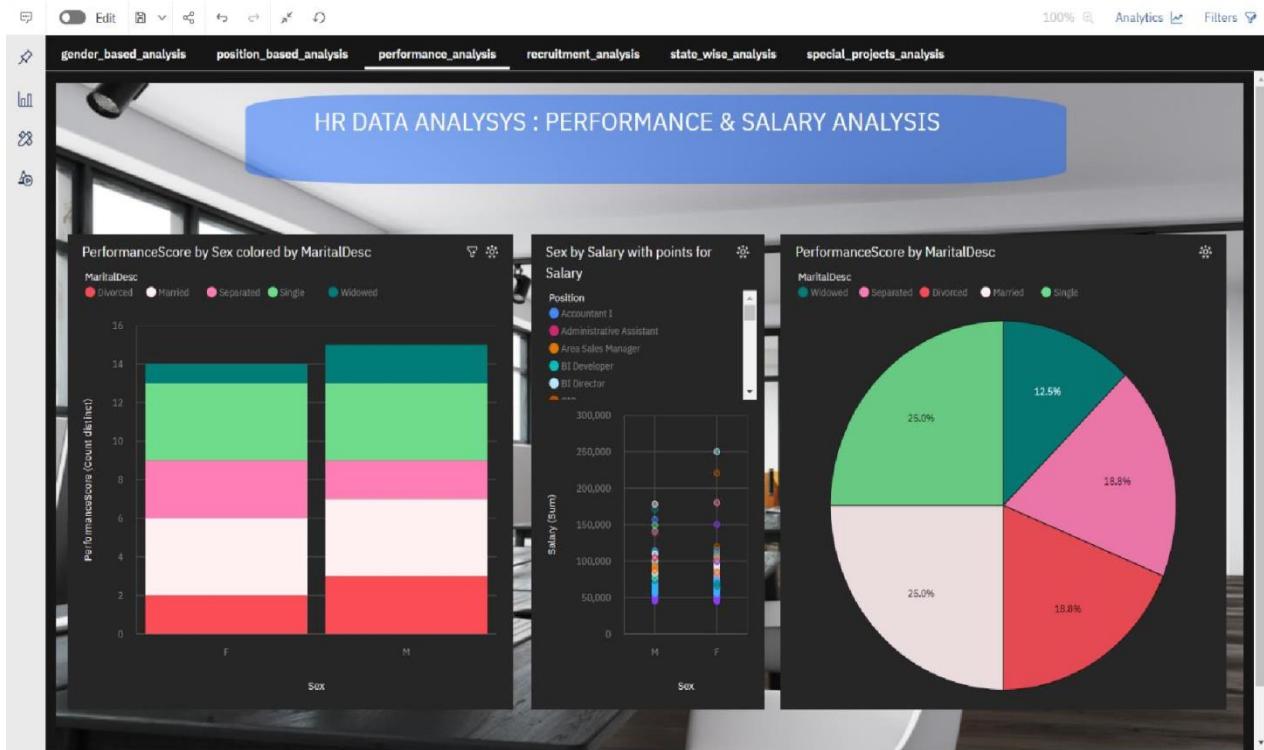
After that save the presentation. These steps are followed for all other tabs.

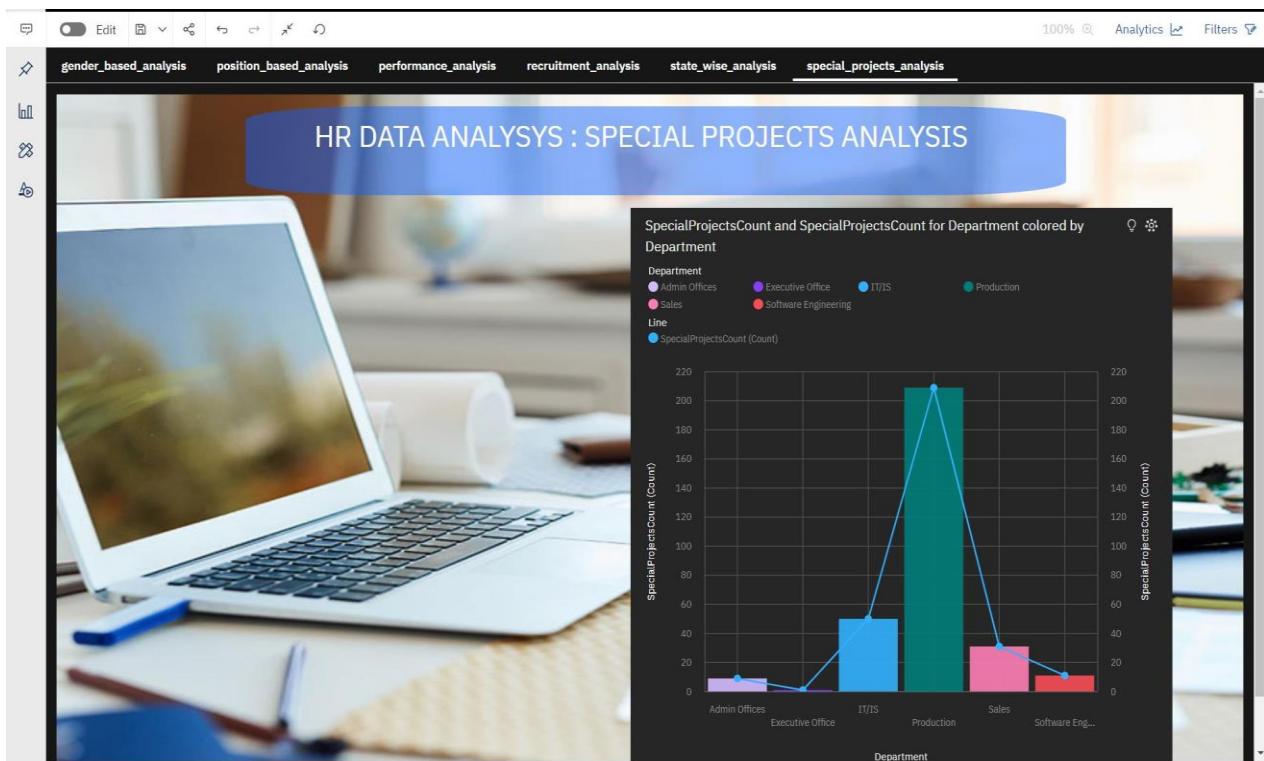
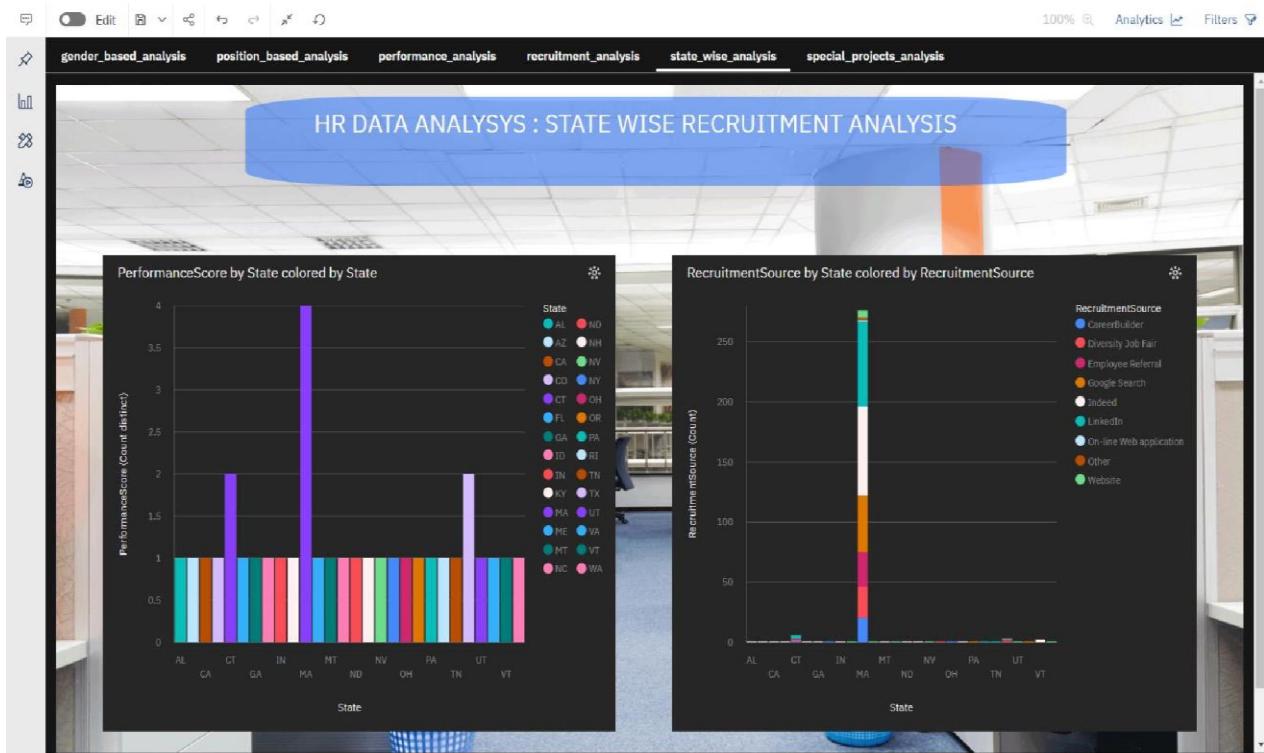
Finally we get the visualization of our analytics.

Using share option, we can able to share our presentation as direct link or the embed code.

Here I am attaching the screenshots of all the tabs I created:







Step 5: Reporting

The screenshot shows the IBM Cognos Analytics Content interface. At the top, there is a navigation bar with tabs for 'My content' (which is selected), 'Team content', 'Samples', and 'Favorites'. Below the navigation bar is a search bar and a toolbar with various icons. A context menu is open on the right side, with 'Report' highlighted. The main area displays a grid of report cards. Each card contains the report name, last modified date, and a small icon. The cards are:

- HR_data_dashboard (Last Modified: 07/05/2023, 02:56)
- HR_Data_Exploration (Last Modified: 06/05/2023, 11:20)
- HR_data_module (Last Modified: 04/05/2023, 01:48)
- HR_Data_Report (Last Modified: 06/05/2023, 14:45)
- HR_Data_Story (Last Modified: 06/05/2023, 14:45)
- HRDataset_v14.csv (Last Modified: 06/05/2023, 14:45)
- super market sales (Last Modified: 06/05/2023, 14:45)
- super market sales dashboard (Last Modified: 06/05/2023, 14:45)

At the bottom of the screen, there is a taskbar with various application icons and system status indicators.

Select the report style:

The screenshot shows the IBM Cognos Analytics with Watson interface. At the top, there is a navigation bar with tabs for 'New report' (which is selected) and 'HTML'. Below the navigation bar is a search bar and a toolbar with various icons. A table titled 'REPORT SPECIFICATION' is displayed, containing the following data:

REPORT SPECIFICATION	INSIGHTS AND DESCRIPTION
BASED ON GENDER	41.9 % male and 58.1 % are female employees. Except the executive office and IT/IS department, female employees are high in other departments Most of the employees are single and married.
POSITION BASED ANALYSIS	Production Technician , Area Sales Manager and production manager are more satisfied persons respectively. Production Technician I and II and software engineers are the highly performing employees.
PERFORMANCE & SALARY ANALYSIS	Highest salary package getting employees are females and highest average salary getting employees are males Male employees are highly rated than female employees Based on the Marital status, married and single employees are more performed. Widowed employees are less performed.
Recruitment Analysis	Employees performing well are recruited from the linkedin, employee-referral and indeed. Production department has higher employees strength. Linked in and indeed plays major role in the recruitment process.
STATE WISE ANALYSIS	State MA, CT and CD has the high recruited peoples. State MA is providing more number of employees to the company. Most of the people from MA are recruited by linked in and indeed.

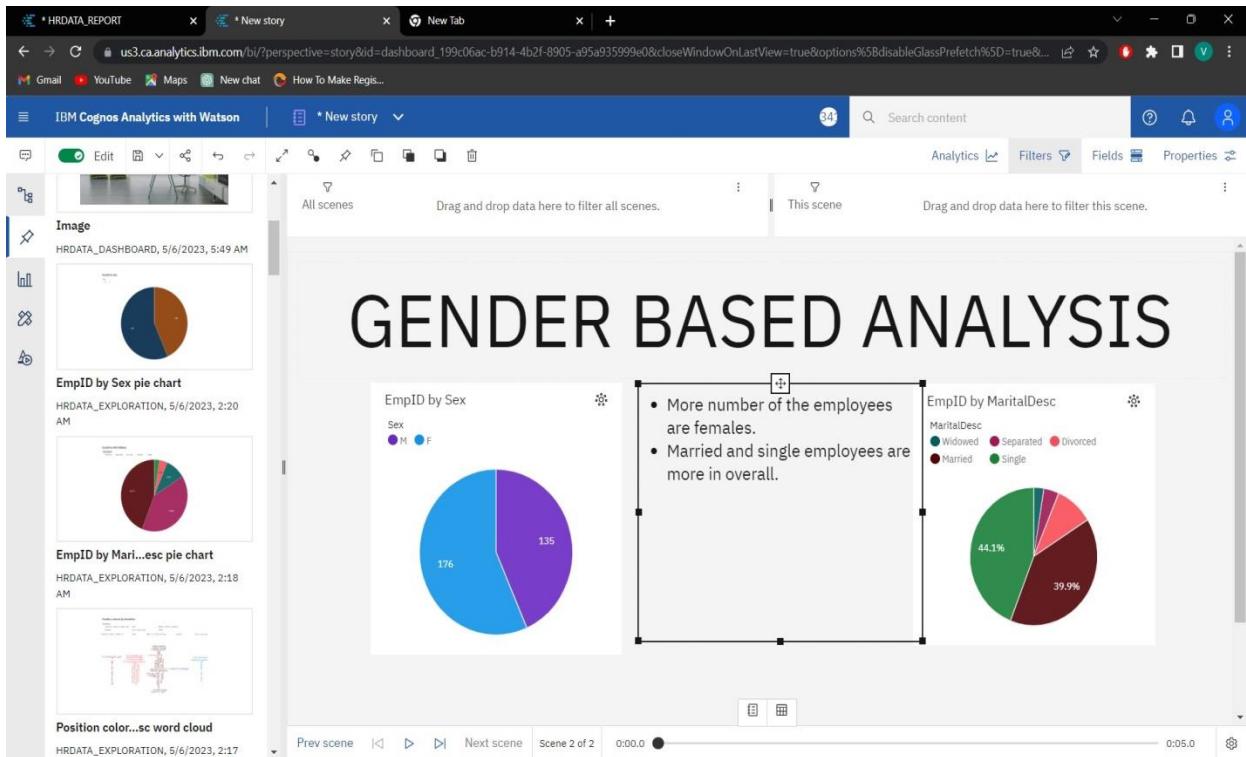
The screenshot shows a web browser window for 'IBM Cognos Analytics with Watson'. The title bar says 'HRDATA_REPORT'. The main content area displays a report with a sidebar on the left labeled 'REPORT SPECIFICATION' containing sections like 'BASED ON GENDER', 'POSITION BASED ANALYSIS', 'PERFORMANCE & SALARY ANALYSIS', 'Recruitment Analysis', and 'STATE WISE ANALYSIS'. The right side is labeled 'INSIGHTS AND DESCRIPTION' and contains detailed text for each section. At the bottom, there's a search bar and a toolbar with icons for edit, search, and filters.

Save the report.

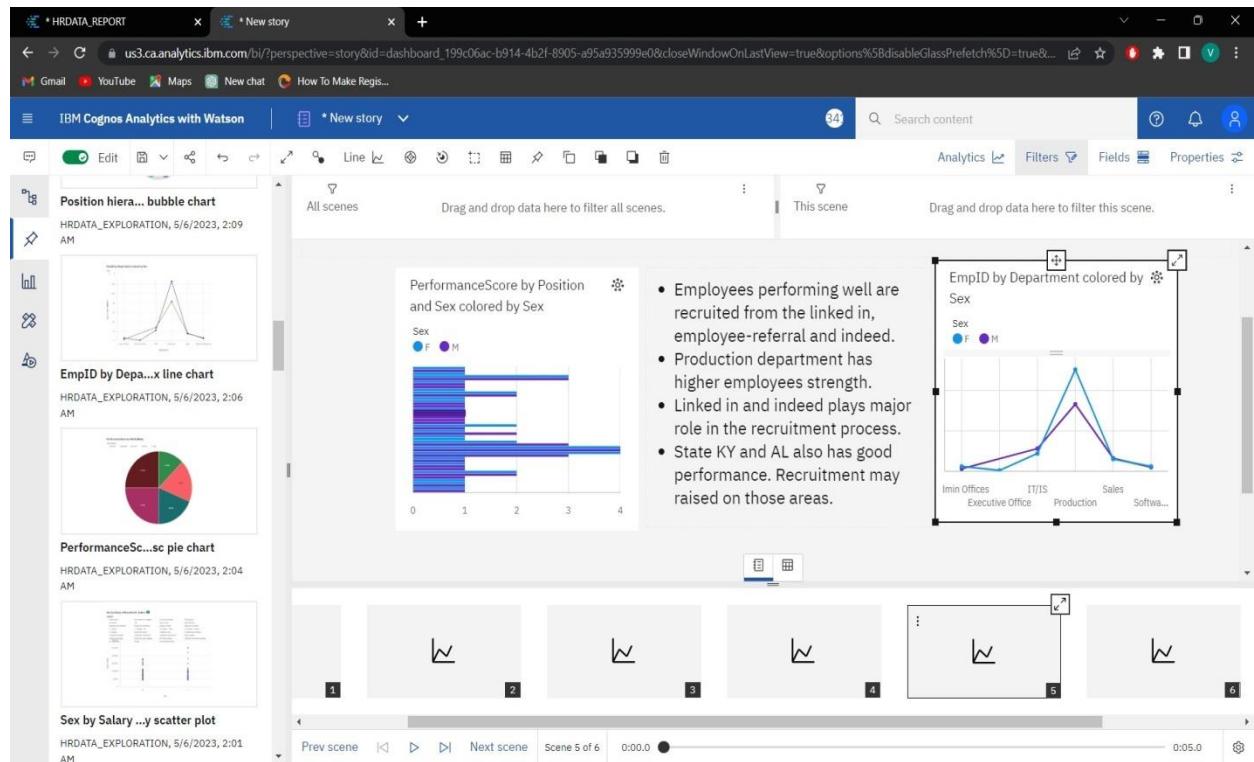
Step 6: Making story

The screenshot shows the 'Content' page in 'IBM Cognos Analytics'. The top navigation bar includes tabs for 'My content', 'Team content', 'Samples', and 'Favorites'. Below the navigation is a grid of items. On the right, a vertical menu is open under the 'New' tab, showing options: 'Data module', 'Exploration', 'Dashboard', 'Report', and 'Story'. The 'Story' option is highlighted. The grid items include 'HR_data_dashboard', 'HR_Data_Exploration', 'HR_data_module', 'HR_Data_Report', 'HR_Data_Story', 'HRDataset_v14.csv', 'super market sales', and 'super market sales dashboard'. Each item has a last modified timestamp and a small icon. The bottom of the screen shows a taskbar with various application icons and system status.

Choose story option.



These tools are similar to the other presentation creating tools.



The screenshot shows the Cognos Analytics Story Editor interface. On the left, there is a sidebar with five preview cards for different charts:

- Position hierarchy bubble chart
- EmpID by Department line chart
- PerformanceScore pie chart
- Sex by Salary scatter plot
- PerformanceScore column chart

The main area features a large title "HR DATA ANALYSIS" and a subtitle "USING COGNOS ANALYTICS TOOL BY IBM". Below the title is a storyboard timeline with five scenes, each containing a small preview of the chart from the sidebar. The storyboard controls at the bottom include "Prev scene", "Next scene", "Scene 1 of 5", a playhead at "0:00.0", and "0:05.0".

Here is the completed story:

The screenshot shows the Cognos Analytics Story Editor interface with the completed story. The main area displays the title "HR DATA ANALYSIS" and subtitle "USING COGNOS ANALYTICS TOOL BY IBM". The storyboard timeline at the bottom shows five scenes, with the first scene selected. The "Playback options" button is visible in the top right corner.

GENDER BASED ANALYSIS

EmpID by Sex

Sex
M F

Sex	Count
M	176
F	135

- More number of the employees are females.
- Married and single employees are more in overall.

EmpID by MaritalDesc

MaritalDesc
Widowed Separated Divorced Married Single

Marital Desc	Percentage
Single	44.1%
Married	39.9%
Separated	9.6%
Divorced	5.4%
Widowed	1.1%

POSITION BASED ANALYSIS

Position hierarchy colored by Position and sized by PerformanceScore

PerformanceScore
1 4

Position
Accountant I, Administrative Assistant, Area Sales Manager, DataAnalyst

Position	Performance Score Range
Accountant I	1 - 2
Administrative Assistant	2 - 3
Area Sales Manager	3 - 4
DataAnalyst	1 - 4

- Production Technician , Area Sales Manager and production manager are more satisfied persons respectively.
- Production Technician I and II and software engineers are the highly performing employees.

Position hierarchy colored by Position and sized by EmpSatisfaction

EmpSatisfaction (1 - 5)

Position
Accountant I, Administrative Assistant, Area Sales Manager, DataAnalyst

Position	Emp Satisfaction Range
Accountant I	1 - 2
Administrative Assistant	2 - 3
Area Sales Manager	3 - 4
DataAnalyst	1 - 5

RECRUITMENT BASED ANALYSIS

PerformanceScore by Position colored by RecruitmentSource

RecruitmentSource and PerformanceScore for Position colored by RecruitmentSource

- Employees performing well are recruited from the linked in, employee-referral and indeed.
- Production department has higher employees strength.
- LinkedIn and indeed plays major role in the recruitment process.
- State KY and AL also has good performance. Recruitment may raised on those areas.

PerformanceScore by State colored by State

PerformanceScore by State colored by State

GENDER WISE PERFORMANCE ANALYSIS

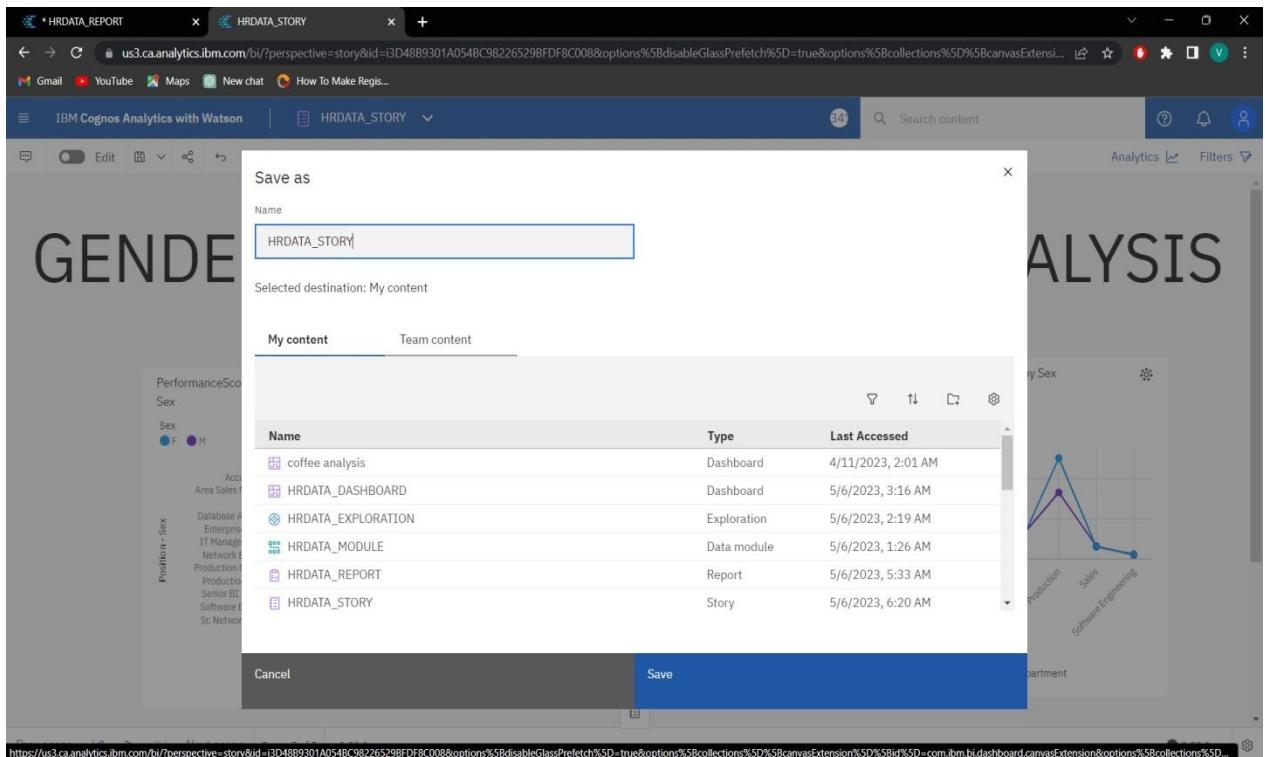
PerformanceScore by Position and Sex colored by Sex

PerformanceScore by Position and Sex colored by Sex

- 41.9 % male and 58.1 % are female employees.
- Except the executive office and IT/IS department, female employees are high in other departments
- Male employees are highly rated than female employees
- Based on the Marital status, married and single employees are more performed. Widowed employees are less performed.
- Recruitment of male employee count should be increased.

EmpID by Department colored by Sex

EmpID by Department colored by Sex



Finally save everything.