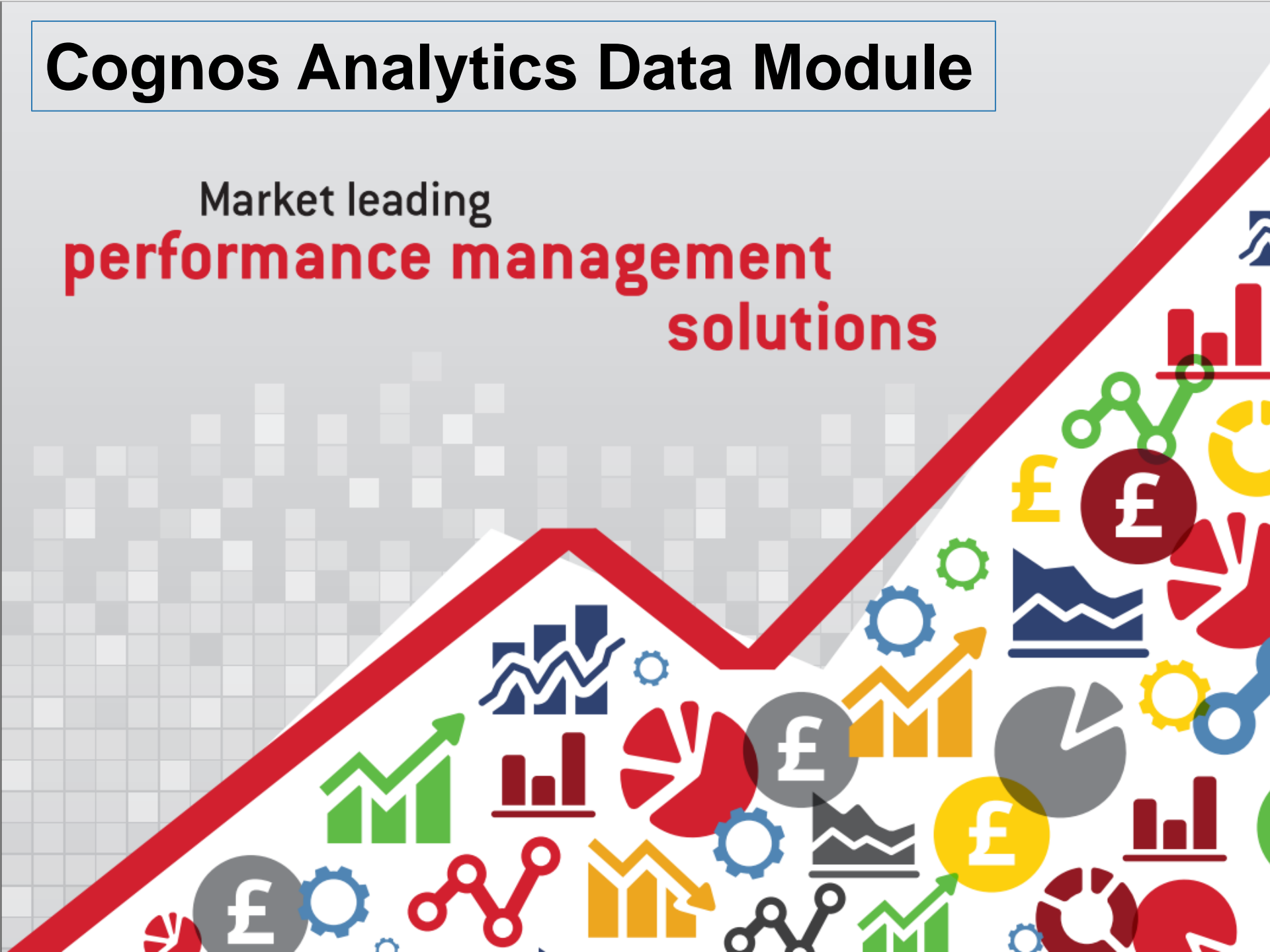


Cognos Analytics Data Module

Market leading
performance management
solutions



Review of existing capability

External Data

My Data Sets

New Cognos Analytics Data Module option

Demonstration

Q & A

Who is it aimed at

Why?

Does that mean Framework Manager, Dynamic Cubes and Transformer is no longer required?

What capability does it give

What data can be used – uploaded files, data servers, other data modules; linked together if necessary

Downside – users creating many disjointed islands of information instead of using main systems

Upload Data, replaces 'My Data Sets'

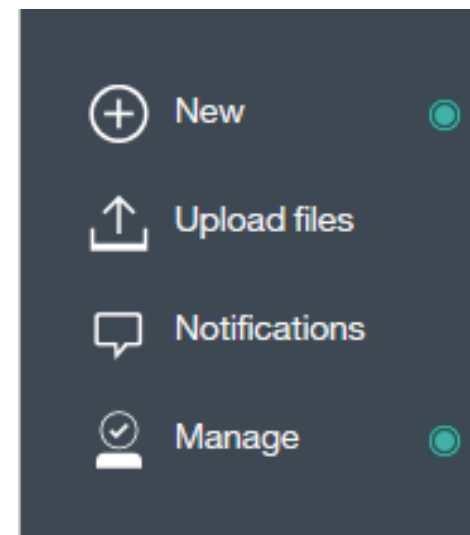
10.2 saw 'My Data Sets' introduced, but limited to a DB2 database only

Existing Reports built on this functionality will still work

My Data Sets no longer updateable; options exist in Administration Console for maintenance, removal

Recommendation :

Re-upload raw data using Upload files feature



Process to import a file

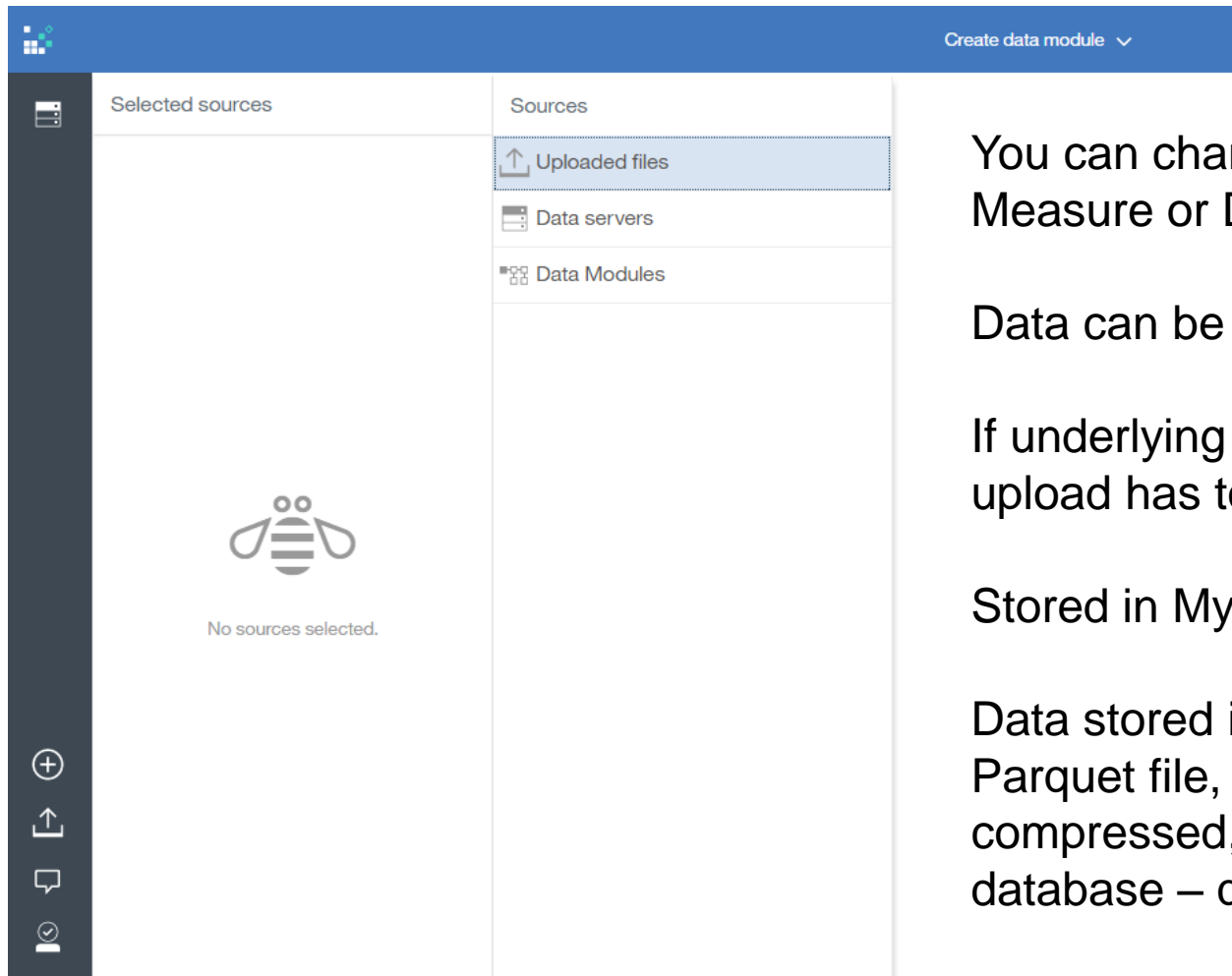
Unlike previous versions of external data, does not have to link to existing data and a dashboard can be created directly against it – does not require a data module or Framework Manager package.

For reporting, a data module is required

In order to use the spreadsheet in a report you will need to create a data module against it.

Can be Excel, CSV or tab-delimited file

Data Upload



You can change a field type –
Measure or Dimension

Data can be refreshed if modified

If underlying data structure changes,
upload has to be rebuilt

Stored in My Content (My Folders)

Data stored in an in-built Apache
Parquet file, opensource,
compressed, column style
database – quick retrieval

Data Upload

Search

My content

Team content

Recent

New

Notifications

Manage

Upload DVD Rental Analysis.xlsx

admin

Select the columns that will be visible

OK

Discard

Find

DVD Rental Analysis.xlsx

Dvd Rental Analysis Xlsx

Text

retailer

street

city

address

state (augmented)

location

telephone

title

rating

genre

	Text	retailer	street	city	address	state (augmented)	location	telephone	title
	19095B	FoodMaxx	6300 White Ln	Bakersfield	93309-8763	CA	Indoor	661-832-0929	Larry Crowne
	26006	7-Eleven	11285 Santa Monica Blvd	Los Angeles	90025-3155	CA	Indoor	Null	Crazy Stupid Love
	24731B	FoodMaxx	6465 Niles St	Bakersfield	93306-4644	CA	Indoor	661-363-7754	Cowboys And Aliens
	26070	7-Eleven	5076 W Sunset Blvd	Los Angeles	90027-5840	CA	Indoor	Null	Assassins Creed Revelations
	26052	7-Eleven	1400 Westwood Blvd	Los Angeles	90024-4912	CA	Indoor	Null	Friends With Benefits
	27098	7-Eleven	204 E 17th St	Costa Mesa	92627-7300	CA	Indoor	Null	NBA 2K12
	27099	7-Eleven	1220 N Bristol St Ste E	Santa Ana	92703-6103	CA	Indoor	Null	Warrior
	26029	7-Eleven	3975 Wilshire Blvd	Los Angeles	90010-3302	CA	Outdoor	Null	Apollo 18
	27103	7-Eleven	1673 Irvine Ave	Costa Mesa	92627-3235	CA	Indoor	Null	Hangover Part II
	27013	7-Eleven	1395 Kendall Dr	San Bernardino	92407-4100	CA	Indoor	Null	Straw Dogs
	27018	7-Eleven	207 W Highland Ave	San Bernardino	92405-4017	CA	Indoor	Null	Apollo 18
	28263	Walgreens	5055 Telegraph Ave	Oakland	94609-2040	CA	Indoor	Null	Warrior

Invert

Clear

margin_gross

studio_split

target

date

Rand

Create a data module

Selected sources

Find

GOSALES

Branch

Conversion Rate

Country

Currency Lookup

Euro Conversion

Inventory Levels

Order Details

Order Header

Order Method

Product

Product Brand

Product Color Lookup

Product Forecast

Product Line

Product Name Lookup

Product Size Lookup

Product Type

Data module

Find

New data module

Product

Product Line

Product Type

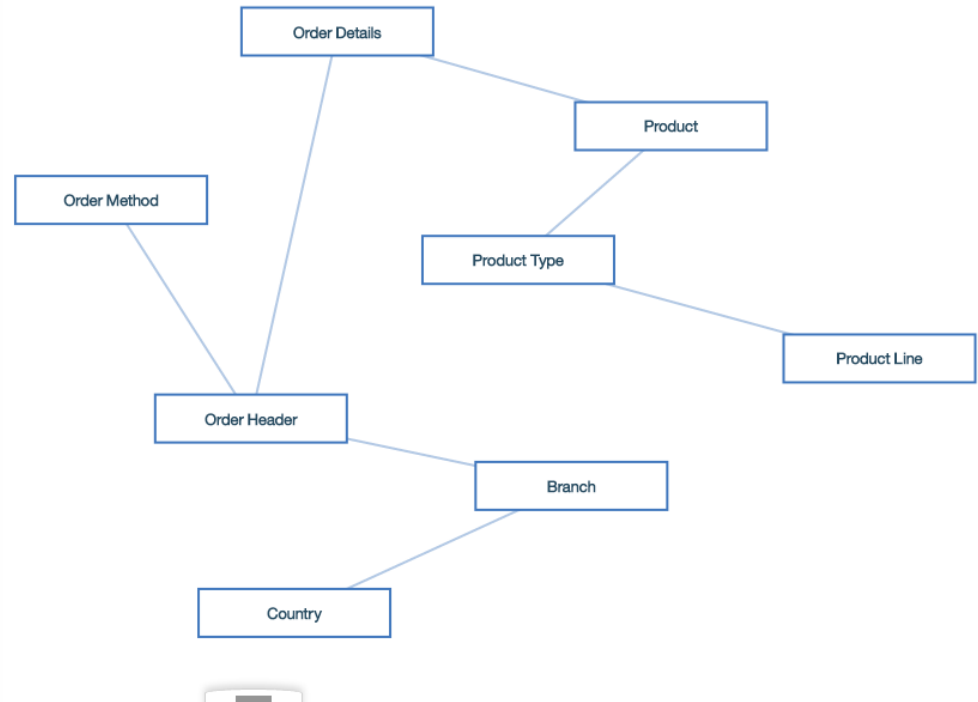
Order Details

Order Header

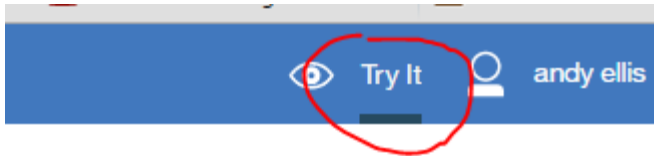
Order Method

Country

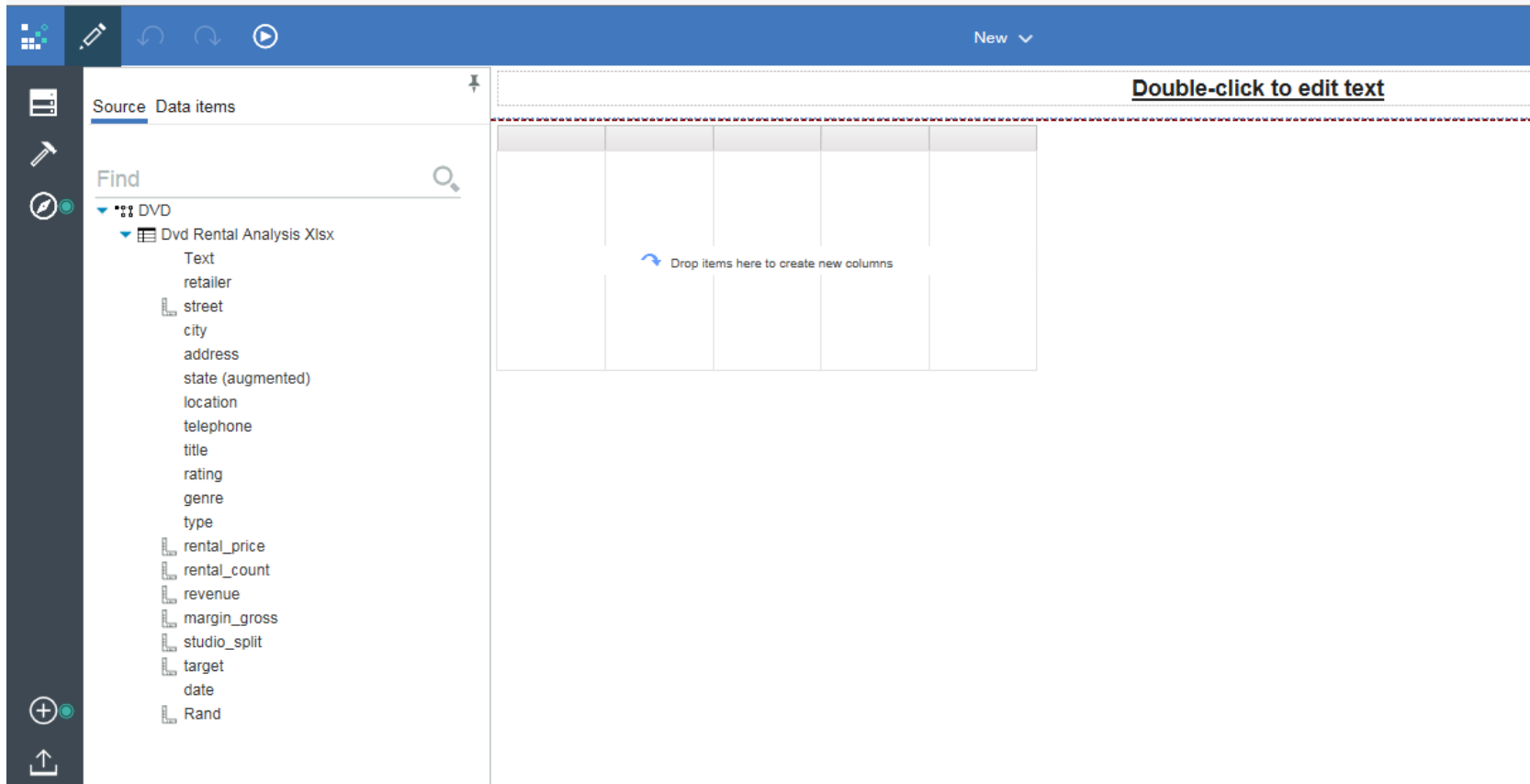
Branch



Create a data module



Will take you into the Reporting tool where you can see if it works

A screenshot of the Budgeting Solutions Reporting tool interface. The interface has a dark blue header bar with a 'New' dropdown menu. Below the header, there is a 'Source' tab and a 'Data items' tab. The 'Data items' tab is active, showing a list of data items under the 'DVD' category. The list includes: Text, retailer, street, city, address, state (augmented), location, telephone, title, rating, genre, type, rental_price, rental_count, revenue, margin_gross, studio_split, target, date, and Rand. On the right side of the interface, there is a large white area with a dashed border and a text prompt 'Double-click to edit text'. Below this, there is a table with 5 columns and 1 row. The table has a blue arrow pointing to the first cell with the text 'Drop items here to create new columns'.

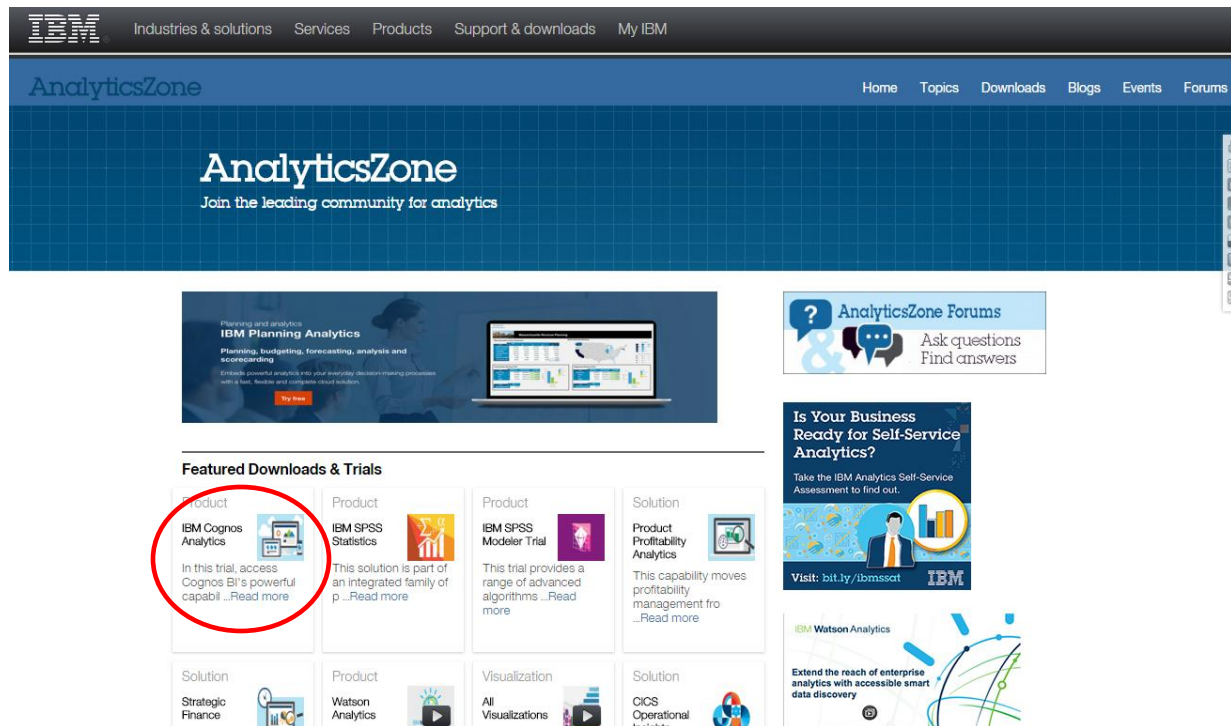
Data Module Demonstration



Try it on-line

Using your AnalyticsZone/IBM user profile, you can access a working cloud version of the product.

This is the 'Run at Once' version so will not have the Companion (legacy) Products available.



The screenshot shows the IBM AnalyticsZone website. The top navigation bar includes links for Industries & solutions, Services, Products, Support & downloads, and My IBM. Below this is a secondary navigation bar with Home, Topics, Downloads, Blogs, Events, and Forums. The main header features the AnalyticsZone logo and the tagline "Join the leading community for analytics". A large banner for "IBM Planning Analytics" is displayed, highlighting its capabilities in planning, budgeting, forecasting, analysis, and scorecarding. To the right of the banner is a "Try Now" button. Below the banner, there is a section titled "Featured Downloads & Trials" which contains several product cards. The first card, "IBM Cognos Analytics", is circled in red and includes a "Try Now" button. Other cards include "IBM SPSS Statistics", "IBM SPSS Modeler Trial", "Product Profitability Analytics", "Strategic Finance", "Watson Analytics", "All Visualizations", and "CICS Operational Initiative". To the right of the featured downloads, there is a section for "AnalyticsZone Forums" with a "Ask questions Find answers" button, and a section titled "Is Your Business Ready for Self-Service Analytics?" with a "Visit: bit.ly/ibmscat" link. At the bottom right, there is a section for "IBM Watson Analytics" with a "Extend the reach of enterprise analytics with accessible smart data discovery" button.

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Prices start from £995 per day for up to 6 people on site, or hosted at our Nottingham central office.

To view more of our training courses visit the website:

<http://www.budgetingsolutions.co.uk/services/cognos-training/>

Email: amanda.gibson@budgetingsolutions.co.uk

Call: 0115 853 2863

Q&A

