

# IBM Cognos Analytics

Companies big and small can make better business decisions, faster.

Learn more





# Meet Amber

She's the co-founder of Beanie, a coffee shop with three locations in New York.

The business is doing well, but she'd like to identify the factors that contribute to Beanie's success and, ultimately, make data-informed decisions.

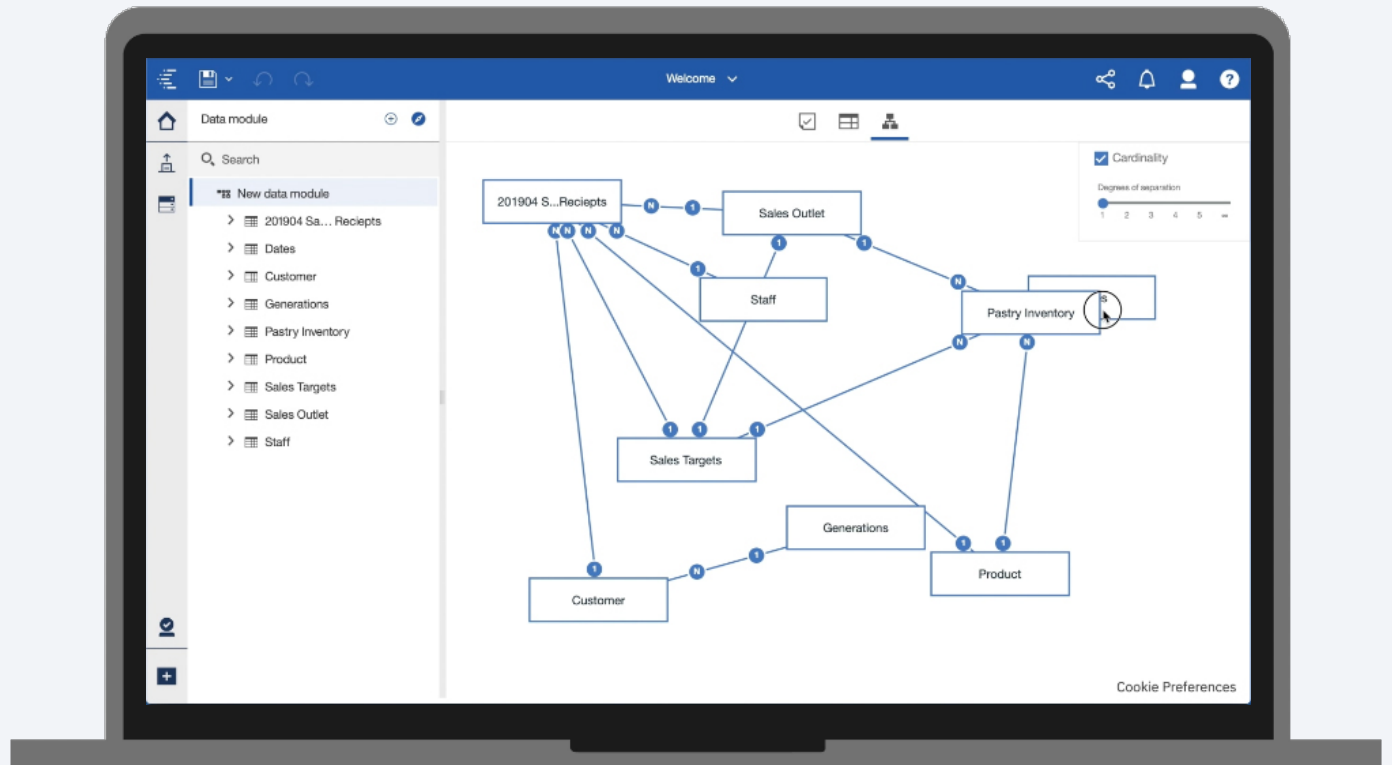
She is drowning in spreadsheets.



# Connect and combine your data effortlessly

Amber signs into Cognos Analytics and uploads her point of sale, inventory and staffing data.

Cognos Analytics verifies her data and helps join the various spreadsheets into a single, manageable data module.



## Any data

Connect to wide variety of different data sources or upload spreadsheets.

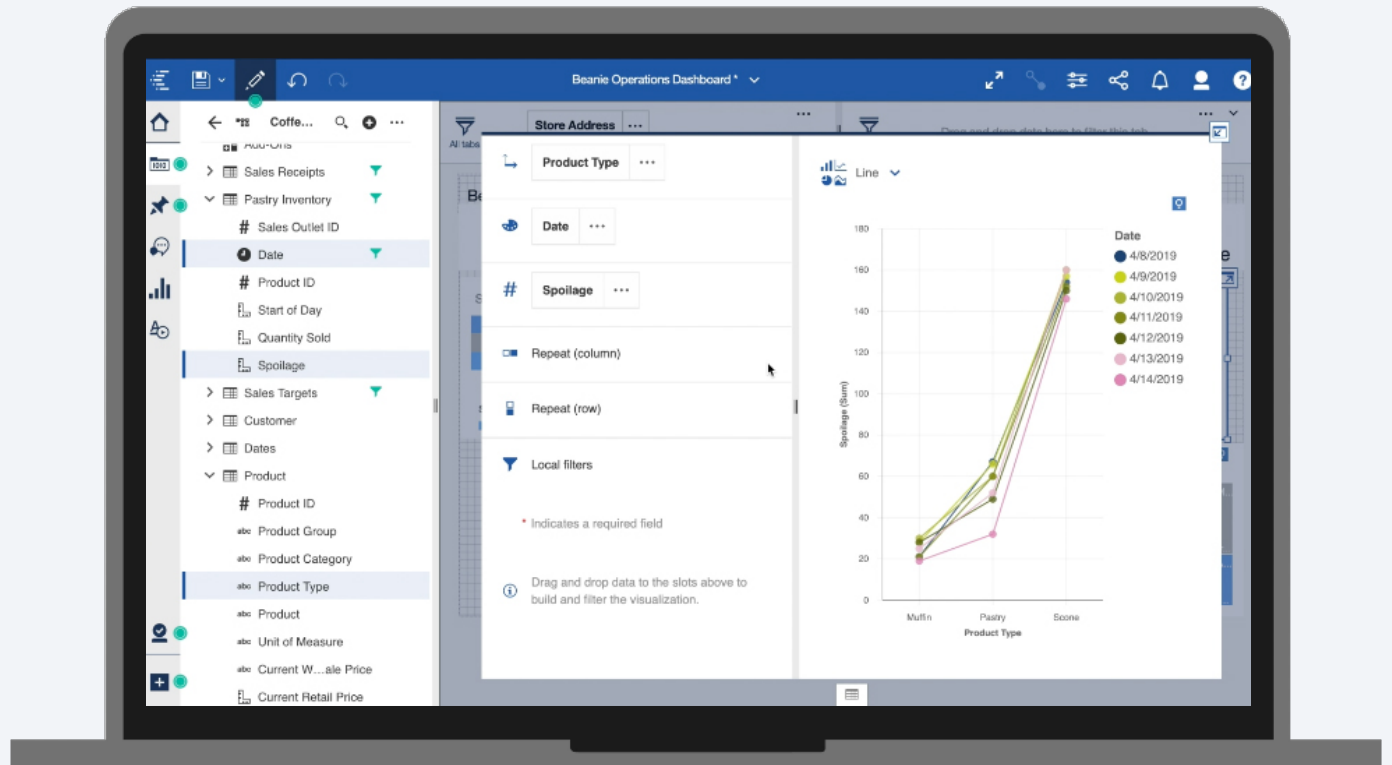
## Connected insights

Your data is more powerful when it is connected. Cognos Analytics will help you auto-join multiple sources into a single trusted data module. The bigger the module, the deeper the insights.

# Visualize your business performance, beautifully

Amber creates a Dashboard to track Beanie's sales and operational performance over time.

She drags and drops data onto the Canvas and Cognos Analytics auto-generates relevant visualizations.

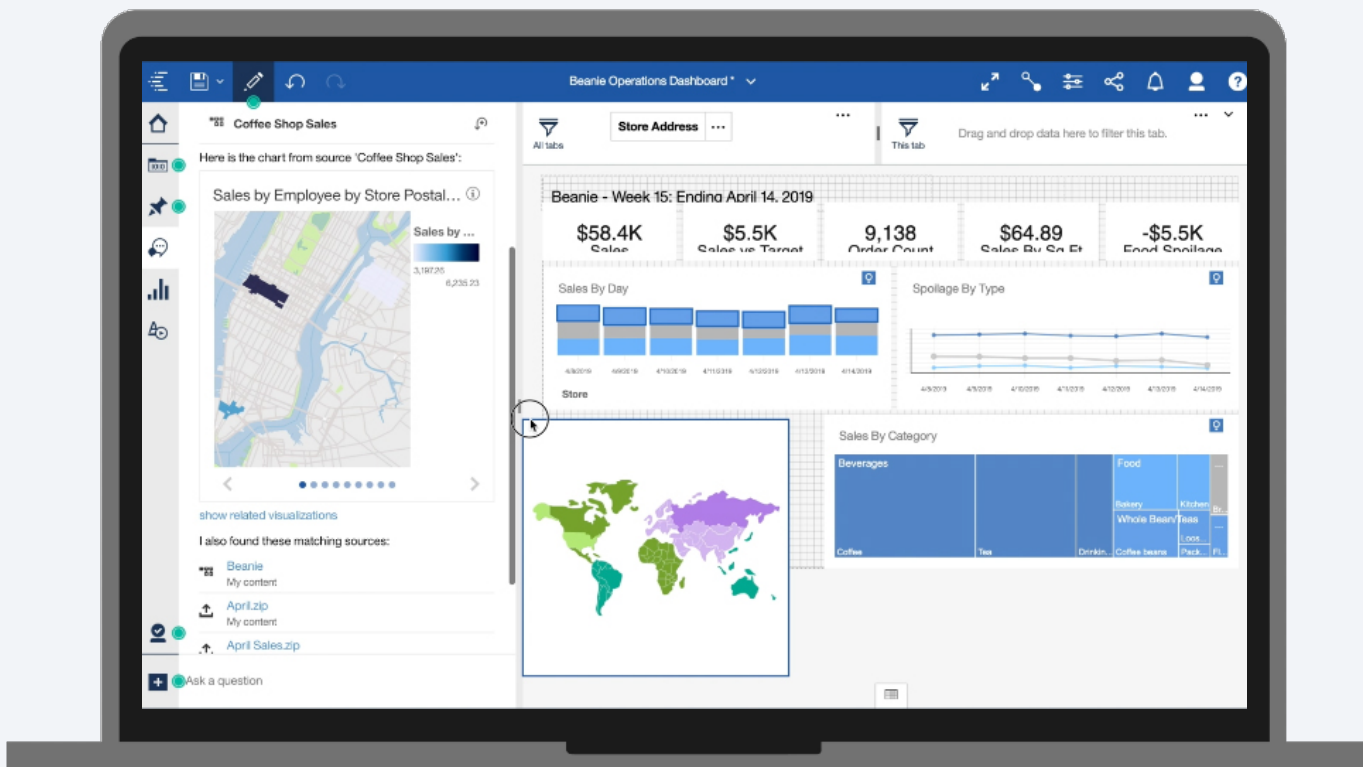


## Find meaning in your data

Understand your data with compelling, informative and interactive visualizations.

## Beautiful. Simply.

Cognos Analytics Dashboards are beautiful. Take advantage of an extensive selection of visualizations, including embedded geospatial mapping and advanced analytics.



Amber asks the AI Assistant to “Compare product sales by category.”

Cognos Analytics responds with a map visualization, a bar chart and a few others. She adds the map visualization to her Dashboard.

### Communicate in plain language

The AI Assistant communicates in plain English. Ask questions about your data and receive recommended visualizations, insights and more in a format you can understand.

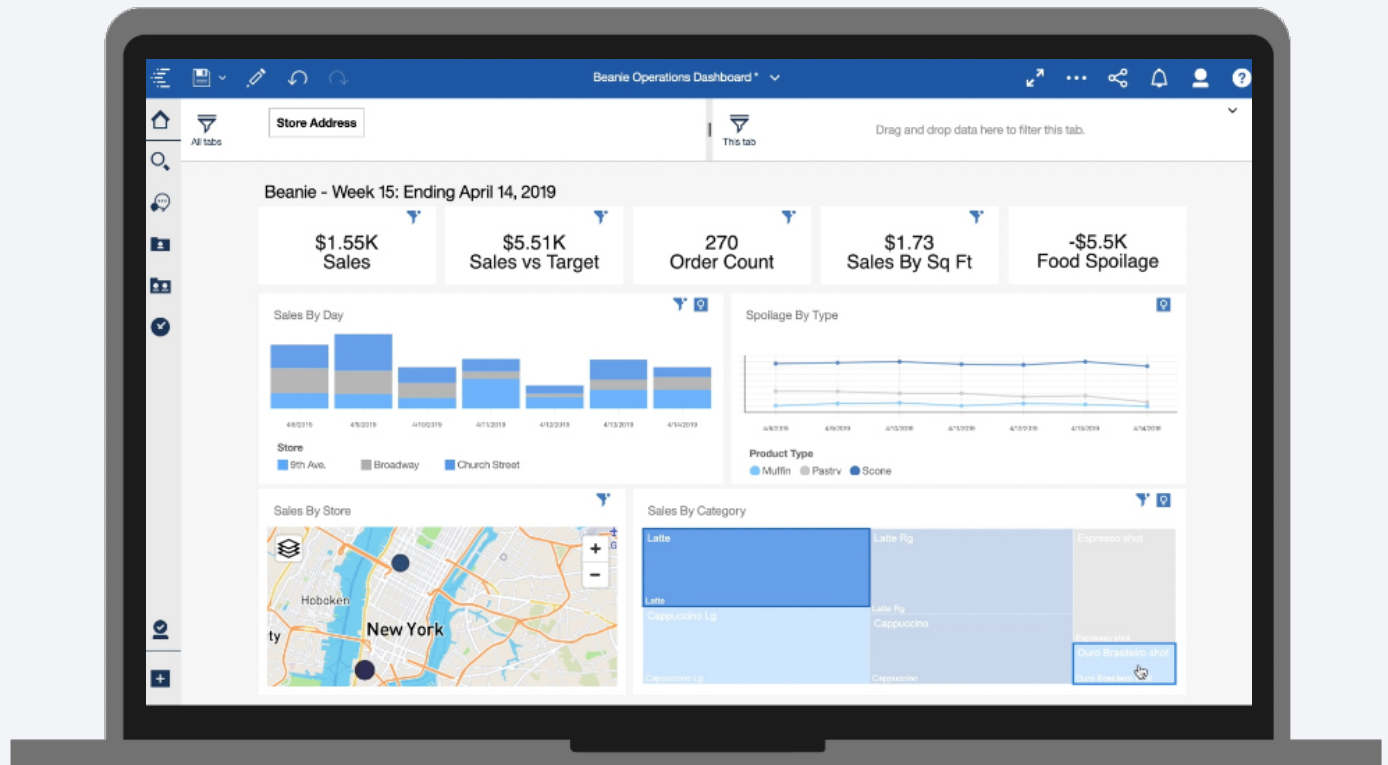
### Built for ease of use

The system will automatically recommend the best visualizations based on the data you selected. You can also select your own from the library of different visualizations.

# These Dashboards are alive

Amber studies her dashboard.  
In Sales by Category, she drills down to discover that Brasileiro Espresso is selling poorly.

In Spoilage by Type, she discovers that her Artisanal Scones are sitting on the shelf and spoiling.



## Take a deeper look

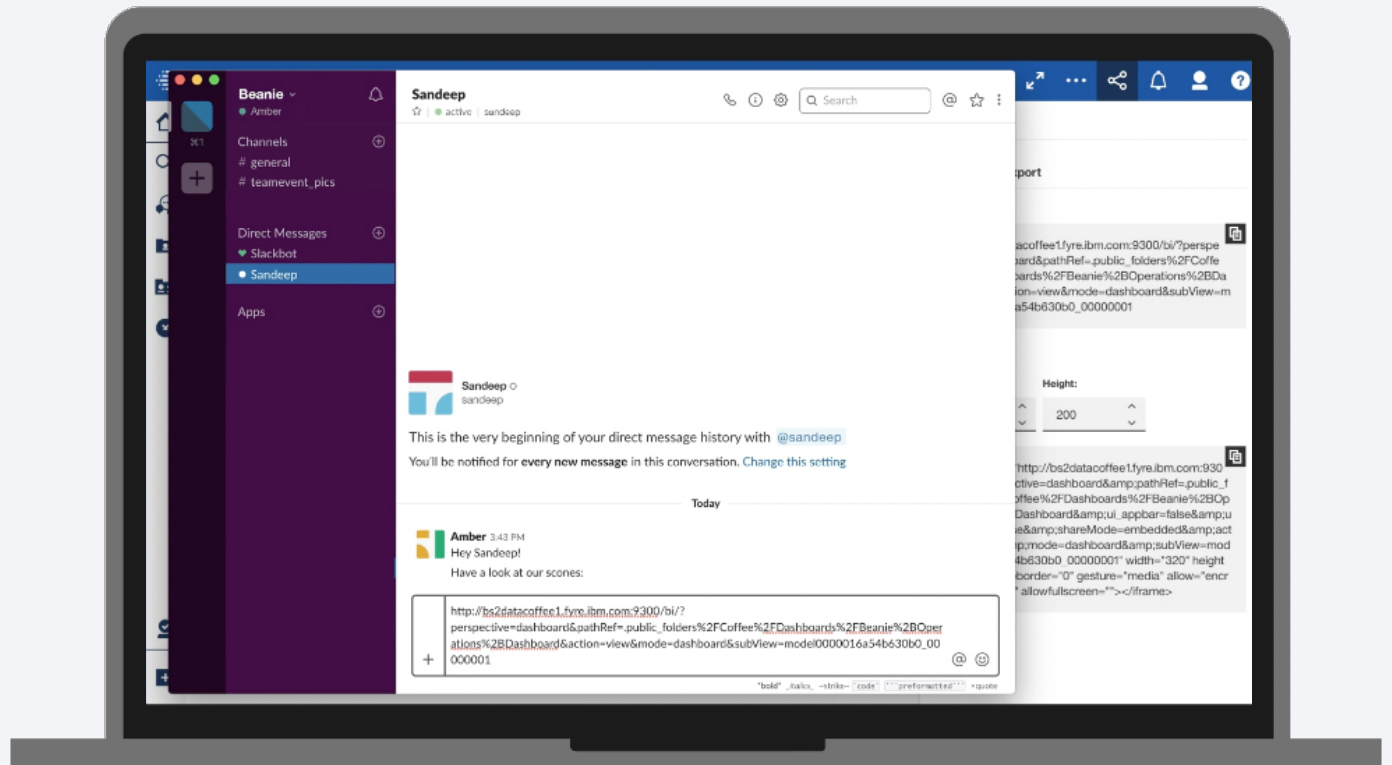
Investigate your data using Drill Down, Drill Ups and Drill Throughs.

## Responsive

As you drill down, the whole Dashboard updates to match the slice of data you're investigating.

# Cognos Analytics makes teamwork simple

Amber shares her findings with Sandeep – her business partner – using Slack.



Share your work via email or slack

Generate reports in a wide variety of export formats

Keep stakeholders up to date with scheduled delivery



# Meet Sandeep

Sandeep is the co-owner of Beanie.

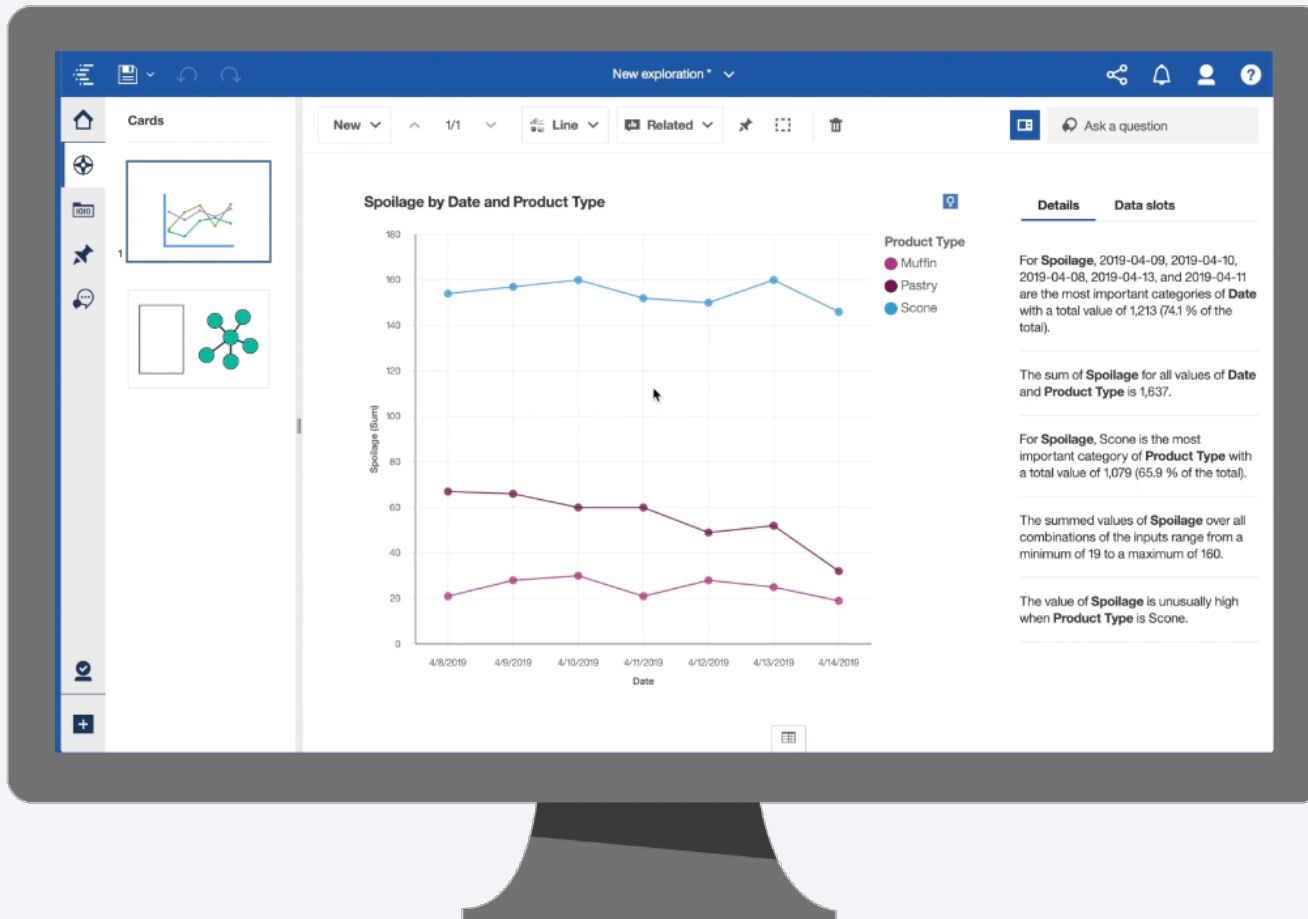
He wears many hats: data analyst, sales, marketing and accounting.

Product performance is top of mind for him, so he's looking to understand how various products sell in various stores.





# Find hidden truths in your data



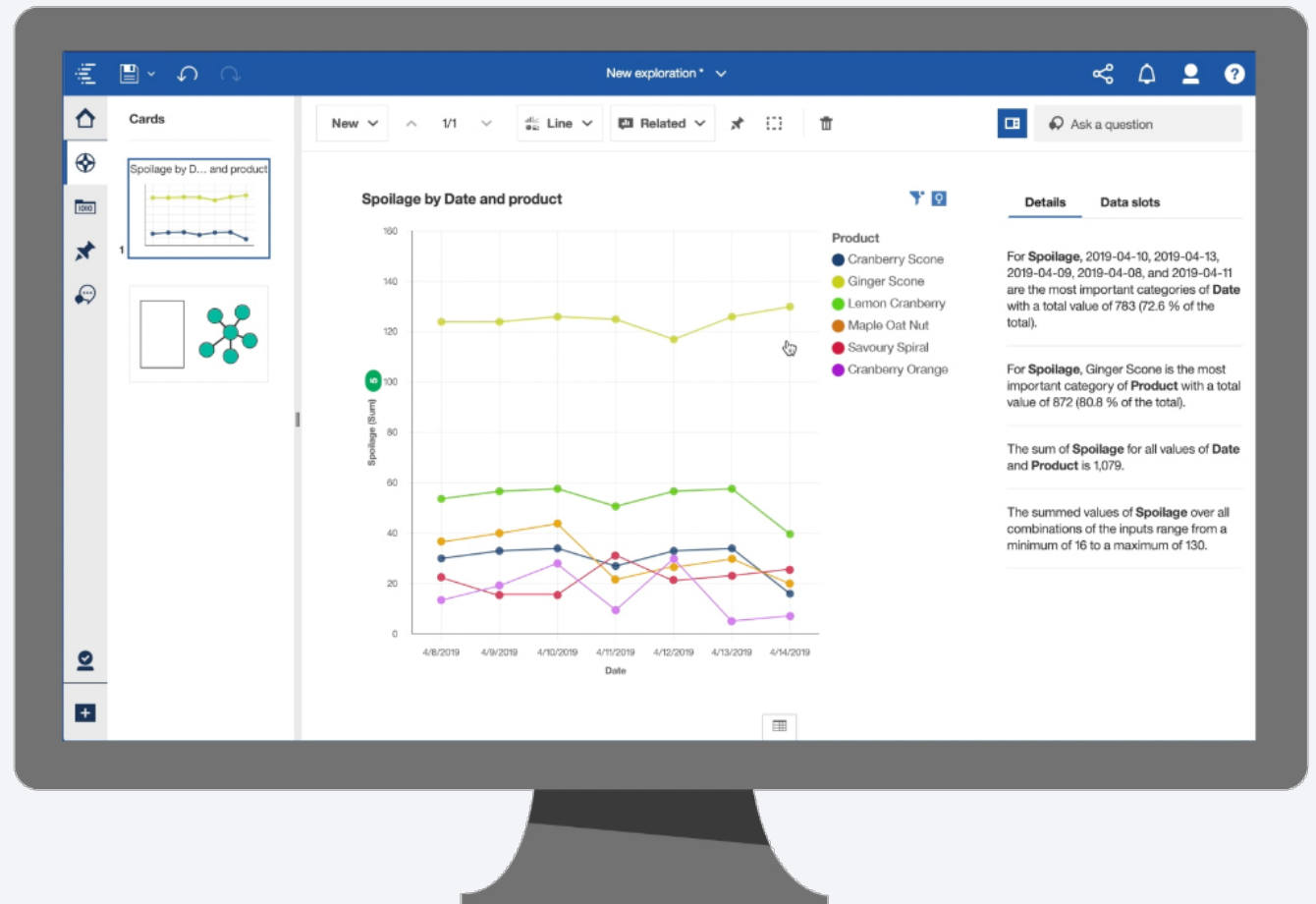
Sandeep opens Amber's Dashboard.

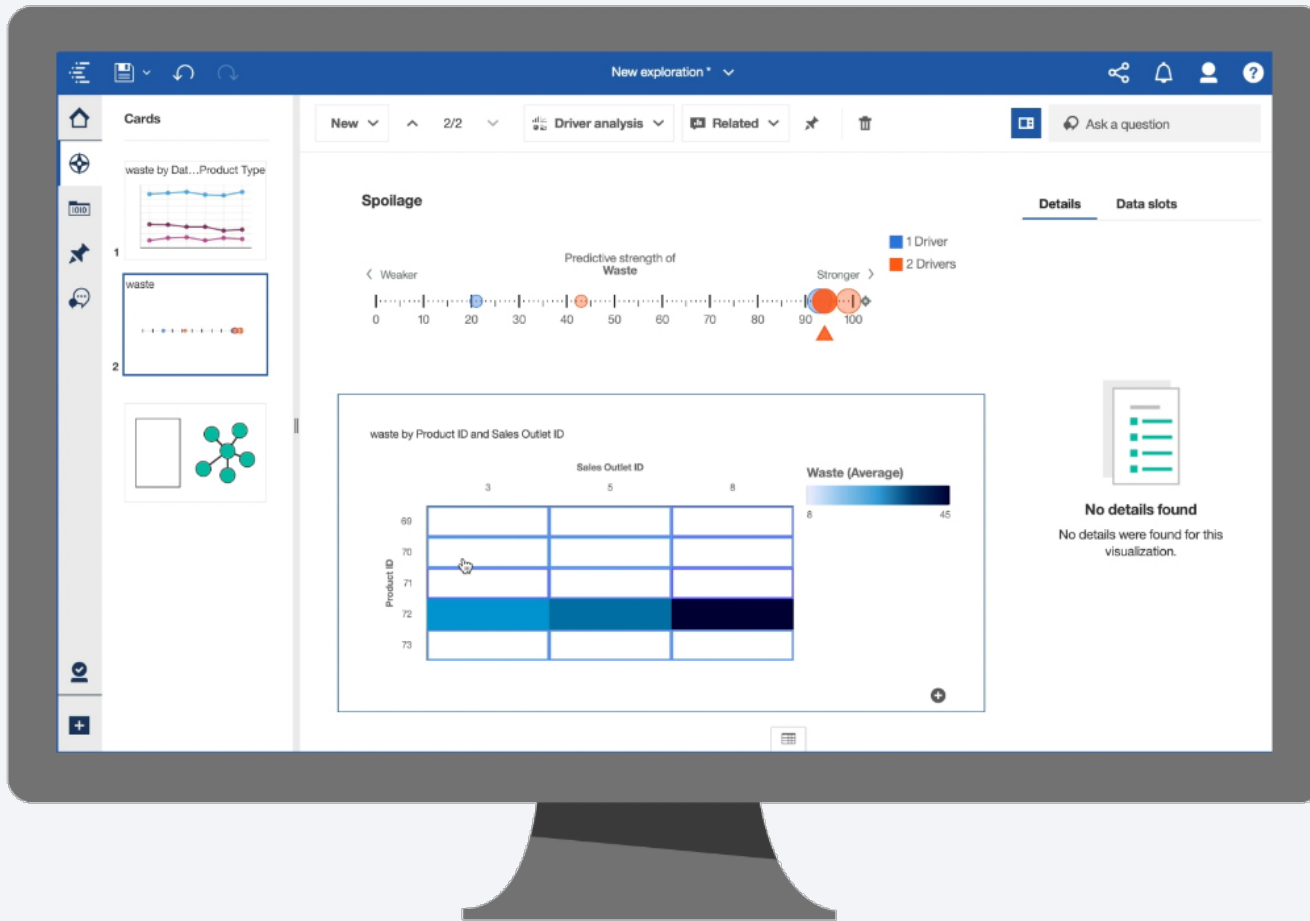
He looks at the spoilage issue and launches an Exploration to investigate.

In the details area, he confirms that 65% of their scones spoil.

He drills down to see the type of scones and discovers that the ginger scones have the highest rate of spoilage.

Oh no. The ginger scones are based on his nana's recipe.

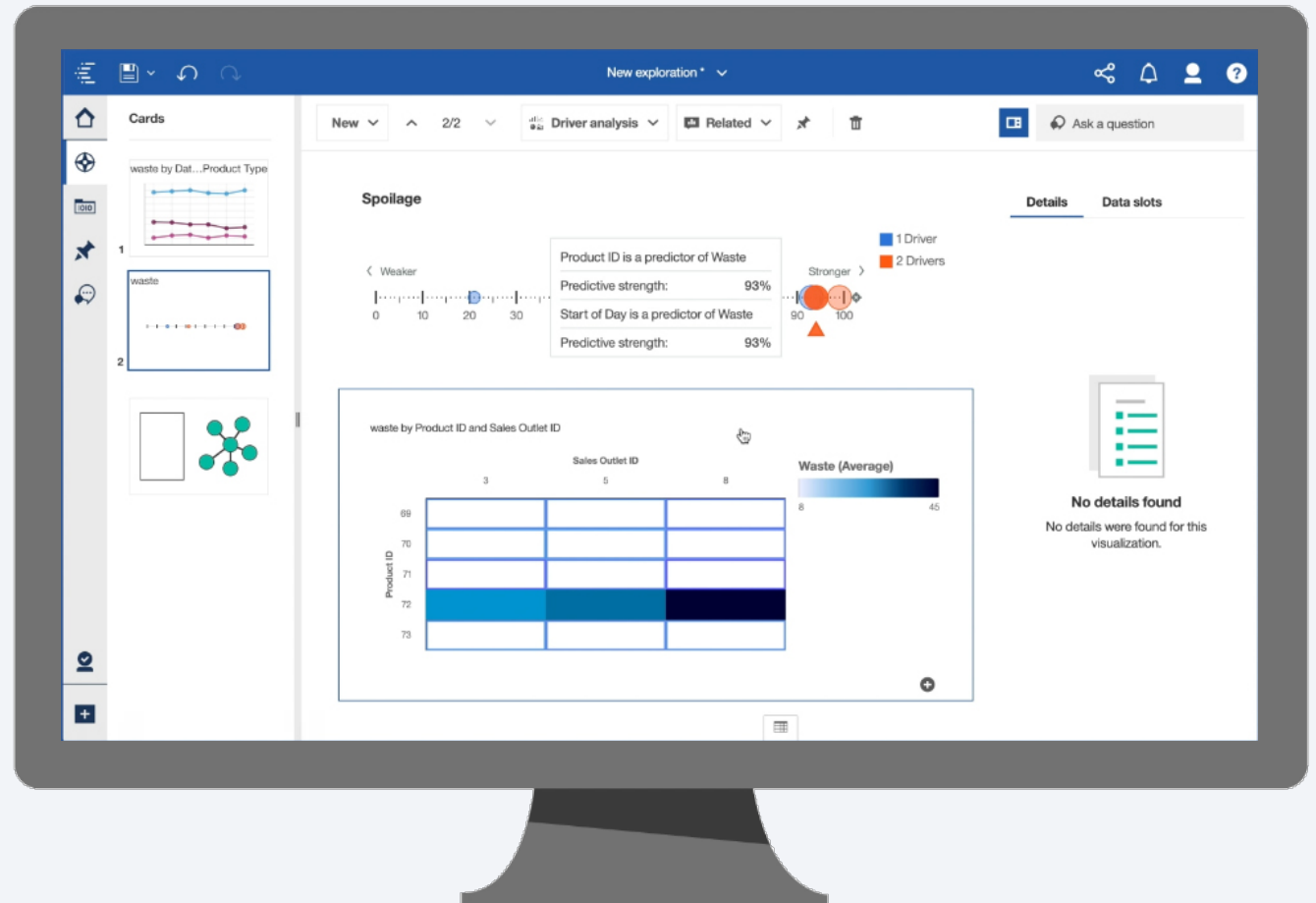




Sandeep sees a green badge on one of the axis. Cognos Analytics has uncovered additional insights.

This is the Key Drivers diagram.

He hovers over the various drivers and then discovers that the 9th Avenue store has the highest rate of spoilage.



**This is the Key Drivers diagram.**

Use Explore to find connections you didn't even know to look for.

**Quick insights**

Each visualization in Explore comes with AI-generated insights presented in plain language.

# Amber and Sandeep meet

They decide to run a new promotion:

They pair up a Brasileiro double shot with a ginger scone and launch it in the store on 9th Avenue.

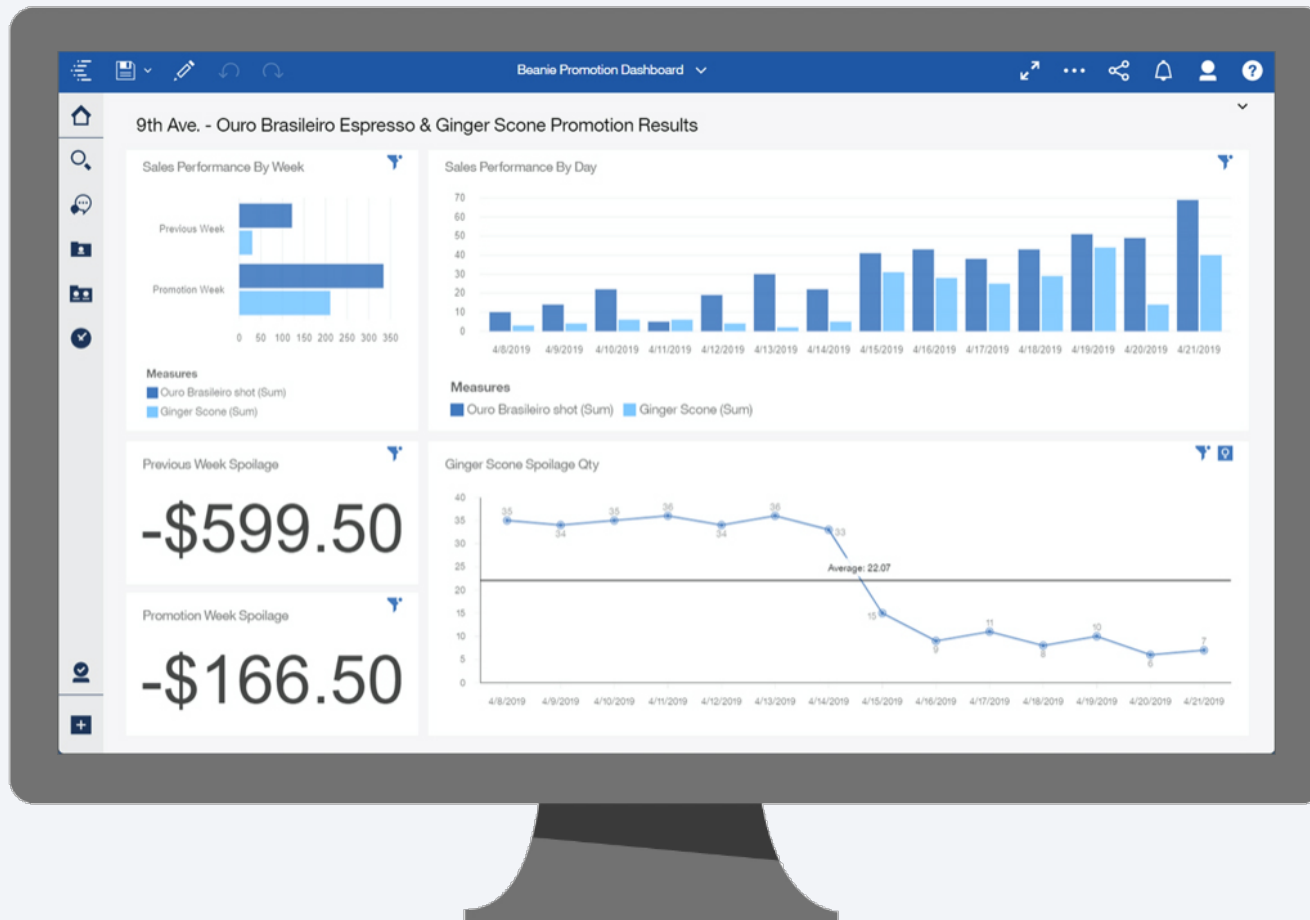
To track this promotion, Sandeep and Amber set up a dashboard.



## A week passes

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# The pivot worked



The combo is the top seller at the 9th Avenue store and there is no longer a spoilage problem.

They can't wait to launch it at other stores.



## Cognos Analytics

Learn more



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