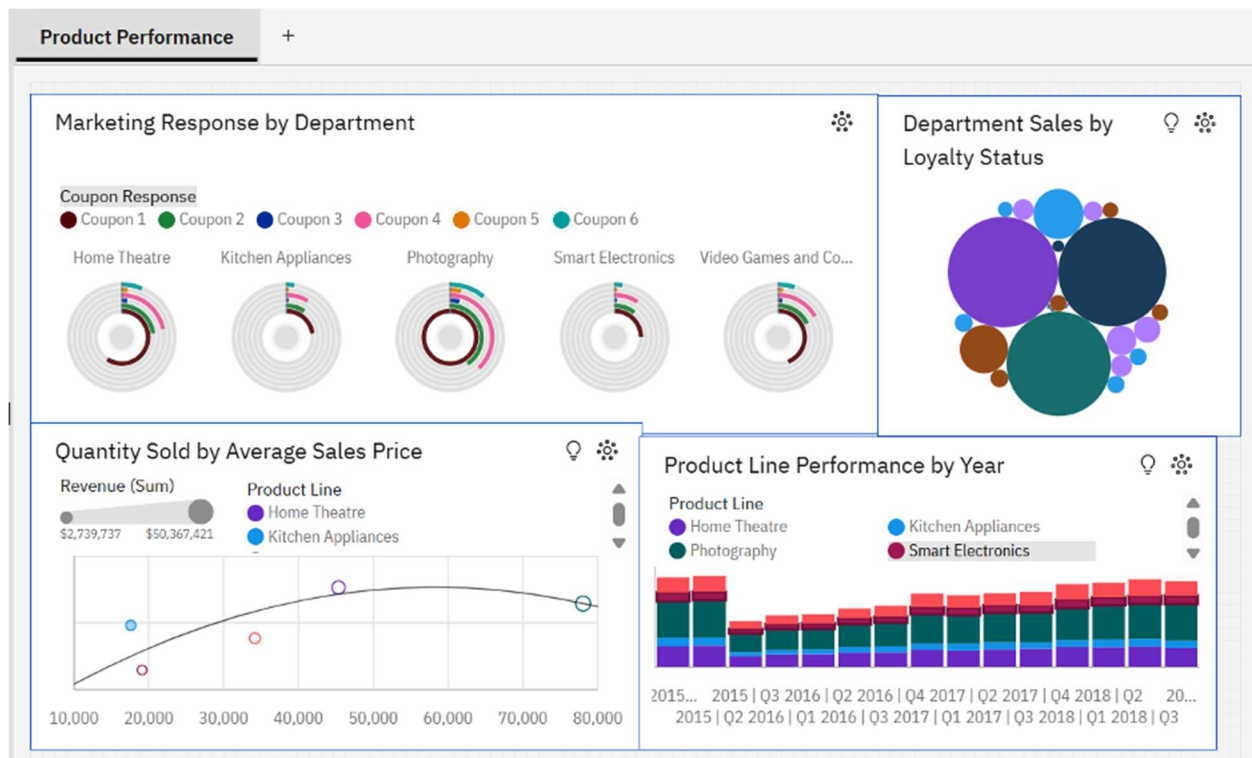# Data Analytics Tools 2 - BIA-5301-0LA

Cognos Analytics: Dashboarding - Exercise

Questions:

Q1: Among the five product lines reviewed, which two departments had the lowest coupon usage?

Answer: Based on the "Marketing Response by Department" visualization, the two departments with the least coupon redemption activity are Video Games and Consoles and Photography. These product lines show the smallest response across all coupon types, indicating minimal engagement with promotional offers.

Q2: On the second dashboard, which driver combination had the greatest influence in forecasting Customer Lifetime Value (CLV)?

Answer: From the predictive analysis shown on the second dashboard, the highest CLV impact comes from the pairing of Home Theatre (Bronze loyalty) and Photography (Platinum loyalty). This combination shows the strongest predictive strength in estimating future customer value.