As of Now I know as below,
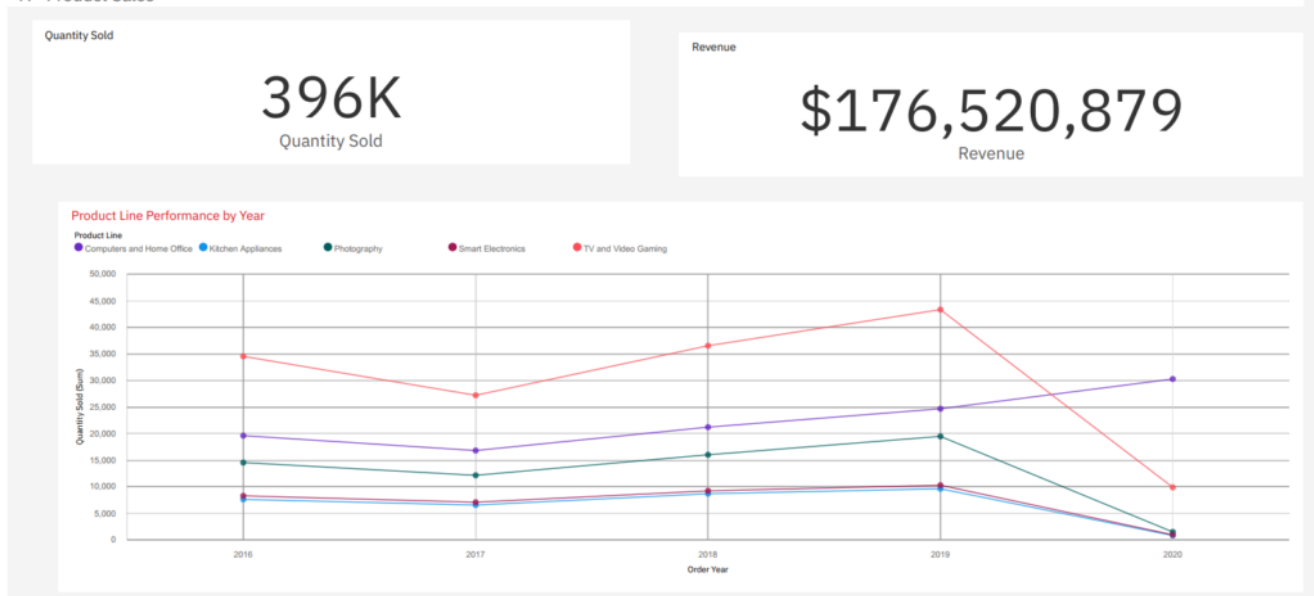
☰ Menu

Customer loyalty program dashboard in cognos

June 19, 2021 by admin

Dashboard is based on Customer Loyalty Program data.
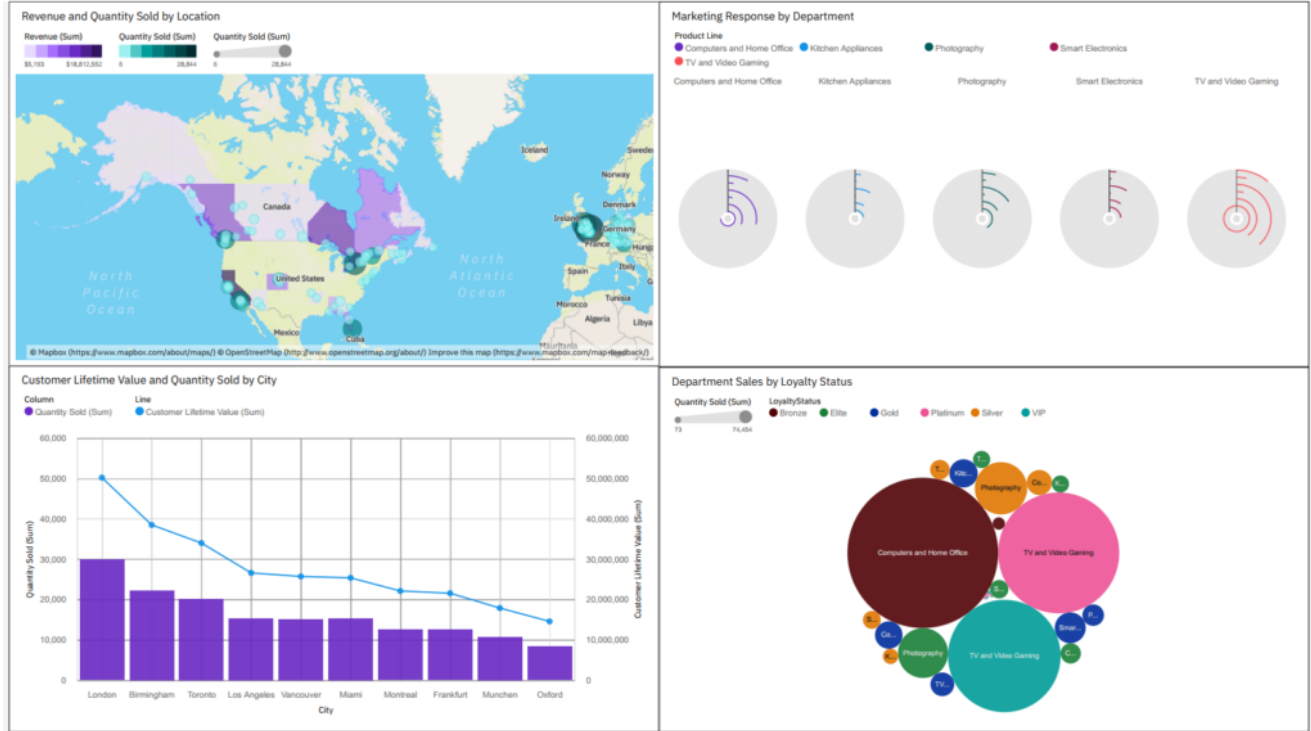
Following KPI's as displayed

- Product Sales
  - Total quantity sold
  - Total revenue generated
  - Product line performance by year

- Customer Response
  - Revenue and quantity sold by location
  - Marketing response by department
  - Customer lifetime value and quantity sold by city
  - Department sales by loyalty status

B - Customer

Revenue and Quantity Sold by Location

Marketing Response by Department

Customer Lifetime Value and Quantity Sold by City

Department Sales by Loyalty Status

- Product & Location based analysis
  - Average margin
  - Total revenue
  - Revenue by product line colored by location code
  - Top 10 quantity sold by city
  - Margin by quarter colored by product line

C - Location

Average Margin

$93.29

Margin

Revenue

Revenue by Product Line colored by Location Code

Margin by Quarter colored by Product Line

Top 10 Quantity Sold by City

Dashboard, Data Analytics