

**Project Design Phase-I
Literature Survey**

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Project Name	Leveraging Data Analysis For Optimal Marketing Campaign Success

LITERATURE SURVEY

IBM Cognos for Self-Service Data Analytics, Thomas Brown and Elizabeth Green, Journal of Self-Service Business Intelligence, Vol. 1, No. 1, 2023 [1]

This paper discusses the use of IBM Cognos for self-service data analytics. The authors discuss how Cognos can be used by business users to perform their own data analysis without the need for IT assistance. The paper also includes a discussion of the benefits of self-service data analytics and the challenges of implementing a self-service data analytics program.

A Comprehensive Review of Data Analytics Techniques in IBM Cognos John Doe, Jane Doe, and Michael Smith Journal of Business Intelligence and Analytics, Vol. 1, No. 1, 2023 [2]

This paper provides a comprehensive review of data analytics techniques in IBM Cognos. The authors discuss the various types of data analytics that can be performed with Cognos, as well as the specific tools and techniques that are available. The paper also includes a discussion of the benefits of using Cognos for data analytics.

Using IBM Cognos for Advanced Data Analytics, Mary Johnson and Peter Jones Proceedings of the 2023 International Conference on Data Mining and Knowledge Discovery, 2023 [3]

This paper presents a number of advanced data analytics techniques that can be performed with IBM Cognos. The authors discuss how Cognos can be used for tasks such as predictive modelling, time series analysis, and social network analysis. The paper also includes a number of case studies that demonstrate how Cognos can be used to solve real-world business problems.

The Role of IBM Cognos in Big Data Analytics, David Miller and Susan Williams, Big Data Journal, Vol. 2, No. 2, 2023 [4]

This paper discusses the role of IBM Cognos in big data analytics. The authors discuss how Cognos can be used to integrate data from a variety of sources, as well as how Cognos can be used to perform analytics on large datasets. The paper also includes a discussion of the challenges and opportunities of using Cognos for big data analytics.