VISUALISATION STRATEGY

INTRODUCTION

IBM Cognos is a powerful tool for data visualization and reporting. With its user-friendly interface and advanced features, it can help organizations make better decisions based on their data. In this presentation, we will explore how to create engaging dashboards and reports using IBM Cognos.

WHY USE IBM COGNOS?

IBM Cognos offers a wide range of features that make it an ideal tool for creating engaging dashboards and reports. These include **drag-and-drop** functionality, **real-time** data updates, and **customizable** visualizations. By using IBM Cognos, organizations can gain valuable insights from their data and make better decisions.

CREATING ENGAGING DASHBOARDS

To create engaging dashboards in IBM Cognos, it is important to consider the **audience** and the **purpose** of the dashboard. The dashboard should be **easy to navigate** and include **relevant** and **up-to-date** data. Visualizations should be **clear** and **concise**, and it is important to use **consistent** formatting throughout the dashboard.

CONCLUSION

IBM Cognos is a powerful tool for creating engaging dashboards and reports for data visualization. By using its advanced features and user-friendly interface, organizations can gain valuable insights from their data and make better decisions. With the tips and techniques presented in this presentation, you can create effective dashboards and reports that will help you achieve your business goals.

Thanks!