IBM Cognos Analytics - Getting Started with Reporting

Duration: 1.5 Hours (Estimate)

Instruction Update:
This demo has been updated to use IBM Cognos Analytics on the Cloud version 11.2.

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Enterprise Reporting has long been the foundation of business. Reporting Fundamentals is a must for all users who need to report on the data and share across their organization. In this workshop, you'll see how quick and easy it is to get started building world-class reports to analyze your business.

This workshop introduces you to some of the newest capabilities included in IBM Cognos Analytics Reporting, and you will be able to try out some of this functionality for yourself.

In this workshop, you will experience the following capabilities in IBM Cognos Analytics:

In this tutorial, you will explore the following key capabilities:

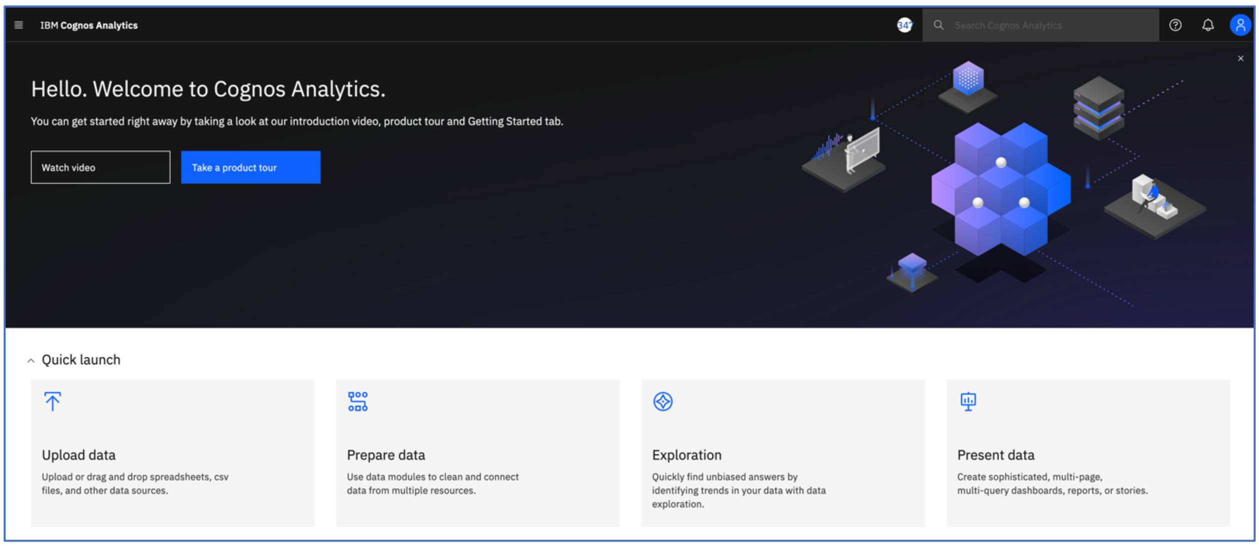
- Build a Report
- Working with Visualizations
- Customizing Report Styles
- Running Reports

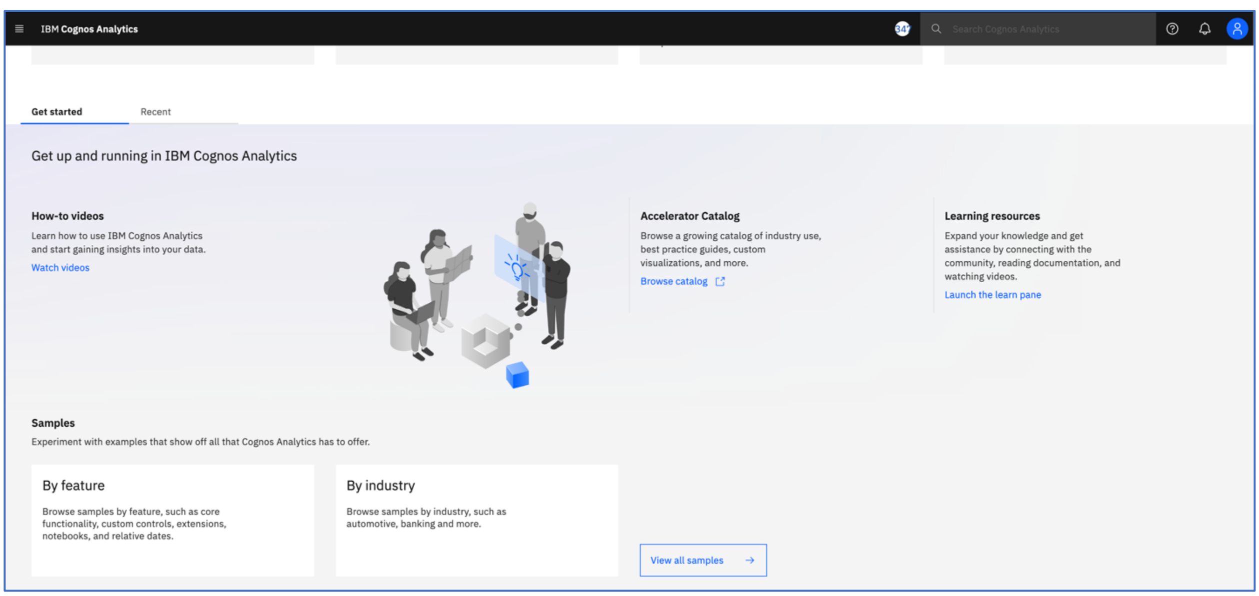
Step 1. Start Cognos Analytics for your Tutorial

From your desktop, open **Chrome** (this is the preferred browser, however, you can also use: Firefox, or Safari).

Navigate to the Cognos Analytics launch page: https://www.ibm.com/products/cognos-analytics

Enter your **IBM ID sign-in credentials** to launch IBM Cognos Analytics. You will land on the welcome page.





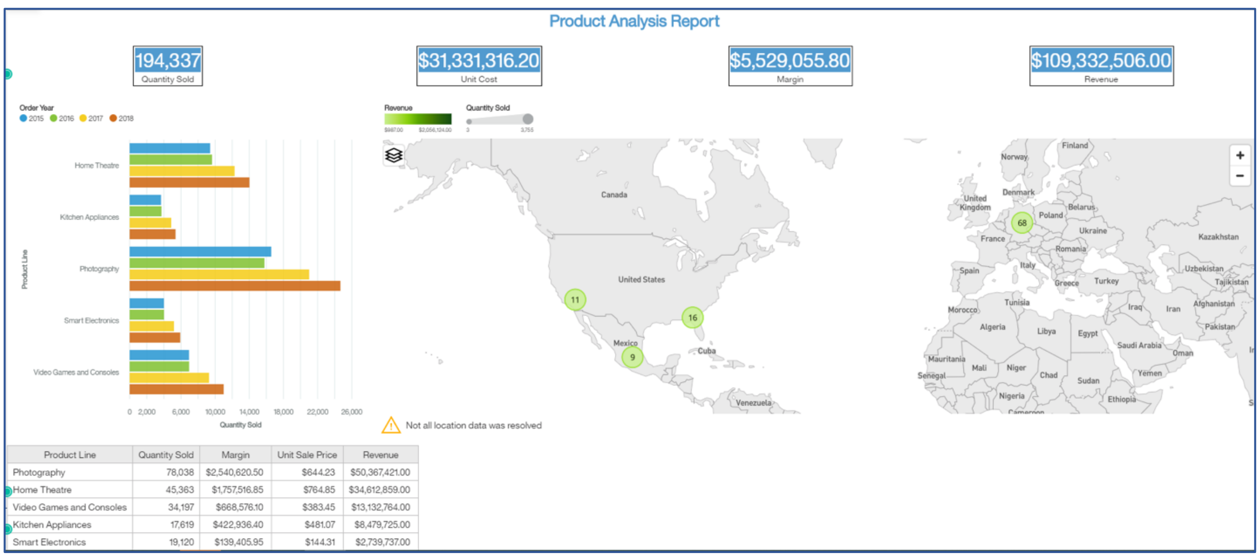
Part 1. Business Use Case for This Workshop

To apply a business use case to our workshop, let's assume that you have just received the following email asking for your assistance:

Good morning! *As you know, we just finalized the acquisition of the Great Outdoors Company. During conversations with our executives, there was concern over the performance of a few product lines. We have received a few files on the performance of retailer outlets and their locations, as well as, their distribution channels. These have been compiled into a data module to provide a single data source so that we may begin analyzing performance of the company.* *Would you be able to quickly build a report which shows their metrics/KPIs along with information regarding purchase patterns by region and product lines.* *Thanks in advance!*

You'll use a data module to quickly build out a report
to share with your entire organization.

The report you build will look similar to the following example:

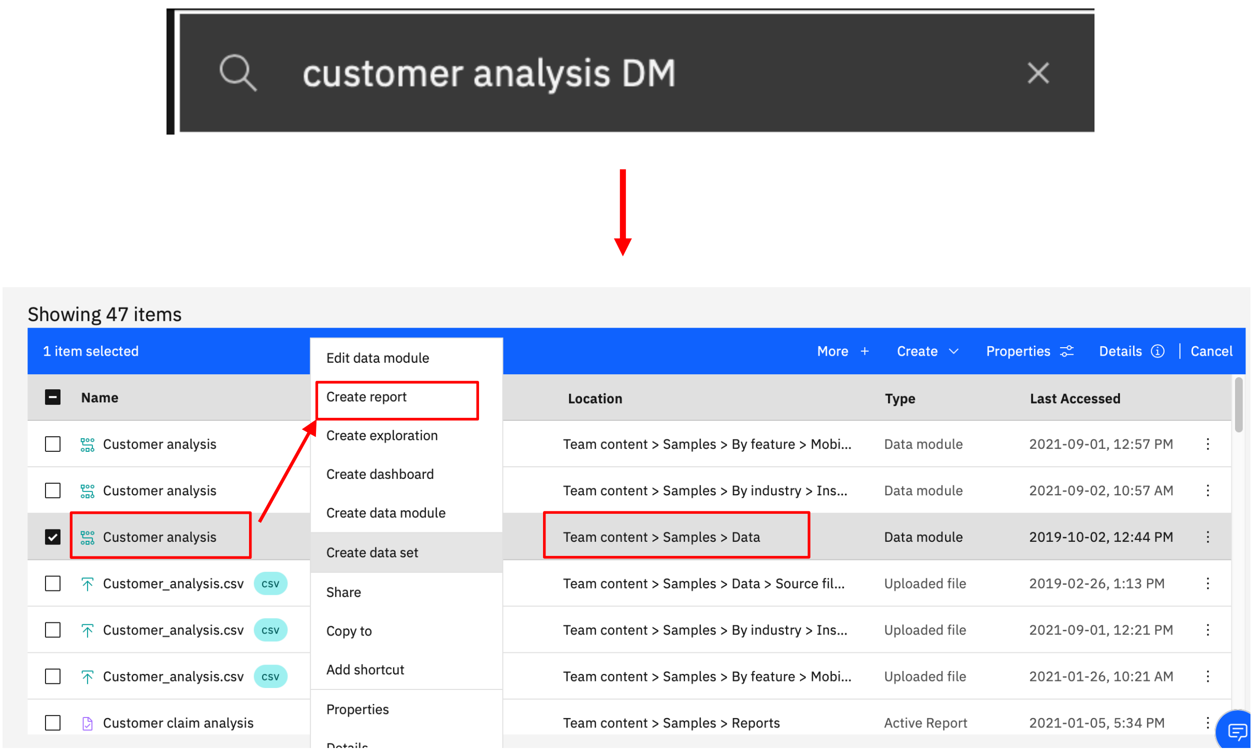


This report is built using Cognos Analytics Report Authoring functionality where you (as the user) have self-service access to quickly and easily build out new content.

Part 2. Navigating the User Interface

There are a couple of ways in which we can select data that we would like to use for report creation. The **Search** utility easily finds any data modules that you wish to use for your report. **For example,** from the navigation bar, click on "**Search**" to open the search menu.

Type "***Customer Analysis DM***" in the **Search** field and hit **Enter** to open a listing of all matching results.

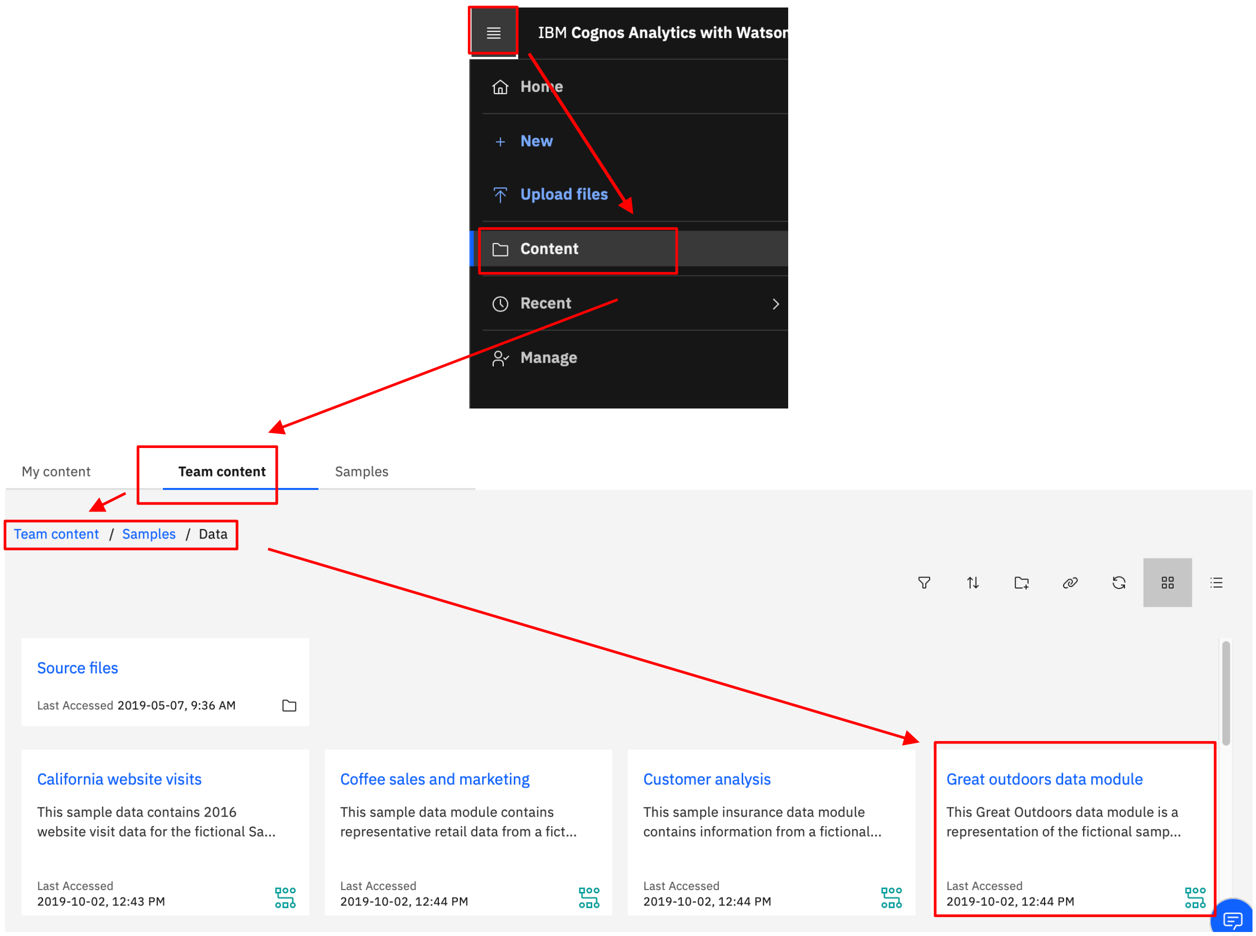


You can then click the **ellipse (...)** next to "**Customer Analysis**", for example, and select **Create Report** to open the authoring interface.

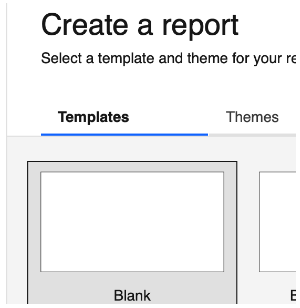
*NOTE: If you have completed our workshop on Data Modules, "**Making Data Prep Easy: Introduction to Data Modules**", in the same Cognos Analytics Instance you are currently using, you will also see the data module you built in that workshop **in** the Search results with the file path of **My Content.** You may use your own data module for this workshop.*

For this workshop, we will use the **"Great Outdoors"** data module by navigating through the file path of **Team Content> Samples > Data.**

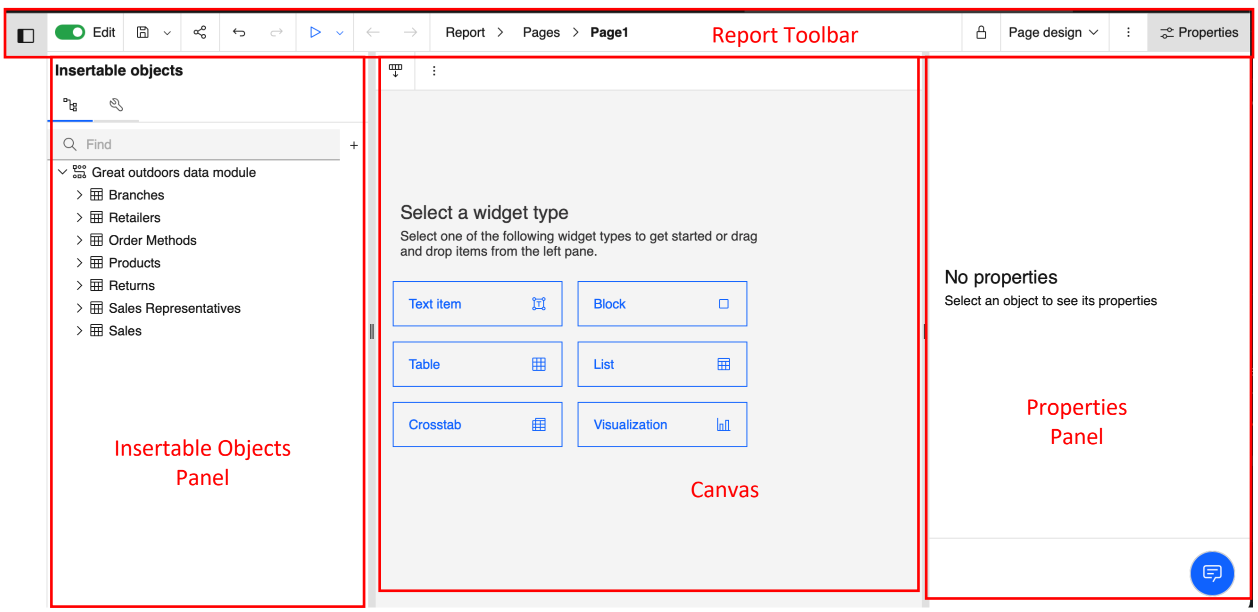
Click the **ellipse (…)** next to "**Great outdoors data module**" and select **Create Report** to open the authoring interface.



The **Templates and themes** window will appear. The ‘**Blank’** template will be selected by default. At the bottom-right of the display, click **‘OK’**.

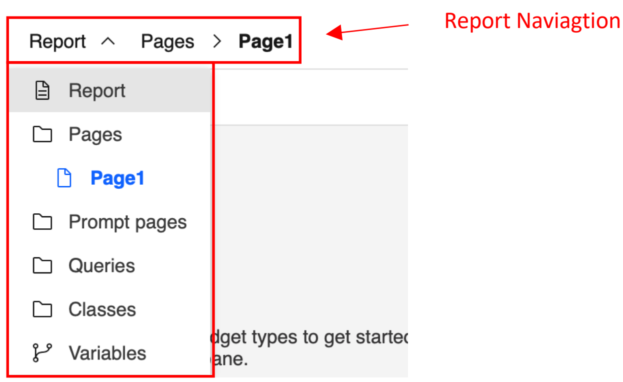


The template opens in the Report Authoring user interface. This interface puts everything report authors need right at their fingertips. Let’s quickly review the different areas of the user interface

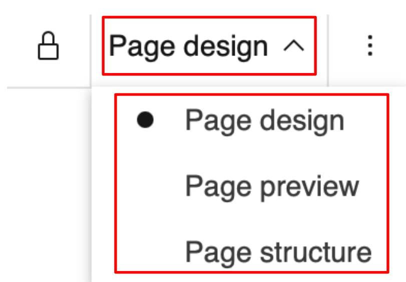


Report Toolbar. The Report toolbar provides the user quick and easy access to navigate around their report sections, lock the report from editing, set the edit mode to work in, provide additional options for working with the report, and ability to expose/hide the Report Properties. These capabilities are outlined in more detail below:

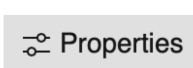
Report Navigation. Allows users one-click to access any section of their report. All of the report objects are listed in one easy to navigate dropdown.



Page View. Allows users to toggle between design mode, preview mode and page structure views.



Options. Provides quick access to frequently used Authoring functions. Try it out!



Properties. Expands and collapses the Properties Panel. Try it out!

Insertable Objects Panel

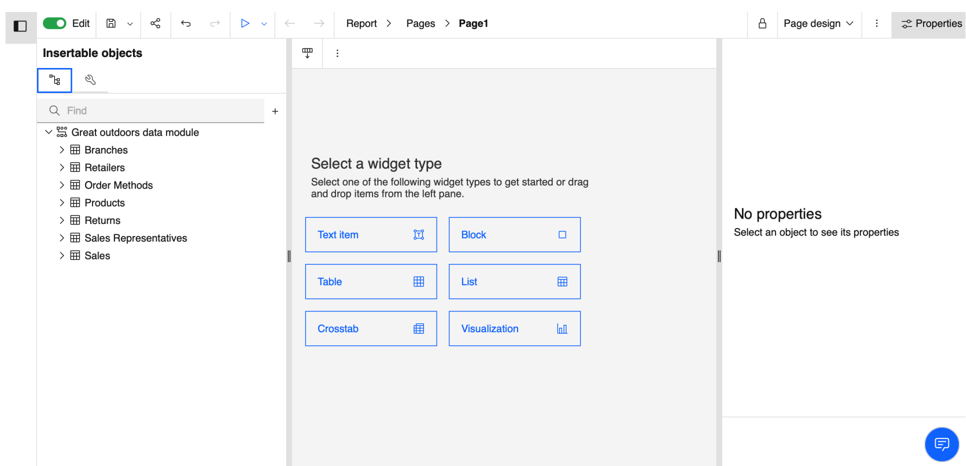
Sources. Data source panel.

Toolbox. Pick list for insertable objects into the report.

Pin/Unpin. Allows user to Pin/unpin objects to their Pin Library.

More. Additional report objects such as Headers and Footers.

Canvas.
This is your design space for report content.



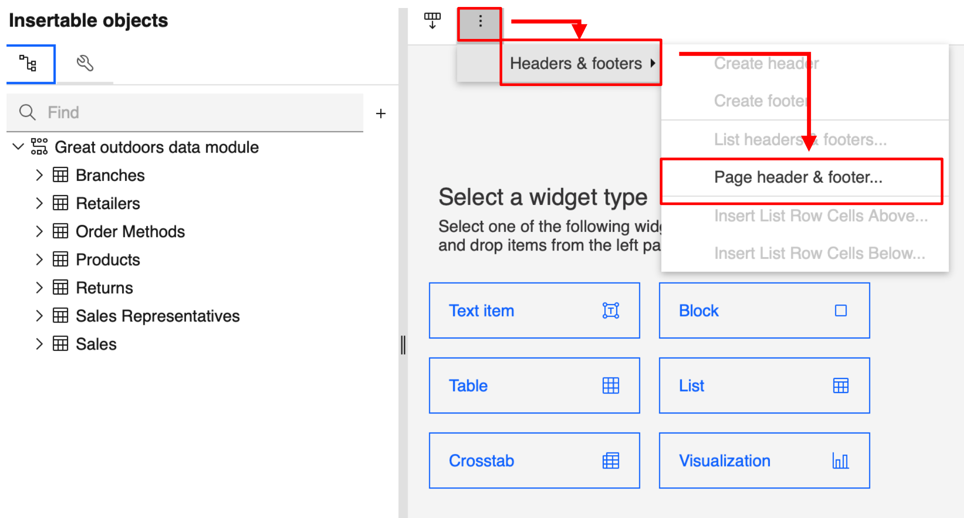
Toolbox Pinned items.
Frequently used insertable objects which may be defined by User. See more in our additional notes in Appendix C for information on Customizing the Toolbox).

Properties Panel.
Provides property setting options for report parts. The Property setting shown is based on which report object or part is in focus. Click on it to see more details when you have added objects into your report.

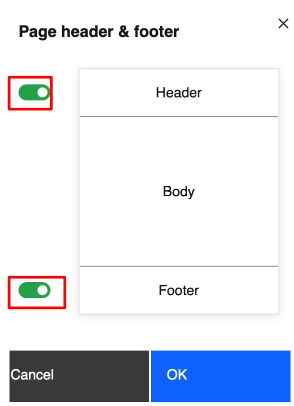
Part 3. Headers and Footers

Now that you have some familiarity with the report authoring interface, let's add headers and footers into the report body.

Click **More** by selecting the **ellipse (…)** on the report toolbar at the top of the page**.** Then, select **Headers & footers**, and then click **Page header & footer**.

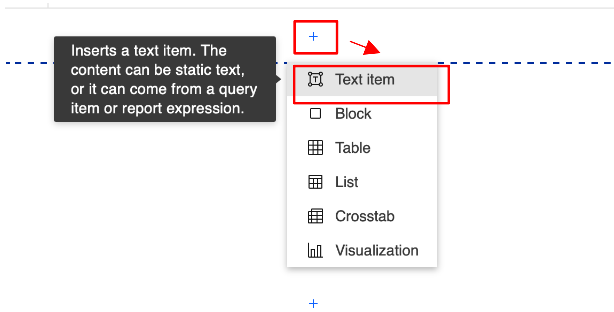


Click the **Buttons** for **Header** and **Footer** and then Click **OK**.



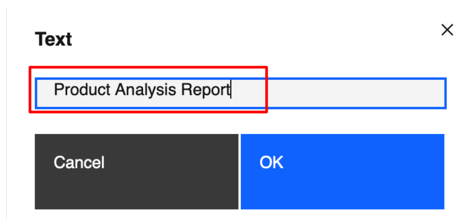
You will now see that the report canvas has three distinct areas for the Header, Body and Footer for the report. Each area has an ***Add*** + *button to easily start inserting objects to build out your report.*

Click on the **Add** + button in the **Header section** of the report. A list of **toolbox items** will appear. Click on the **Text** Item.



TECH TIP: *See Appendix C for information on how to customize the toolbox options presented.*

In the **Text** item box, type **"Product Analysis Report"** and click **OK**.



Next, we will apply some custom styling using the default palettes.

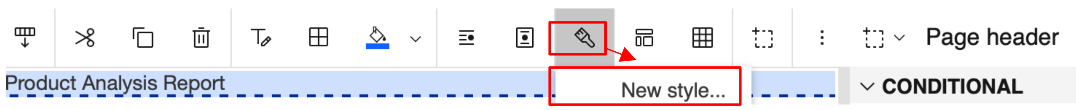
Part 4. Custom Styles and Color Palettes

You can view the default color palette, change the palette, and create your own palettes in the dashboard properties.

Additionally, you may choose the predefined colors from the **Grid Tab** or you can create custom colors from the **Wheel Tab**. The color wheel allows custom color settings for RBG, CMYK, HSB and HEX codes.

Click the **white space** to the right of the title to highlight the entire header section.

From the **on-demand toolbar,** click the **Style current selection** icon and choose **New style**.

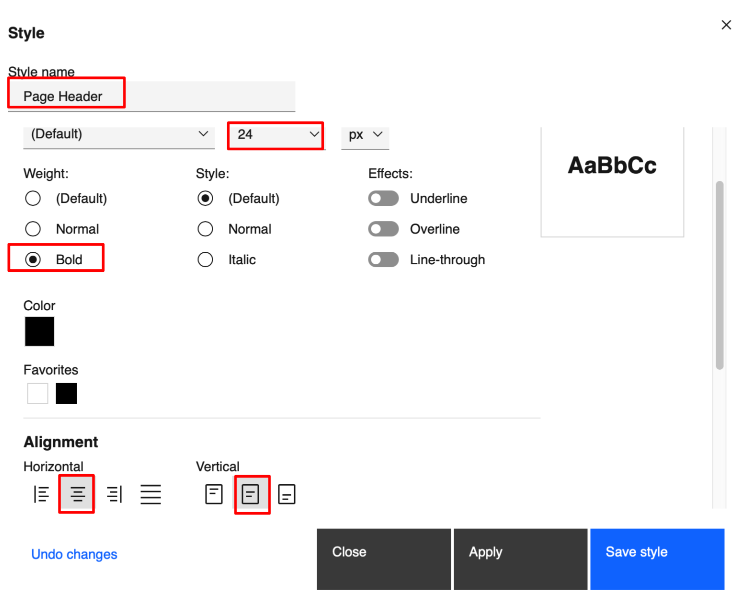


From the **Text** tab, change the **Style name** to **Page Header**.

Change the Font settings to the following:

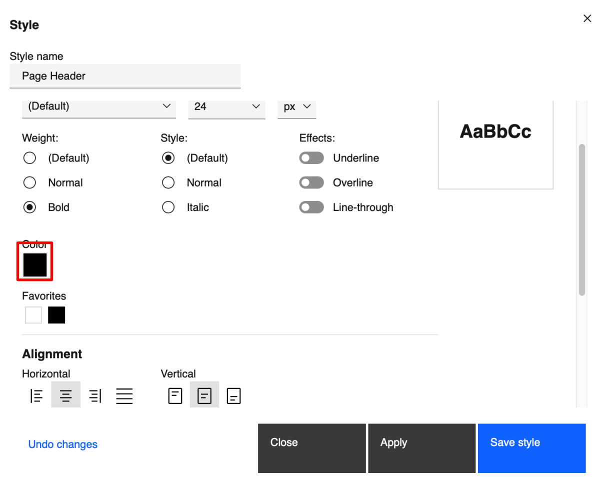
- Change **Font Size to 24**.
- Set **Weight** to **Bold**.
- Under **Alignment, select center** for both **Horizontal** and **Vertical.**

Your **Style** settings should appear as follows:

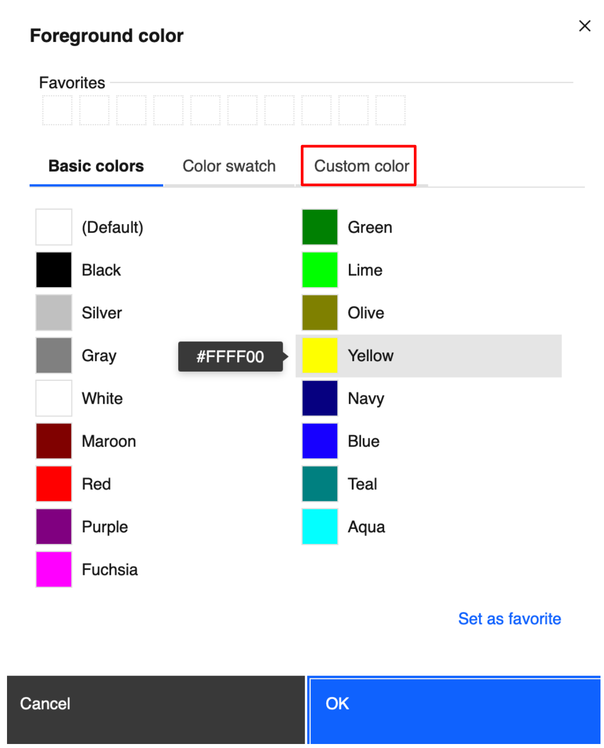


Most companies have a standard set of corporate colors which are used for all official reporting. You will create a custom color palette with these colors so that you may adhere to the corporate branding standards of your organization. Once created, you may apply this color palette Style to your report.

Click on the **Color** block to open the Foreground color dialog box.



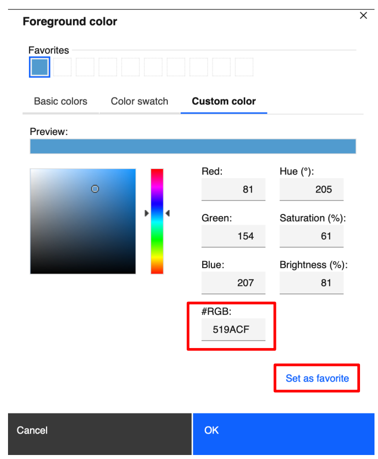
You are presented with a color dialog box which allows you to use **Basic colors**, select from a **Color swatch**, or define your own **Custom color**. Click on the **Custom Color tab**.



The **Custom Color** dialog box allows you select your exact RBG colors. You may enter the Red-Green-Blue color codes, or the #RBG value.

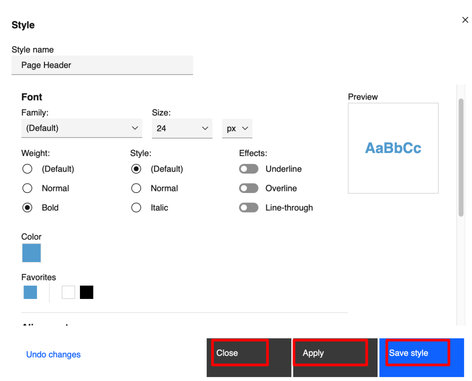
You have been given the RBG value ***519ACF*** for the standard corporate blue. Enter the **value 519ACF** into the **#RGB** box. The individual RBG values will be populated, as well as, the **Hue**, **Saturation** and **Brightness** of your RBG color value.

Click **Set as favorite**. Your custom defined color is now set as the first color under favorites. Your color box should appear as follows:



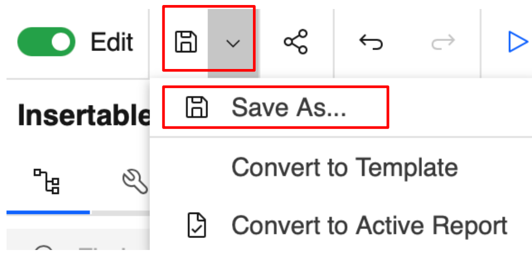
Click **OK**. You will be returned to the **Style** dialog box where you will see that your new custom color is the selected/active color.

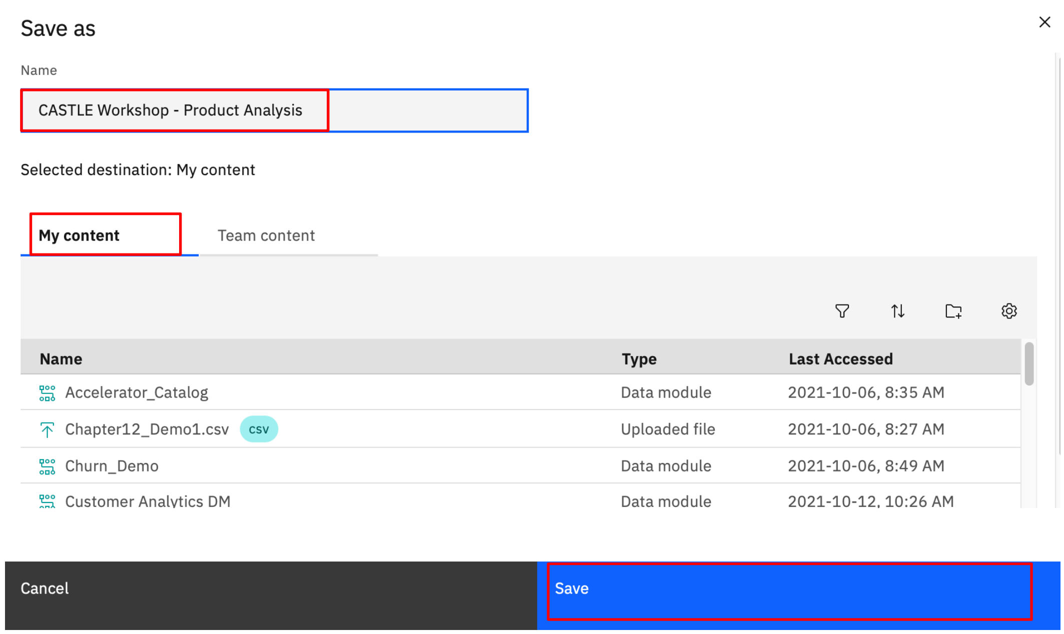
First, click **Apply** and then click **Save style**. Then click **Close**.



You will now see that your Header has updated to your New Style with the custom color.

Click on the **down arrow** next to the save icon on the main toolbar**.** Click **Save As**. Navigate to **My Content (top folder in list)**. Save as "**Product Analysis**".



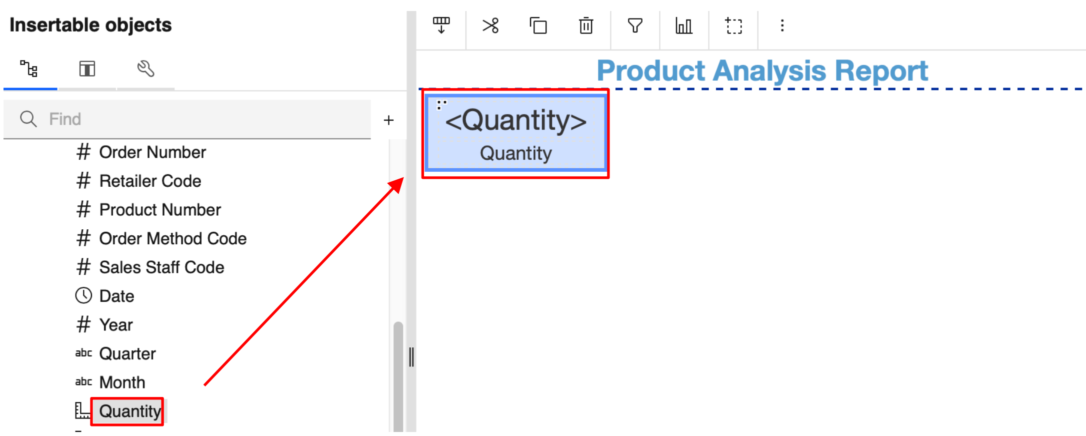


Part 5. Create Summary Widgets

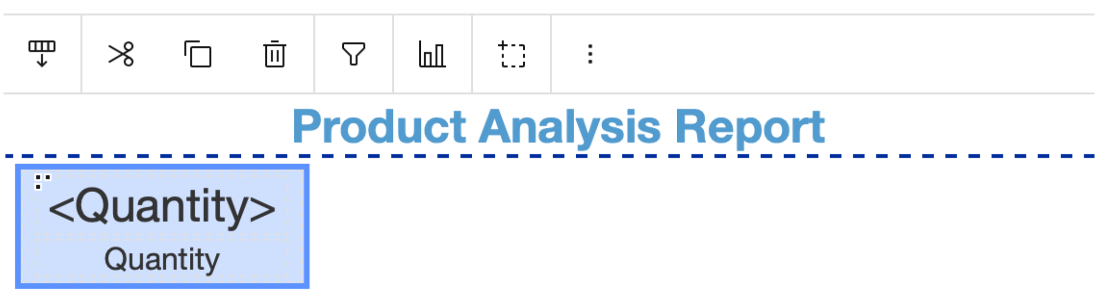
Now, we will begin our analysis. You will add key metrics to your report in the form of **KPI**s and place them in a prominent position at the top of the report.

Under **Insertable Objects**, click the **expand arrows** next to the **Great outdoors data module** and then **Sales** table to view the data that is available to you.

From the **Insertable Objects** area, drag **Quantity** to the body section of the report, and drop it when the **drop zone** displays (as shown below).



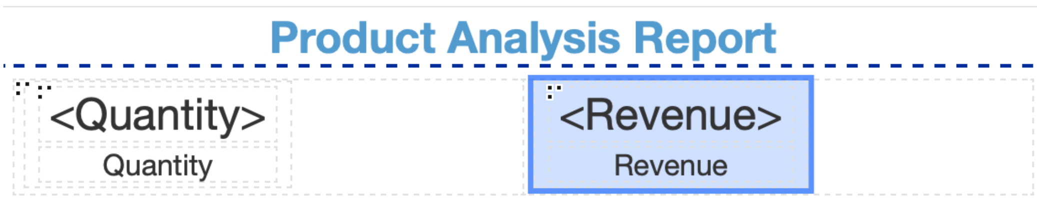
The **Quantity** data item has been added as the first data item, known as a “widget”, on the report.



*Notice that the data item shows the data field information, not the actual values. This is because you are currently working in **Page Design** mode. Many report authors prefer this mode while building reports so that the report is not constantly retrieving data during the build. You will change this to **Page Preview** mode later in the workshop so that you can view the report with data.*

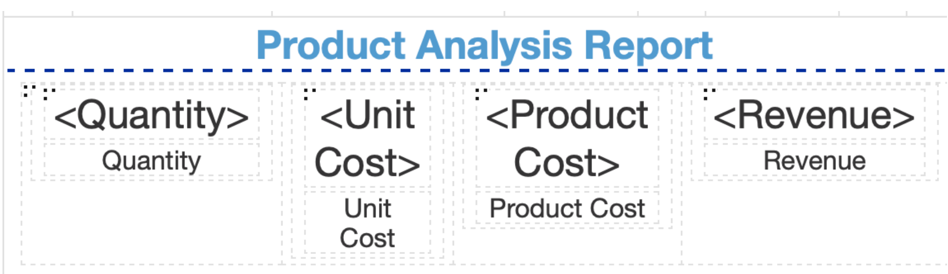
Drag **Revenue** to the top-right of the report body, under the title until you see a drop zone as shown below. By dragging an item further to the right, the drop zone will appear to evenly split the space between the widgets.

Additionally, the reporting tool automatically creates a table.



TECH TIP: *The drop zone is dynamic and will render based on the location of your cursor on the screen. Existing widgets will automatically adjust to make room for the new widget while still maintaining the fixed layout.*

If you drag an item in between two existing widgets, the drop zone will also split to evenly space across all widgets.

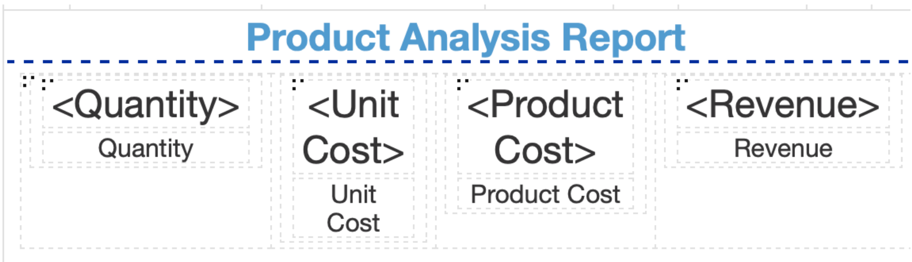


As you continue to add measures, the reporting tool automatically adjusts the report to display the widgets in an evenly spaced, intuitive format.

Drag **Unit Cost** between **Quantity** and **Revenue**.

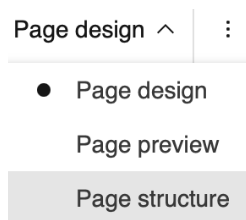
Drag **Product Cost** between **Unit Cost** and **Revenue**.

Your report should now appear as follows:



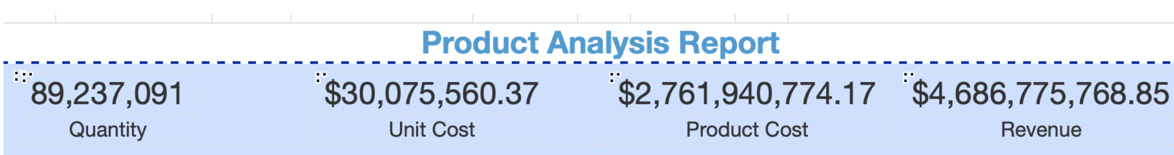
*Now that your KPIs are in place, you will want to view the actual data for the report. You will switch from **Page Design** mode, into **Page Preview** mode.*

On the upper right, click the **down arrow** next to **Page design**. Select **Page preview**.



You will now see the data values for each of the widgets. Cognos Analytics recognizes that a single data item was selected and automatically creates a summary widget. Additionally, the default data format from the Data module is applied.

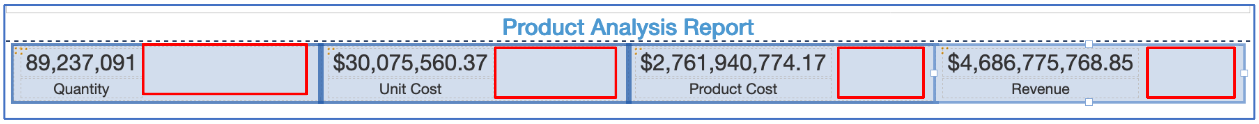
Your report should now appear as follows:



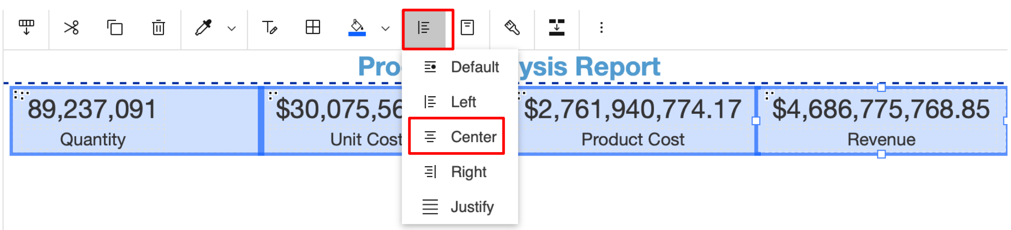
TECH TIP: *For legacy users of Cognos Analytics, note that these widgets are the new Summary objects which include titles, not just the data singletons as generated in previous versions of Cognos.*

Part 6. Apply New Style

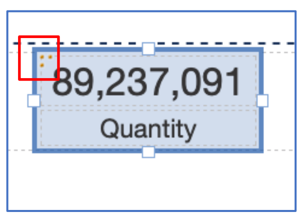
Control + click the **white space** beside each of the widget table cells (shown below) to highlight the entire cell.



From the report toolbar select the **Horizontal alignment icon** and **center** the data items in the table cells.

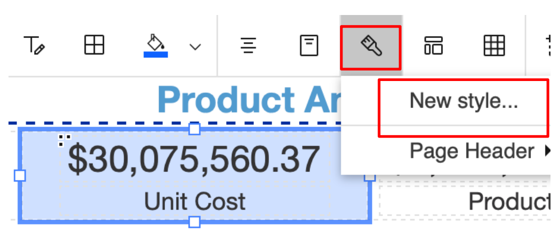


For the **Quantity** widget, click the **container select object** (three dots in upper left corner of the widget) to highlight the summary widget.



This brings into focus all components of the Quantity Sold summary widget: the label row, singleton value row and the table containing both rows.

From the on-demand toolbar select the **Style current selection**  and choose New style.



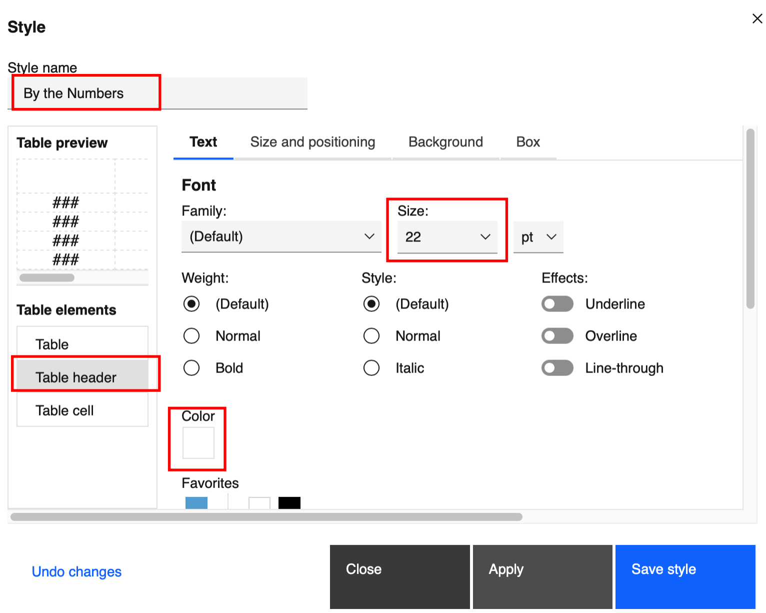
The **Style** dialog box will open so you may define the Style settings.

Change the new **Style Name** to ‘**By the Numbers**’.

First, define a **Style** for the **Table header** which contains the singleton with the data value. **Setup** the **Text tab** and **Background tab** as follows:

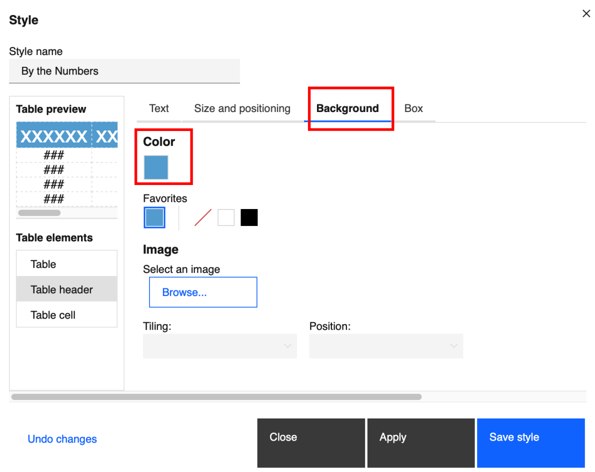
- Under the **Text tab**, set the **Size** to **22 pt**.
- Under **Color**, **click** on the **colored box** to open the color dialog box. From the **Basic colors tab**, select **White**. Click **OK**.

Your **Style** settings for the **Table Header** and **Text** should appear as follows:



Click on the **Background** tab and you will see the corporate color (**Blue**) is saved from the previous styling we did earlier under **Favorites**. Under **Favorites**, click the **Blue** that was previously defined (#RGB 519ACF).

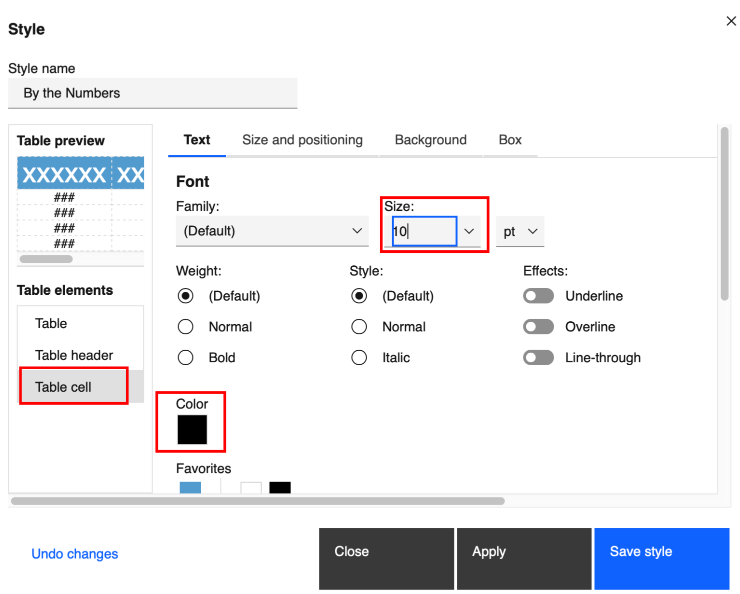
The table preview on the left renders how the header will display in the report. Your **Style** settings for the **Table Header** and **Background** should appear as follows:



Next, setup the **Style** for the **Table cell** which contains the data label's text as follows:

- Under **Table elements**, click **Table cell**.
- Click the **Text tab** and change the **Font Size** to **10 pt**.
- Keep the font **Color** as **Black** (default).
- Make **no changes** to the **background**.

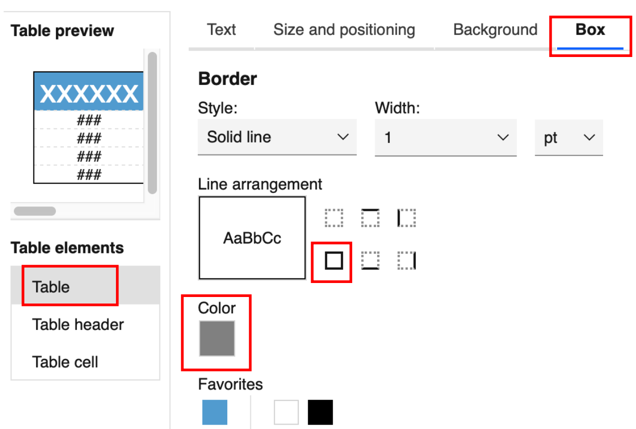
Your Style settings for the **Table Cell** and **Text** should appear as follows:

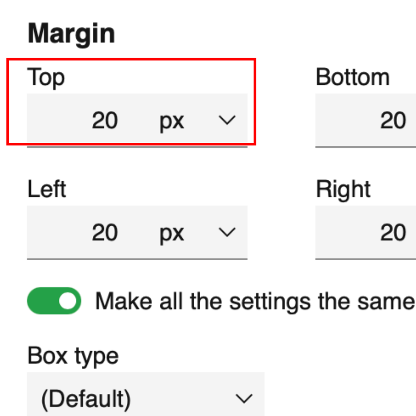


Lastly, you will setup the **Style** for the **Table** which contains the data value and the data label as follows:

- Under **Table elements**, click on **Table.**
- Click on the **Box** tab.
- Under **Line arrangement**, click on **Apply All Borders.**
- Under **Color**, click on the **colored box** to open the color dialog box. From the **Basic colors** tab**,** select **Gray**. Click **OK.**
- Under **Margin** enter **20 px** in the **Top** box and it will be duplicated for the rest of the boxes. Keep all margins set to **20 px**.

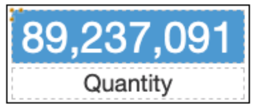
Your **Style** settings for the **Table Box** should appear as follows:



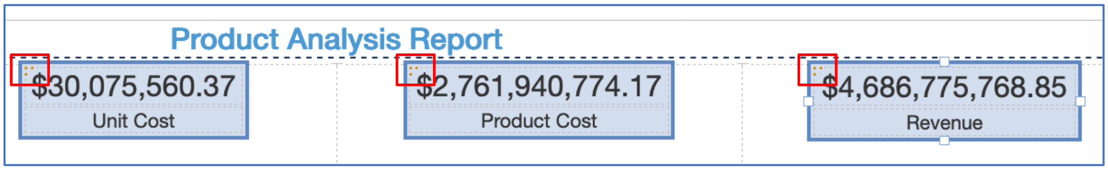


You've now set the style for each section of the table. Click on **Apply** and then **Save style** and then click **Close**.

The **Quantity** widget now appears with your new Style applied.

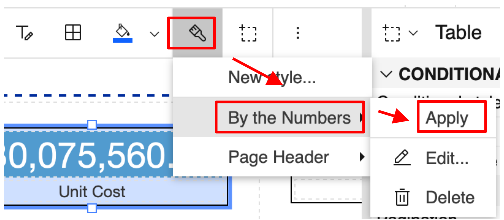


To easily apply this style to the remaining widgets, **Control + click** the three remaining widgets by selecting the **container select object** (three red dots in the upper left corner of each table).

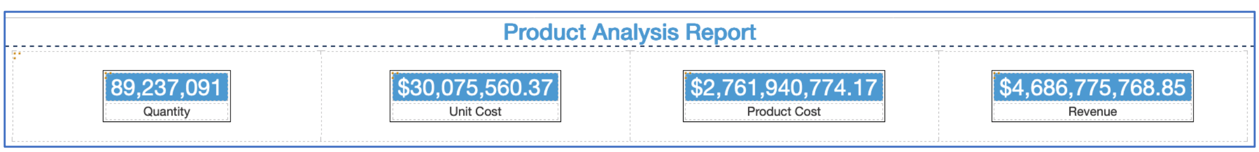


All three table widgets will come into focus so that you may now apply your style simultaneously to all three.

From the on-demand toolbar select the **down arrow** beside the **Style current selection**  icon**.** Select your new **By the Numbers** style and then **Apply**.



All four widgets now display your custom style.



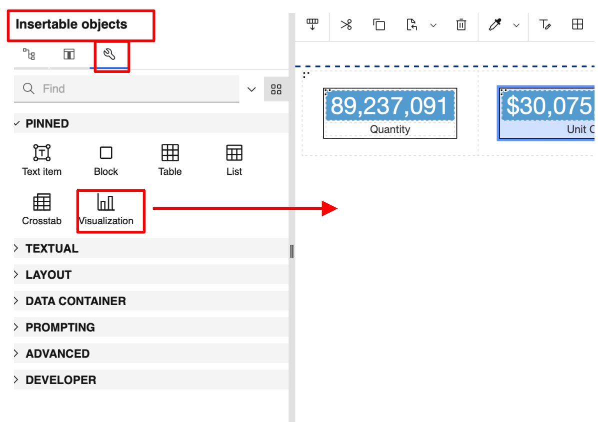
Save the Report.

Part 7. Add a Visualization

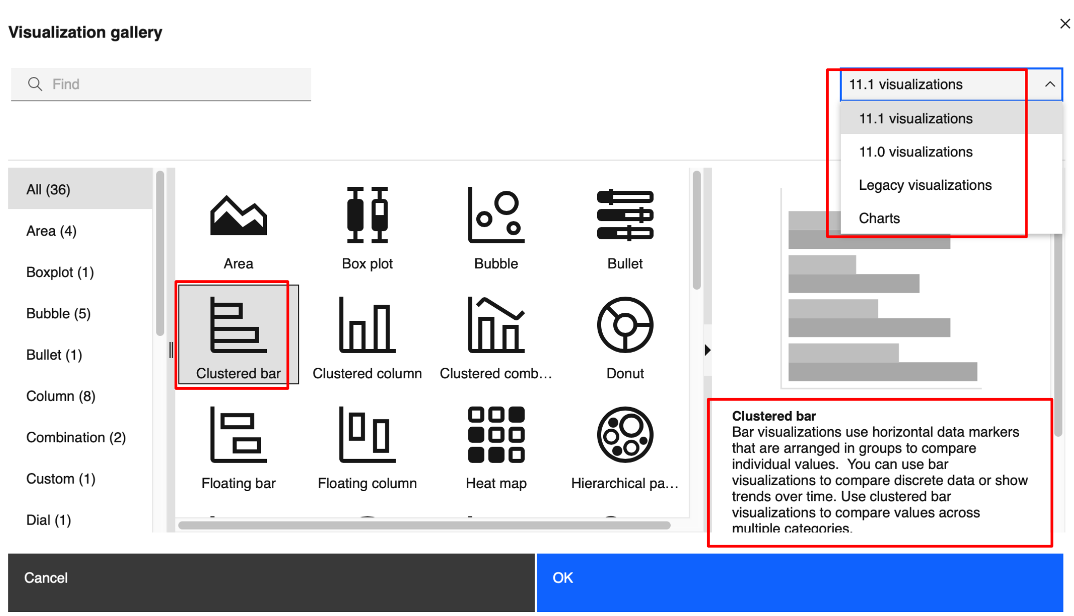
Now that you have setup your KPIs, you would like to build out the report with more detailed information on product line performance.

Select **Toolbox** from the **Insertable Objects** panel on the left.

Select **Visualization** and drag-and-drop it into the report body under your **Quantity** KPI.



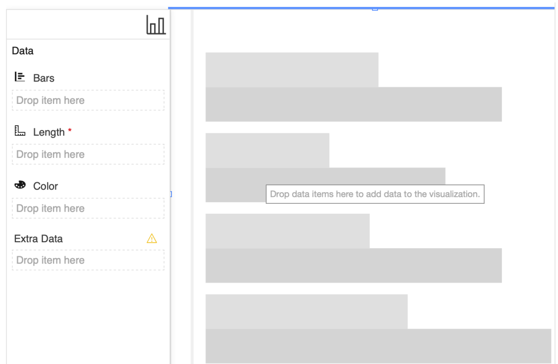
The **Visualization Gallery** will open. Select **Clustered Bar**.



Cognos Analytics will present information regarding the selected visualization including a detailed description, data used to build the visualization and type tag. Notice also on the upper *left, you may select from different visualization galleries from both current and previous releases of Cognos.*

Click **OK** to bring the visualization into your report.

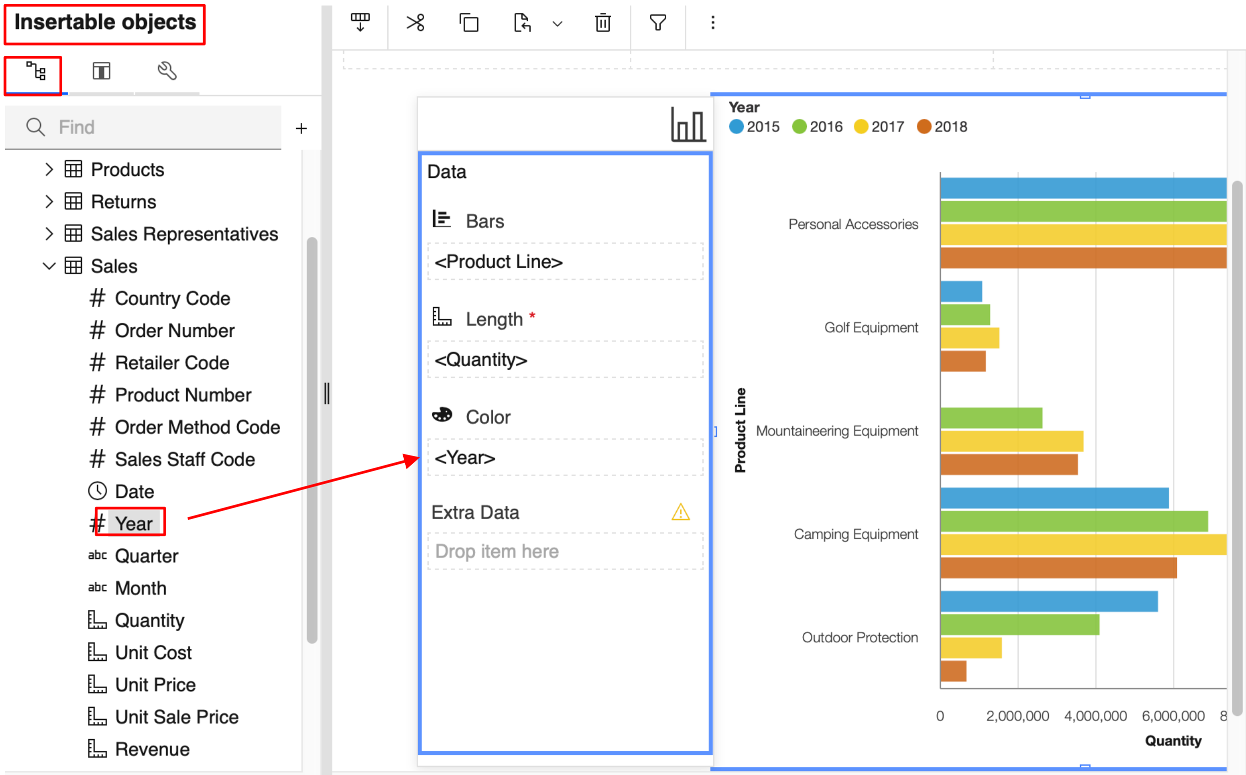
Click on the **new Clustered Bar visualization** to open the design dialog box, if needed. This is where you will define which data items are to be used in the visualization.



Select **Sources** from the **Insertable Objects** panel on the top-left to access data items from the data module.

Expand the **Products** table and expand the **Sales** table if it is not**.** Select the following **data items** and build your visualization as follows:

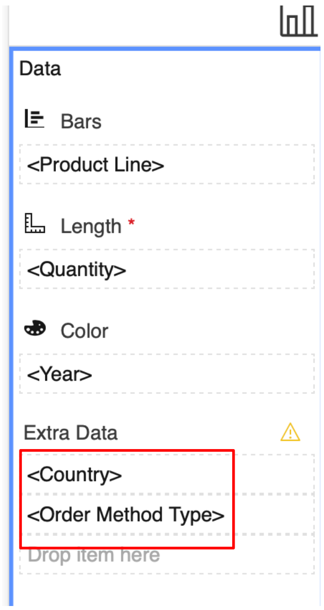
- Drag **Product Line** from **Products** to the **Bars** Slot.
- Drag **Quantity** from **Sales** to the **Length** Slot.
- Drag **Year** from **Sales** to the **Colors** Slot.



You also want to add 'extra data' to the visualization to help your consumers with extra filtering capabilities. These items will not be displayed on the chart, but users can use them for filtering when consuming the report later.

- Drag **Country** from **Sales Representatives** to the **Extra Data** Slot.
- Drag **Order Method Type** from **Order Methods** to the **Extra Data** Slot.

Your visualization definitions should now appear as follows:

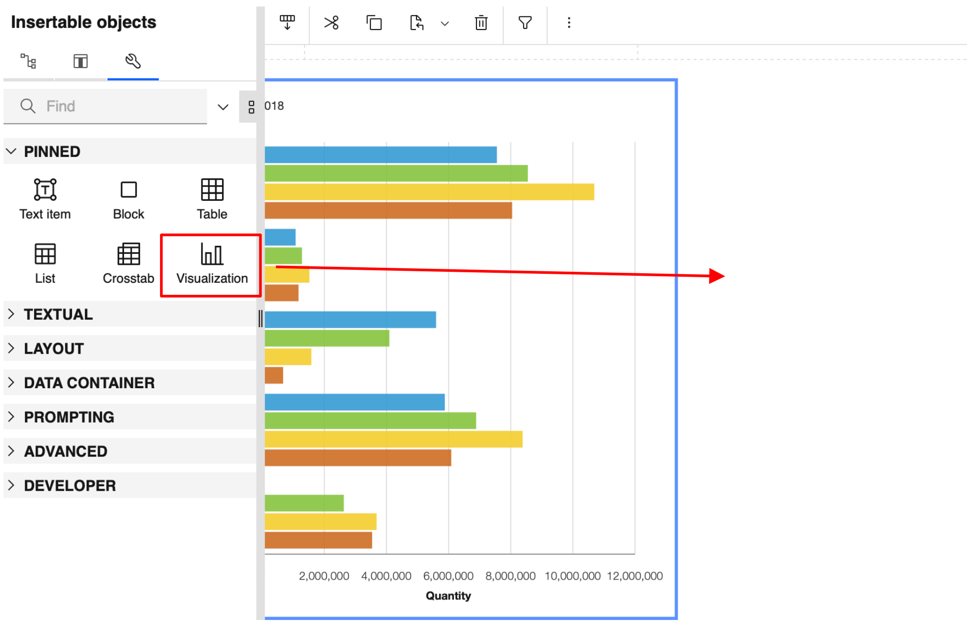


TECH TIP: *Note the caution indicator on the Extra Data Slot. Extra data is only available when using HTML output.* **Save** the Report.

Part 8. Add a Map

Next, add a map to your report to indicate concentration of Revenues and Quantity Sold by geo-location.

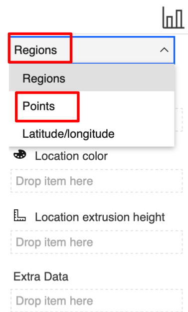
Open the **Toolbox** and drag **Visualization** all over to right of the **Clustered Bar** widget. The canvas will split to evenly divide into two sections, one for each visualization.



From the **Visualization Gallery**, select **Map** and click **OK**.

Click the **Map** to bring up the **Design Dialog** box, if needed.

For this workshop, you will work with the **Points** layer for this map. Click the **down arrow** next to **Regions**. Select **Points**.



Select Sources from the Insertable Objects panel on the left to access data items from the data module.

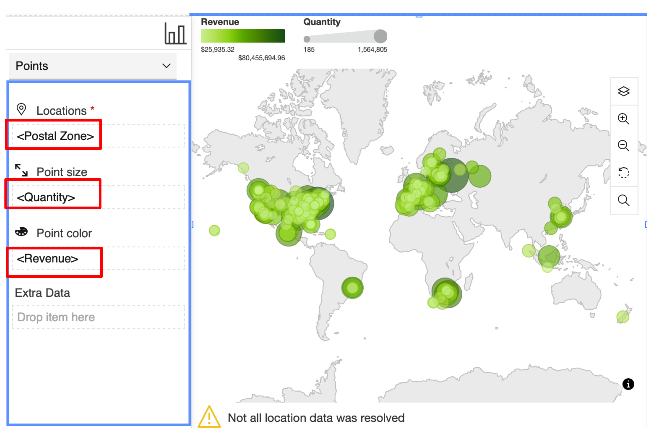
Expand the Customer Loyalty Program table and Customer Location folder. Select the following data item and build your visualization:

- Drag **Postal Zone** from **Retailers** to the **Locations** slot**.**

Expand the Loyalty Program Details and Measures folder, select the following data items and build your visualization as follows:

- Drag **Quantity** from **Sales** to the **Point Size** Slot.
- Drag **Revenue** from **Sales** to the **Point Color** Slot.

Your visualization definitions should now appear as follows:

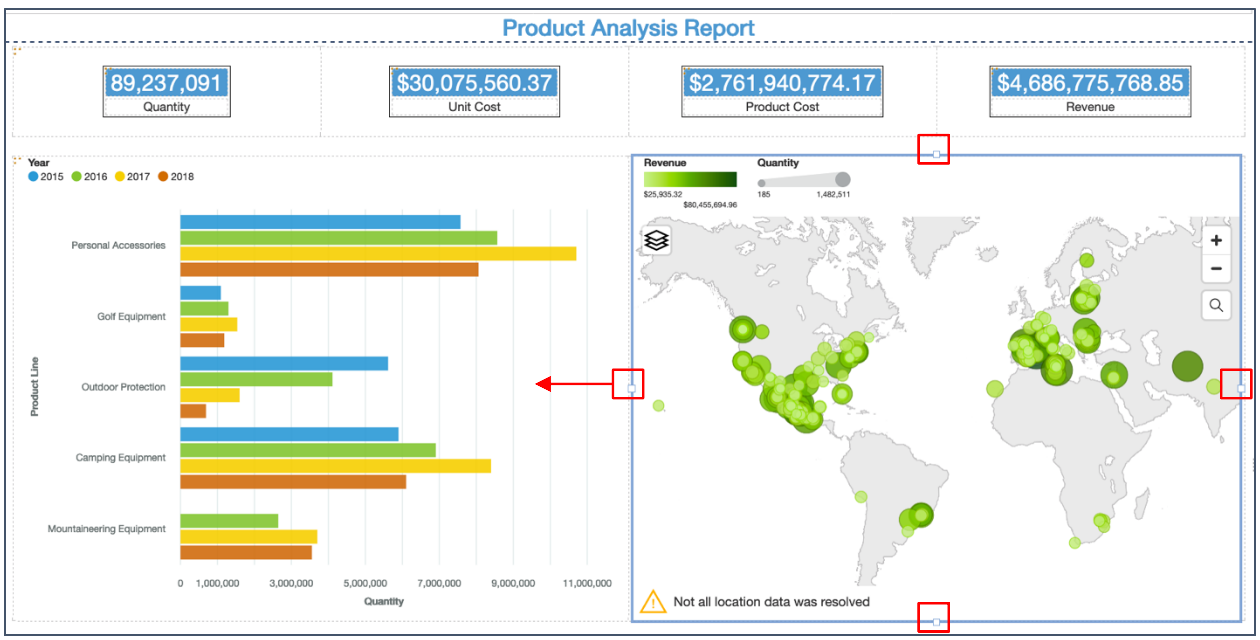


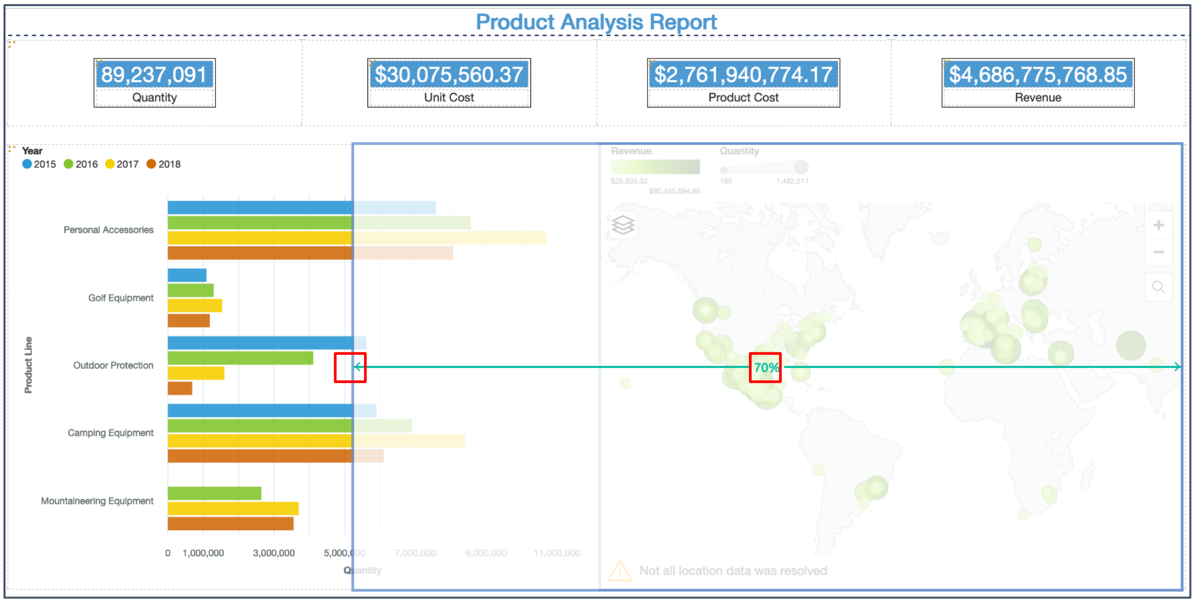
TECH TIP: Note the caution indicator and message at the bottom of the map. Cognos Analytics has identified data points that could not be resolved. You may click on the caution icon to get additional information on unresolved locations. (Addressing unresolved locations is outside the scope of this workshop.)

You would like to modify the layout to provide more space for the Map. Cognos Analytics makes resizing widgets easy by using the resizing handles to drag the widget to the size desired.

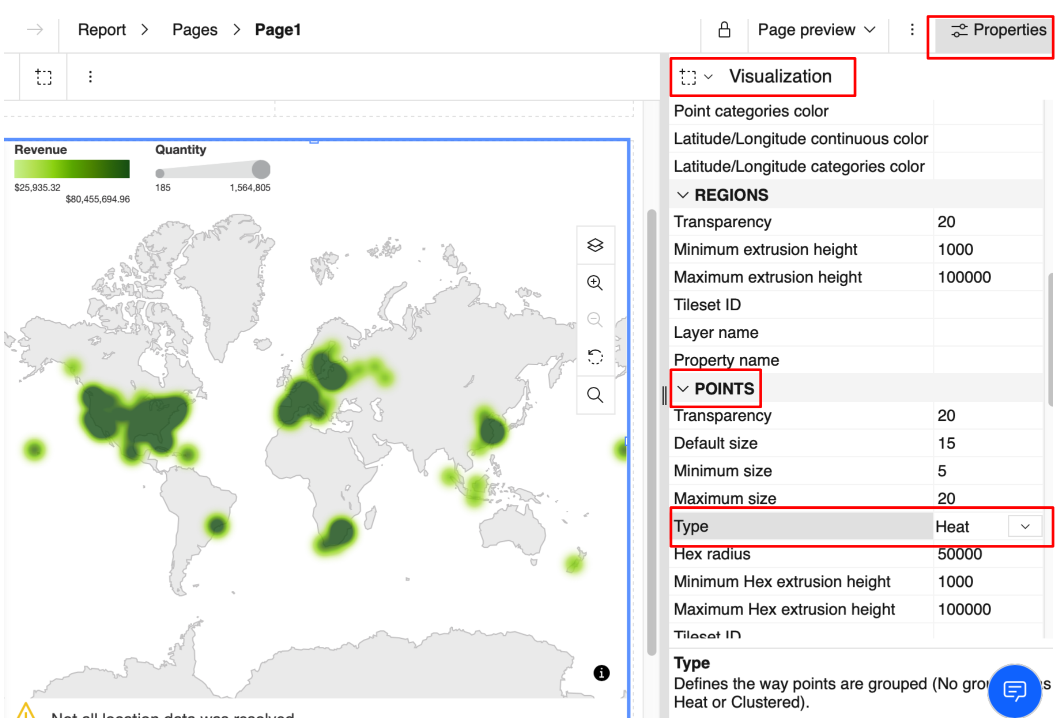
Click on the **Map** to close the Design dialog box. The Map will remain in focus and you will see grab the handles (white squares) on the edges of the widget.

You would like the Map to occupy 70% of the width. Use the **left grab handle** to re-size the visualization directly on the screen. As you drag the edge of the widget, a sizing bar will render to assist you in sizing the layout to your desired size.





At the top-right of the canvas, open the **Properties** panel if needed. From the **Properties** panel, scroll down to the **Points** section. Change the **Type** to **Heat**. This will give you a heat overlay of the points.



Next, change the **Type** to **Cluster**. This smartly Clusters the Points so you may see the total data points aggregated on the map.

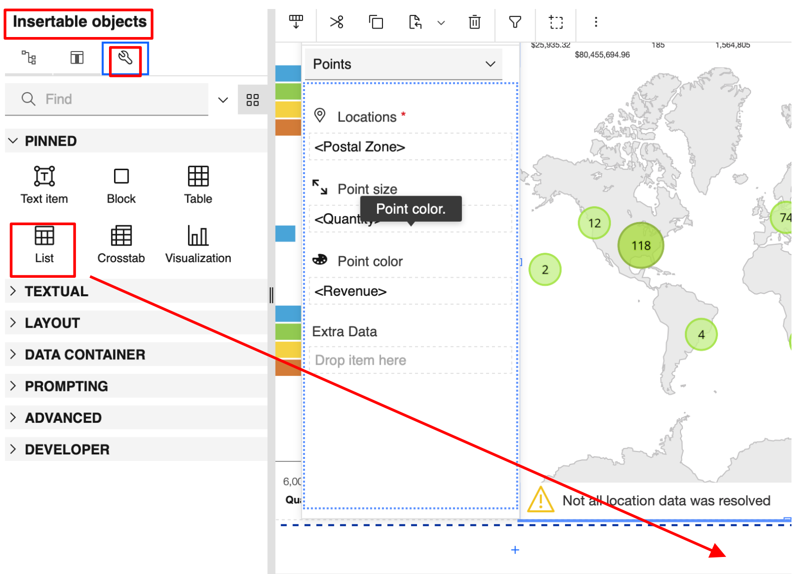
Using the center wheel on your mouse, you can zoom in/out on the map to drill into the information. As you do so, the clusters separate the Points, down to the individual data points. **Zoom in** over different areas of the map to see the clusters separate.

Alternatively, Zoom out on the map to get the global view.

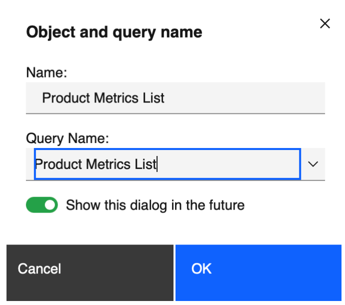
Save the report.

Part 9. Add a List

To give some additional context, add a list to the bottom of the report to show the metrics by **Product Line**. From the **toolbox,** drag a **List** to the **bottom center** of the report body, below the two visualizations.



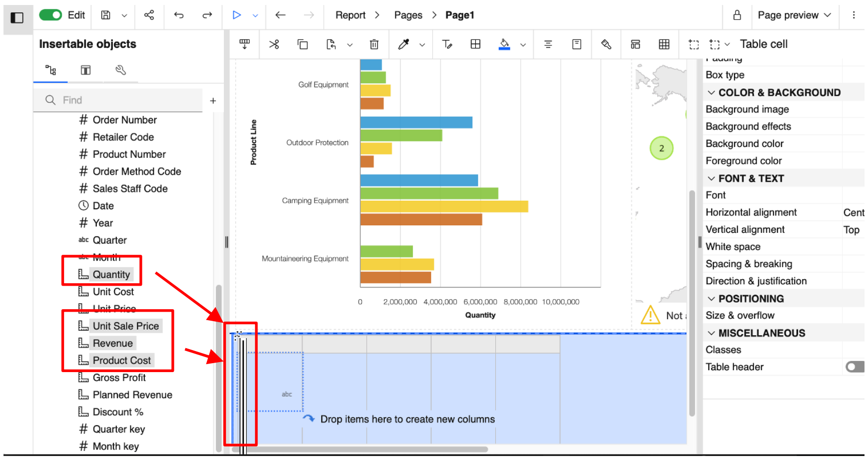
In the **Object and query name** dialog box, change both the **Name** and **Query Name** to "**Product Metrics List**" and click **OK**.



Select **Sources** from the **Insertable Objects**. From the **Loyalty Program Details and Measures folder,** use **Control + Click** to **multi-select** the following **data items**:

- **Product Line** from **Products**
- **Quantity** from **Sales**
- **Product Cost** from **Sales**
- **Unit Sale Price** from **Sales**
- **Revenue** from **Sales**

Drag the data items to the **drop zone**, dropping when you see the **flashing vertical line** on the left edge of the list report as shown below:



The list will populate on the bottom portion of the report body.

Product Line	Quantity	Product Cost	Unit Sale Price	Revenue
Camping Equipment	27,301,149	$1,002,237,570.38	$145.37	$1,589,036,66
Golf Equipment	5,113,701	$374,217,725.72	$470.47	$726,411,36
Personal Accessories	34,907,705	$1,109,090,240.49	$102.92	$1,885,673,30
Outdoor Protection	12,014,445	$30,011,013.47	$8.30	$75,994,29
Mountaineering Equipment	9,900,091	$246,384,224.11	$96.19	$409,660,13

Save the report.

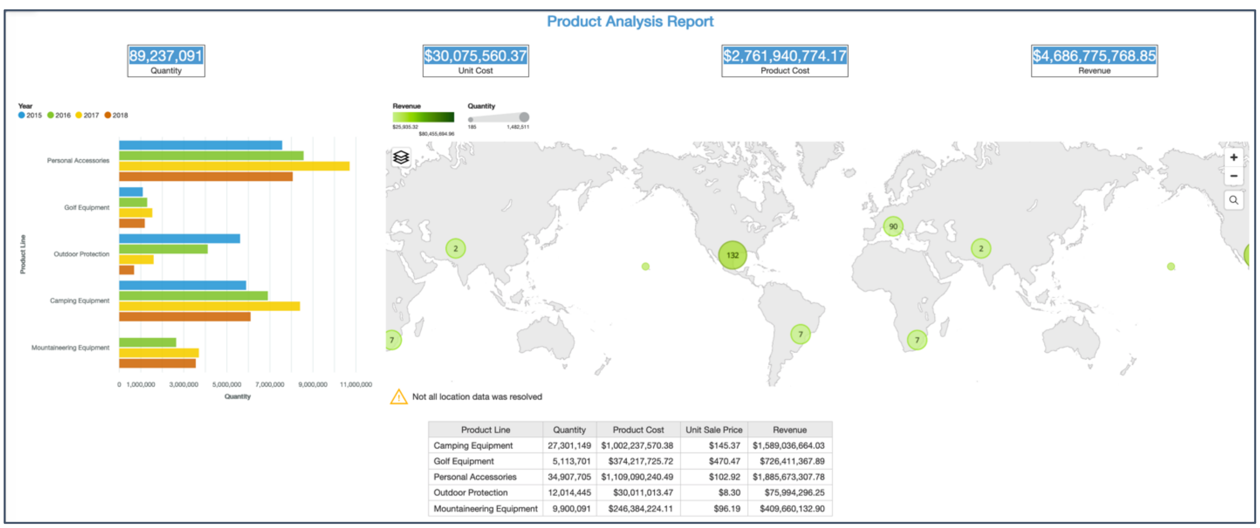
Part 10. Report Output

Now that you have completed your report you can run the report using the many run options available in Cognos analytics.

From the **Report toolbar**, click on **Run Options** . Select **Run HTML**.

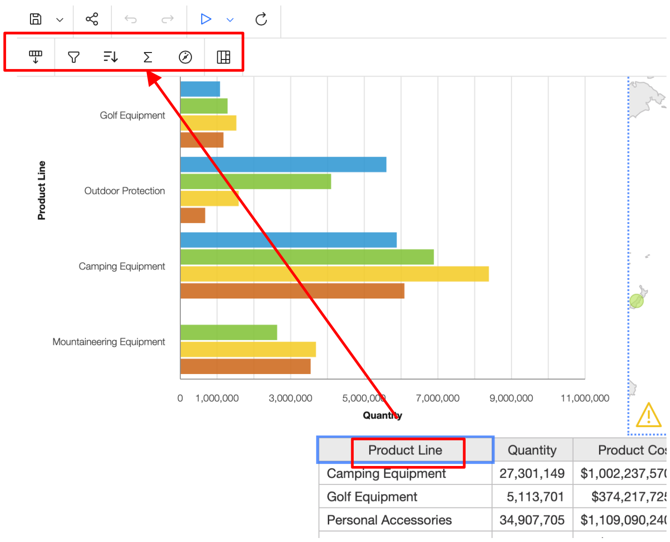
TECH TIP: *Beware of Pop-up blockers in the browser. If they are enabled, allow them for this server. For more information on pop-up blockers, see Appendix B.*

The report will open in a new browser tab.

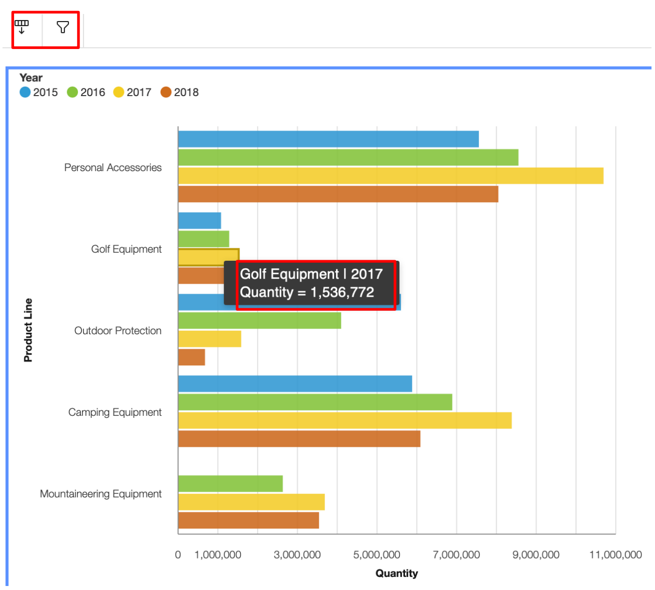


Once rendered, you can interact with the various sections of your report.

From the **List**, Click on the **Product Line** header to bring it into focus and bring up the on-demand toolbar. Hover over each of the options to view the User's capabilities to interact with the report.



The options on this toolbar will dynamically change based on the part of the report you are interacting with. Click on the **bar chart.** Hover over **one of the bars** in the chart. Detail about that data will render and the toolbar will update with options for the you to interact further.



From the toolbar, click on **Filter**. The Filter dialog box will appear. Notice that the filter options include not only the data items rendering in the visualization, but also the additional data items you included in the "Extra Data". Click on the **X** in the upper right corner to close the **Filter box**.

Close the browser tab and **Save** your report.

Appendix A: Cognos Analytics User Interface

Navigation panel. On the left side of the UI is the main **Navigation panel,** the icon is ≡. This navigation panel is present on the UI at all times and updates dynamically as the User works with the various capabilities within Cognos Analytics. The upper part of the panel provides Users with direct access to search for their content, and links to content to which they have access. The bottom portion of the panel provides Users with one-click access to capabilities to create and manage new activities such as creating new content, uploading personal data files, accessing notifications and managing the environment (dependent on User permissions as set by the Administrator). The Navigation panel will dynamically update with capabilities based on the content the User is working with on the canvas.

- **Home**. The Home page is main screen the User will come to when entering Cognos Analytics. The default view will render lists of recently used content, a file drop zone for uploading files, and a quick reference section which allows the User resources to get started, sample data sets, and links to support materials. For the home page, the User may change their view by selecting a saved Dashboard, Report or Story to render on this home page. Administrators may also set the homepage view globally, or by User Group.

- **Search**. The New Smart Search in Cognos Analytics provides a modernized search engine that uses a smart, intent-driven search algorithm to assist the User. Click on Search to open the search panel. Type "Sales" in the search dialog box. As you type, an auto-fill feature will launch and render search suggestions for related terms. Click outside the Search panel to close it. It is on the top right side, and is not part of the hamburger icon.

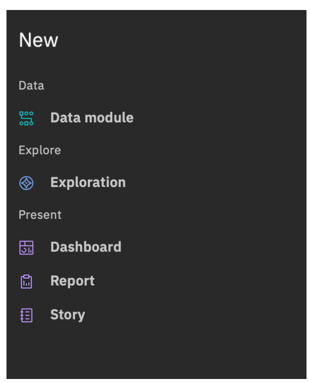
- My content **My Content.** The **My Content** folder provides the User with direct access to the content they have saved. This is content owned by the User and may only be viewed by the User. You will be saving your work from today's workshop in this folder. Click on Content **Content** in the navigation panel to see **My Content, Samples** and **Team Content. Click** on **My Content** to open the navigation panel to see if there is any User content in your environment.

- Team content **Team Content.** The **Team Content** folder contains all the published enterprise and shared content the user has permissions to view. Click on Content **Content** in the navigation panel to see **My Content, Samples** and **Team Content. Click** on **Team Content** to open the navigation panel. Notice there is a list of folders. We will go deeper into these later in the exercises.

- **Recent**. IBM research shows that Users typically use the same set of content on a regular basis. The **Recent** button shows the User the most recently used list of content, up to 20 objects (reports, dashboards, data modules, etc.). Objects appear in order based on most recently used. Once an object is viewed, it will move to the top of the list. **Click** on **Recent** to see what, if any, are the most recently used objects in your environment. **Hover** your mouse over the icon to the left of each object to identify the type of object. **Click** outside the **Recent** panel to close it.

- **Manage**. Users who have been granted departmental administration permissions are able to manage content and create or modify Users, schedules, data sources and customize the environment.

- **New**. The New button allows Users to create new content. It is intent-driven, meaning that it allows Users to select what type of content they wish to create, and the Cognos Analytics UI will open the associated capabilities in UI. From here, Users may create new Reports, Dashboards, Explorations, Stories and Data Modules.



2 items open **Switcher Menu**. The Switcher menu at the top center of the UI provides a dropdown button that allows Users to easily move between the different objects they have worked with during their current session, without opening additional browser windows. (None will currently show as you have not opened any objects so far, but example is shown below).

Drop Zone. Users may now easily upload files to Cognos Analytics using the **Drag and drop files, open Quick Launch or Browse** section at the bottom of the home page.

Canvas. The majority of the UI is dedicated to the **Canvas**. This is the interactive work area where the User will interact with all their data. The Canvas will dynamically update based on the content the User is working on.

Now that you are familiar with the User Interface, you're ready to take Cognos Analytics for a test drive.

Appendix B: Popup Blockers

Cognos Analytics uses pop-up windows. You will need to ensure your preferred browser is set to allow pop-ups.

CHROME (WINDOWS)

By default, Chrome will notify you when a pop-up is blocks and give you an option to see it. To turn off pop-up blocker, follow these instructions:

1. Click the **Customize and control Google Chrome** menu (the three horizontal bars in the upper right corner)
2. Select **Settings**.
3. Click the **Show advanced settings...** at the bottom.
4. Under **Privacy**, click the **Content Settings** button.
5. To disable the pop-up blocker, check the **Allow all sites to show pop-ups** box**.**
6. To enable pop-ups on specific sites, check **Do not allow any site to show pop-ups** (recommended) and click **Exceptions** and enter the URL(s).

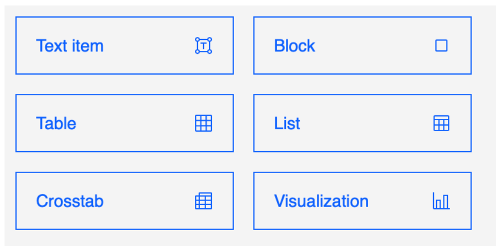
FIREFOX (WINDOWS)

1. Click the **Firefox** menu in the left-hand corner of the window.
2. Select **Options**.
3. Click **Content**.
4. To disable the pop-up blocker, uncheck the **Block pop-up windows** box.
5. To allow specific pop-ups, click **Exceptions** and enter the URL(s).
6. **Close** the window.
7. Click **OK**.

Appendix C: Customizing the Toolbox

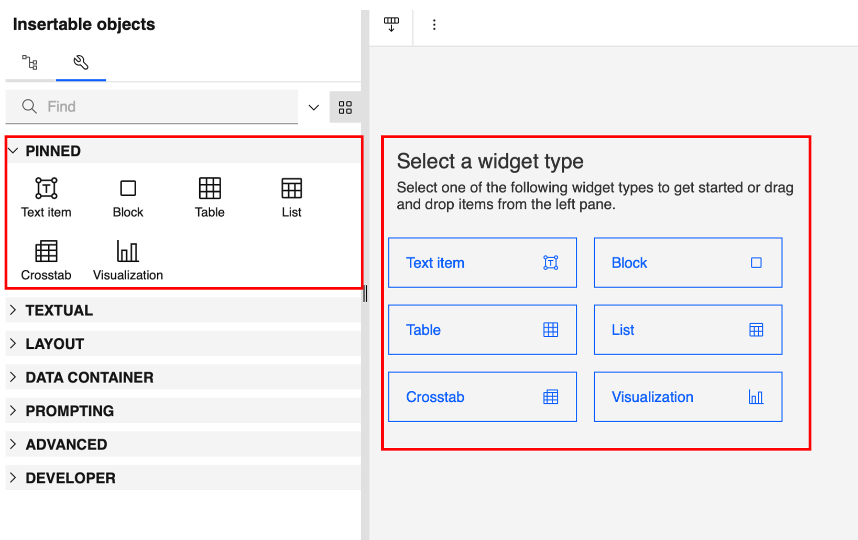
The toolbox items in the PINNED section are the commonly used report items; somewhat like a favorites list. However, there are many more toolbox options available for use. Any toolbox item may be added to the PINNED toolbox items and Users can customize the toolbox for their preferences.

From any report template, this will be shown.



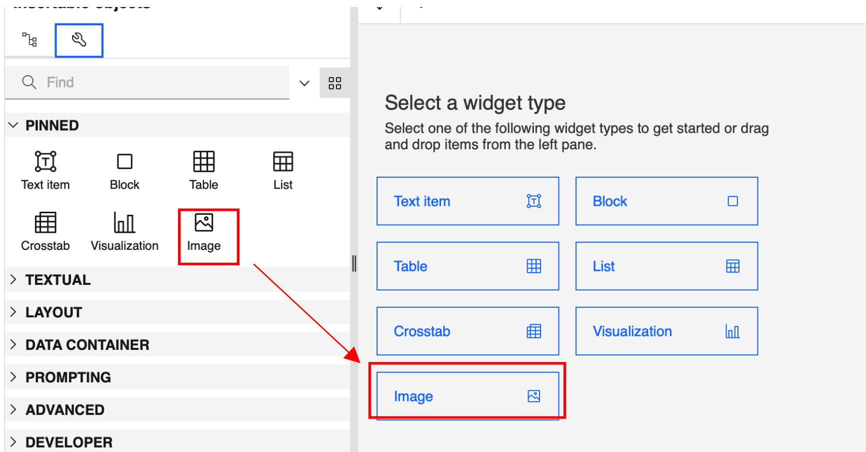
The **Insertable objects** shown come from the **Pinned toolbox** items. To view the **Toolbox** items, click on the **toolbox** icon from the **Insertable Objects panel** on the left.

The **Toolbox** opens and shows the **PINNED** section.

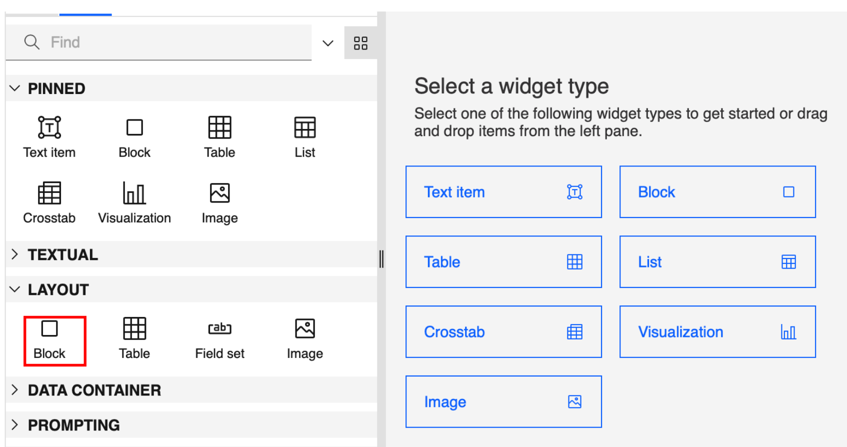


*The toolbox objects shown the **PINNED** section are the commonly used report items; somewhat like a favorites list. However, there are many more toolbox options available for use. Any toolbox item may be added to the **PINNED toolbox items**.*

The toolbox items have been organized into groups based on object type. Click on the **arrow** next to each group to view the contents. Under **LAYOUT**, Right click on **Image** and click **"Add to pinned toolbox items"**. Notice that it is now added to the of the list of PINNED items, and now appears in the Add options..



Users may also remove toolbox objects from the Pinned list. Under **PINNED**, right click on **Block** and select **Remove from pinned toolbox items**. Block is now removed from the PINNED list and the Add options, but remains available under the LAYOUT group.



This customization of the User's Authoring Interface makes it even easier for the User to create content quickly as it puts the functions they need where they need it and allows them to personalize it for their personal preferences.

Summary

Congratulations, you've completed your first Report!! To continue your Analytics journey, please check out our other tutorials in this Cognos Analytics 11.1 series.

Visit us at: https://www.ibm.com/demos/collection/IBM-Cognos-Analytics/