


IBM Content Analytics can connect to many different data sources, collect a large number of documents, and perform extensive analysis of the textual (**unstructured**) and **structured** content.

Many IBM products can make use of this analyzed data, such as IBM Cognos 8 Business Intelligence (IBM Cognos BI).

IBM Cognos BI is an integrated business intelligence suite that provides a wide range of functions to help business analysts explore structured data that is usually represented as fields, such as a records in a relational database, and make effective business decisions.



By creating reports in IBM Content Analytics, business analysts can gain unique insights by examining the unstructured data, which is usually in free text format, in combination with the structured data.

Explore IBM Cognos Business Intelligence Reports

The screenshot displays the IBM Content Analytics interface. At the top, the header shows 'IBM Content Analytics' and 'Collection: NHTSA (change)'. The user is logged in as 'Not log...'. The main navigation bar includes 'Documents', 'Facets', 'Time Series', 'Deviations', 'Trends', 'Facet Pairs', 'Connections', 'Dashboard', and 'Reports'. Below this, a status bar indicates '575366/575366 results matched'. The left sidebar, 'Facet Navigation', shows a tree of filters with 'Model' selected. The main content area displays a table with columns for 'Model', 'Correlation', 'Frequency', and 'Correlation'. A purple tooltip box is overlaid on the table, containing the following text:

Tutorial scenario:
 Using the text miner application in IBM Content Analytics, you explored a collection of documents to find which models of cars experienced the most negative events, such as blown tires, oil leaks, and engine cradle rust.
 You now want to create a report so that you can drill down through the statistics with IBM Cognos BI analytical tools.

Model	Correlation	Frequency	Correlation
SONATA	17.3	1	17.3
LUMINA	16.9	1	16.9
FIRESTONE	15.2	9	15.2
GRAND PRIX	12.3	1	12.3
REGAL	11.1	1	11.1
WILDERNESS	10.5	3	10.5
CUTLASS	9.0	1	9.0
RAM 1500	7.8	4	7.8
PASSAT	7.4	18	7.4
GRAND CHEROKEE	6.9	628	6.9
CONCORDE	6.6	30	6.6
WILDERNESS	5.0	267	5.0
CAMARO	5.0	83	5.0
INTREPID	4.8	53	4.8
VILLAGER	4.4	150	4.4
DURANGO	4.2	713	4.2

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Rows = Model	Correlation Amount	Frequency	Correlation
SONATA	17.3		17.3
LUMINA	16.9		16.9
FIRESTONE	15.2	█	15.2
GRAND PRIX	12.3		12.3
REGAL	11.1		11.1
WILDERNESS	10.5		10.5
CUTLASS	9.0	█	9.0
RAM 1500	7.8	█	7.8
PASSAT	7.4		7.4
GRAND CHEROKEE	6.9	█	6.9
CONCORDE	6.6		6.6
WILDERNESS	5.0	█	5.0
CAMARO	5.0		5.0
INTREPID	4.8		4.8
VILLAGER	4.4	█	4.4
DURANGO	4.2	█	4.2

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Model	Event	Frequency	Correlation
	cradle	48	17.3
LUMINA	cradle	89	16.9
FIRESTONE	blowout	389	15.2
GRAND PRIX	cradle	82	12.3
REGAL	cradle	45	11.1
WILDERNESS	blowout	113	10.5
CUTLASS	cradle	27	9.0
RAM 1500	crack	774	7.8
PASSAT	creak	18	7.4
GRAND CHEROKEE	warp	628	6.9
CONCORDE	cradle	30	6.6
WILDERNESS	blow	267	5.0
CAMARO	warp	83	5.0
INTREPID	cradle	53	4.8
VILLAGER	smell	150	4.4
DURANGO	wear	713	4.2

Explore IBM Cognos Business Intelligence Reports

IBM Content Analytics Collection: NHTSA (change) Logged in as: Not log... | Preferences | My Profile | Help | About

Documents Facets Time Series Deviations Trends Facet Pairs Connections Dashboard Reports

575366/575366 results matched

Facet Navigation Default order

Filter: Clear

- Part of Speech 2
- Phrase Constituent 2
- Named entity 2
- Troubles
 - Negative event
 - Negative item
 - Negative pattern
- Category for Auto
 - State
 - City
 - Vehicle/Equipment Corp
 - Vehicle/Equipment Make
 - Model
 - Model Year
 - Component Description
 - Date of Manufacture
 - Date of Purchase
 - Date of Fail
 - Anti-Lock Brakes?
 - Crash

Create a Report

To gain deeper insight into analyzed content, create a report that you can view with IBM Cognos Business Intelligence. You can also create a report in CSV format to import into spreadsheets and other applications.

Select an output format:

- IBM Cognos BI report
- CSV file

Name:

facet rows: Maximum number of keywords (facet columns):

Sort results by:

- Frequency
- Index or correlation

Description:

Submit Cancel

Note that you can create the report as a comma-separated value file (CSV file) if you want to analyze or manipulate the data with a spreadsheet application.

Explore IBM Cognos Business Intelligence Reports

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Documents Facets Time Series Deviations Trends Facet Pairs Connections Dashboard Reports

575366/575366 results matched

Facet Navigation Default order

Filter: [] Clear

- Part of Speech 2
- Phrase Constituent 2
- Named entity 2
- Troubles
 - Negative event
 - Negative item
 - Negative pattern
- Category for Auto
 - State
 - City
 - Vehicle/Equipment Corp
 - Vehicle/Equipment Make
 - Model
 - Model Year
 - Component Description
 - Date of Manufacture
 - Date of Purchase
 - Date of Fail
 - Anti-Lock Brakes?
 - Crash

Create a Report

To gain deeper insight into analyzed content, create a report that you can view with IBM Cognos Business Intelligence. You can also create a report in CSV format to import into spreadsheets and other applications.

Select an output format:
 IBM Cognos BI report CSV file

Name: 1282844532

Number of keywords (facet rows): [] Maximum number of keywords (facet columns): 100

Number of results: 500

Sort results by:
 Frequency Index or correlation

Description: []

Submit Cancel

In this scenario, you want to create a report that can be further analyzed with IBM Cognos BI tools.

Explore IBM Cognos Business Intelligence Reports

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Documents Facets Time Series Deviations Trends Facet Pairs Connections Dashboard Reports

575366/575366 results matched

Facet Navigation Default order

Filter: Clear

- Part of Speech ?
- Phrase Constituent ?
- Named entity ?
- Troubles
 - Negative event
 - Negative item
 - Negative pattern
- Category for Auto
 - State
 - City
 - Vehicle/Equipment Corp
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 - Crash

Create a Report

To gain deeper insight into analyzed content, create a report that you can view with IBM Cognos Business Intelligence. You can also create a report in CSV format to import into spreadsheets and other applications.

Select an output format:
 IBM Cognos BI report CSV

Name:

Maximum number of keywords (facet rows):
Maximum number of keywords (facet columns):

Maximum number of results:

Sort results by:
 Frequency Index or correlation

Description:

Submit Cancel

You might want to replace the default name with a name that is meaningful to you and to people that you plan to share the report with.

Explore IBM Cognos Business Intelligence Reports

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575366/575366 results matched

Facet Navigation Default order

Filter: [] Clear

- Part of Speech 2
- Phrase Constituent 2
- Named entity 2
- Troubles
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 - Negative item
 - Negative pattern
- Category for Auto
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- Vehicle/Equipment Make
- Model
- Model Year
- Component Description
- Date of Manufacture
- Date of Purchase
- Date of Fail
- Anti-Lock Brakes?
- Crash

Create a Report

To gain deeper insight into analyzed content, create a report that you can view with IBM Cognos Business Intelligence. You can also create a report in CSV format to import into spreadsheets and other applications.

Select an output format:
 IBM Cognos BI report CSV file

Tip: Move the mouse over the fields to see tips on how to specify your preferences

Name: Top car model problems

Maximum number of keywords (facet rows): 100
Maximum number of keywords (facet columns): 100

Maximum number of results: 500
Sort results by:

Specify the maximum number of top results to include in the report. The top results vary according to whether results are sorted by frequency or by the index or correlation value.

Description:

Submit Cancel

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IBM Content Analytics Collection: NHTSA (change) Logged in as: Not log... | Preferences | My Profile | Help | About

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Filter: Clear

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- Component Description
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- Date of Purchase
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- Anti-Lock Brakes?
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Create a Report

To gain deeper insight into analyzed content, create a report that you can view with IBM Cognos Business Intelligence. You can also create a report in CSV format to import into spreadsheets and other applications.

Select an output format:
 IBM Cognos BI report CSV file

Name:

Maximum number of keywords (facet rows):
Maximum number of keywords (facet columns):
Maximum number of results:

Sort results by:
 Frequency Index or correlation

Description:

Click **Submit** to submit the report request.

Submit Cancel

Submit

Explore IBM Cognos Business Intelligence Reports

The screenshot displays the IBM Cognos Business Intelligence interface. At the top, the header includes the IBM logo, 'IBM Content Analytics', 'Collection: NHTSA (change)', and 'Logged in as: Not log... | Preferences | My Profile | Help | About'. Below the header is a navigation bar with tabs for Documents, Facets, Time Series, Deviations, Trends, Facet Pairs, Connections, Dashboard, and Reports. The main area shows '575366/575366 results matched' and a 'Facet Navigation' panel on the left with a filter and a list of facets including Part of Speech, Phrase Constituent, Named entity, Troubles, Negative event, Negative item, Negative pattern, Category for Auto, State, City, Vehicle/Equipment Corp, Vehicle/Equipment Make, Model, Model Year, Component Description, Date of Manufacture, Date of Purchase, Date of Fail, Anti-Lock Brakes?, and Crash. A 'Create a Report' dialog box is open, containing the text: 'Your request was submitted to the IBM Cognos BI server. Go to the **Reports** view to open the report in IBM Cognos BI or to copy the URL so that you can share the report with others. If the IBM Cognos BI server requires authentication, first open **Preferences** to specify the user ID and password.' Below this text is a checkbox labeled 'Do not show this message a' and a 'Close' button. A purple callout box points to the checkbox with the text: 'A confirmation message lets you know that the report is being processed and that you must go to the **Reports** view to open it.'

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The screenshot displays the IBM Cognos Business Intelligence interface. At the top, the header includes the IBM logo, 'IBM Content Analytics', 'Collection: NHTSA (change)', and 'Logged in as: Not log... | Preferences | My Profile | Help | About'. Below the header is a navigation bar with tabs for Documents, Facets, Time Series, Deviations, Trends, Facet Pairs, Connections, Dashboard, and Reports. The main content area shows '575366/575366 results matched' and a 'Facet Navigation' panel on the left. The 'Facet Navigation' panel has a 'Filter:' input field and a 'Clear' button. Below the filter are various facet categories, including 'Part of Speech 2', 'Phrase Constituent 2', 'Named entity 2', 'Troubles', 'Negative event', 'Negative item', 'Negative pattern', 'Category for Auto', 'State', 'City', 'Vehicle/Equipment Corp', 'Vehicle/Equipment Make', 'Model', 'Model Year', 'Component Description', 'Date of Manufacture', 'Date of Purchase', 'Date of Fail', 'Anti-Lock Brakes?', and 'Crash'. A 'Create a Report' dialog box is open in the center, containing the following text: 'Your request was submitted to the IBM Cognos BI server. Go to the **Reports** view to open the report in IBM Cognos BI or to copy the URL so that you can share the report with others. If the IBM Cognos BI server requires authentication, first open **Preferences** to specify the user ID and password. Do not show this message again. Close'. A red circle highlights the checkbox. A yellow callout box points to the checkbox with the text: 'You can choose to skip this message when you submit future reports.'

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Explore IBM Cognos Business Intelligence Reports

The screenshot displays the IBM Cognos Business Intelligence interface. At the top, the header includes the IBM logo, 'IBM Content Analytics', and the collection name 'Collection: NHTSA (change)'. The user is logged in as 'Not log...'. The navigation bar contains tabs for Documents, Facets, Time Series, Deviations, Trends, Facet Pairs, Connections, Dashboard, and Reports. The Reports tab is highlighted with a red box. Below the navigation bar, a status bar shows '575366/575366 results matched'. The main content area is divided into a Facet Navigation pane on the left and a report table on the right. The Facet Navigation pane shows a list of facets, with 'Model' selected. The report table displays data for various car models and their associated negative events, including frequency and correlation values. A yellow callout box with the text 'Step 2: Open the Report' and 'To see your report, open the Reports view.' is overlaid on the table.

Step 2: Open the Report
To see your report, open the Reports view.

Rows:Model	Columns:Negative event	Frequency	Correlation
SONATA	cradle	48	17.3
LUMINA	cradle	89	16.9
FIRESTONE	blowout	389	15.2
GRAND PRIX	cradle	82	12.3
REGAL	cradle	45	11.1
WILDERNESS	blowout	113	10.5
CUTLASS	cradle	27	9.0
RAM 1500	crack	774	7.8
PASSAT	creak	18	7.4
GRAND CHEROKEE	warp	628	6.9
CONCORDE	cradle	30	6.6
WILDERNESS	blow	267	5.0
CAMARO	warp	83	5.0
INTREPID	cradle	53	4.8
VILLAGER	smell	150	4.4
DURANGO	wear	713	4.2

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The screenshot displays the IBM Cognos Business Intelligence interface. At the top, the header includes the IBM logo, "IBM Content Analytics", the current collection "Collection: NHT SA (change)", and the user status "Logged in as: Not log...". Navigation tabs include Documents, Facets, Time Series, Deviations, Trends, Facet Pairs, Connections, Dashboard, and Reports. Below the tabs, a status bar shows "575366/575366 results matched" and various action icons. The left sidebar, titled "Reports", contains a list of reports with icons and trash icons:

- Top car model problems (highlighted with a red box)
- congnos_report_1282784377
- congnos_report_1282290479
- congnos_report_1282288755
- congnos_report_1282288694
- congnos_report_1282283751

Below the list is a "Report URL:" field and an "Open with IBM Cognos BI" button. A large blue tooltip box is overlaid on the right side of the interface, containing the following text:

Your report is listed with other reports that were created by you or other users. Icons identify which text mining view the report was generated from.

Depending on your IBM Cognos BI privileges, you can edit the report with the Report Studio application, or explore, analyze, and compare dimensional data with IBM Cognos BI analytical tools.

Explore IBM Cognos Business Intelligence Reports

The screenshot displays the IBM Content Analytics interface. At the top, the header includes the IBM logo, 'IBM Content Analytics', and navigation links for 'Collection: NHT SA (change)', 'Logged in as: Not log...', 'Preferences', 'My Profile', 'Help', and 'About'. Below the header is a toolbar with tabs for 'Documents', 'Facets', 'Time Series', 'Deviations', 'Trends', 'Facet Pairs', 'Connections', 'Dashboard', and 'Reports'. A status bar indicates '575366/575366 results matched'. The main content area is divided into a left sidebar and a main pane. The sidebar, titled 'Reports', contains a list of reports: 'Top car model problems' (highlighted with a red box), 'congnos_report_1282784377', 'congnos_report_1282290479', 'congnos_report_1282288755', 'congnos_report_1282288694', and 'congnos_report_1282283751'. Below the list is a 'Report URL:' field and an 'Open with IBM Cognos BI' button. A yellow callout bubble points to the 'Top car model problems' report with the text: 'Click the report that you created to open it.'

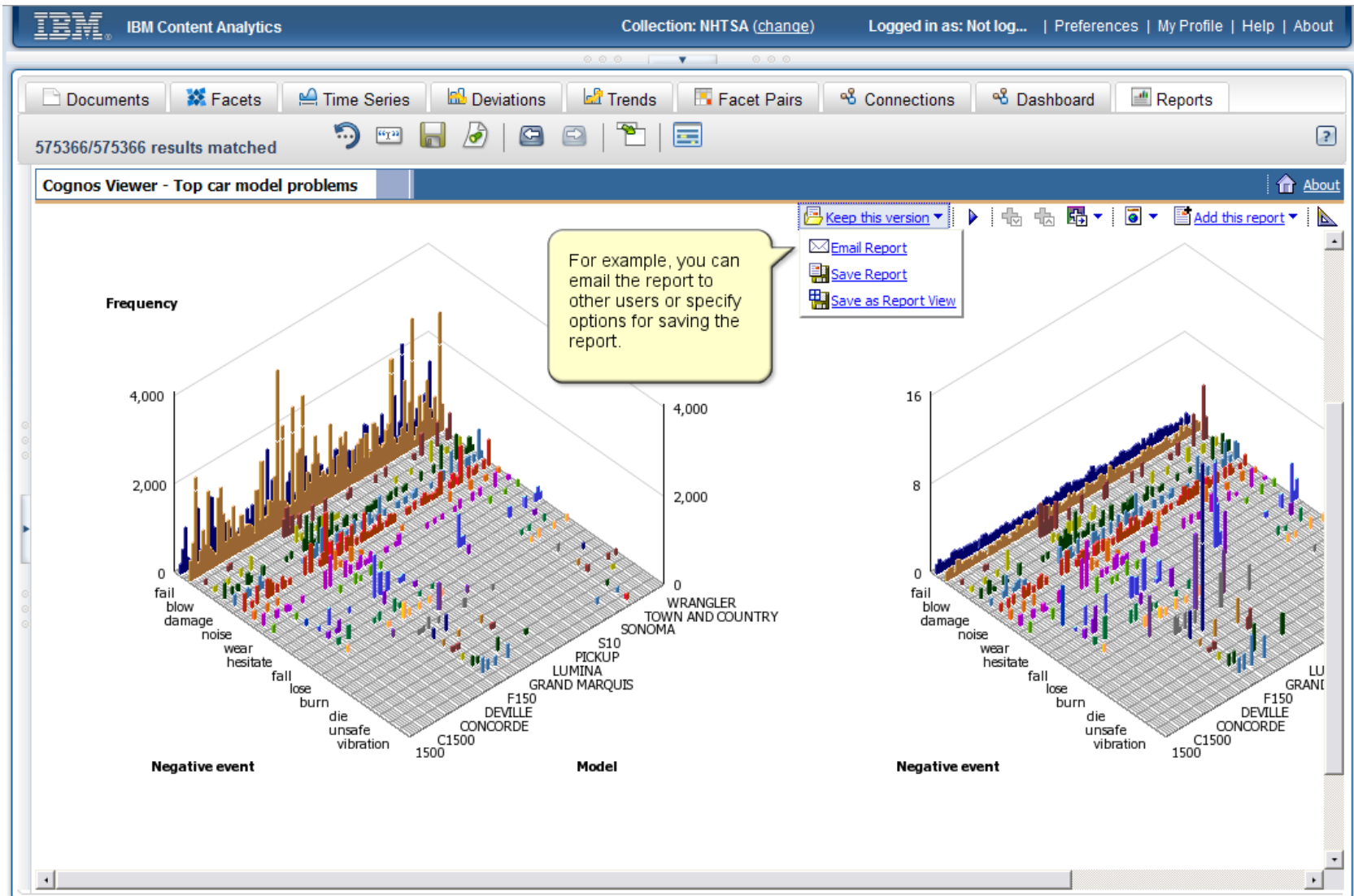
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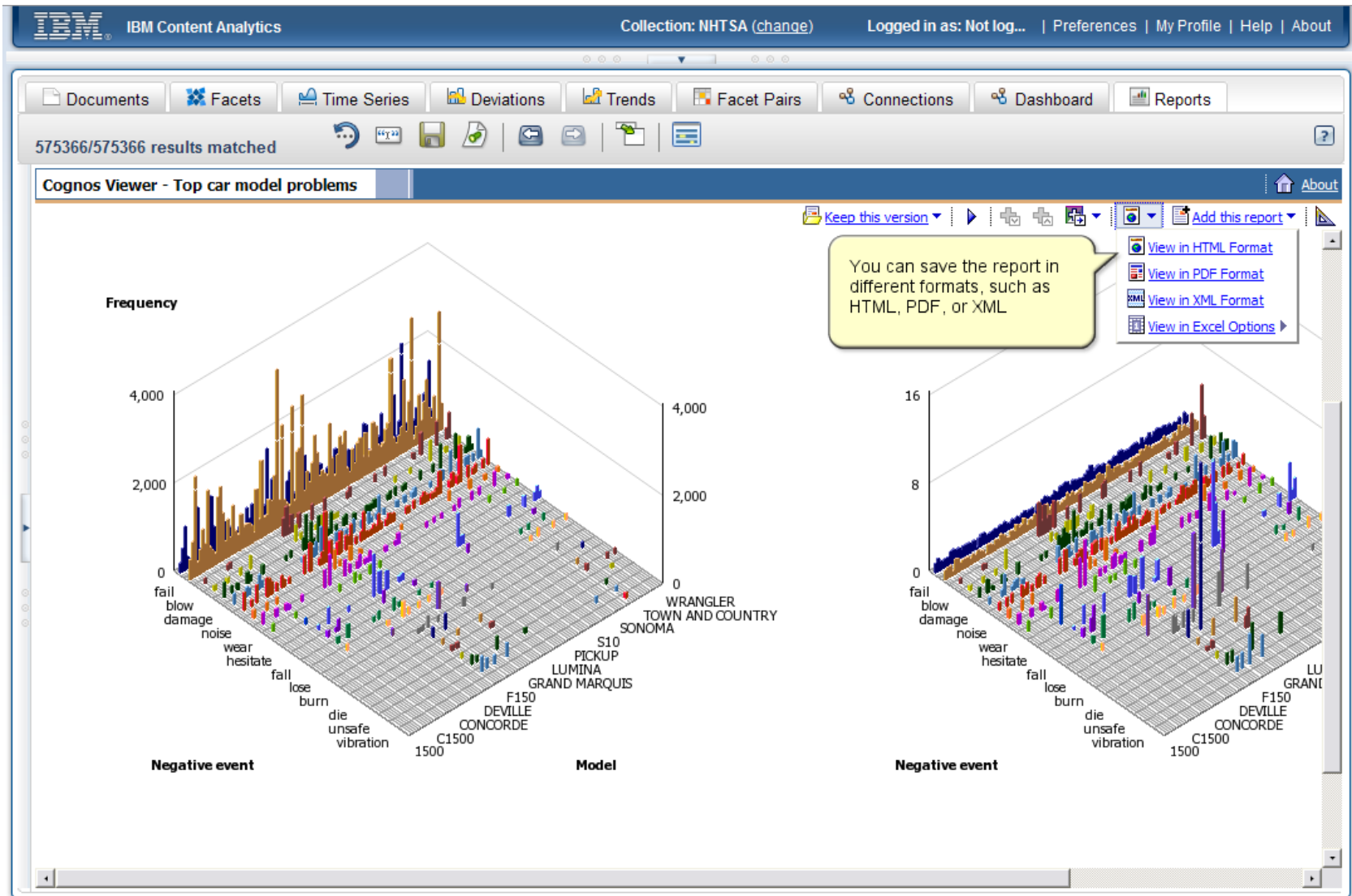
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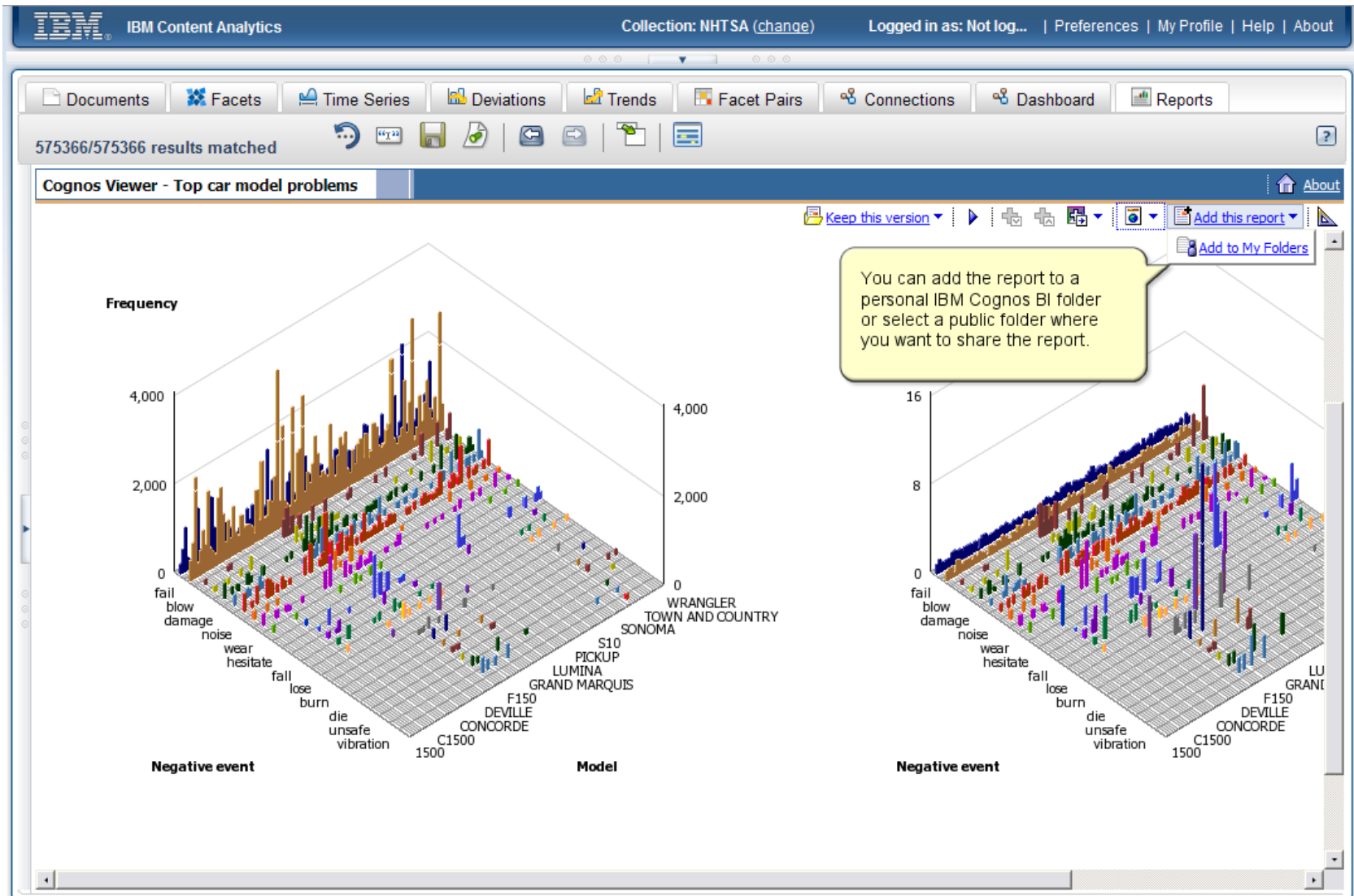
Explore IBM Cognos Business Intelligence Reports



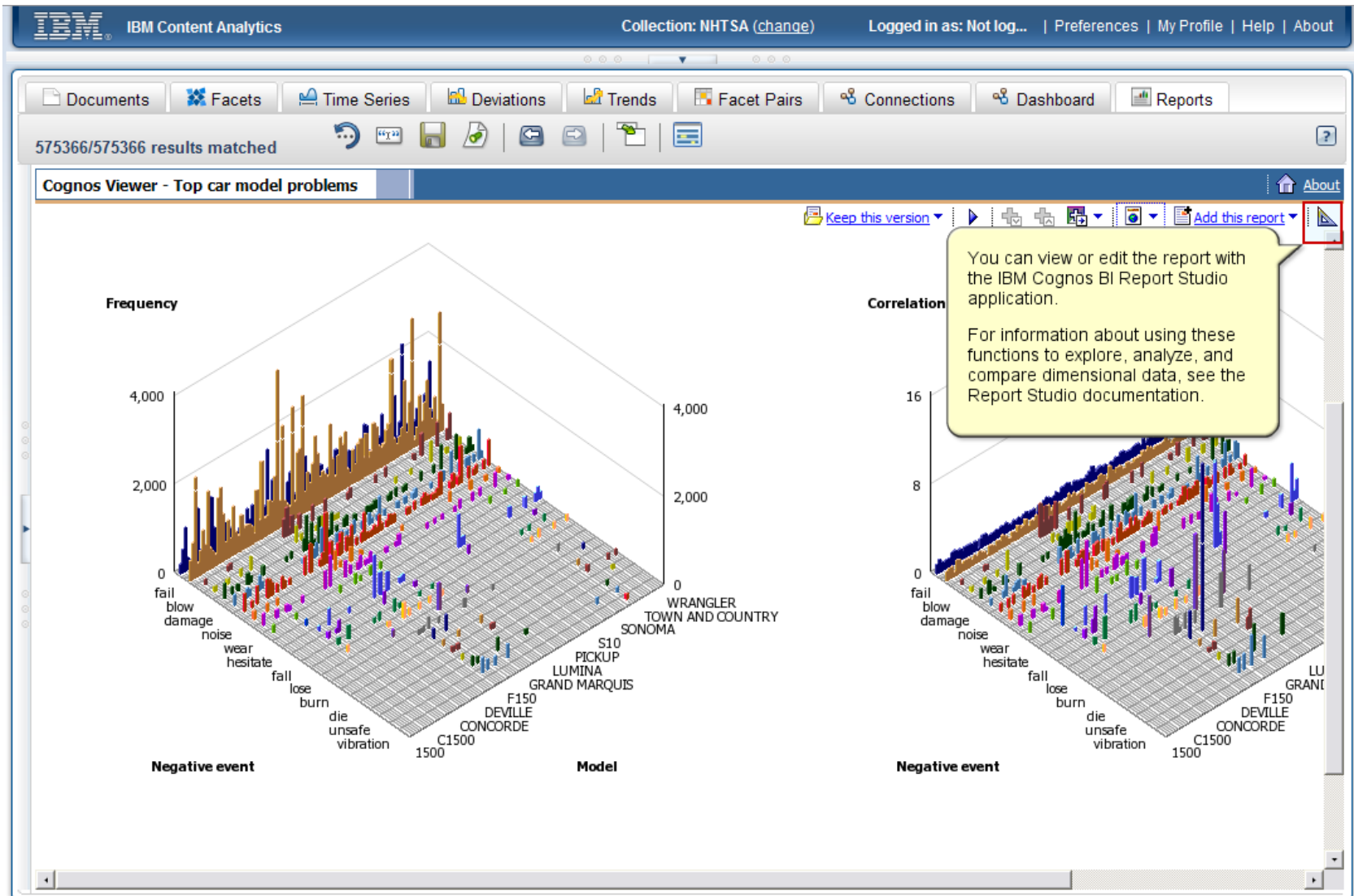
Explore IBM Cognos Business Intelligence Reports



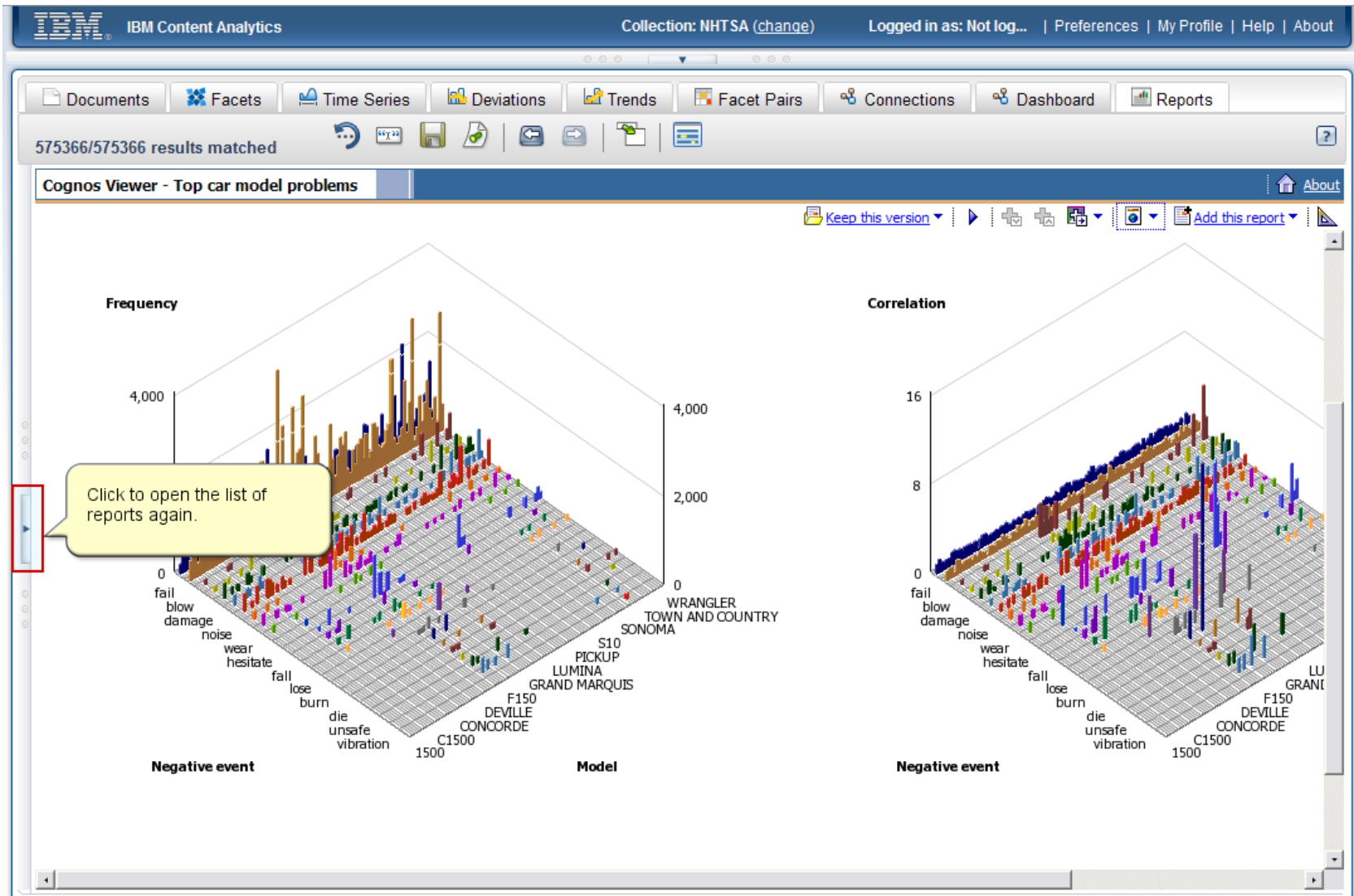
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The screenshot displays the IBM Cognos Business Intelligence interface. At the top, the header includes the IBM logo, "IBM Content Analytics", and the collection name "Collection: NHTSA (change)". The user is logged in as "Not log...". The main navigation bar contains tabs for Documents, Facets, Time Series, Deviations, Trends, Facet Pairs, Connections, Dashboard, and Reports. Below this, a status bar indicates "575366/575366 results matched".

The left sidebar shows a list of reports under the heading "Reports". The selected report is "Top car model problems". Below the list, the "Report URL" is displayed as <http://ies77.yamato.ibm.com>, and there is a button labeled "Open with IBM Cognos BI".

The main content area is titled "Cognos Viewer - Top car model problems". It features a 3D bar chart with the following axes:

- Vertical Axis (Frequency):** Ranges from 0 to 4,000.
- Horizontal Axis (Model):** Lists car models including WRANGLER, TOWN AND COUNTRY, SONOMA, S10, PICKUP, LUMINA, GRAND MARQUIS, F150, DEVILLE, CONCORDE, and C1500.
- Depth Axis (Negative event):** Lists events such as fail, blow, damage, noise, wear, hesitate, fall, lose, burn, die, unsafe, and vibration.

A callout box with a yellow background and black border contains the text: "You can easily share the report with other people by copying the URL and pasting it into a document or email." This callout points to the Report URL in the sidebar.

On the right side of the 3D chart, there is a smaller 2D bar chart labeled "Correlation" with a vertical axis ranging from 0 to 16. Below it, the text "Negative ever" is visible.

Explore IBM Cognos Business Intelligence Reports

The screenshot displays the IBM Cognos Business Intelligence interface. At the top, the navigation bar includes the IBM logo, "IBM Content Analytics", and the collection name "Collection: NHT SA (change)". The user is logged in as "Not log...". The main menu contains options like Documents, Facets, Time Series, Deviations, Trends, Facet Pairs, Connections, Dashboard, and Reports. A status bar indicates "575366/575366 results matched".

The central area is titled "Cognos Viewer - Top car model problems". It features a 3D bar chart with the following axes:

- Vertical Axis (Frequency):** Ranges from 0 to 4,000.
- Horizontal Axis (Negative event):** Includes categories like fail, blow, damage, noise, wear, hesitate, fall, lose, burn, die, unsafe, and vibration.
- Depth Axis (Model):** Lists car models such as C1500, CONCORDE, F150 DEVILLE, GRAND MARQUIS, LUMINA, PICKUP, S10, TOWN AND COUNTRY, SONOMA, and WRANGLER.

To the right of the 3D chart is a smaller 2D bar chart labeled "Correlation" with a vertical axis ranging from 0 to 16. Below it is a label "Negative ever".

On the left side, a "Reports" list shows several reports, with "Top car model problems" selected. Below the list, the "Report URL" is displayed as <http://ies77.yamato.ibm.com:80/cognos>. A context menu is open over the URL, showing options: Undo, Cut, Copy, Paste, Delete, and Select All. A yellow callout box points to the "Copy" option with the text: "To copy the report URL, right-click the URL and select **Copy**."

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The screenshot displays the IBM Cognos Business Intelligence interface. At the top, the header includes the IBM logo, "IBM Content Analytics", and the collection name "Collection: NHTSA (change)". The user is logged in as "Not log...". The navigation bar contains tabs for Documents, Facets, Time Series, Deviations, Trends, Facet Pairs, Connections, Dashboard, and Reports. Below the navigation bar, a status bar indicates "575366/575366 results matched".

The main content area is titled "Cognos Viewer - Top car model problems". It features a 3D bar chart with the following axes:

- Vertical Axis (Frequency):** Ranges from 0 to 4,000.
- Horizontal Axis (Negative event):** Includes categories like fail, blow, damage, noise, wear, hesitate, fall, lose, burn, die, unsafe, and vibration.
- Depth Axis (Model):** Lists car models such as C1500, CONCORDE, DEVILLE, F150, GRAND MARQUIS, LUMINA, PICKUP, S10, TOWN AND COUNTRY, SONOMA, and WRANGLER.

To the right of the 3D chart is a smaller 2D bar chart labeled "Correlation" with a vertical axis ranging from 0 to 16. Below this chart is the label "Negative ever".

On the left side of the interface, a "Reports" panel lists several reports, with "Top car model problems" selected. Below the list, the "Report URL" is shown as <http://ies77.yamato.ibm.com:80/cognos>, and there is a button labeled "Open with IBM Cognos BI".

A yellow callout box with a speech bubble icon contains the text: "You can also open the report in the IBM Cognos BI portal."

Explore IBM Cognos Business Intelligence Reports

The screenshot displays the IBM Cognos Business Intelligence interface. At the top, the header shows 'IBM Content Analytics' and 'Collection: NHTSA (change)'. The user is logged in as 'Not log...'. The navigation bar includes 'Documents', 'Facets', 'Time Series', 'Deviations', 'Trends', 'Facet Pairs', 'Connections', 'Dashboard', and 'Reports'. Below the navigation bar, it indicates '575366/575366 results matched'. The main content area is titled 'Cognos Viewer - Top car model problems'. A red circle highlights a link: 'Open this report with the IBM Content Analytics text miner application.' Below this link, the report's metadata is listed: 'Description:', 'User:', 'View Type: Facet Pairs', 'Selected Facet 1: Model', 'Selected Facet 2: Negative event', 'Query Text: *.*', and 'Sort Type: Frequency'. A central text box explains that the report includes a link for other users to open it in the text miner application and provides an example of an analyst examining document content. At the bottom, two 3D bar charts are shown. The left chart has a vertical axis labeled 'Frequency' ranging from 0 to 4,000 and a horizontal axis labeled 'WRANGLER TOWN AND COUNTRY'. The right chart has a vertical axis ranging from 0 to 16 and a horizontal axis with labels 'fail', 'blow', and 'damage'.

This completes the tutorial about creating content analytics reports that can be further analyzed with IBM Cognos 8 Business Intelligence.