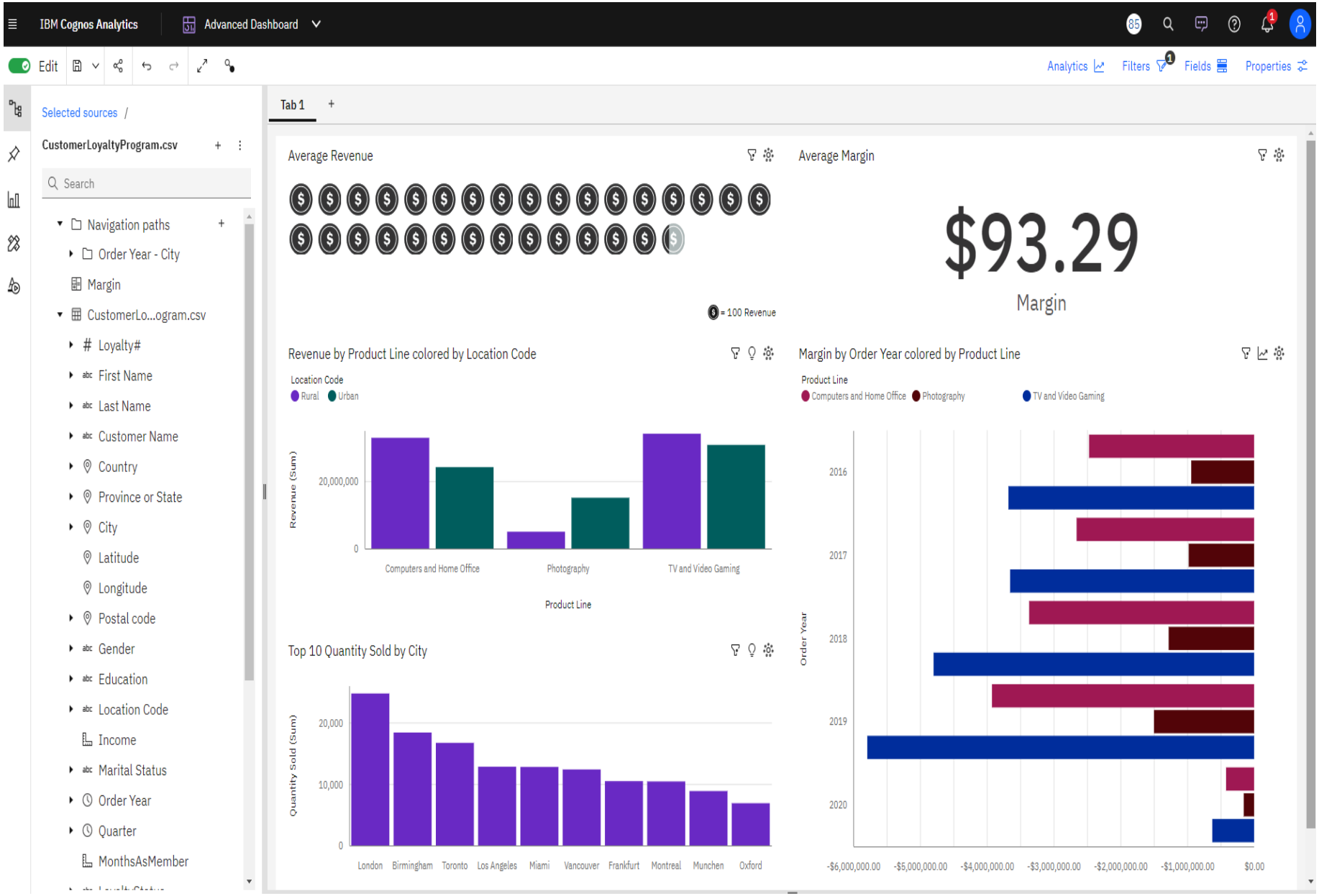
IBM Cognos Analytics
Advanced Dashboard
Edit
Analytics
Filters
Fields
Properties
Selected sources /
CustomerLoyaltyProgram.csv
Search
Navigation paths
Order Year - City
Margin
CustomerLo...ogram.csv
Loyalty#
First Name
Last Name
Customer Name
Country
Province or State
City
Latitude
Longitude
Postal code
Gender
Education
Location Code
Income
Marital Status
Order Year
Quarter
MonthsAsMember
Tab 1
Average Revenue
= 100 Revenue
Average Margin
$93.29
Margin
Revenue by Product Line colored by Location Code
Location Code
Rural
Urban
Revenue (Sum)
20,000,000
0
Computers and Home Office
Photography
TV and Video Gaming
Product Line
Margin by Order Year colored by Product Line
Product Line
Computers and Home Office
Photography
TV and Video Gaming
Order Year
2016
2017
2018
2019
2020
-$6,000,000.00
-$5,000,000.00
-$4,000,000.00
-$3,000,000.00
-$2,000,000.00
-$1,000,000.00
$0.00
Top 10 Quantity Sold by City
Quantity Sold (Sum)
20,000
10,000
0
London
Birmingham
Toronto
Los Angeles
Miami
Vancouver
Frankfurt
Montreal
Munchen
Oxford