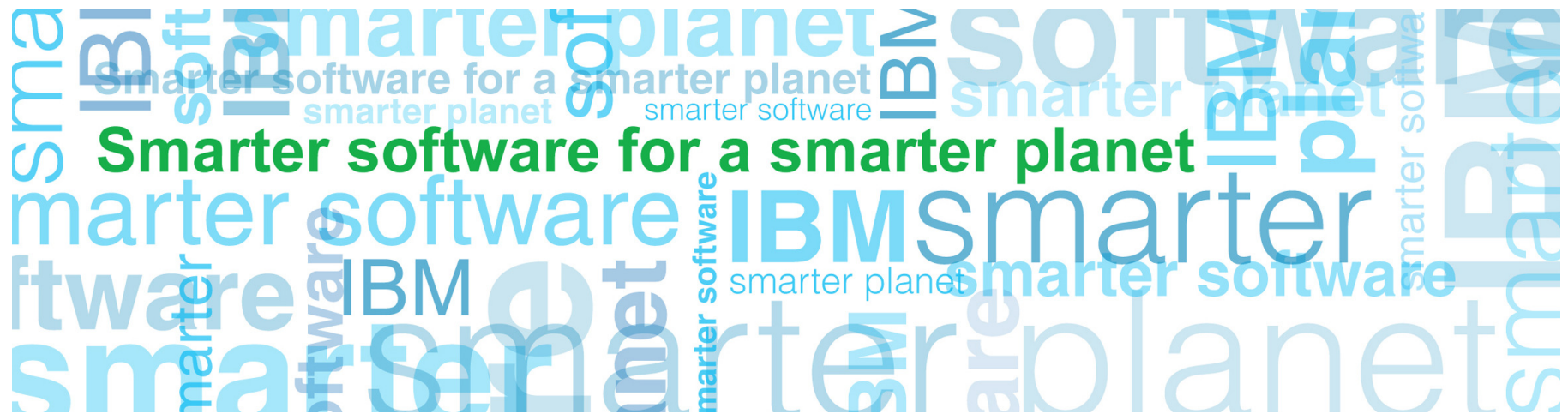


# IBM COGNOS Showcase

Smarter Decisions. Better Results.

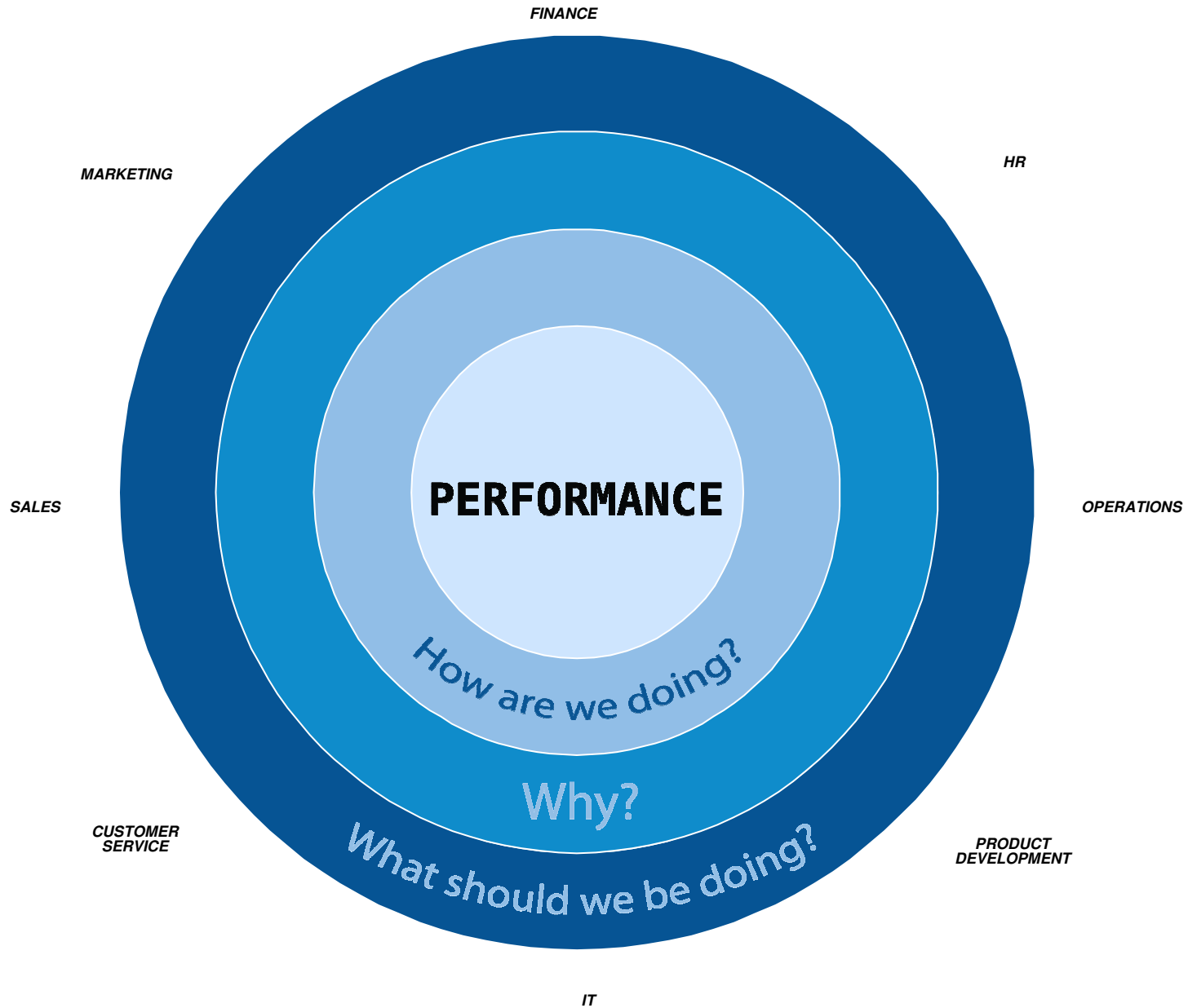


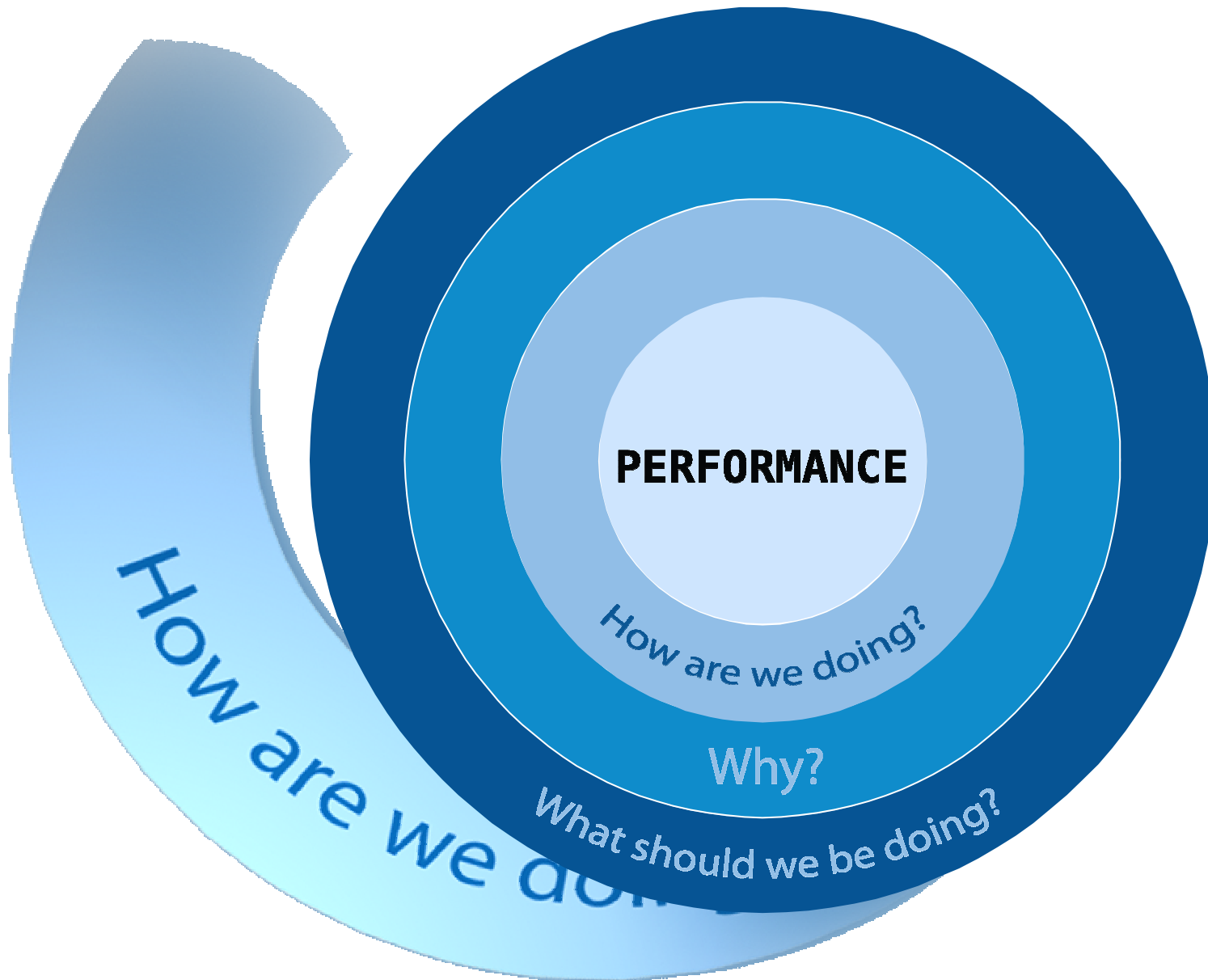


# Colm Kenneally

## UKI Business Analytics Solution Specialist









*Immediate Insights to Business Performance*



How are we doing?



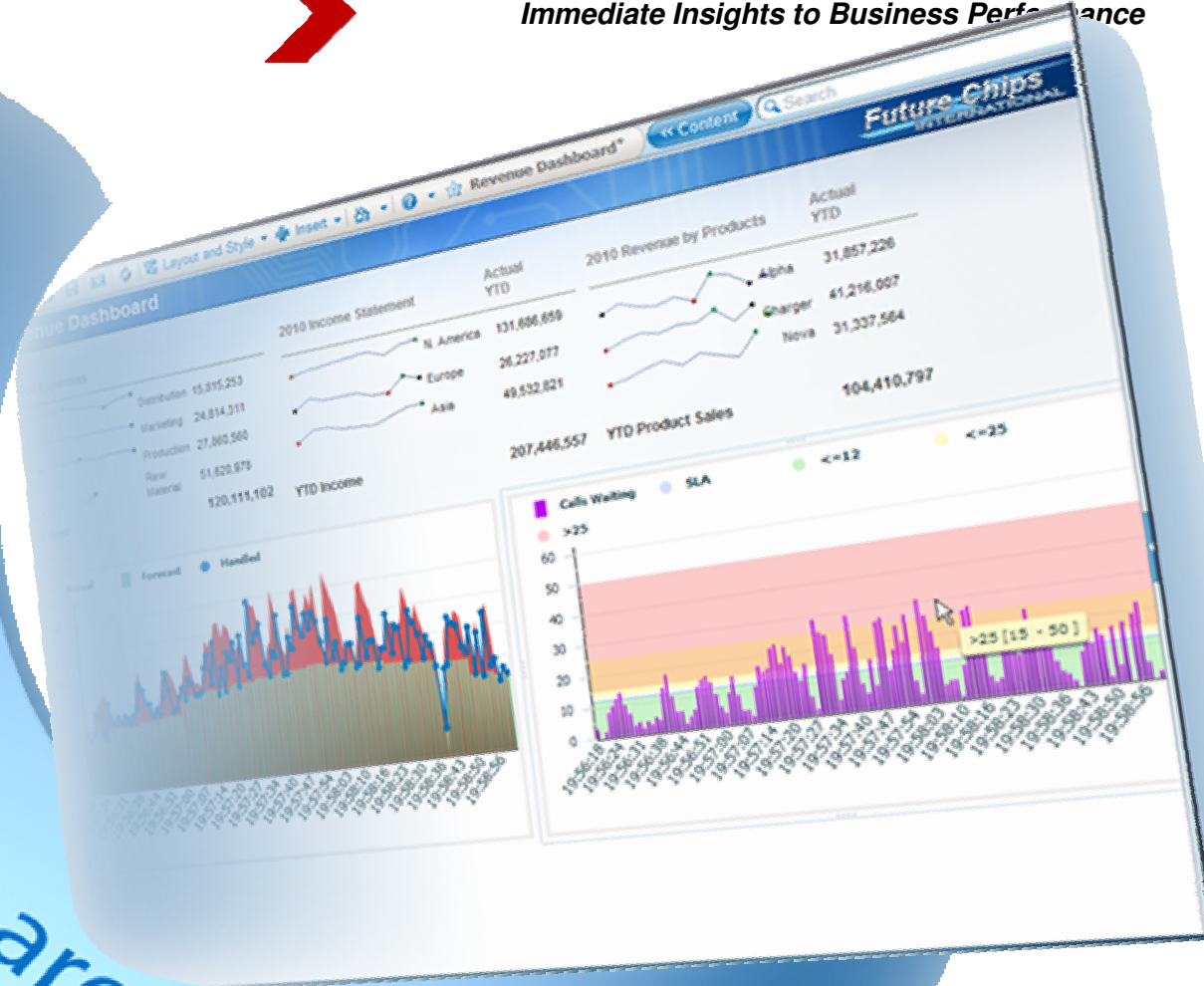
Immediate Insights to Business Performance



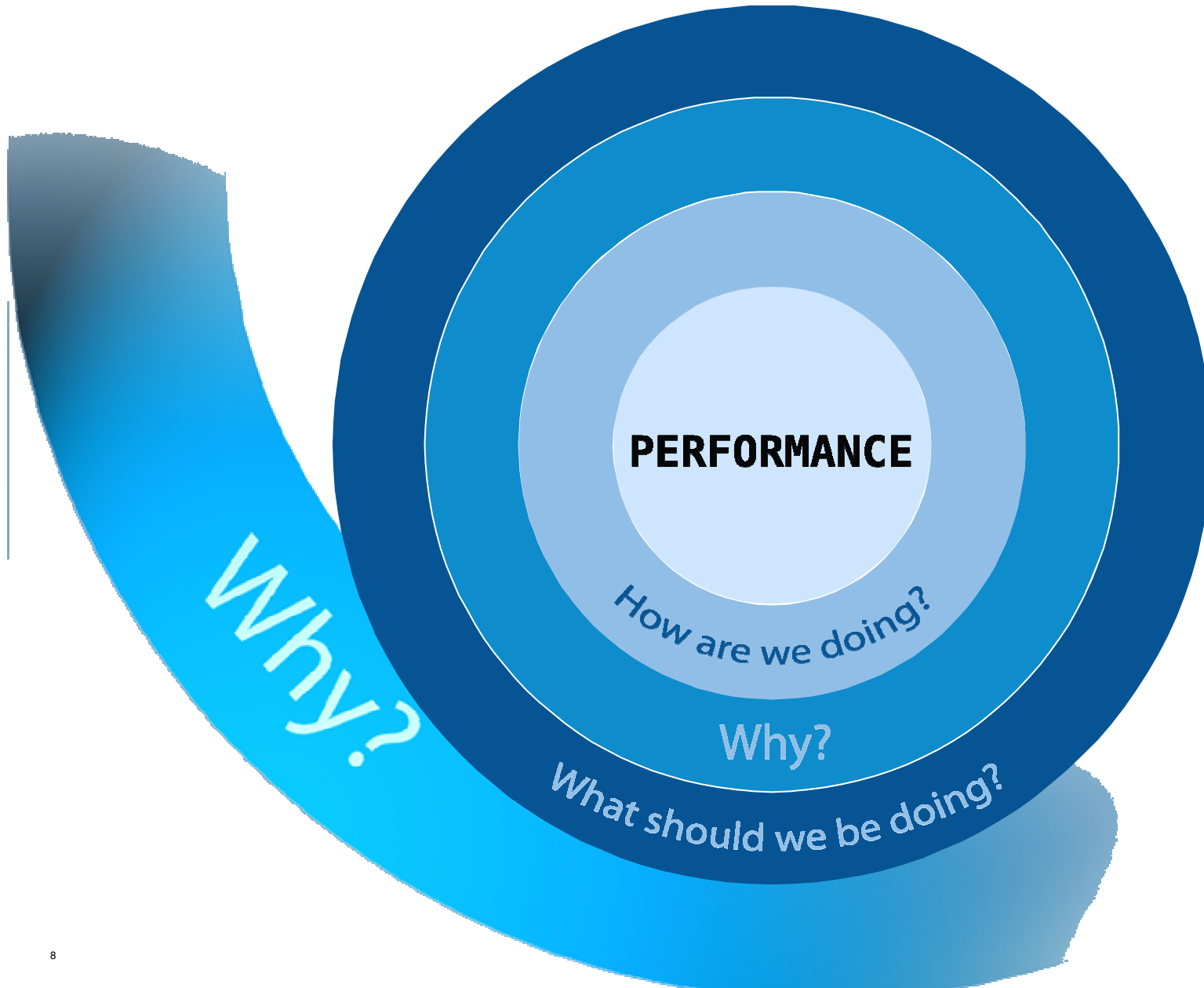
How are we doing?



Immediate Insights to Business Performance



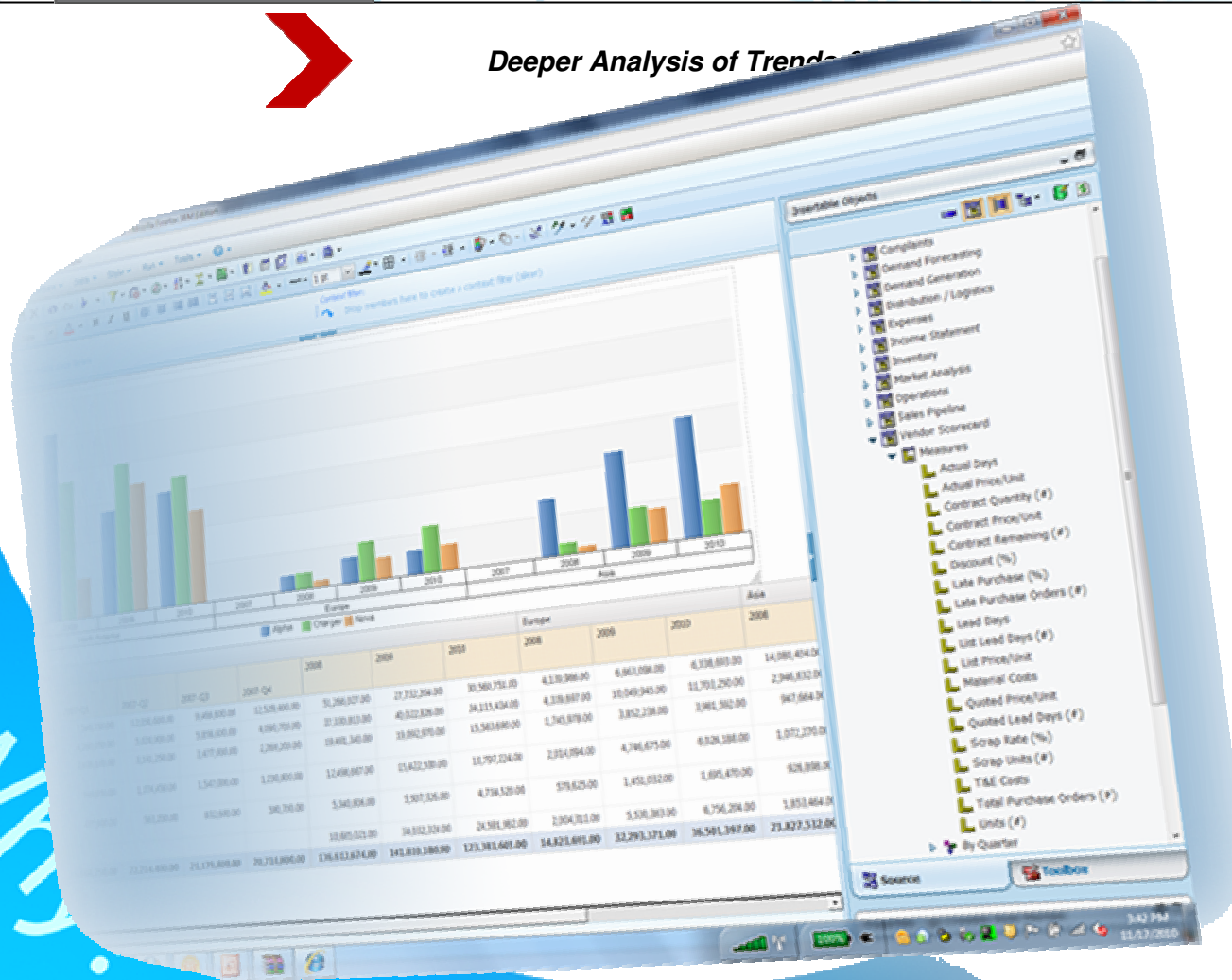
How are we doing?







Deeper Analysis of Trends





Deeper Analysis of Trends



Why?



*Deeper Analysis of Trends & Patterns*



Why?



What If



Foresight to Plan & Allocate Resources

The screenshot displays the Cognos 10 Business Manager interface. At the top, there's a navigation bar with 'Content' and 'Search' buttons. The main area is divided into several sections: a table on the left with columns for Product (All), Order Units, Order Revenue, and List Price; a 'Market Analysis' section with a horizontal bar chart comparing 'Alpha' and 'Charger' products; a 'Revenue by Region' section with a grouped bar chart for North America, Europe, and Asia; and a data table at the bottom showing forecast revenue for 2011 Q2, Q3, and Q4. A 'Create New Sandbox' dialog box is open in the foreground, showing a text field for 'New Sandbox Name' containing '10%Promo', radio buttons for 'Create New' and 'Copy from Existing Sandbox', and a list box containing 'Baseline'. The dialog has 'OK' and 'Cancel' buttons.

What should we be doing?



Foresight to Plan & Allocate Resources

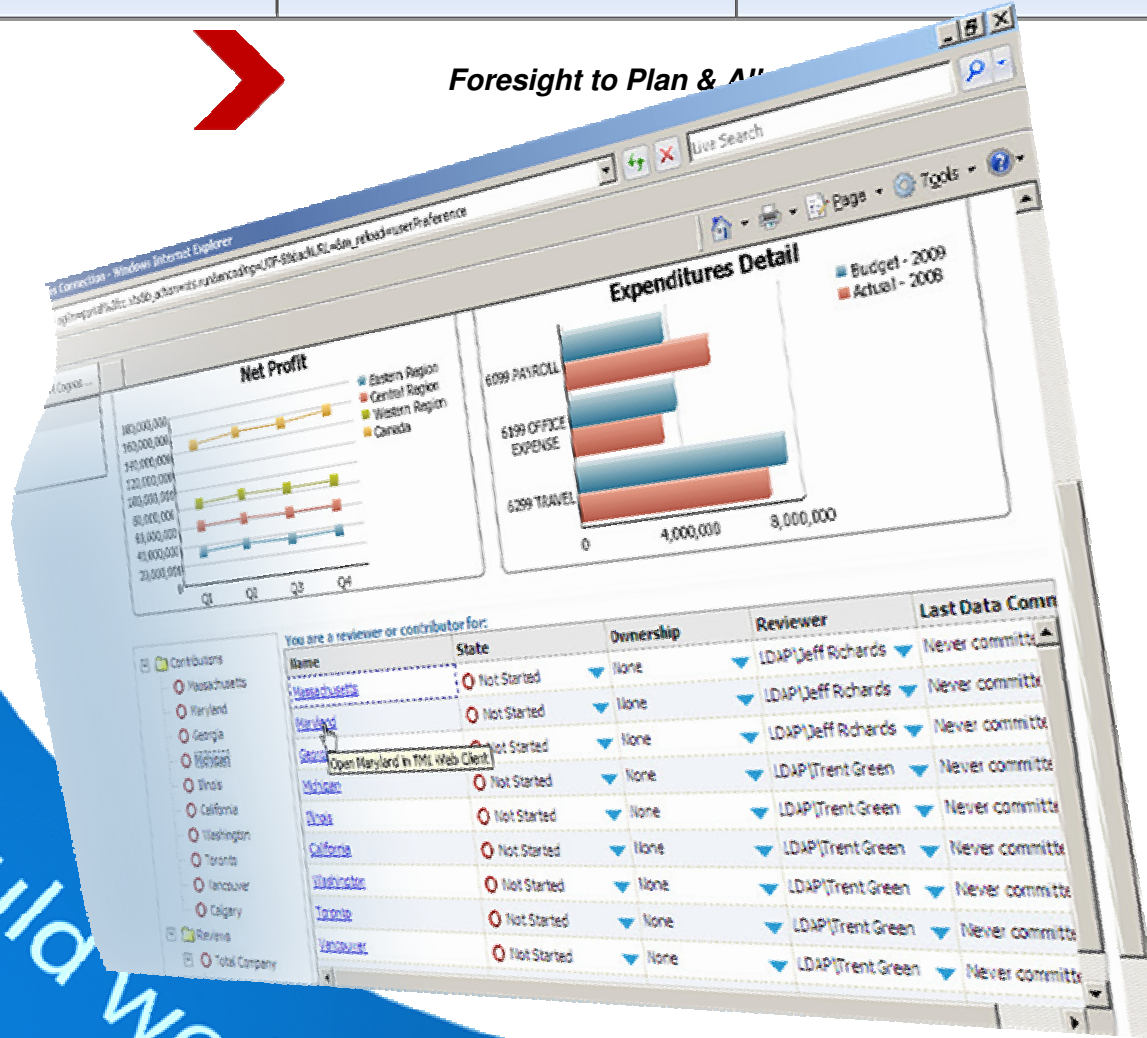
The screenshot displays the IBM Cognos Predictive Modelling interface. On the left, a workflow diagram shows data flowing through several processing nodes: 'Merge', 'Filter', and 'Select'. The main window shows a table of results, sorted by 'Lift'. The table includes columns for 'Consequent', 'Antecedent', 'Support %', 'Confidence %', and 'Lift'. The results are organized into groups based on the consequent category.

Consequent	Antecedent	Support %	Confidence %	Lift
Giveaways	Lunchtime	7.571	15.834	4.655
Snacks	Giveaways	3.402	35.244	4.655
Lunchtime	Snacks	12.514	9.58	4.258
Giveaways	Snacks	12.514	53.291	4.258
Lunchtime	Giveaways	2.25	13.628	4.237
Snacks	Lunchtime	7.571	32.08	4.237
Cosmetics	Snacks	3.217	20.885	4.15
Lunchtime	Giveaways	5.814	24.126	4.15
Cosmetics	Skin Care	5.033	22.195	4.068
Hair Care	Cosmetics	5.471	22.257	4.068
Giveaways	Hair Care	5.455	8.246	4.067
Hair Care	Snacks	12.514	50.89	4.067
Cosmetics	Skin Care	2.028	28.038	3.837
Lunchtime	Hair Care	4.331	18.615	3.837
Snacks	Cosmetics	7.308		
Cosmetics	Giveaways			

What should we be doing?



Foresight to Plan & Act



What should we be doing?

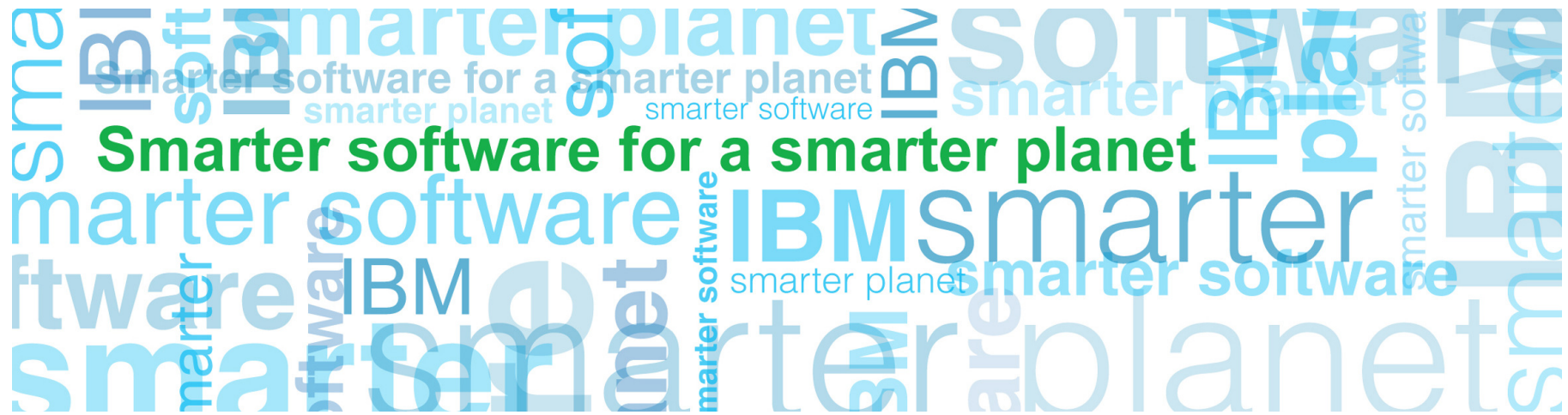
## Business Track Agenda

- 09:15**     **Welcome and Introduction**
- 09:45**     **How are we doing?**  
*Dashboards, scorecards and active reports*
- 10:20**     **Break**
- 10:35**     **Why?**  
*Data analysis and exploration*
- 11:15**     **Break**
- 11:30**     **What should we be doing?**  
*Predictive Analytics and Planning*
- 12:45**     **Wrap Up with Q&A**
- 13:00**     **Lunch and Interactive 1:1 Demonstrations**
- 13:45**     **Optional Sessions:**  
*Platform Extensions or Analytics*
- 14:40**     *Administration or Collaboration*
- 15:30**     **Close**





# Introduction to Predictive Analytics



## What is Predictive Analytics and how does it work?

- A process of analysing current and historical facts to make predictions about future events
- Data mining and statistical techniques
- Predictive models look at patterns, trends and associations in transactional and historic data to identify risks and opportunities
- Customer, survey or purchased data

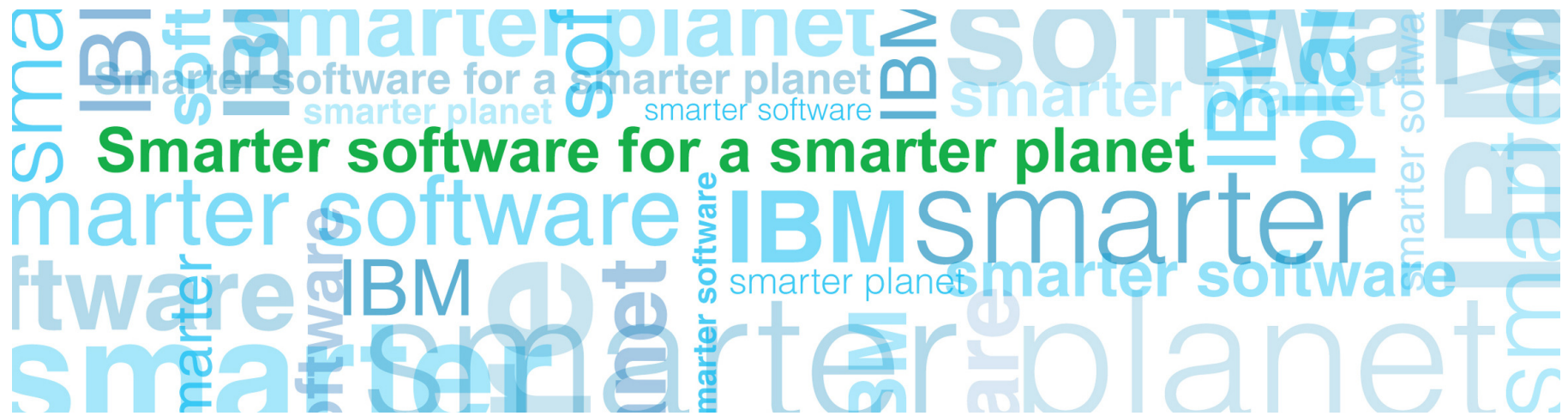
## What is it used for?

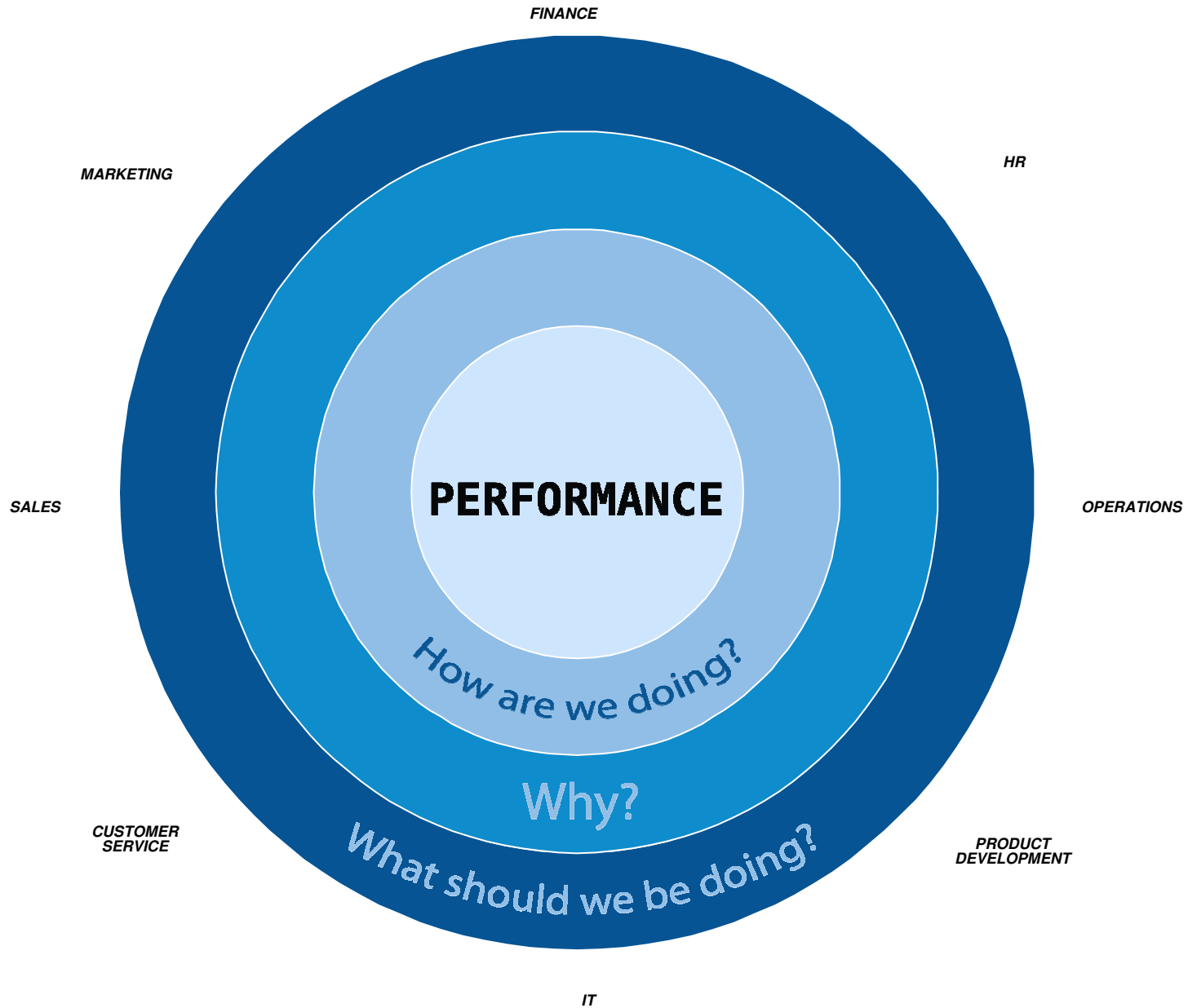
- Clinical decision support
- Debt Collection
- Customer retention/churn analysis
- Fraud detection
- Crime prevention

## Who uses it and what do they do with it?

- BT
  - Business Highway campaign – response rate double original target
- Cablecom
  - Largest Swiss cable operator, reduced customer churn from 19 to 2%
- Help the Aged
  - Doubled response rates and per person contribution from one mail marketing campaign
- Richmond Police Department
  - Analysed crimes hot spots, deployed right patrols
- Avis
  - Targeted emails, reduced cost of email marketing as % of revenue by 42% in one year

# Morning Wrap-up and Summary





Thank You