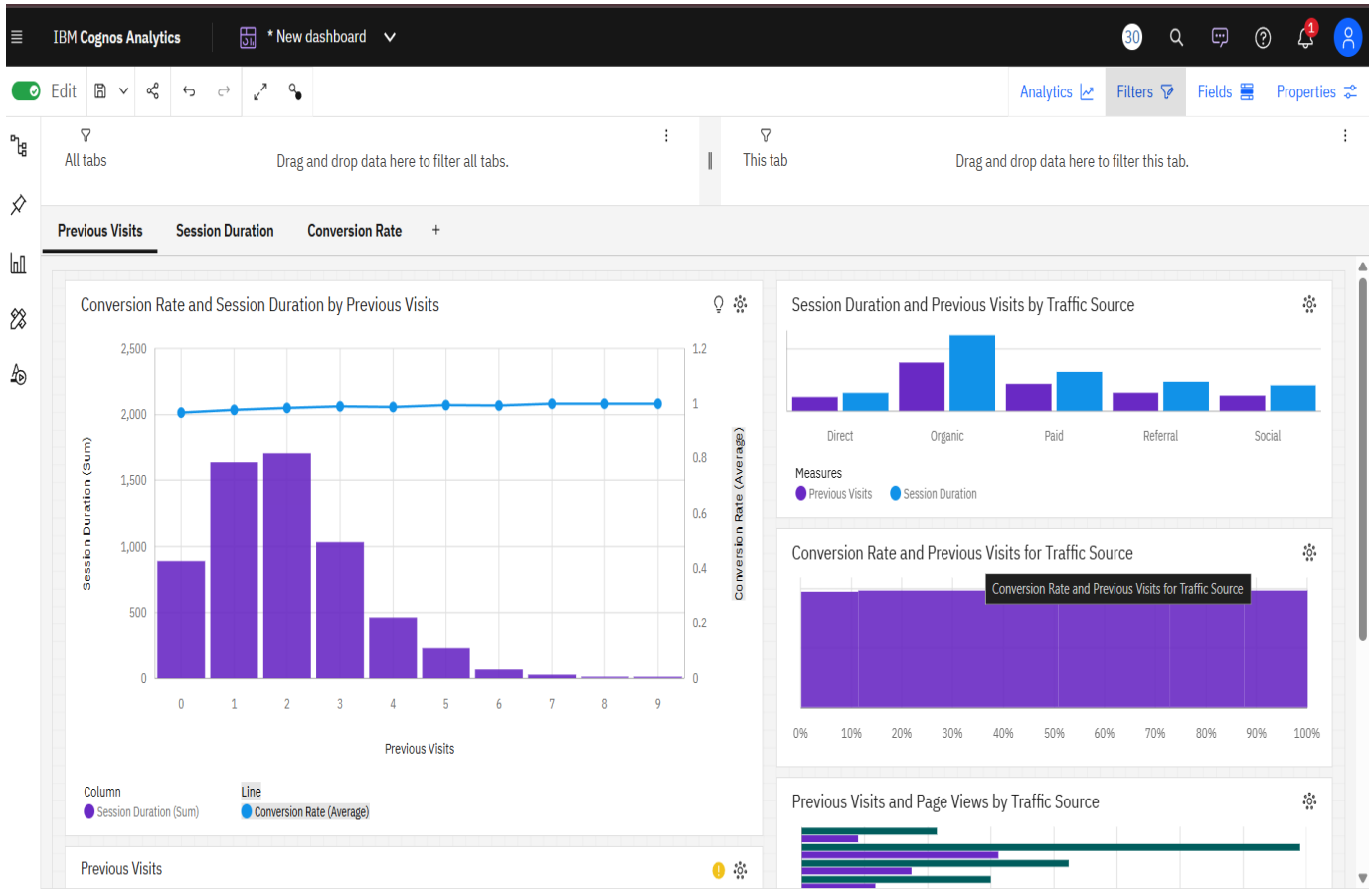


IBM Cognos Analytics



Description:

The screenshot shows a dashboard in IBM Cognos Analytics with multiple data visualizations related to Previous Visits, Session Duration, and Conversion Rate.

Here's a detailed description of the image:

- Header Section (Top Bar):
 - The title bar shows IBM Cognos Analytics.
 - Options include Edit, Share, Undo, Redo, Refresh, Analytics, Filters, Fields, Properties, and user account icons.

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- The dashboard is currently in Edit mode.
- Dashboard Tabs:
 - Tabs available: Previous Visits, Session Duration, Conversion Rate.
 - The displayed tab is Previous Visits.
- Main Visualizations (Left to Right, Top to Bottom):
 - Chart 1 (Large Left Chart)
 - Title: *Conversion Rate and Session Duration by Previous Visits*.
 - Type: Combination chart (Bar + Line).
 - Purple bars represent *Session Duration (Sum)*.
 - Blue line represents *Conversion Rate (Average)*.
 - X-axis: Previous Visits (0–9).
 - Y-axis (Left): Session Duration (Sum).
 - Y-axis (Right): Conversion Rate (Average).
 - Chart 2 (Top Right)

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- Title: *Session Duration and Previous Visits by Traffic Source*.
 - Type: Grouped bar chart.
 - Categories: Direct, Organic, Paid, Referral, Social.
 - Purple = Previous Visits, Blue = Session Duration.
- Chart 3 (Middle Right)
- Title: *Conversion Rate and Previous Visits for Traffic Source*.
 - Type: Bar chart.
 - X-axis: Conversion percentage (0%–100%).
 - Purple bars indicate relationship between Conversion Rate and Previous Visits.
- Chart 4 (Bottom Right)
- Title: *Previous Visits and Page Views by Traffic Source*.
 - Type: Horizontal bar chart.
 - Shows comparison of Page Views (teal) and Previous Visits (purple) across traffic sources.

IBM Cognos Analytics

- Bottom Toolbar (Windows Taskbar):
 - Windows 11 taskbar visible with icons like Edge, File Explorer, Outlook, Teams, WhatsApp, and system tray.
 - Time: 11:50 AM.
 - Date: 8/6/2025 (August 6, 2025).
 - Language: ENG (IN).

Overall, the dashboard is analyzing user behavior data—how previous visits, traffic sources, and session duration affect conversion rates and engagement metrics.