

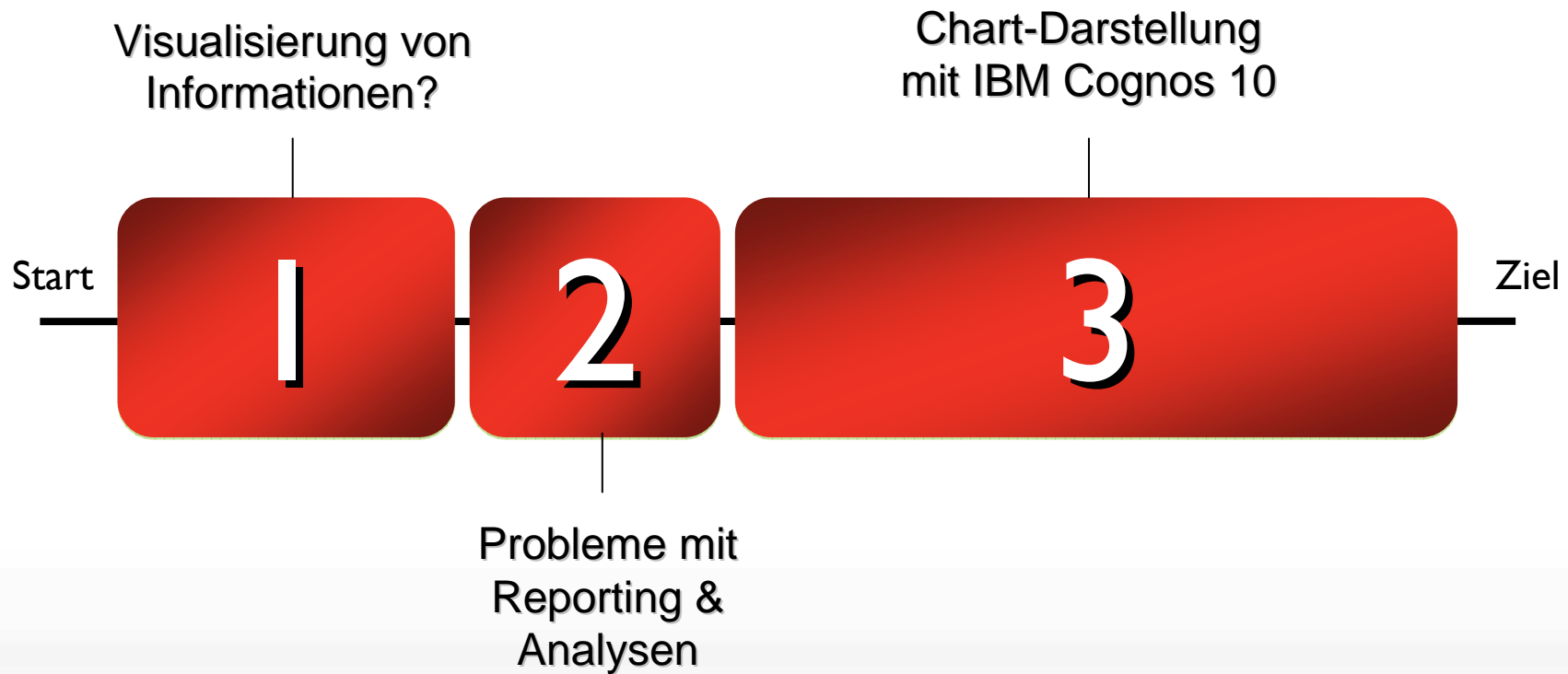


IBM Performance 2011

**Die innovative Visualisierung von
Informationen mit IBM Cognos 10
Business Intelligence**

*Dkfm. Christoph Papenfuss,
Global Best Practices Leader*

Agenda





Was haben Menschen und PCs gemeinsam?





**„Vision trumps all other senses.“
John Medina**

(„Was man sehen kann, ist stärker als alle anderen Sinne.“)



Unser Arbeitsspeicher ist sehr begrenzt









Wir verwenden zuviel Text



- Durchschnittliche Länge der Management Berichte
- Datenpunkte
- Durchschnittlicher Prozentsatz der Informationen, die Manager als hilfreich bewerten

▶ **30-40 Seiten**

▶ **12.000-15.000**

▶ **5%**



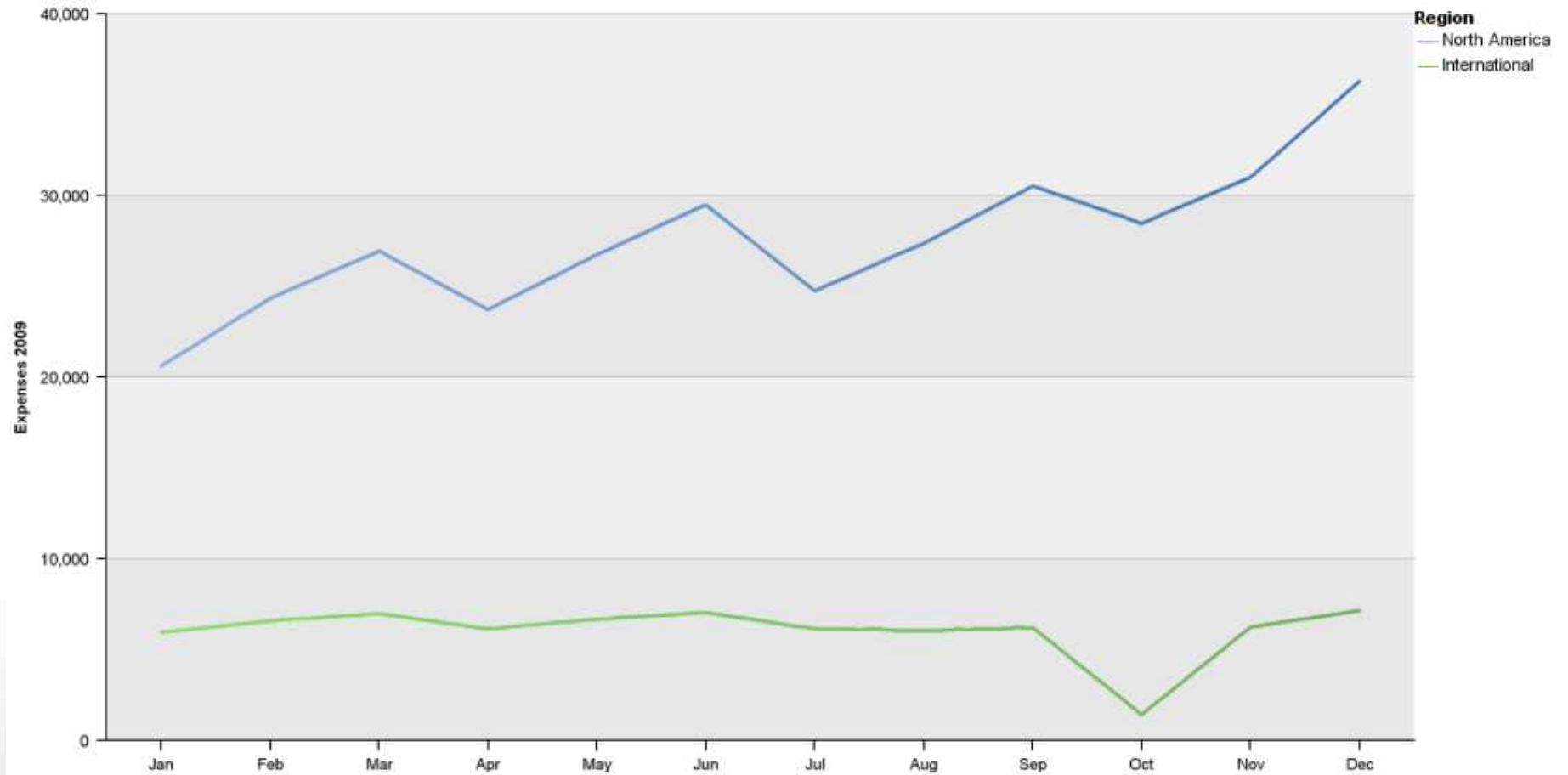
Die Stärke der Visualisierung



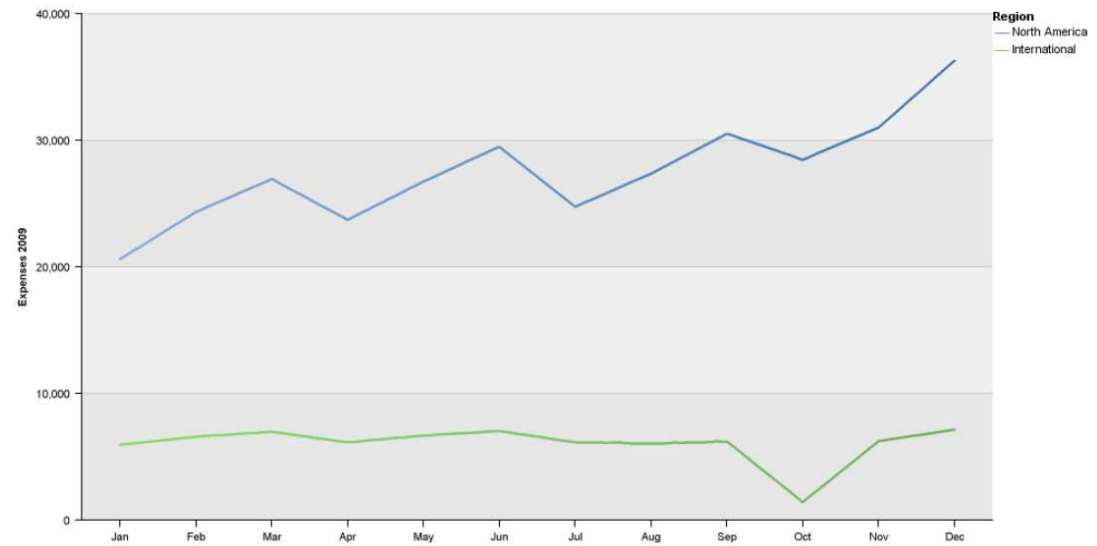
Region	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
North America	20,623	24,367	26,967	23,743	26,769	29,515	24,772	27,393	30,555	28,485	31,023	36,327
International	5,969	6,614	6,999	6,167	6,697	7,061	6,167	6,063	6,229	1,445	6,260	7,176



Die Stärke der Visualisierung



Erkennen Sie den Unterschied?



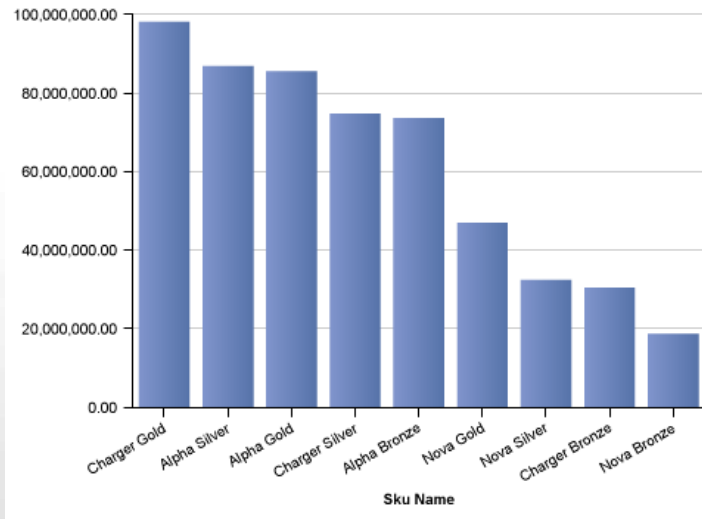
Region	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
North America	20,623	24,367	26,967	23,743	26,769	29,515	24,772	27,393	30,555	28,485	31,023	36,327
International	5,969	6,614	6,999	6,167	6,697	7,061	6,167	6,063	6,229	1,445	6,260	7,176



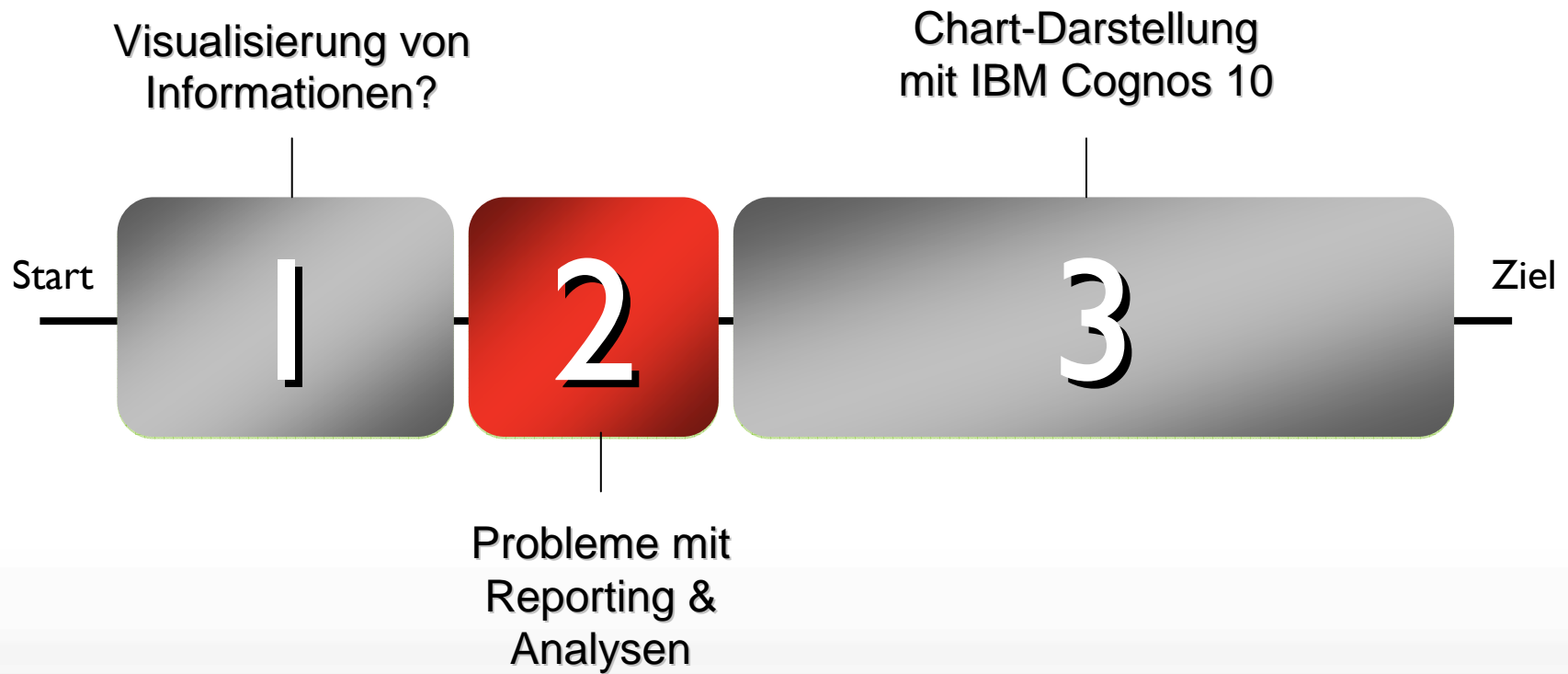


„Wenn wir umfangreiche Informationen in visueller Form darstellen, wird unsere Fähigkeit, darüber nachzudenken, entscheidend gefördert.“

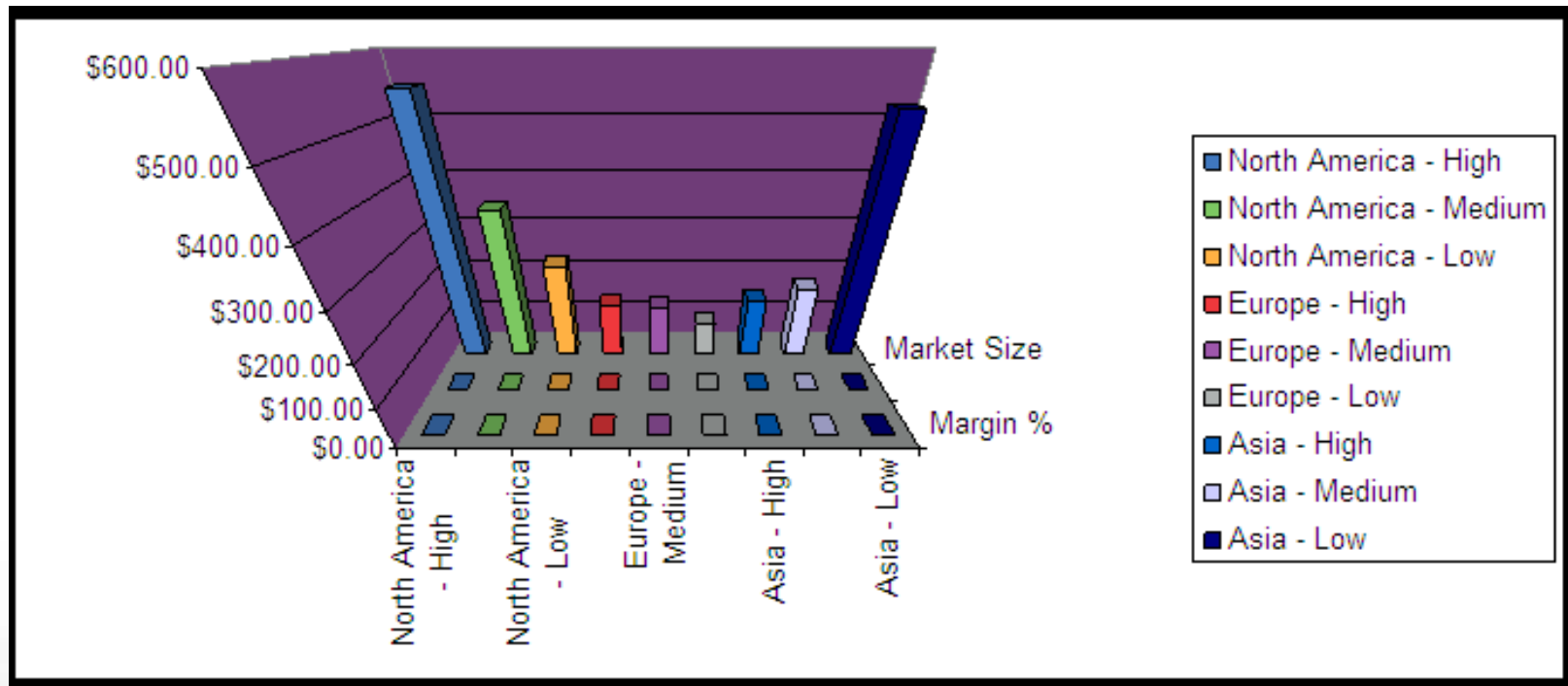
Stephen Few



Agenda



Leider werden Daten schlecht visualisiert

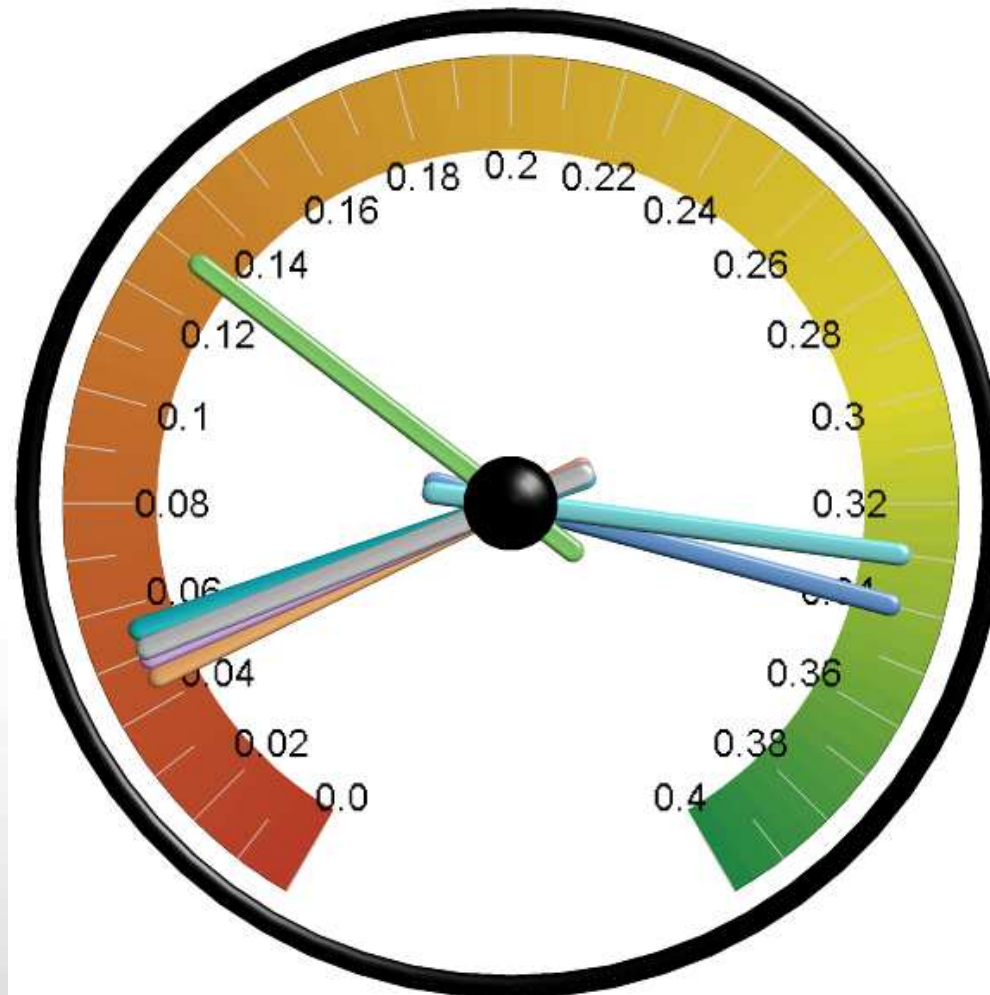


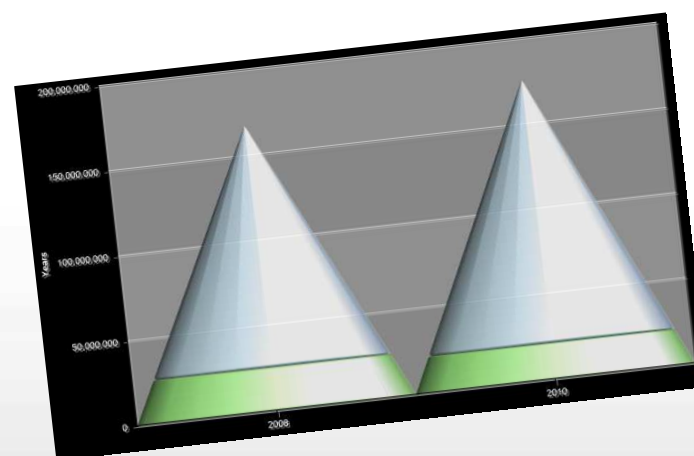
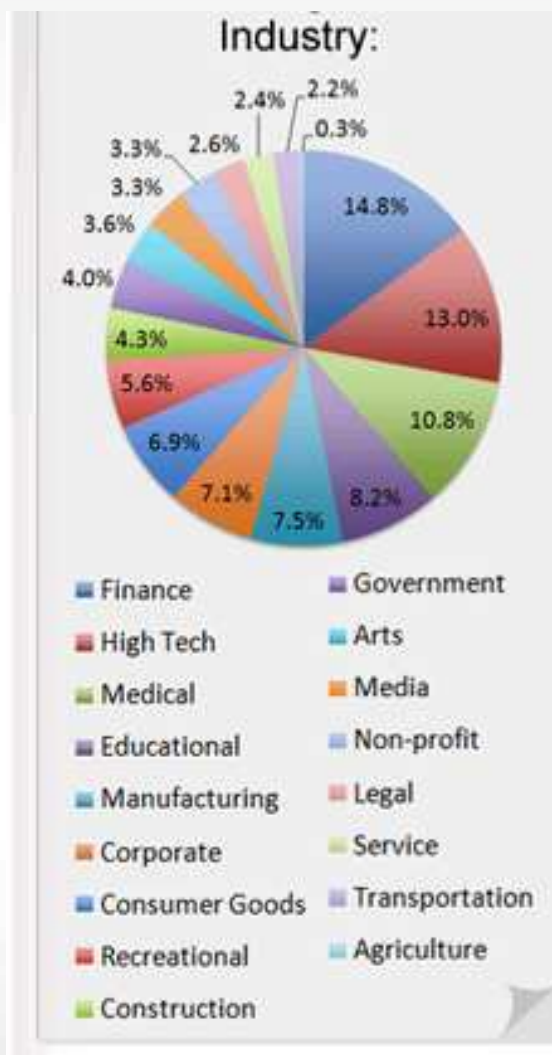
Sieht cool aus – ist aber verwirrend



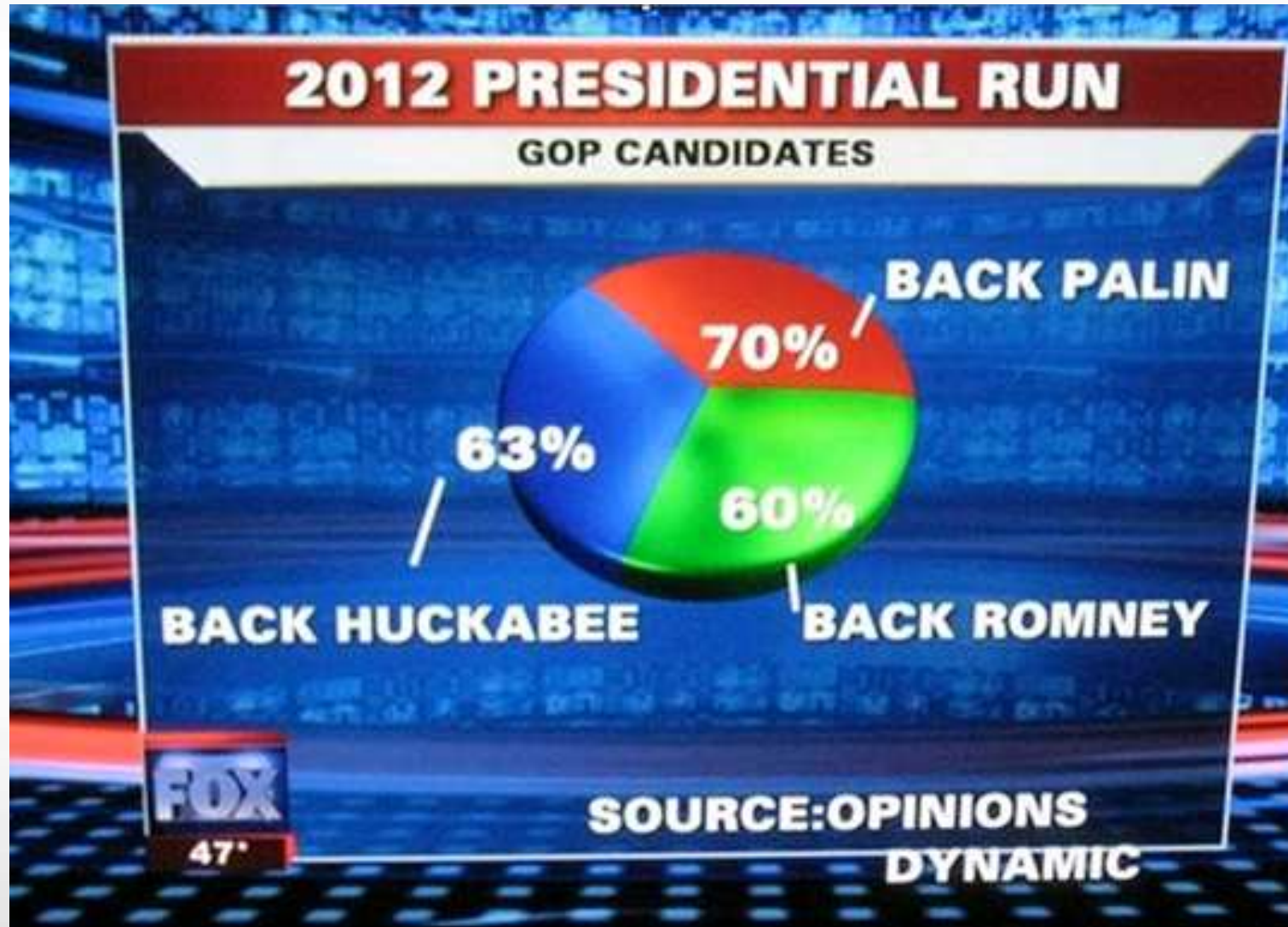
Political parties 2010

- Conservative Party
- Green Party
- Innovation Party
- Liberal Party
- Pirate Party
- Tax Payer's Party
- Traditional Party





Fehler können passieren.... sollten aber nicht




Null ist besser als gar nichts!





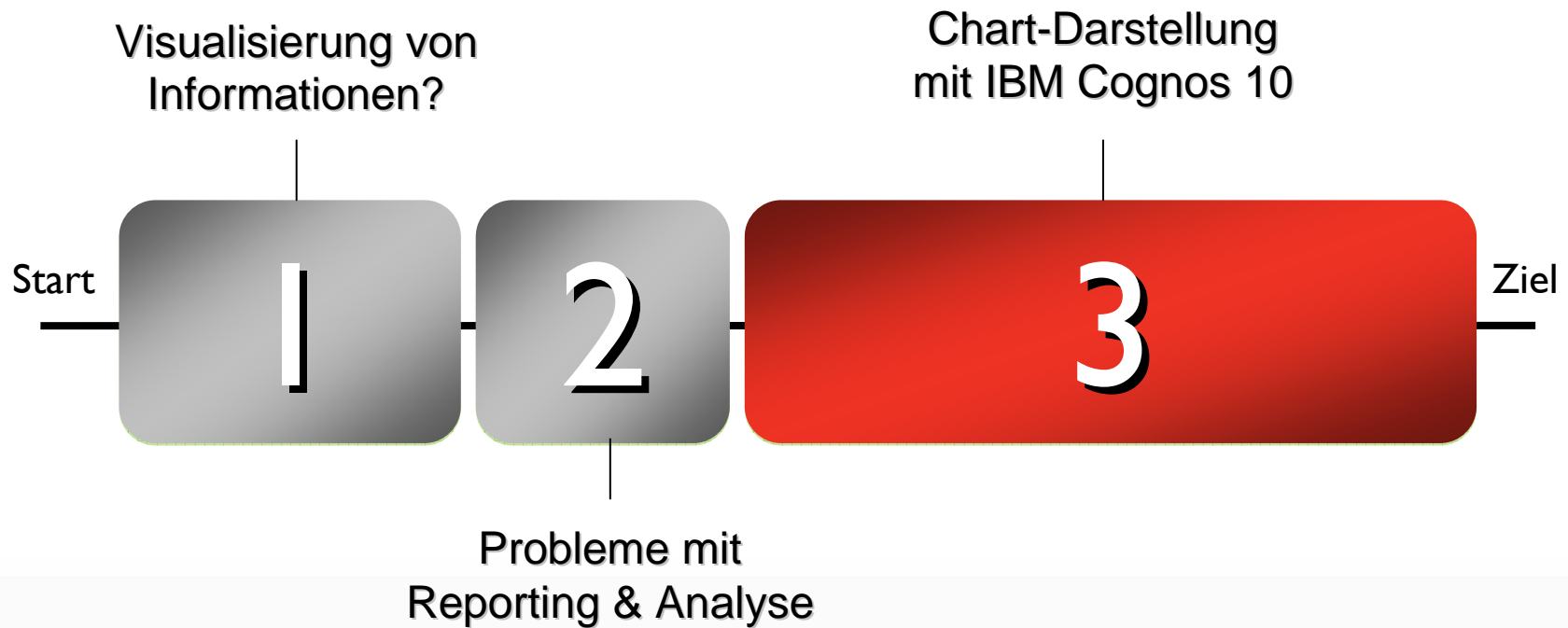
„Fachleute müssen über die unglaubliche Ineffizienz text-basierter Informationen und die unglaubliche Wirkung von Bildern Bescheid wissen.“

John Medina, Researcher, Autor

brin rules

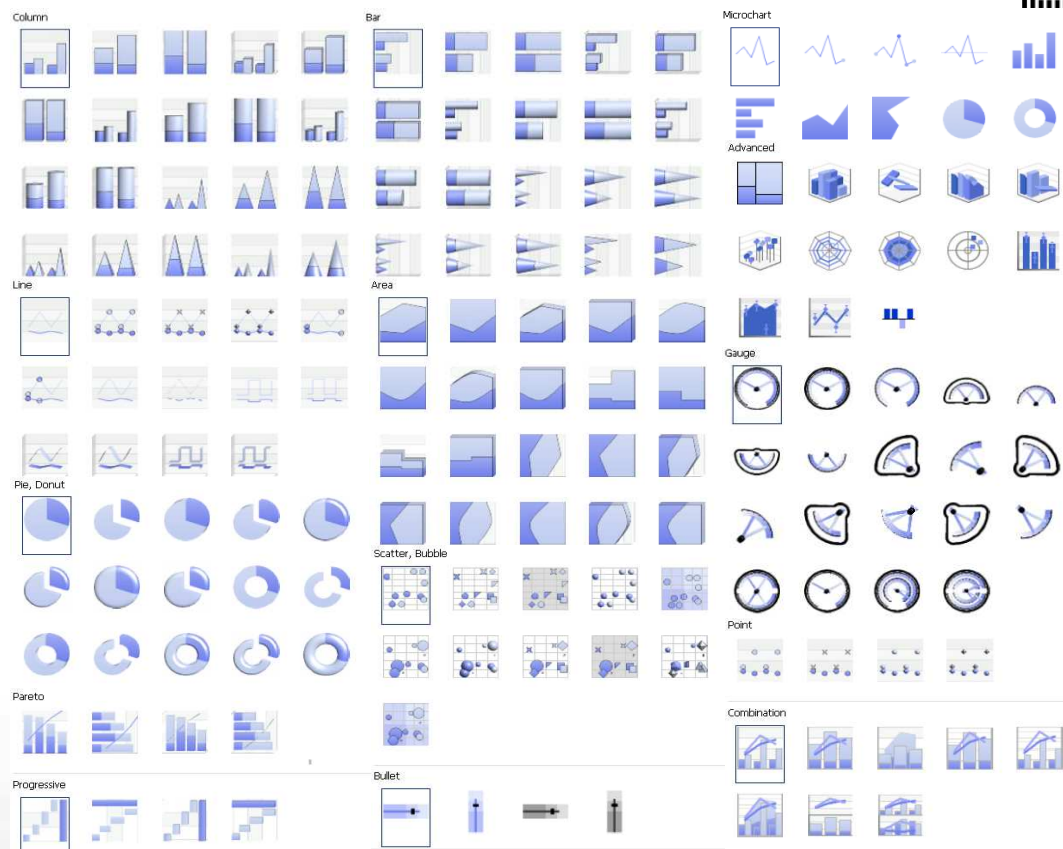


Agenda





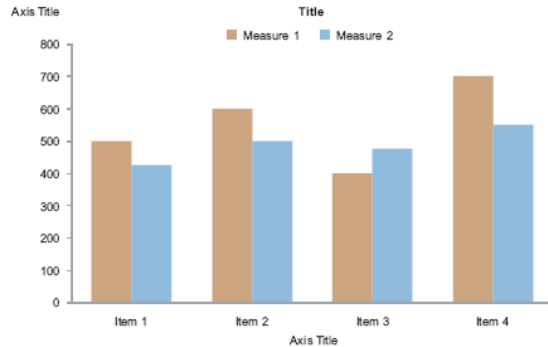
10 COGNOS



Denken Sie gründlich über Ihre Charts nach ... unsere Favoriten



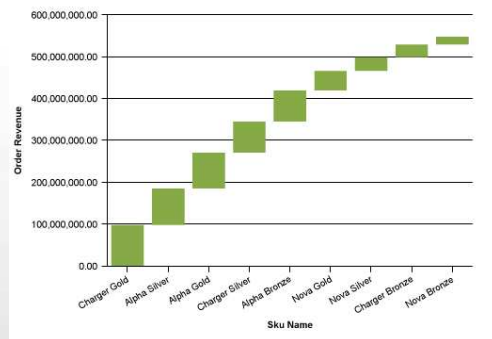
Traditionelle Charts



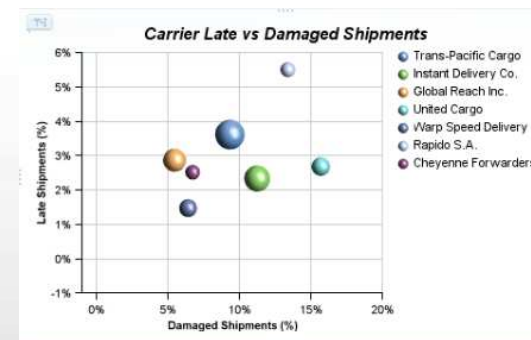
Mikro-Charts



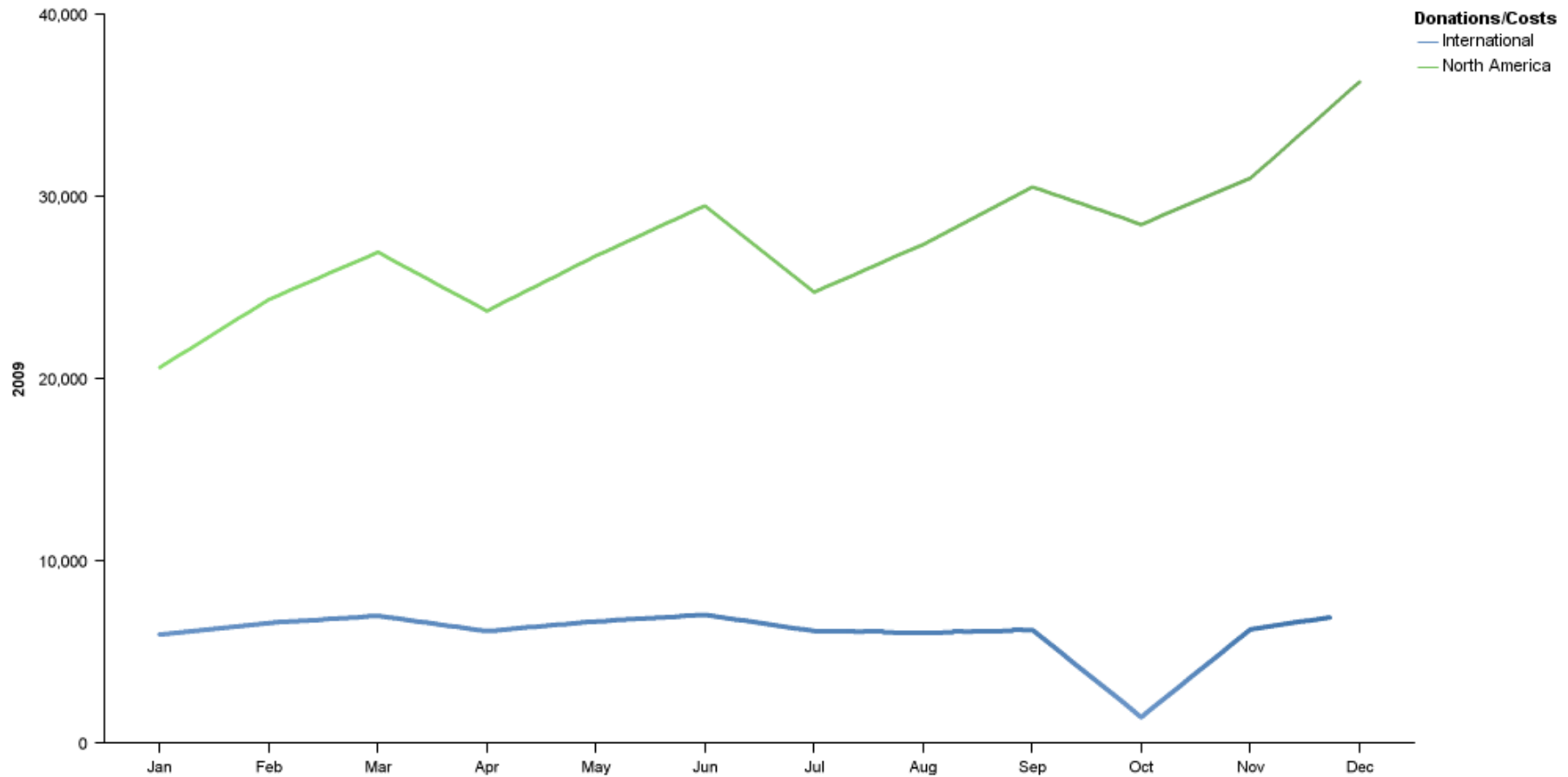
Wasserfall & Pareto



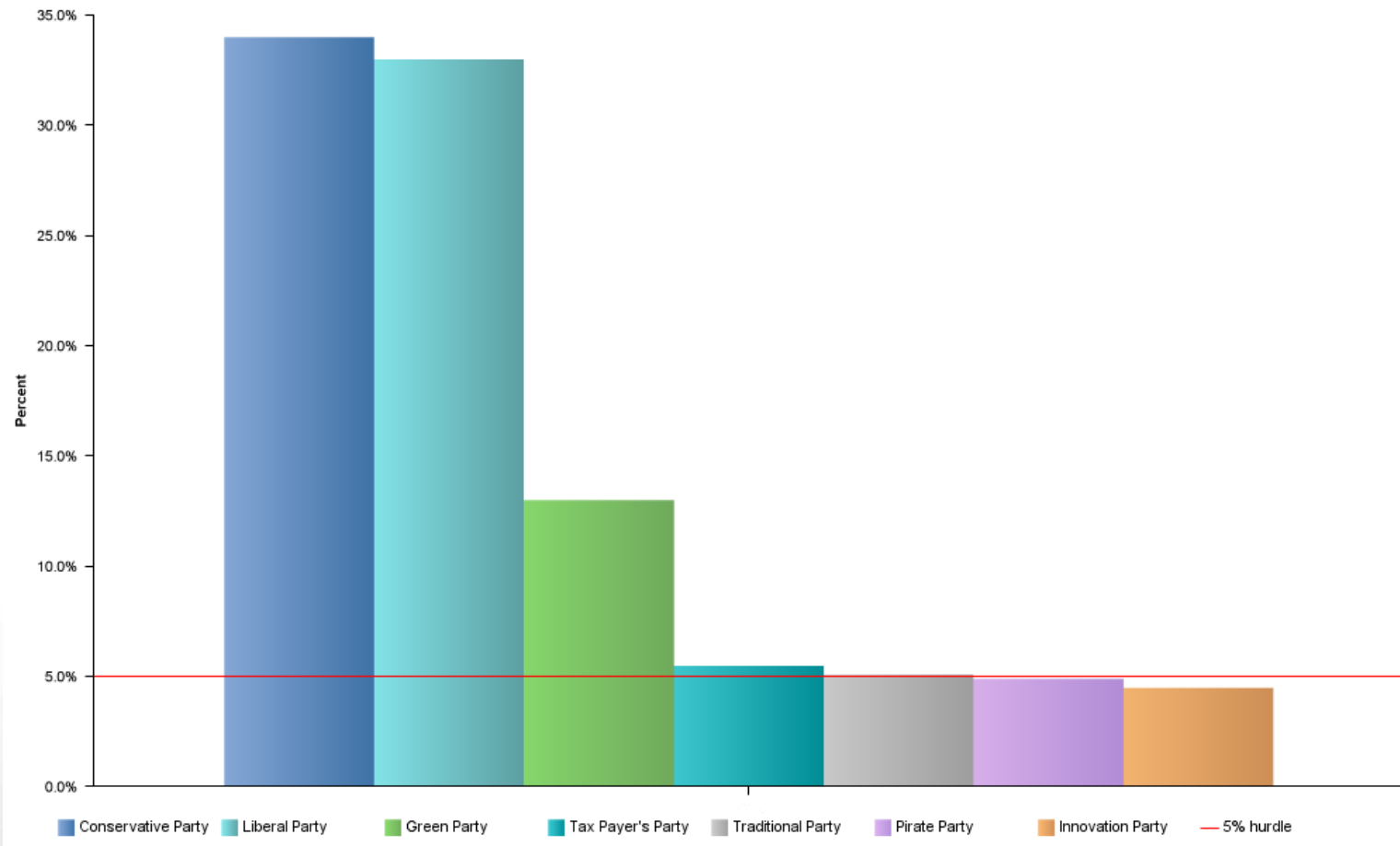
Bubbles (Blasen)

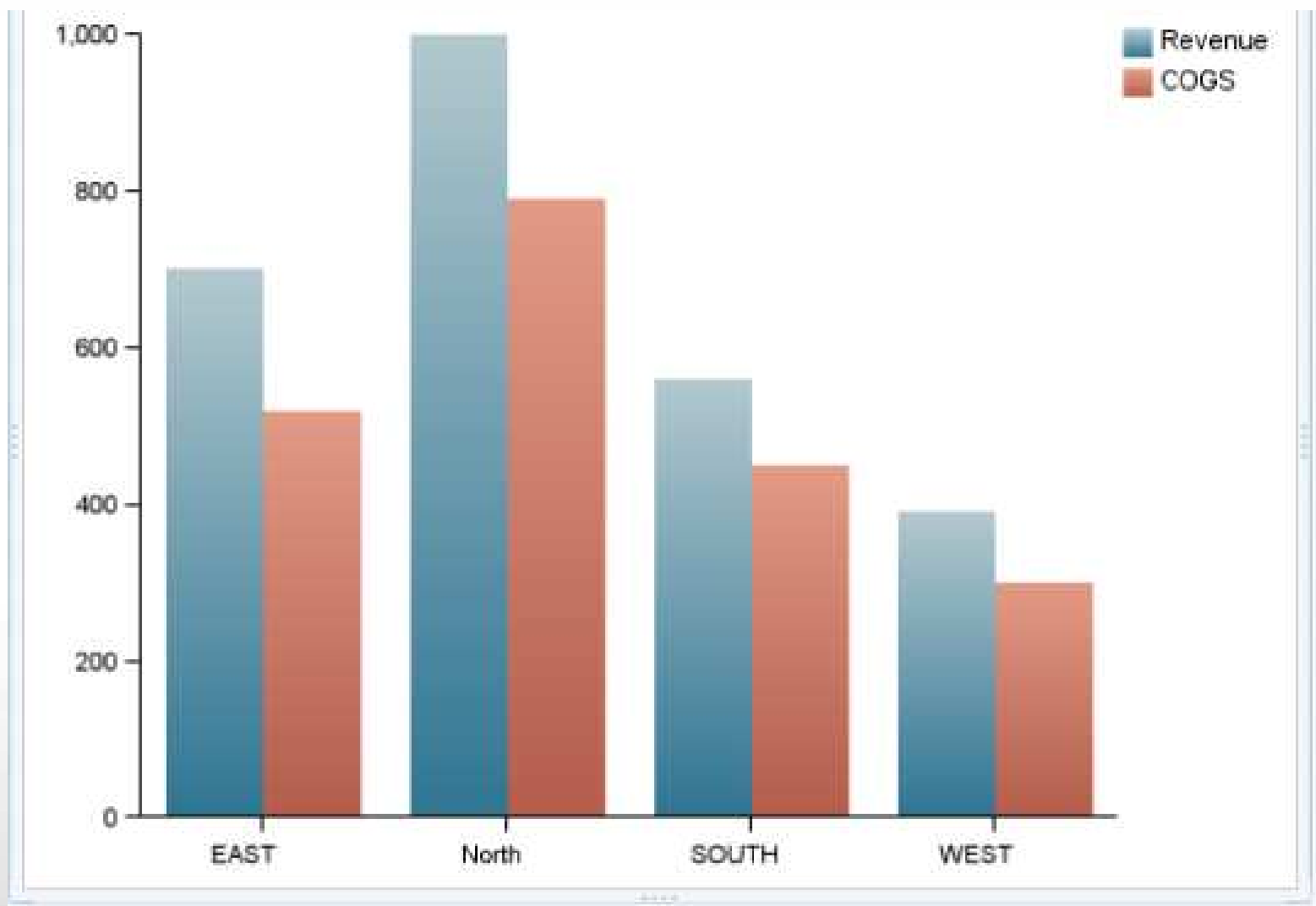


Linien-Charts: Trends rasch zu erkennen

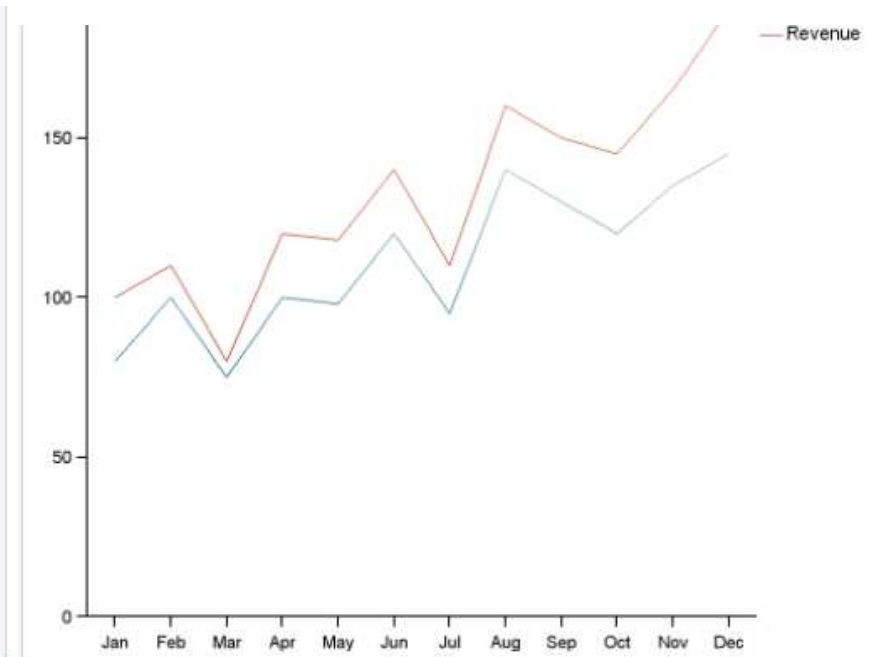
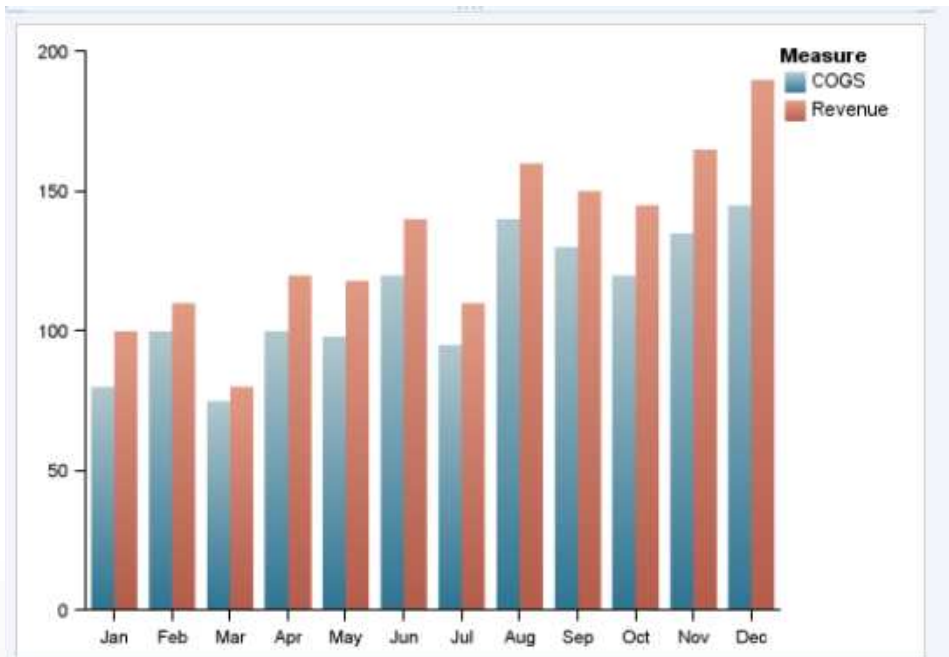


Balken: Vergleiche und Relationen





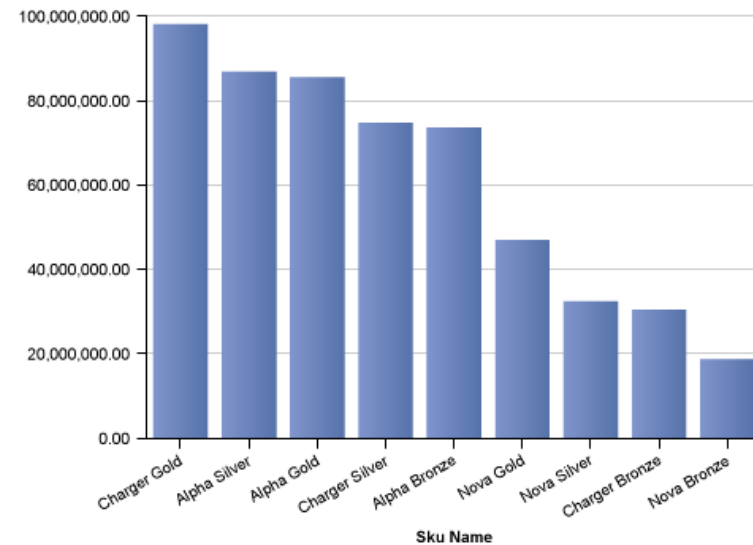
Gleiche Daten – zwei Charts.



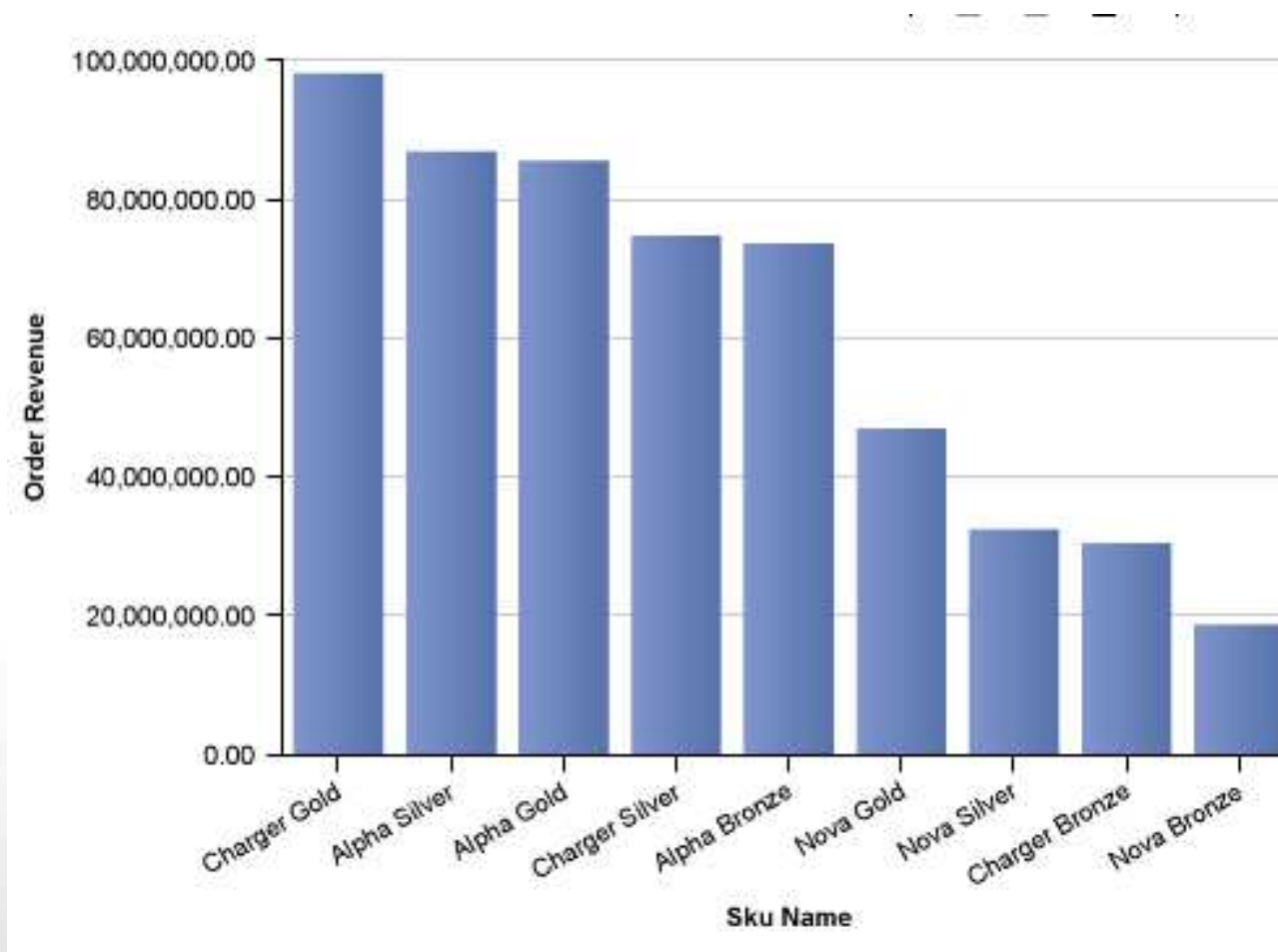
Das Gesamtbild und seine Teile analysieren



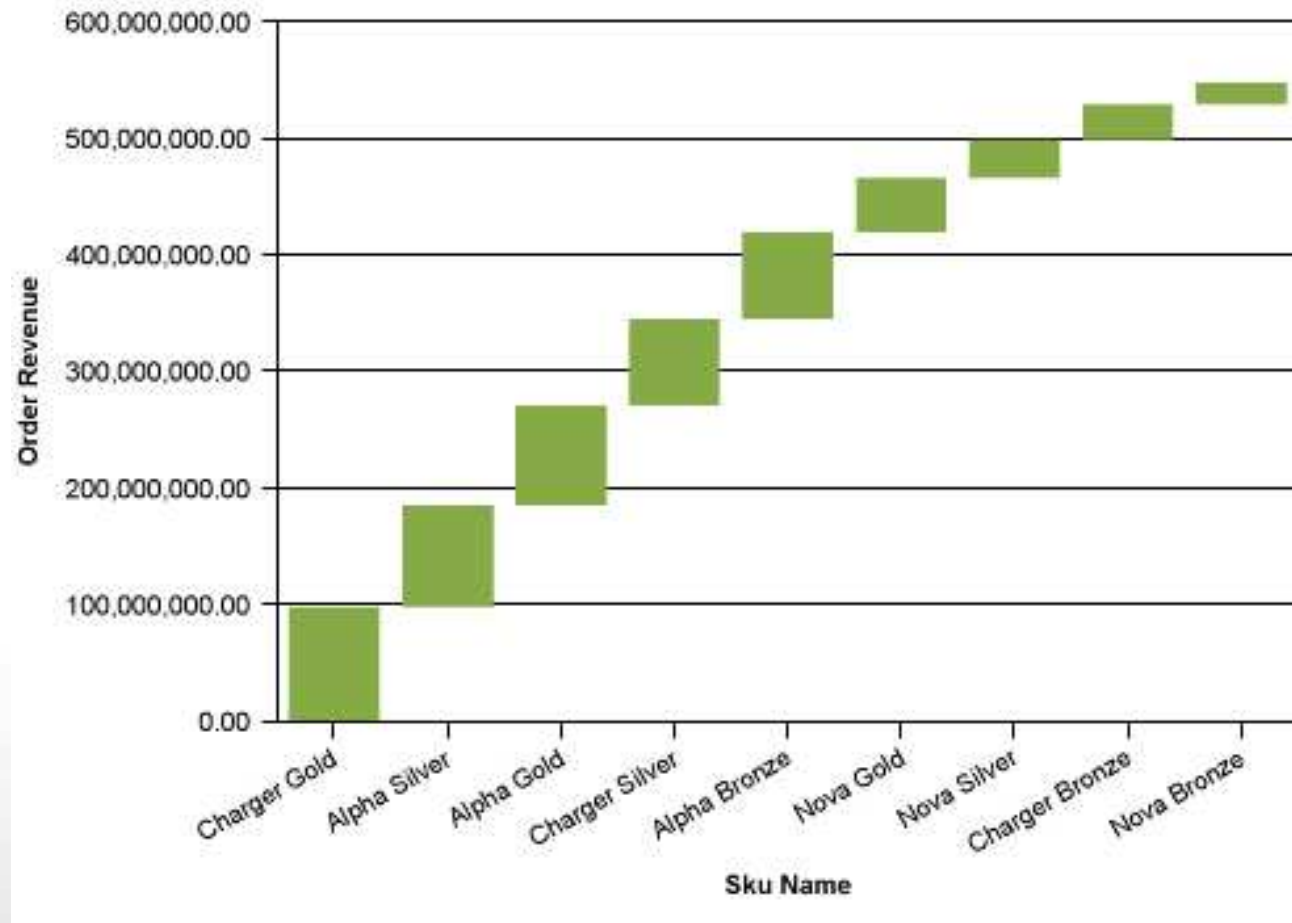
- Wie sieht die Zusammensetzung meines Umsatzes aus?
- Welches Produkt trägt am meisten zu unserem Profit bei?
- Welche Kunden sind für den Großteil unserer Support-Anrufe verantwortlich?



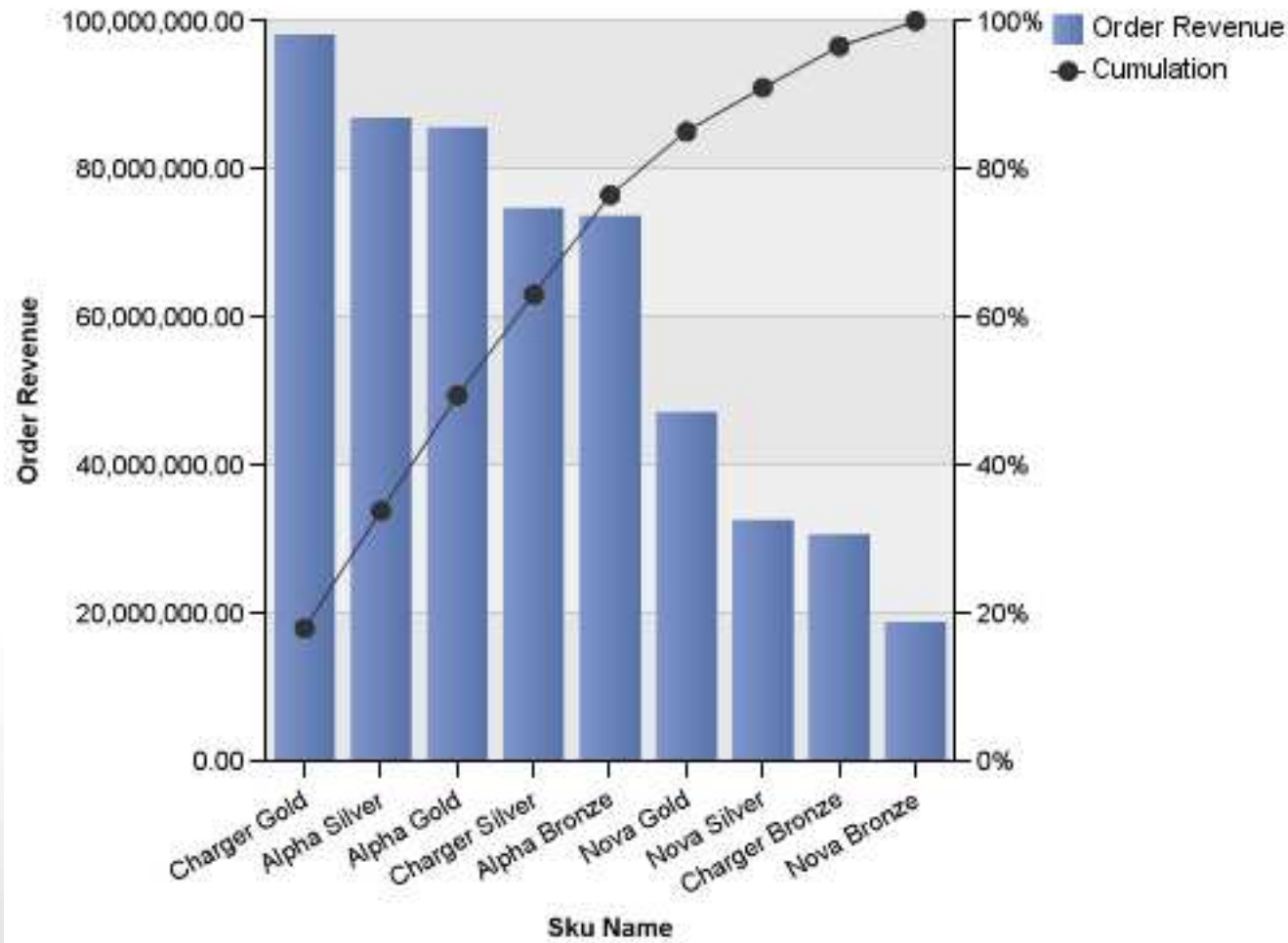
Wie setzt sich unser Umsatz zusammen?



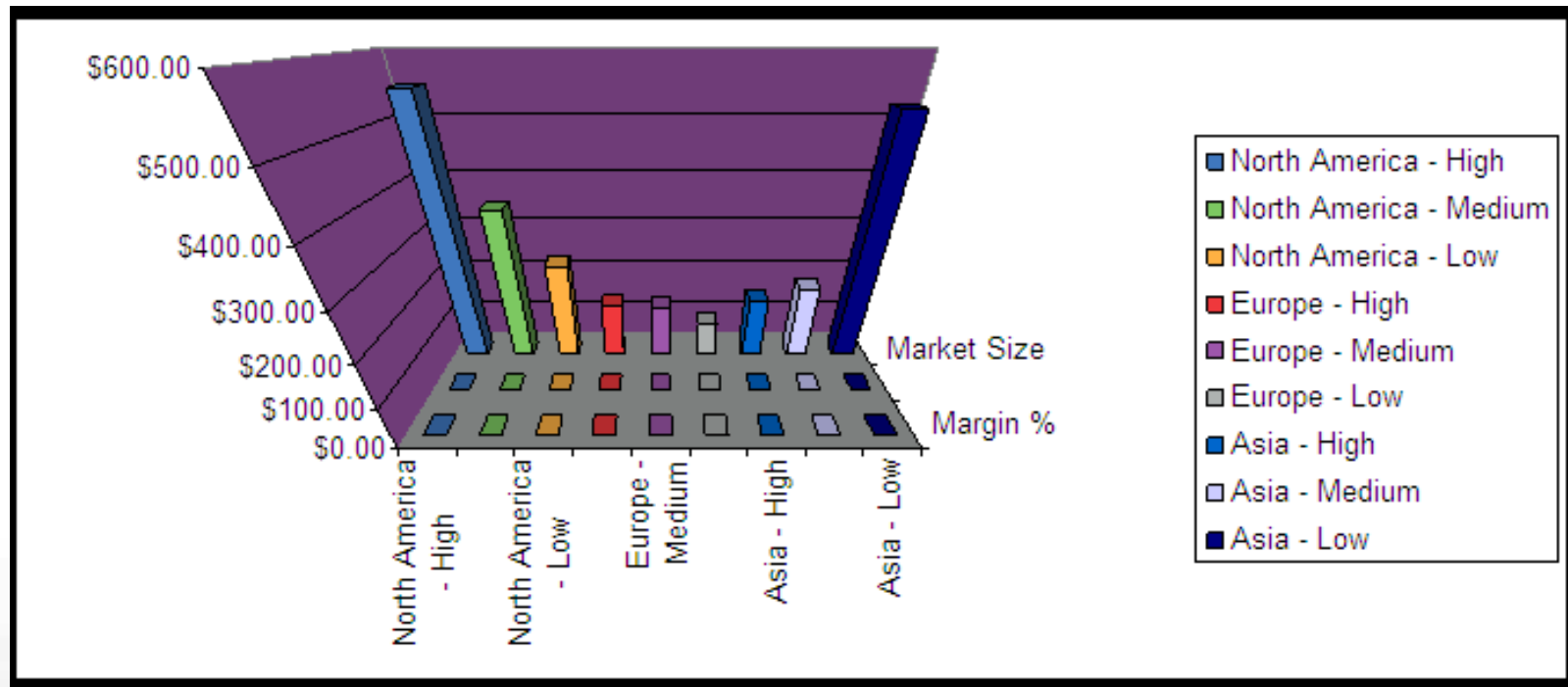
Der Wasserfall Chart



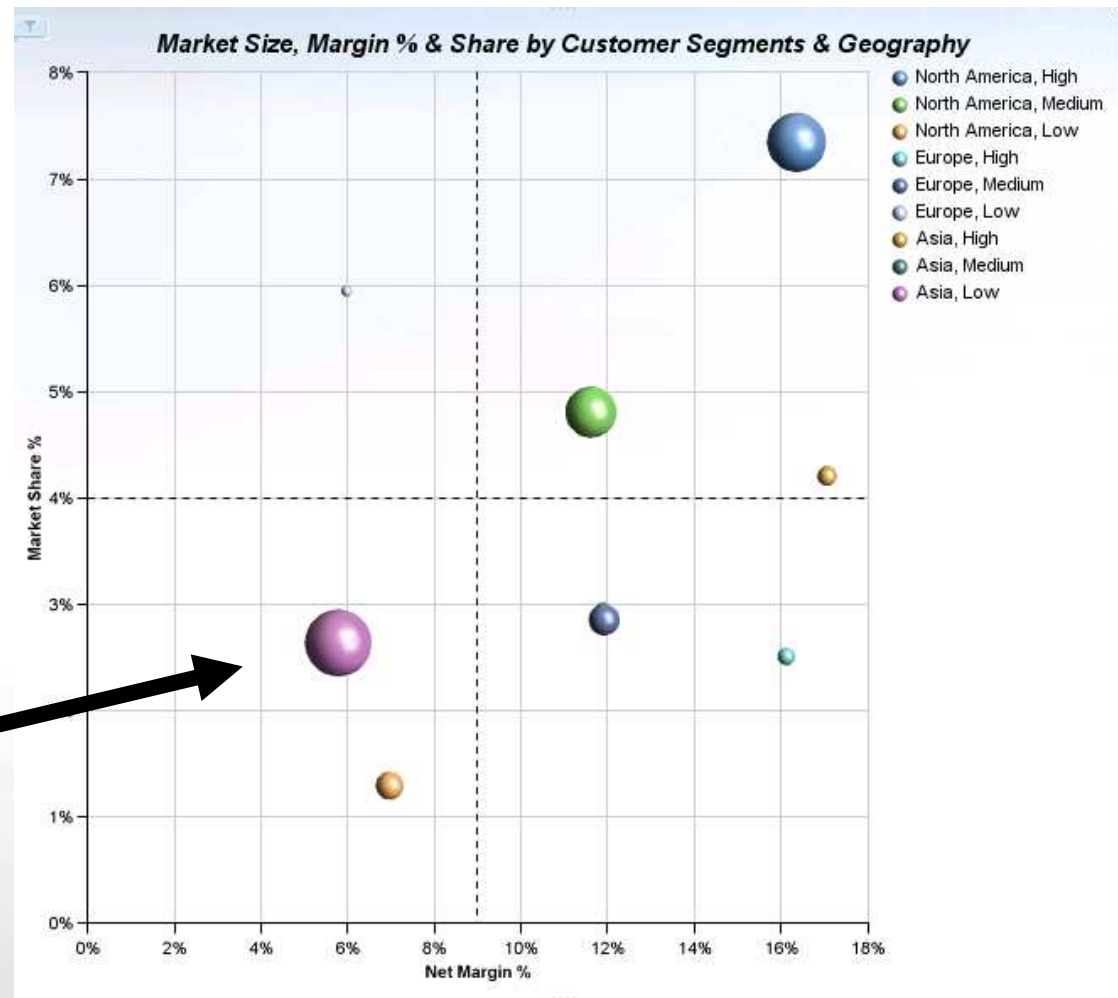
... oder verwenden Sie das Pareto Diagramm



Drei Parameter visualisieren – macht das Sinn?



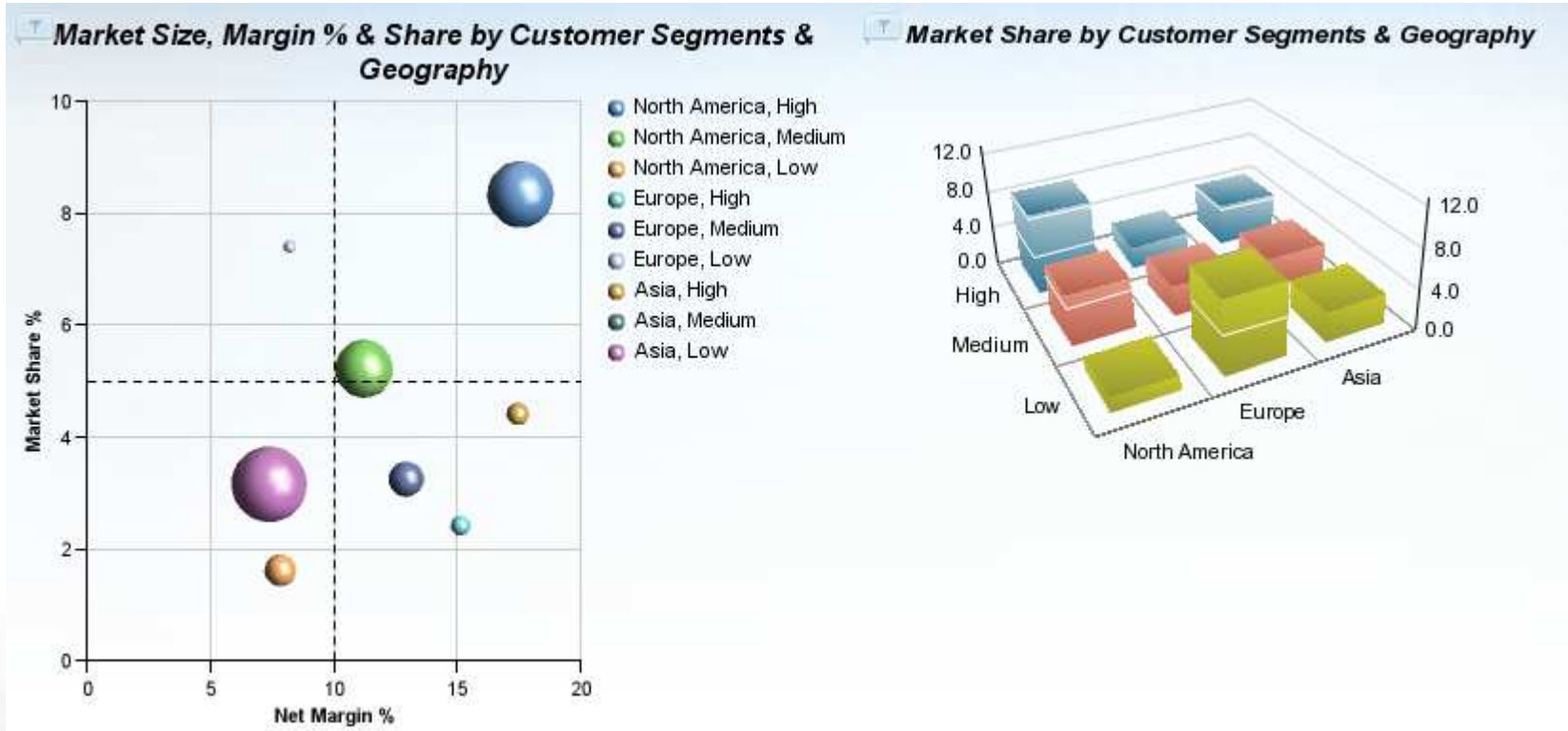
Blasen-Charts sind sehr effektiv



Blasen-Charts
visualisieren
den dritten
Parameter

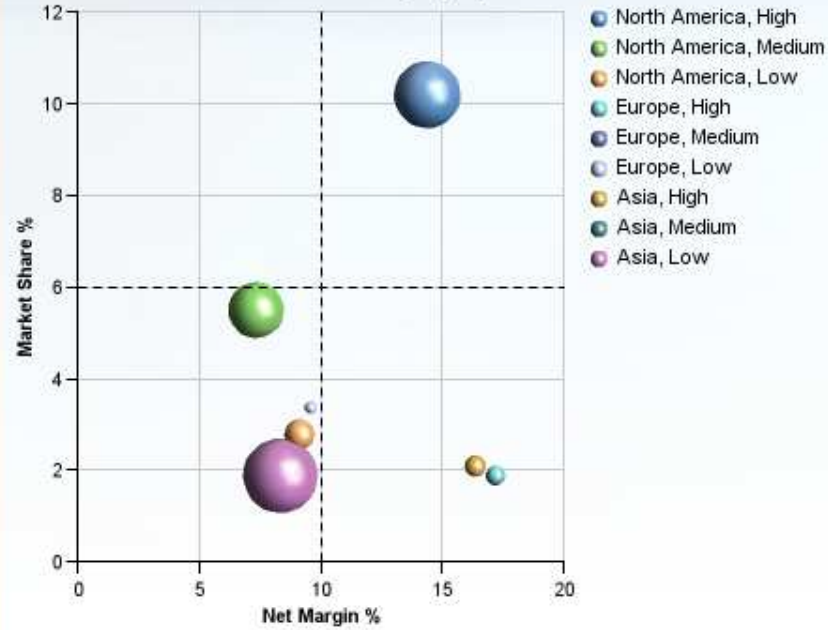


Sehen Sie den Unterschied

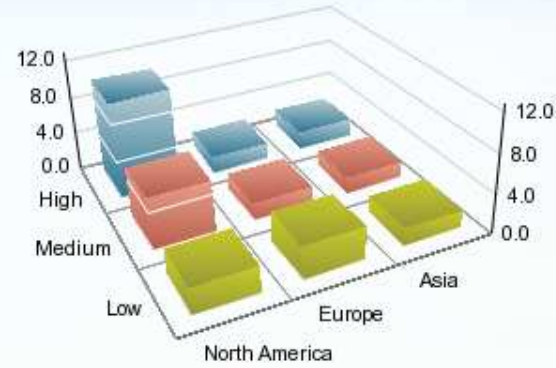


3D Charts

Market Size, Margin % & Share by Customer Segments & Geography



Market Share by Customer Segments & Geography



Select Years

2008 2009 2010 2011 2012

2009

Select Segments

- (Select All)
- High
- Medium
- Low

Apply

Cancel

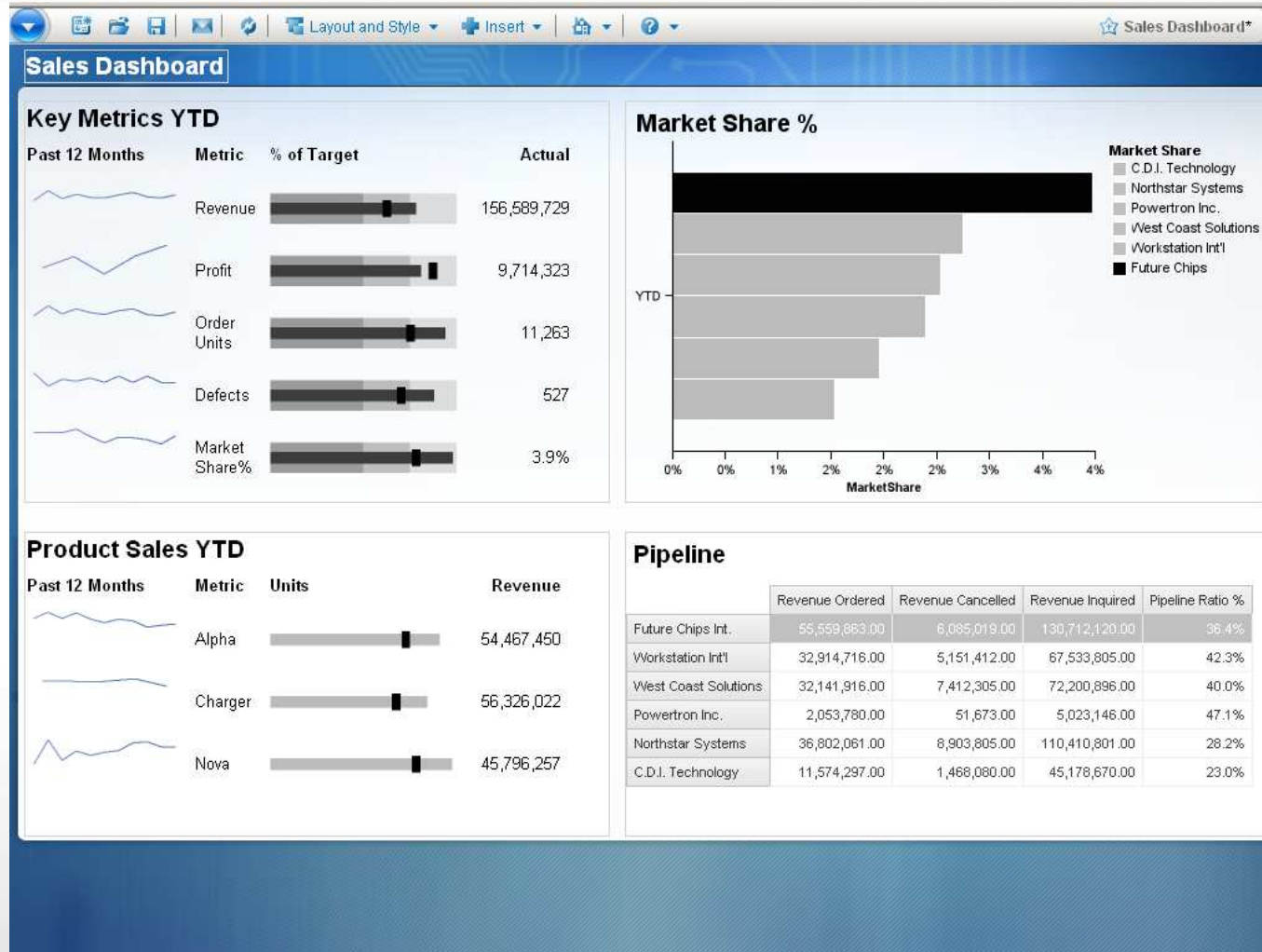
Select a value

- (Select All)
- North America
- Europe
- Asia

Apply

Cancel

Mikro-Charts für bessere Dashboards



Sparklines: Zeitlicher Verlauf



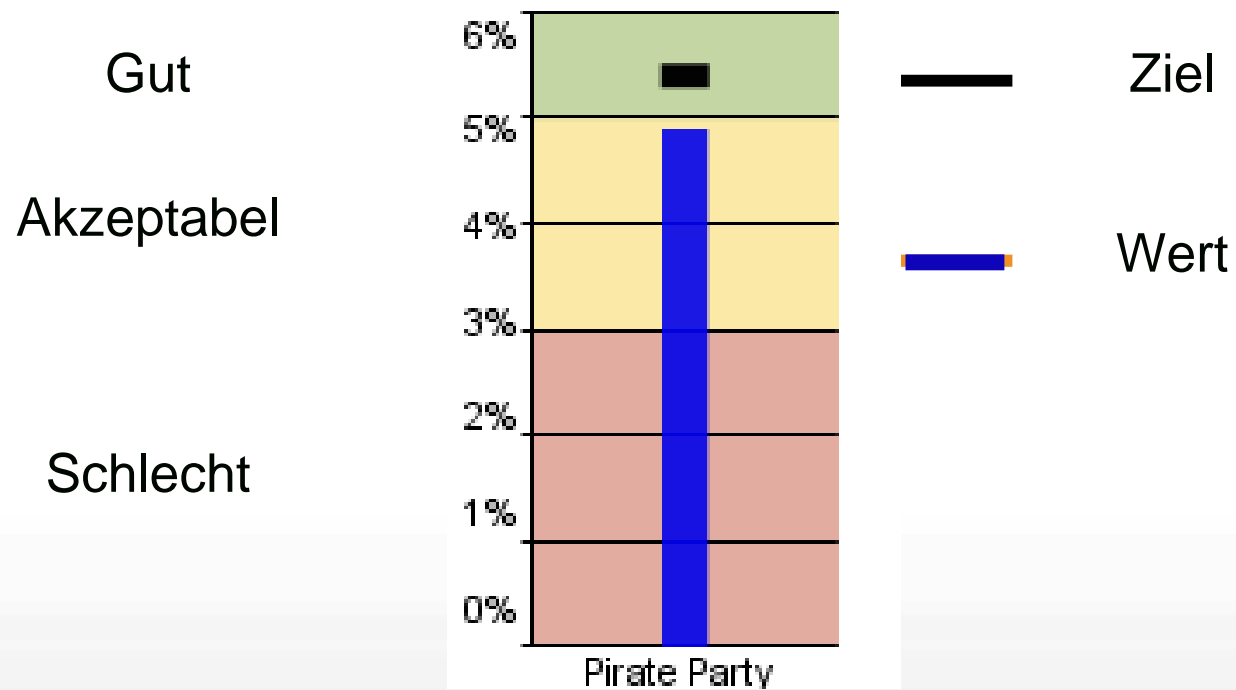
Innovation Party



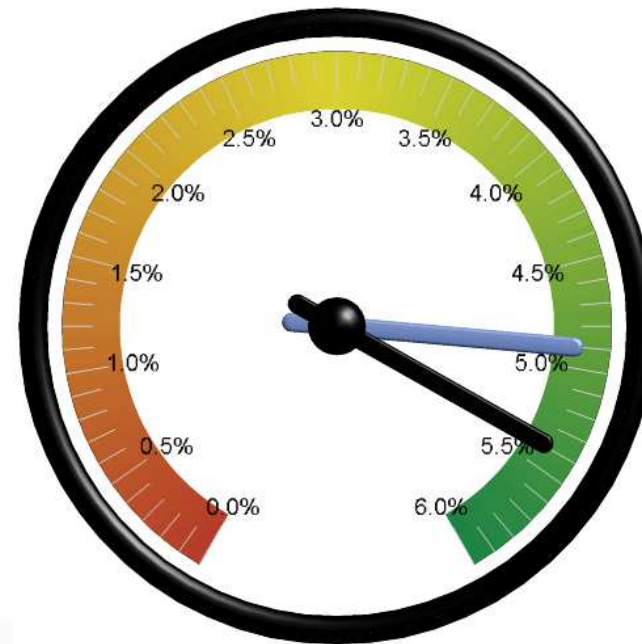
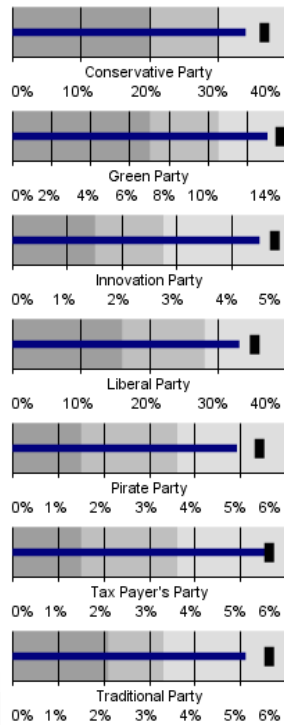
- klein
- auf Trends fokussiert
- hohe, mittlere und tiefe Darstellung



Stephen Few's Bullet-Chart



Mikro-Charts sind Raum-effizient

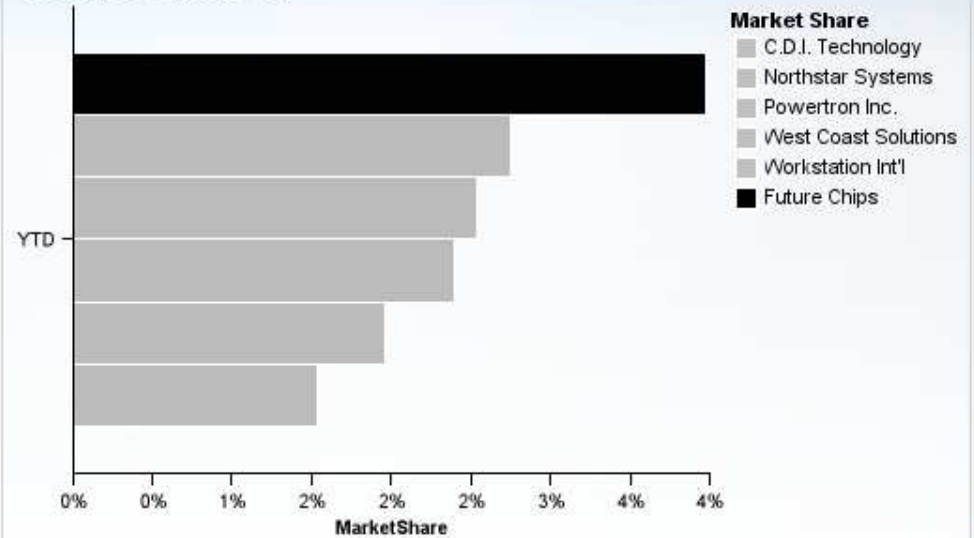


Sales Dashboard

Key Metrics YTD

Past 12 Months	Metric	% of Target	Actual
	Revenue		156,589,729
	Profit		9,714,323
	Order Units		11,263
	Defects		527
	Market Share%		3.9%

Market Share %



Product Sales YTD

Past 12 Months	Metric	Units	Revenue
	Alpha		54,467,450
	Charger		56,326,022
	Nova		45,796,257

Pipeline

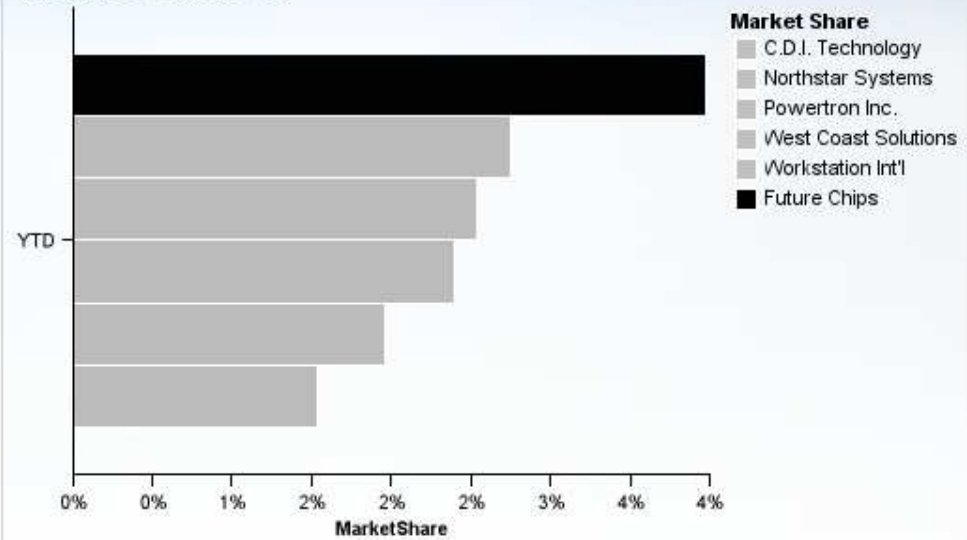
	Revenue Ordered	Revenue Cancelled	Revenue Inquired	Pipeline Ratio %
Future Chips Int.	55,559,863.00	6,085,019.00	130,712,120.00	36.4%
Workstation Int'l	32,914,716.00	5,151,412.00	67,533,805.00	42.3%
West Coast Solutions	32,141,916.00	7,412,305.00	72,200,896.00	40.0%
Powertron Inc.	2,053,780.00	51,673.00	5,023,146.00	47.1%
Northstar Systems	36,802,061.00	8,903,805.00	110,410,801.00	28.2%
C.D.I. Technology	11,574,297.00	1,468,080.00	45,178,670.00	23.0%

Sales Dashboard

Key Metrics YTD

Past 12 Months	Metric	% of Target	Actual
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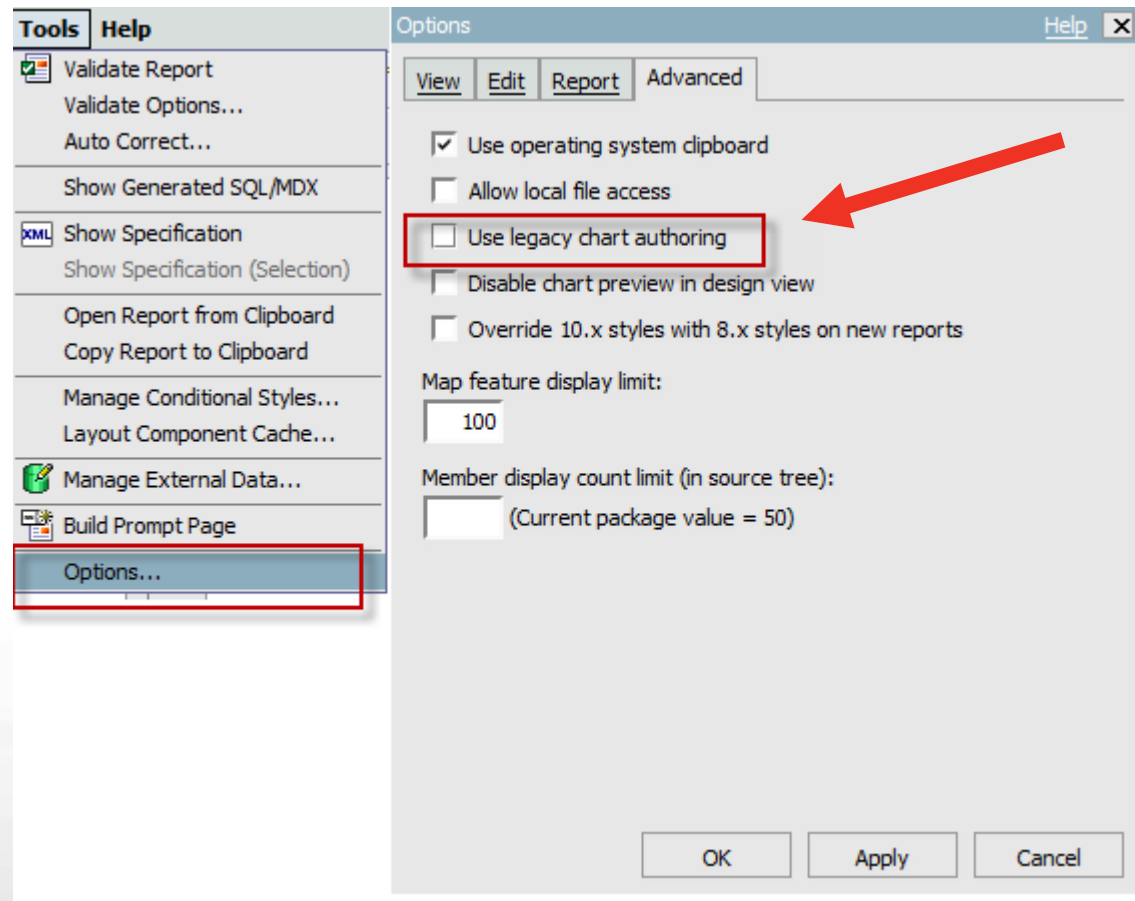
Market Share %



Bitte die neuen Charts aktivieren



Reportstudio



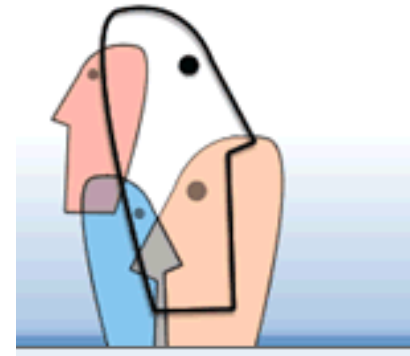
The screenshot shows the 'Options' dialog box in ReportStudio. The 'Tools' menu is open, and the 'Options...' item is highlighted with a red box. The 'Options' dialog box is also open, showing the 'Advanced' tab. The 'Use legacy chart authoring' checkbox is unchecked and highlighted with a red box. A red arrow points to this checkbox. Other options include 'Use operating system clipboard' (checked), 'Allow local file access' (unchecked), 'Disable chart preview in design view' (unchecked), and 'Override 10.x styles with 8.x styles on new reports' (unchecked). The 'Map feature display limit' is set to 100, and the 'Member display count limit (in source tree)' is set to 50. The 'OK', 'Apply', and 'Cancel' buttons are visible at the bottom.



Effektives Werkzeug: Many Eyes von IBM



<http://www.ibm.com/software/data/cognos/manyeyes/>



Letter to Canadians

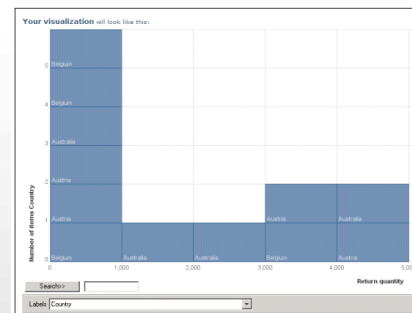


Written by Jack Layton, Aug 20
by Steve_McD

ADHD By State



Ages 4 to 17, 2007 data
by CMKelly



Zusammenfassung



- Menschen haben gute Fähigkeiten, visuelle Darstellungen zu erkennen
- Visualisieren Sie Ihre Daten, anstatt sie bloß in Listenform darzustellen
- IBM Cognos 10 bietet Ihnen eine umfangreiche und effiziente Chart-Auswahl



Cognos 10 – Ihre BI Plattform



10
COGNOS

