



2010 IBM Performance Events

Smarter decisions. Better results.

What's New in IBM Cognos BI Analysis?

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12/Nov/2011



The Journey

Better Business Outcomes

Business Analytics & Optimization

Performance Management

Business Intelligence



Freedom to Think

- *Statistic and Data Mining is a way to prove your Decisions and Analysis!*





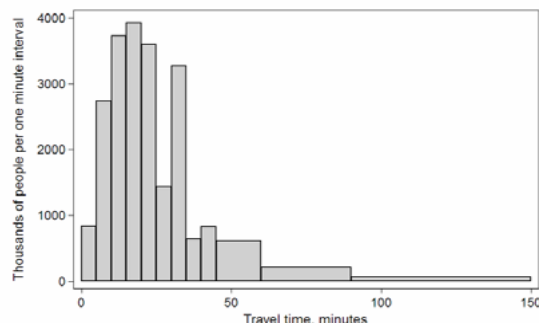
Without Statistics and Data Mining?

- You're making assumptions based on false perspectives
You're making business decisions based upon gut feel



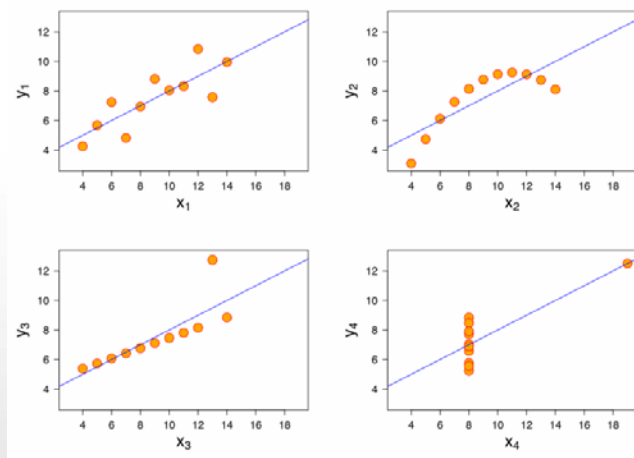
Scenario 1:

- Retail Chain Store on Metro Station want to selling the product to customers, before that they have to research their information to see if the decision is possible or not.
 - The census found that there were **85% people** who will go outside of their homes during weekday. An interesting feature of this research is that the number recorded for "at least 15 but less than 20 minutes period for travel" is higher than for the bands on either side.
 - This is likely to “**FAST PROMOTION/ FAST PRODUCTS**” to customer.



Scenario 2

- A Telecommunication company want to know
 - What is the correlation between marketing activity and same quarter sales?
 - Which activities are more effective in leading to higher sales opportunities?
 - The censes show that strong relationship between the marketing activity on package bundling event.
 - **More than 75% of people waiting for attractive package rather than cost deduction to become the member.**





Scenario 3

- Insurance company know that last 5 year ratio on client protection product, retirement product and saving product spending was 1 : 4: 3, this year more than 100,000 new customers becomes new members and want to clarify if the ratio is correct in this year or not. If not what is the error rate?
 - Which is close to last 5 years and customer spending behavior is still remain.

[DataSet1] E:\DataSets\FoodCompany.sav

Mann-Whitney Test

Ranks			
design	N	Mean Rank	Sum of Ranks
sales	1	6.20	31.00
	2	4.80	24.00
Total	10		

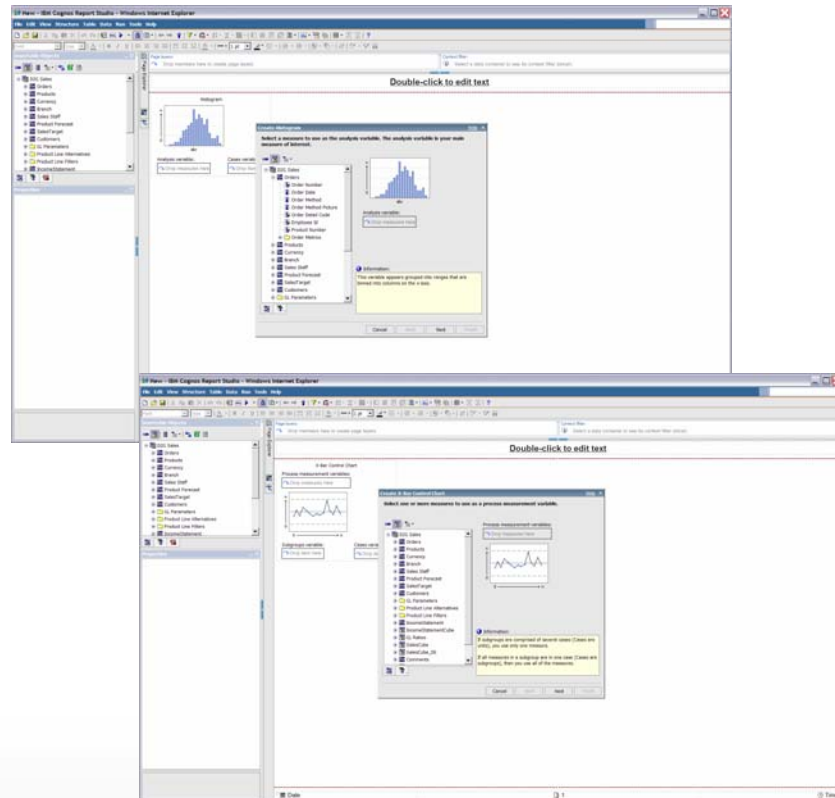
Test Statistics ^b	
	sales
Mann-Whitney U	9.000
Wilcoxon W	24.000
Z	-.736
Asymp. Sig. (2-tailed)	.462
Exact Sig. [2*(1-tailed Sig.)]	.548 ^a

a. Not corrected for ties.

b. Grouping Variable: design

How Statistics help your organization

- **Advanced statistics and data management for analysts researching business problems**
- **Advance analysis, interpretation, explanation and presentation of data**
- **Provides insight into business information and enrich information based on the data**



Prove your decisions and results



Incorporate Statistical Results with Core Cognos Business Reporting

Validate information, and drive business decisions by incorporating statistical evidence in reports

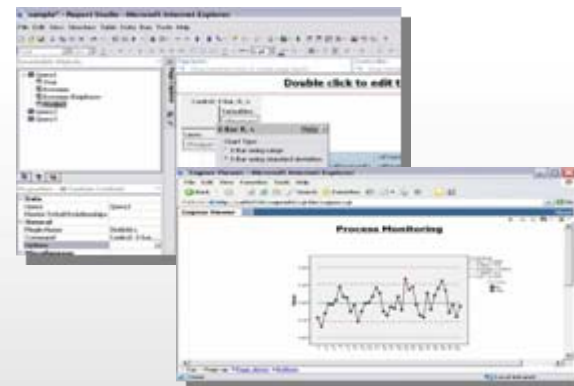


IBM Cognos Statistics

Solution Highlights

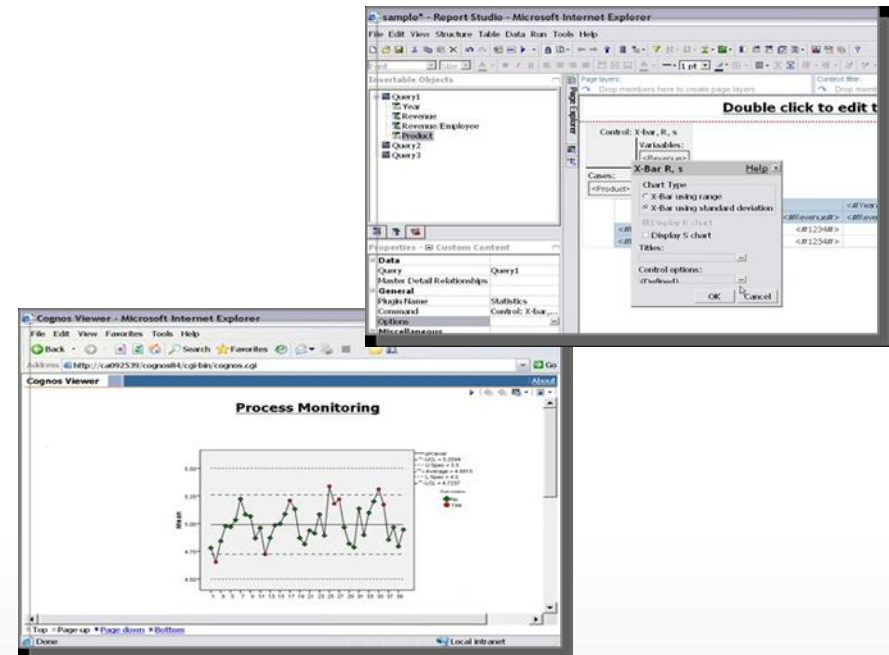
- Seamlessly integrated in Cognos10 Report Studio Professional
- Mass distribution through Dashboards, Reports
- Works for all data sources
- Based on the market leading SPSS statistical engine

Desire to easily share analysis w/Broader Business Community



Key Features in IBM Cognos Statistics v10.1

- Wizard driven statistical analysis seamlessly integrated in reports
- Shape and distribution of data
 - Histogram
 - Box Plots
 - Descriptive tables
- Statistical process Control
 - Control Charts
 - Control Rules
- Data Analysis and testing
 - Regression
 - Compare Means
 - Correlation





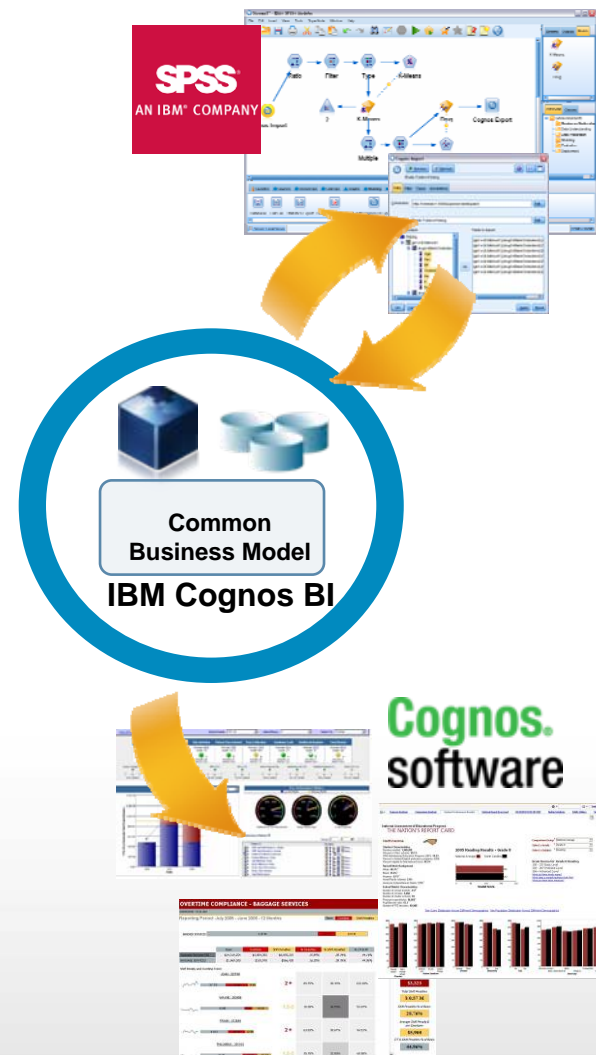
Deliver the power of predictive analytics into the hands of the business users

Uncover key insights in your corporate data by integrating predictive analytics as a core activity to drive business decisions

Integration with IBM SPSS Modeler

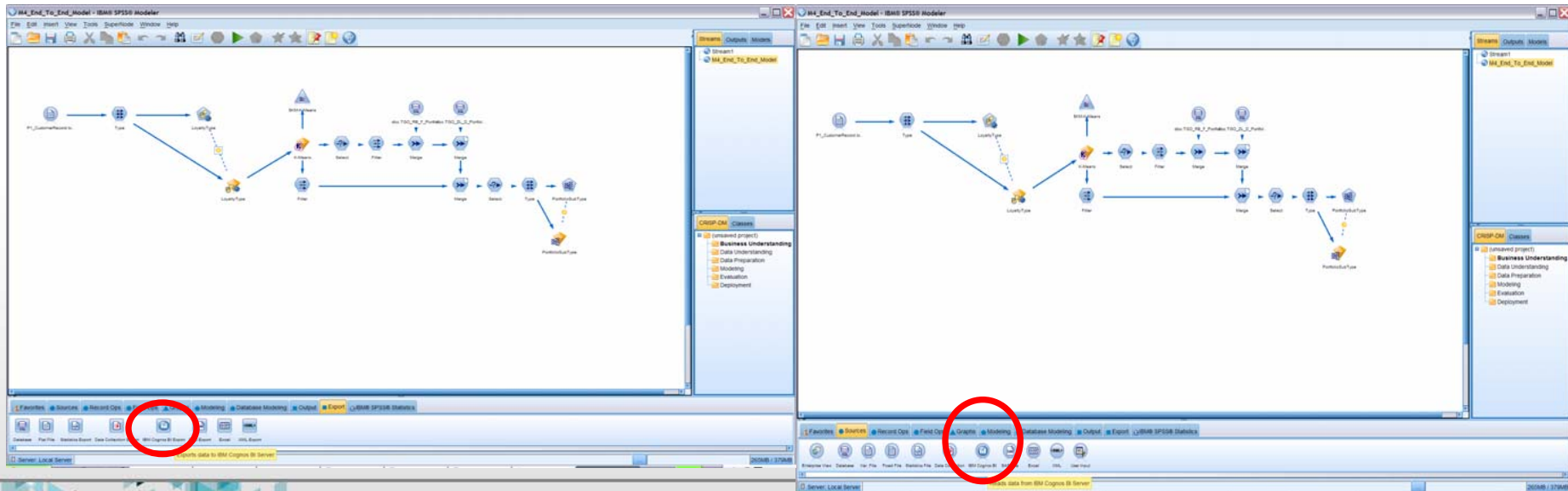
Solution Highlights

- Leverage BI to identify problem or situation needing attention
- Develop factual context using reliable trends, patterns and predictions.
- Easily distribute the results to broad user communities by publishing into the Cognos Business Intelligence environment.



New Integration with SPSS Modeler

- Direct access Cognos Framework Manager Model
- Direct publish SPSS model result to Cognos Connection for Cognos users





DEMO

**Analytics Everyone
Can Use**





Thank
YOU

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