

BlueNET Technologies: Using interactive dashboards with IBM Cognos Express

Online demo transcript

In this presentation we will demonstrate how IBM Cognos Express is used by a yacht charter company to analyze revenue and reservations. Revenue and reservations are being analyzed by locations and products.

Month-over-month information can be seen on the top left of the dashboard with a crosstab and combination chart. On the top right, number of reservations are shown on a map according to booking location. In the middle, Actual and Budget Revenue figures are being compared with gauges for each product and location. At the bottom of the dashboard, year-to-date revenue figures are being shown in a scrolling ticker bar for each port cruises originated from. With the help of a drop-down, the same information can be shown for different dimensions of your business, either for reservation locations or product name. Details are available to users with drill-thru capability of IBM Cognos Express.

Now let's see all year-to-date reservations that were made from France. Selecting France on the map will bring us the result set for 987 reservations grouped by products offered, with more details. If we're interested in 21 sailing trips that were sold from France, we drill thru to see the details of those by reservation numbers with more details, such as the passenger and boat information, days spent on the boat, start and end dates, [and] departure and arrival ports.

By drilling thru from Pax ID, we can look at [a] passenger's fleet charter history to check which ports were visited and which boat was used in the trip. We may catch trends to individualize promotional offerings unique to the customer. By selecting Boat ID, Boat charter history report can be brought up to see [the] utilization of the boat. Locations the boat visited with date information and revenue figures attached can be analyzed. This analysis can be very helpful to better utilize the boats.

We can also drill more into the transactional-level details, as well as other revenues that make up the contract total. If it is electronically available, the original invoice can be brought up as well. As you might see from the dashboard example shown here, IBM Cognos Express can be utilized very effectively to prepare highly visual, informative dashboards. Maps, different kinds of charts, lists, crosstabs, and prompts can be effectively used to organize data for easy understanding. Drilling into the details are just clicks away for the users to see the root cause of the problem areas or opportunities.

We hope this demonstration helps you to envision how IBM Cognos Express can be used in your own organization for intelligent decisions. Please do not hesitate to contact BlueNET Technologies, if you need further information.