

Business Analytics - IBM Cognos

Med. AMNAI

Filière Master Cloud BIG DATA

Département d'Informatique

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Plan

① Introduction : What is Analytics ?

Plan

- 1 Introduction : What is Analytics ?
- 2 IBM Cognos Report Studio

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- 1 Introduction : What is Analytics ?
- 2 IBM Cognos Report Studio
- 3 Framework Manager

Introduction

Analytics is using analysis capabilities to :

- Discover what is happening
- Determine why is it happening
- Predict what is likely to happen
- Prescribe the best action to take

Why analytics matter

CIOs rank analytics as the
#1 factor
contributing to an
organization's
competitiveness.

**8 out of
10 CEOs**
expect complexity to
increase significantly
in the next five years.



Financial
outperformers are
64%
more likely to
use analytics to
evaluate talent
supply and
demand on an
ongoing basis.



Enterprises that
apply advanced
analytics have
33%
more revenue
growth and
12X more profit
growth.



Organizations that
embrace analytics
are more than

2X
as likely to
outperform their
peers.

★★★★★
Top-performing
enterprises use
business analytics

5X
more than lower
performers.

Analytics for Performance Management

Business Intelligence : optimize or derive improved business performance

- ① => Information,
 - Accurate
 - In time
 - Complete
- ② => Decision(s),
- ③ => Performance

Areas to improve ?

- Acquire, grow, and retain customers,
- Minimize/manage risk,
- Optimize operations and reduce fraud,
- Transform financial processes.

Present

Past

Future

Different needs for Business Analytics

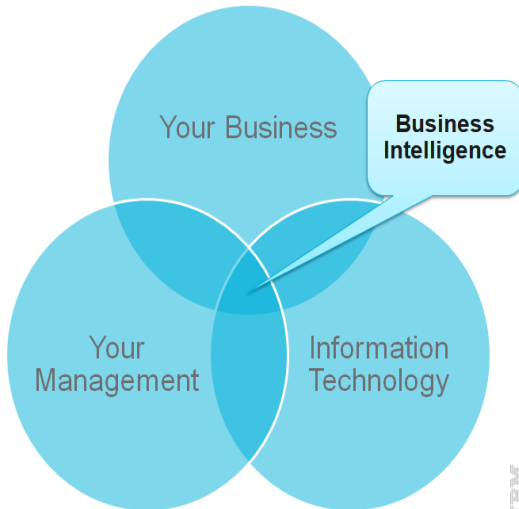
Difference executives use business analytics to achieve different goals



Business Analytics or Business Intelligence?

- Different points of views!
- Business Analytics
 - Enterprise information
 - Enterprise performance management
 - Data warehousing
 - Analytic applications
 - **Business Intelligence**
 - Business risks
 - ...
- Business Intelligence
 - Querying
 - Reporting
 - OLAP

Business Analytics or Business Intelligence?

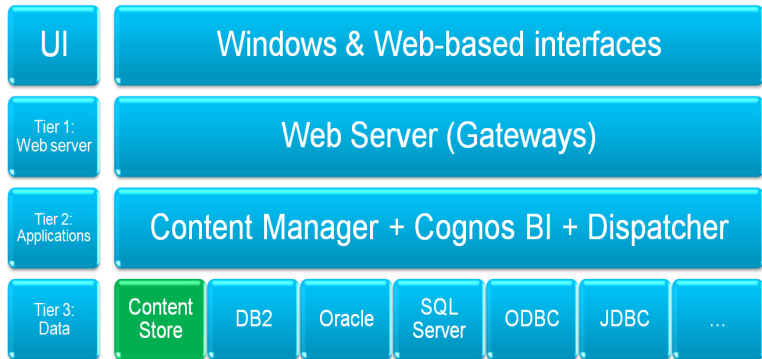


IBM Cognos Architecture

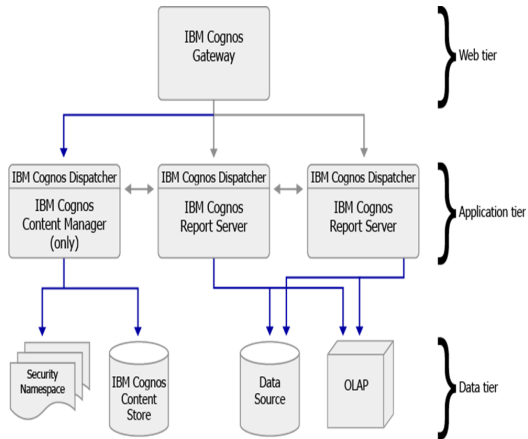
▪ SOA

▪ Webinterface

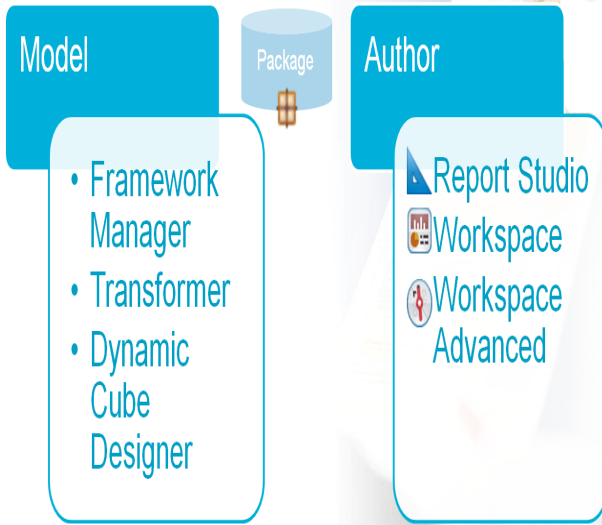
▪ Web administration



Example IBM Cognos Deployment

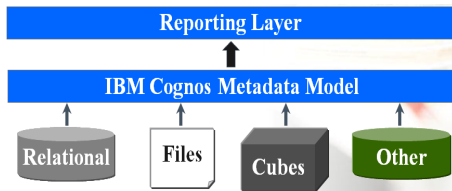


Common Cognos Workflow

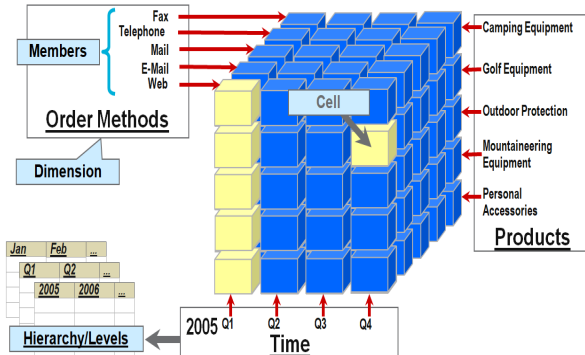


Role of an IBM Cognos Metadata Model

- Metadata model provides a **business presentation** view of data sources.
- BI users use the model to **analyze** and **report** on their data sources.

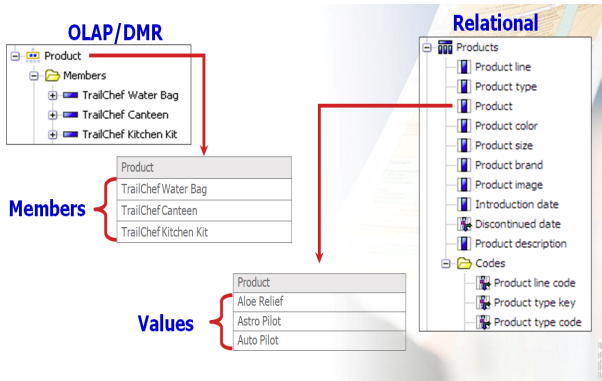


OLAP Data Structures - Cube



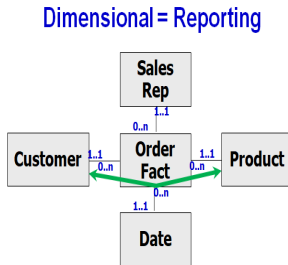
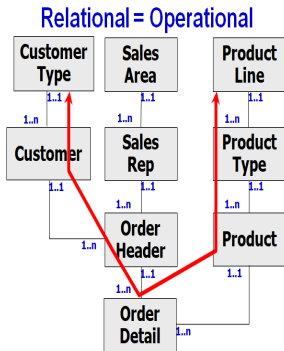
IBM

Entities in Different Data Structures



Relational Models : Operational vs. Reporting

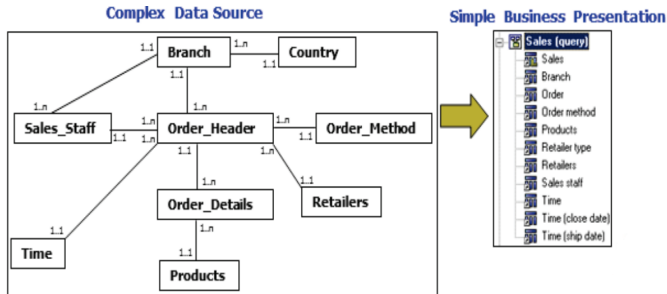
- Requirement : Show all customer types that bought from a product line.



IBM

What is Framework Manager?

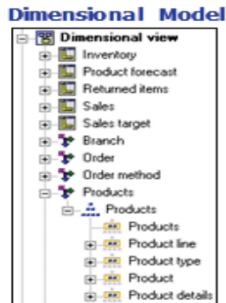
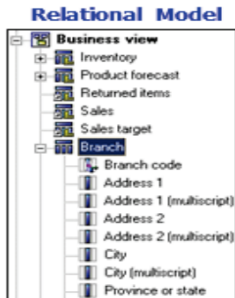
- Provides the metadata model development environment for IBM Cognos BI.
- Used to create simplified business presentations of metadata derived from one or more data sources.



What is Framework Manager? (Cont'd)

Can create two model types :

- Relational for reporting
- Dimensionally modeled relational (DMR) for OLAP style analysis and reporting.

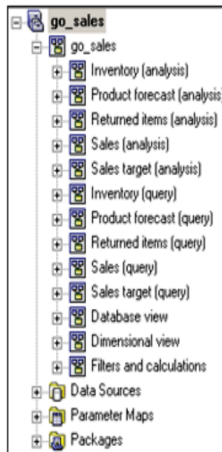


Examine a Framework Manager project

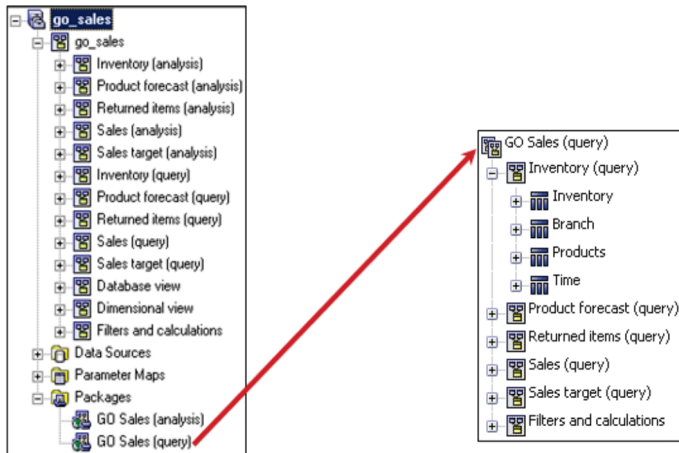
At the highest level, objects in a project include :

- A model organized into a namespaces and folders.
- Data sources.
- Parameter maps.
- Packages.

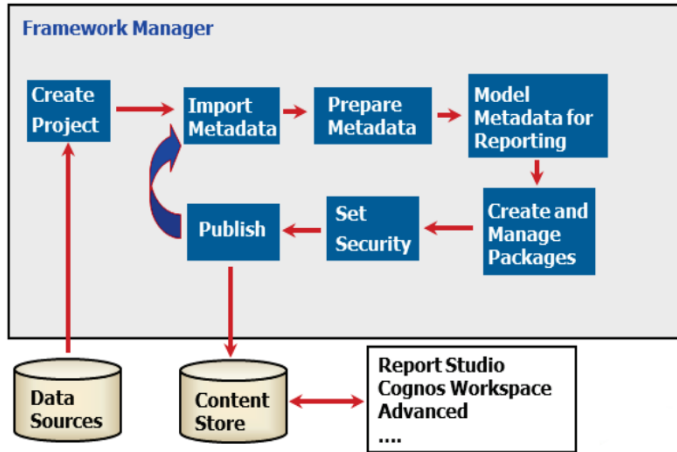
Examine a Framework Manager project



Examine the Model from the author's Point of View

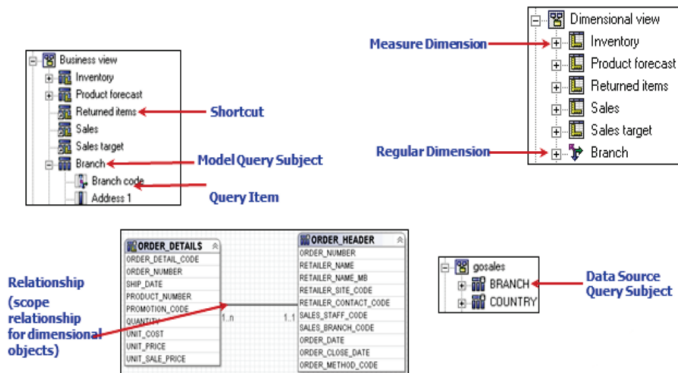


Framework Manager Workflow



Framework Manager Metadata Elements

- Metadata is defined and organized by the following elements :



Explore Framework Manager

TP1 (Demo 1) :

- Explore Framework Manager
- Create Metadata Models in IBM Cognos BI