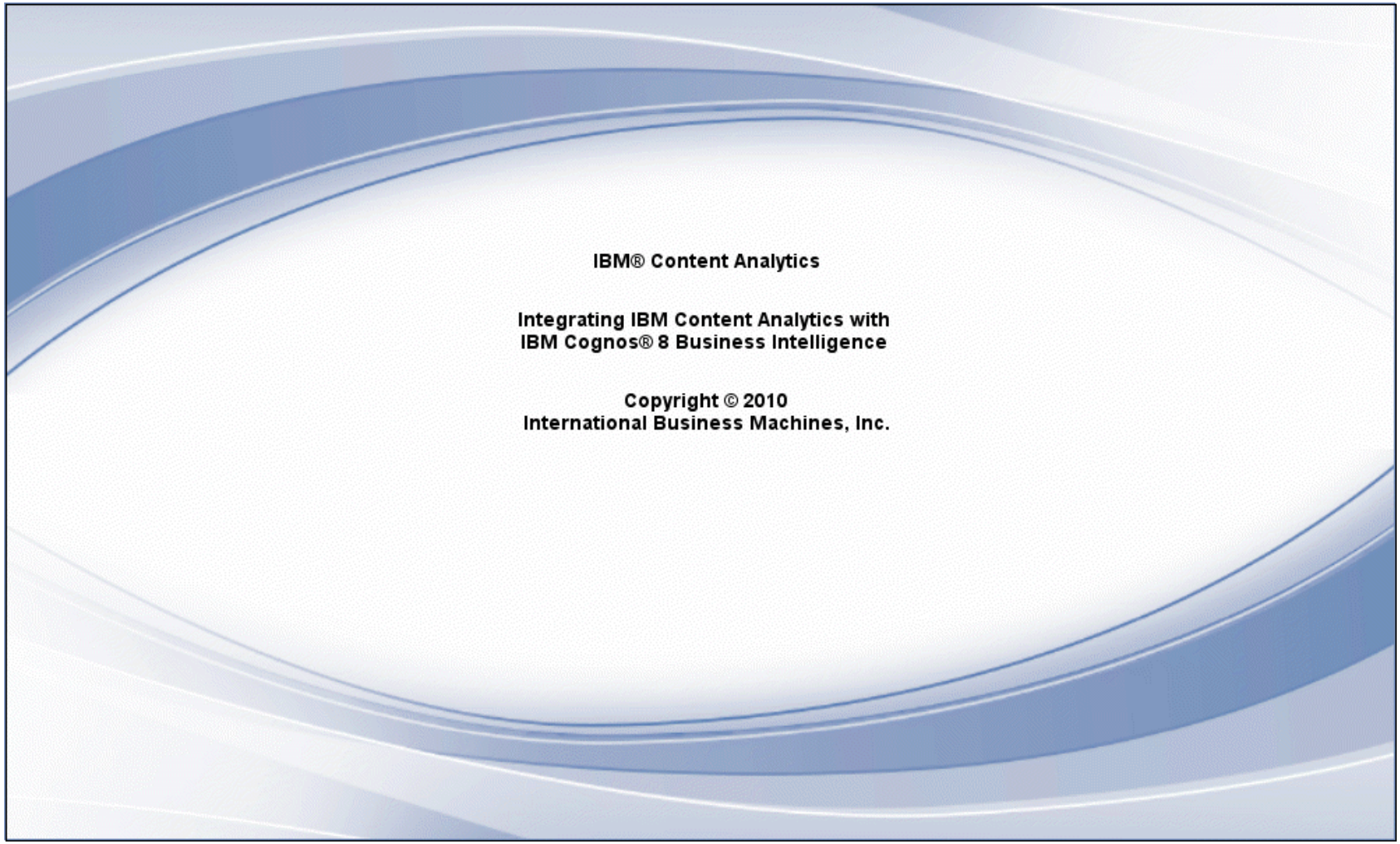
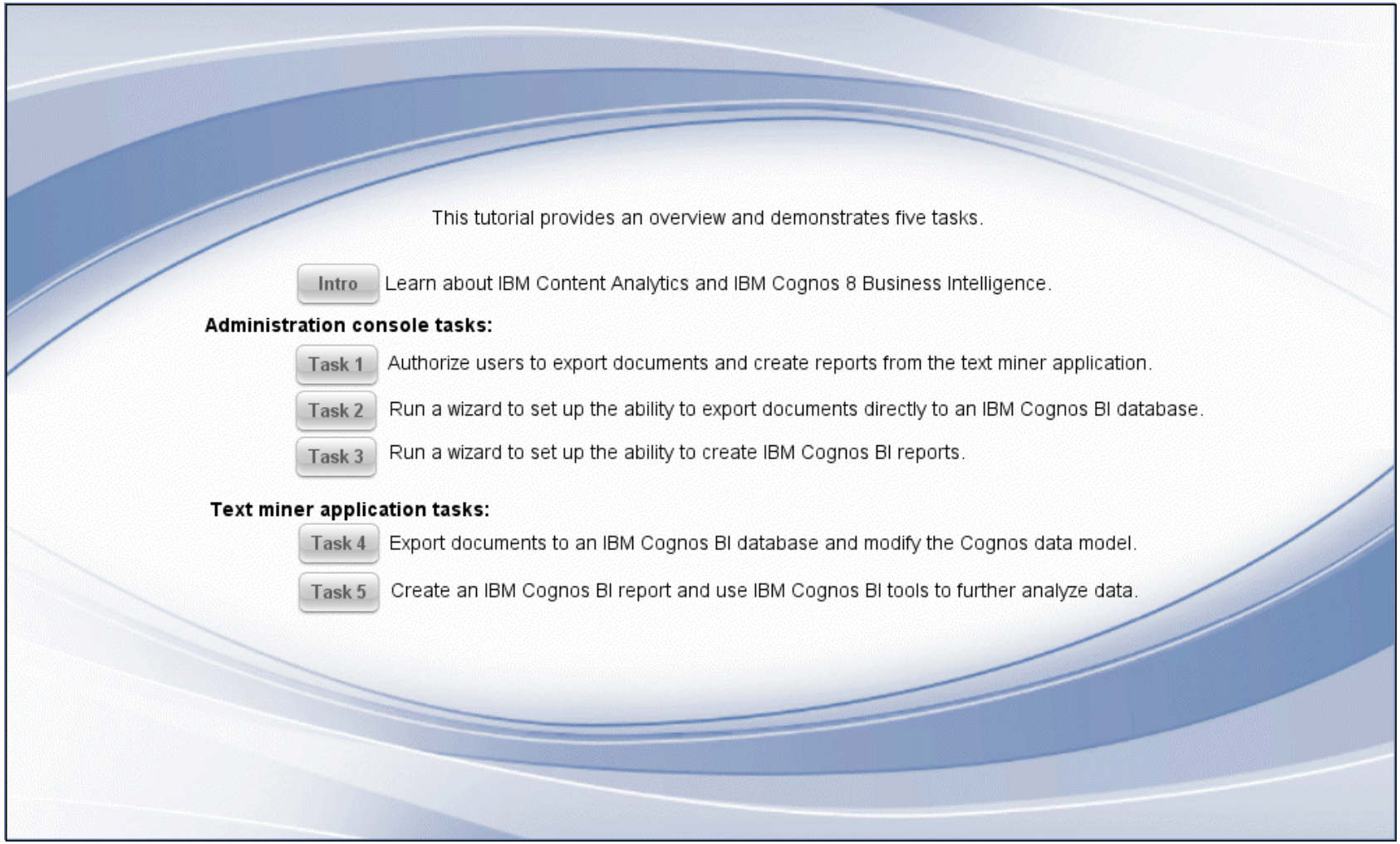
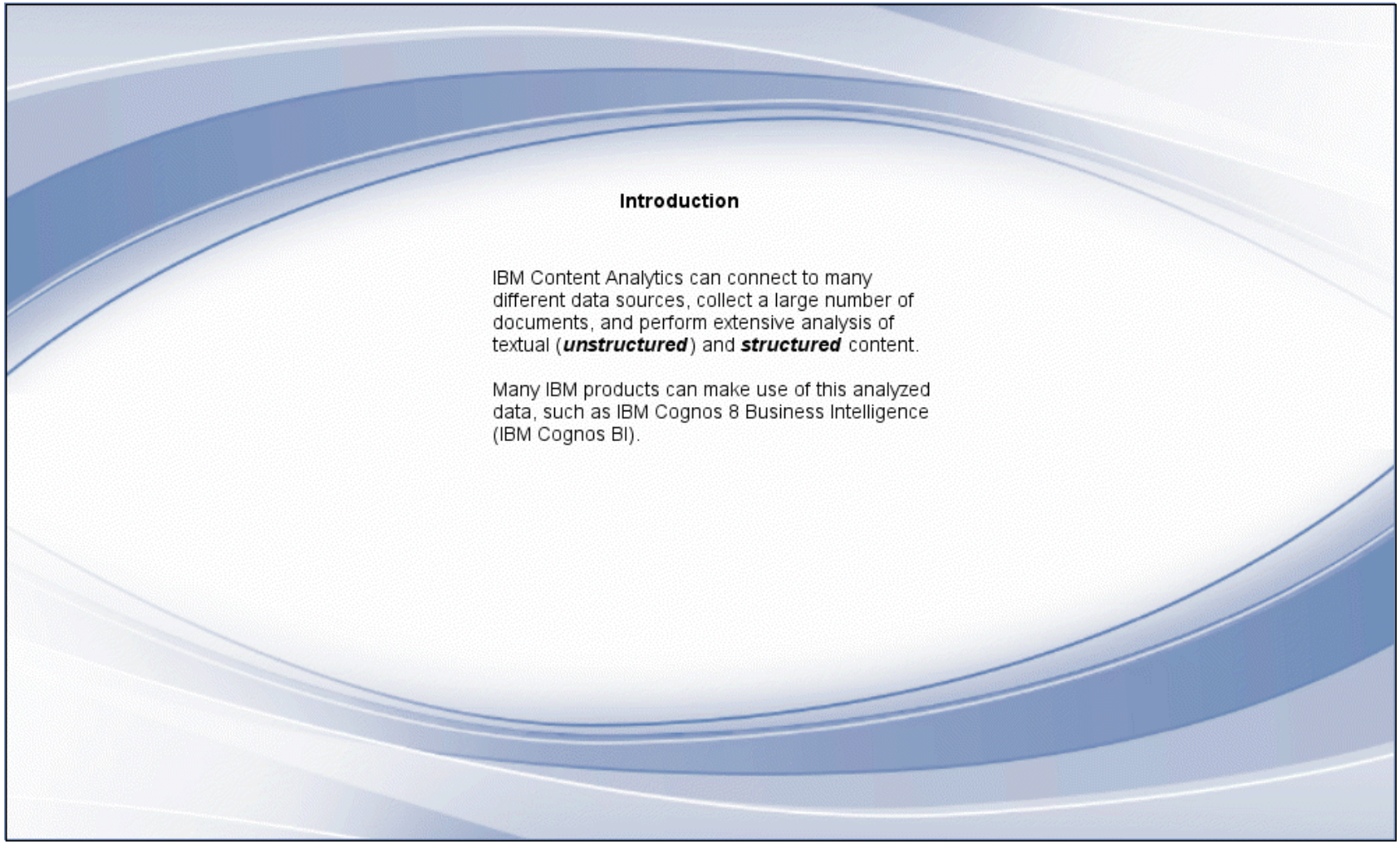
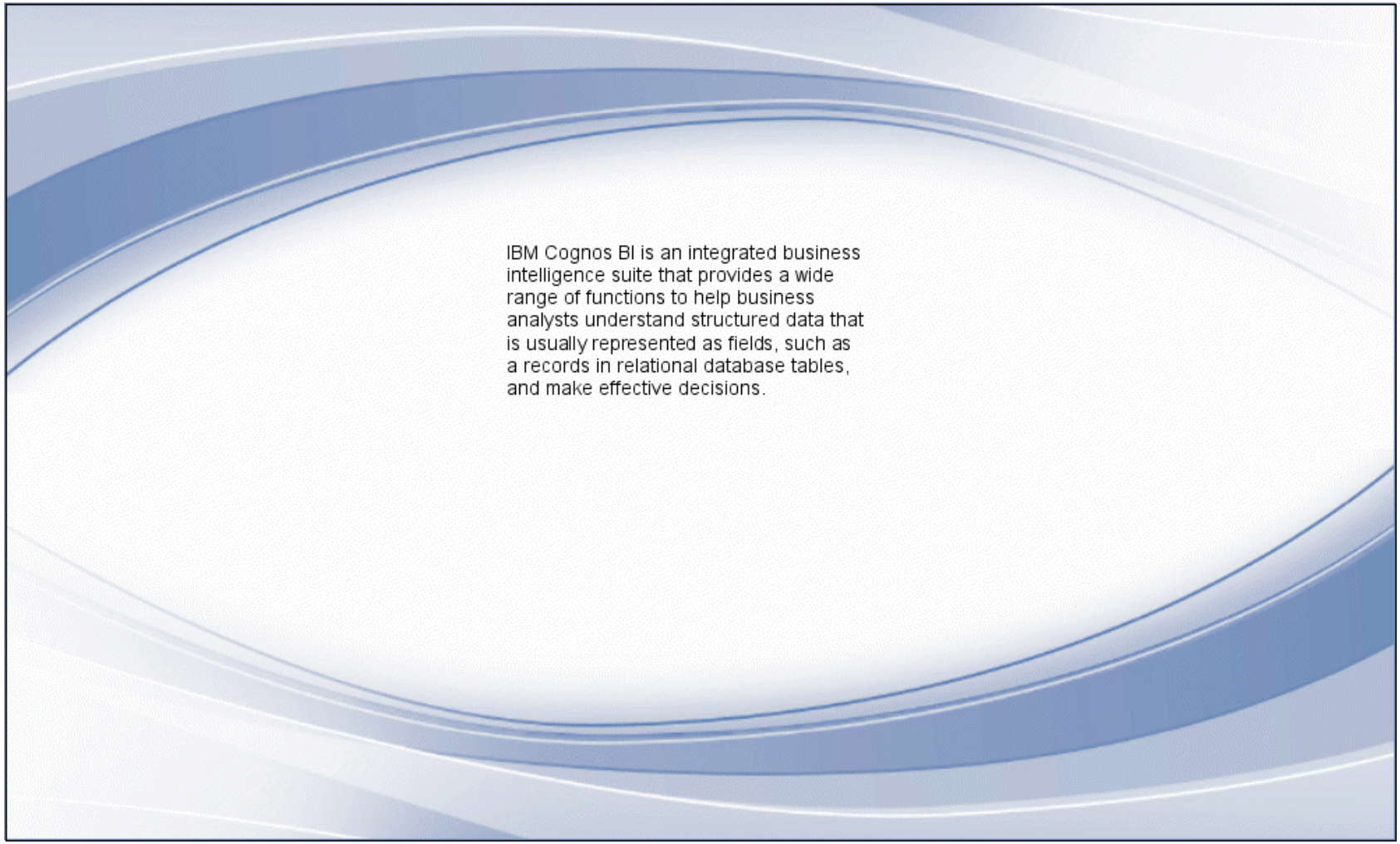
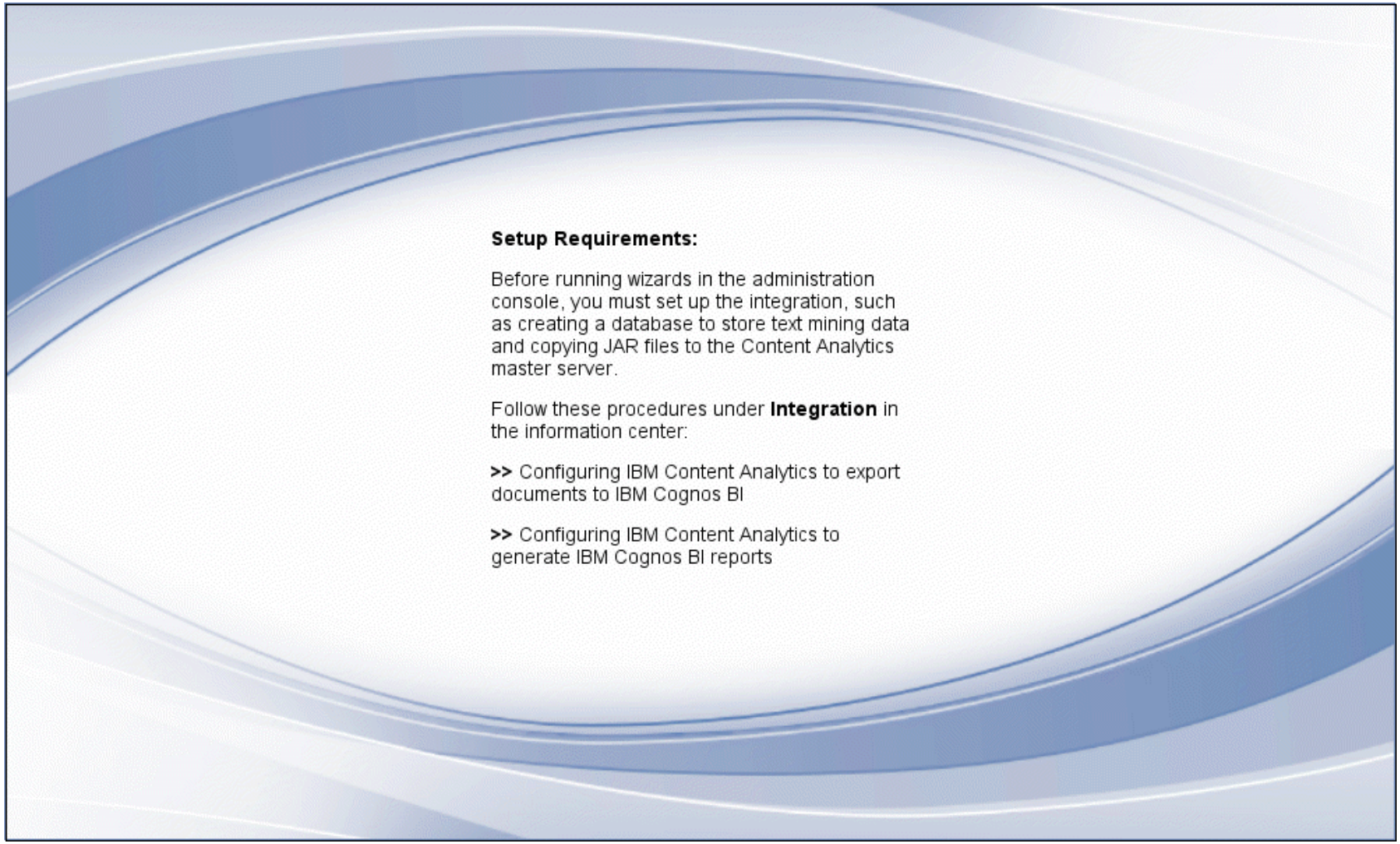

IBM® Content Analytics
Integrating IBM Content Analytics with
IBM Cognos® 8 Business Intelligence
Copyright © 2010
International Business Machines, Inc.

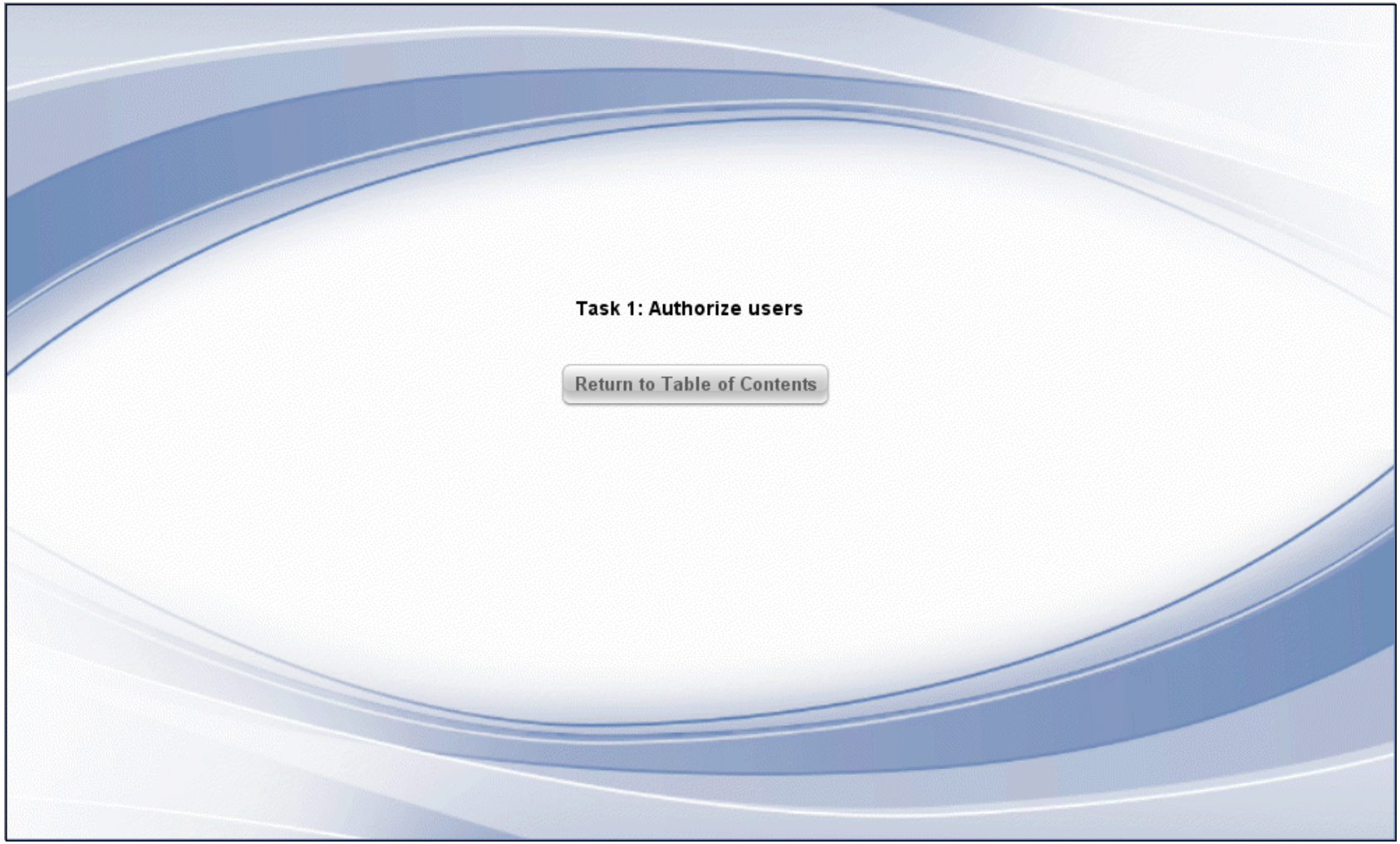

This tutorial provides an overview and demonstrates five tasks.
Intro
Learn about IBM Content Analytics and IBM Cognos 8 Business Intelligence.
Administration console tasks:
Task 1
Authorize users to export documents and create reports from the text miner application.
Task 2
Run a wizard to set up the ability to export documents directly to an IBM Cognos BI database.
Task 3
Run a wizard to set up the ability to create IBM Cognos BI reports.
Text miner application tasks:
Task 4
Export documents to an IBM Cognos BI database and modify the Cognos data model.
Task 5
Create an IBM Cognos BI report and use IBM Cognos BI tools to further analyze data.

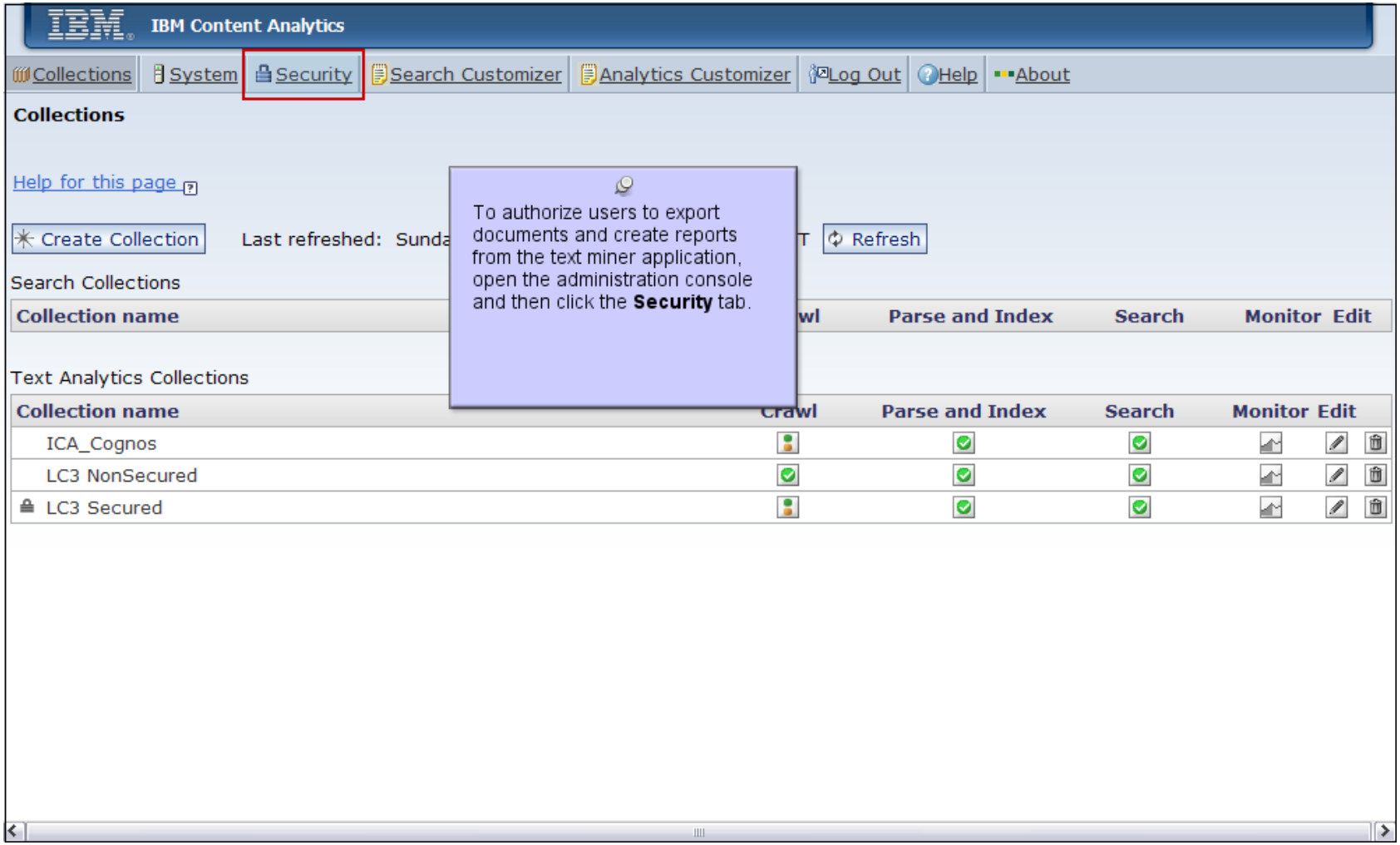

Introduction
IBM Content Analytics can connect to many different data sources, collect a large number of documents, and perform extensive analysis of textual (unstructured) and structured content.
Many IBM products can make use of this analyzed data, such as IBM Cognos 8 Business Intelligence (IBM Cognos BI).

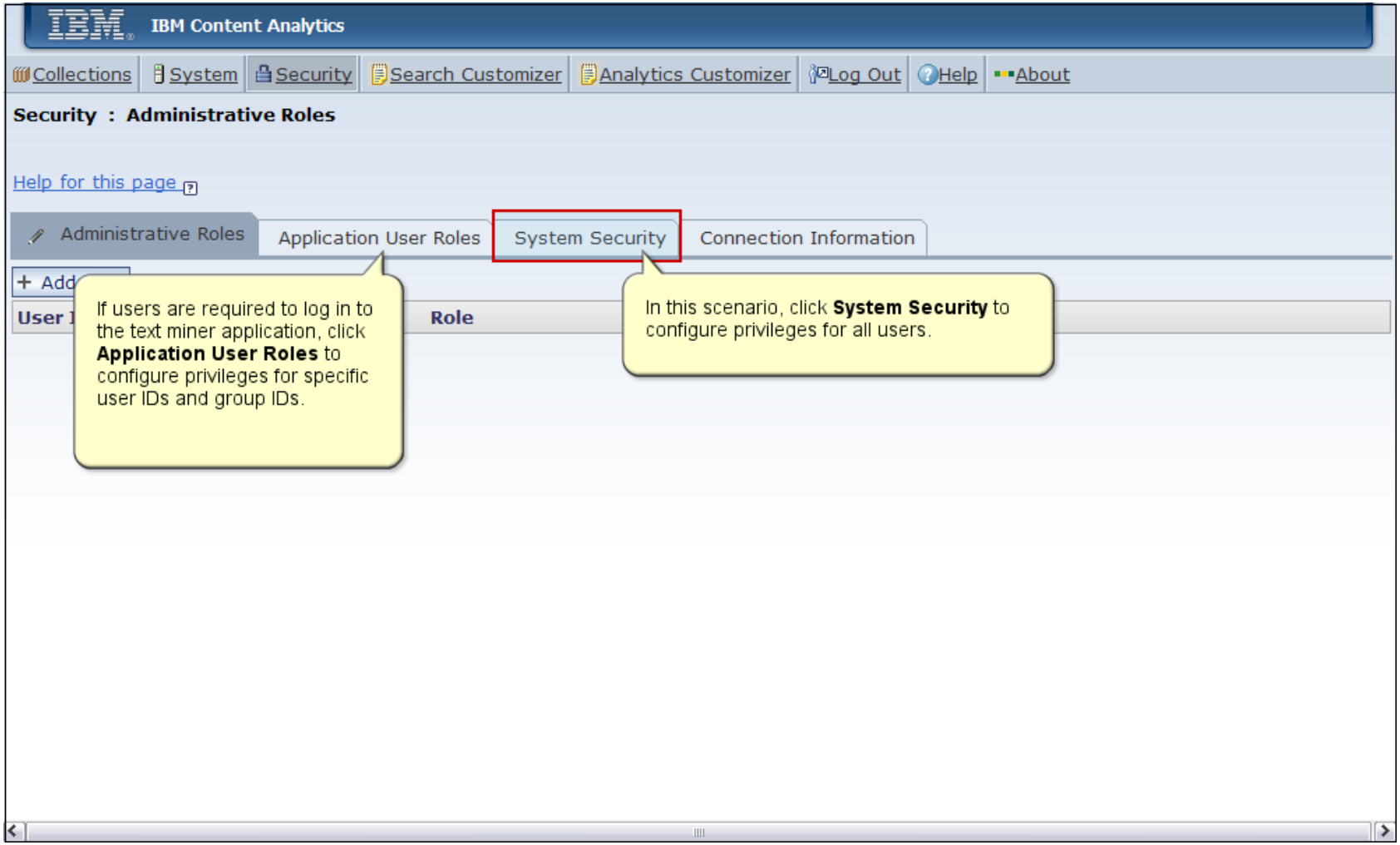

IBM Cognos BI is an integrated business intelligence suite that provides a wide range of functions to help business analysts understand structured data that is usually represented as fields, such as a records in relational database tables, and make effective decisions.

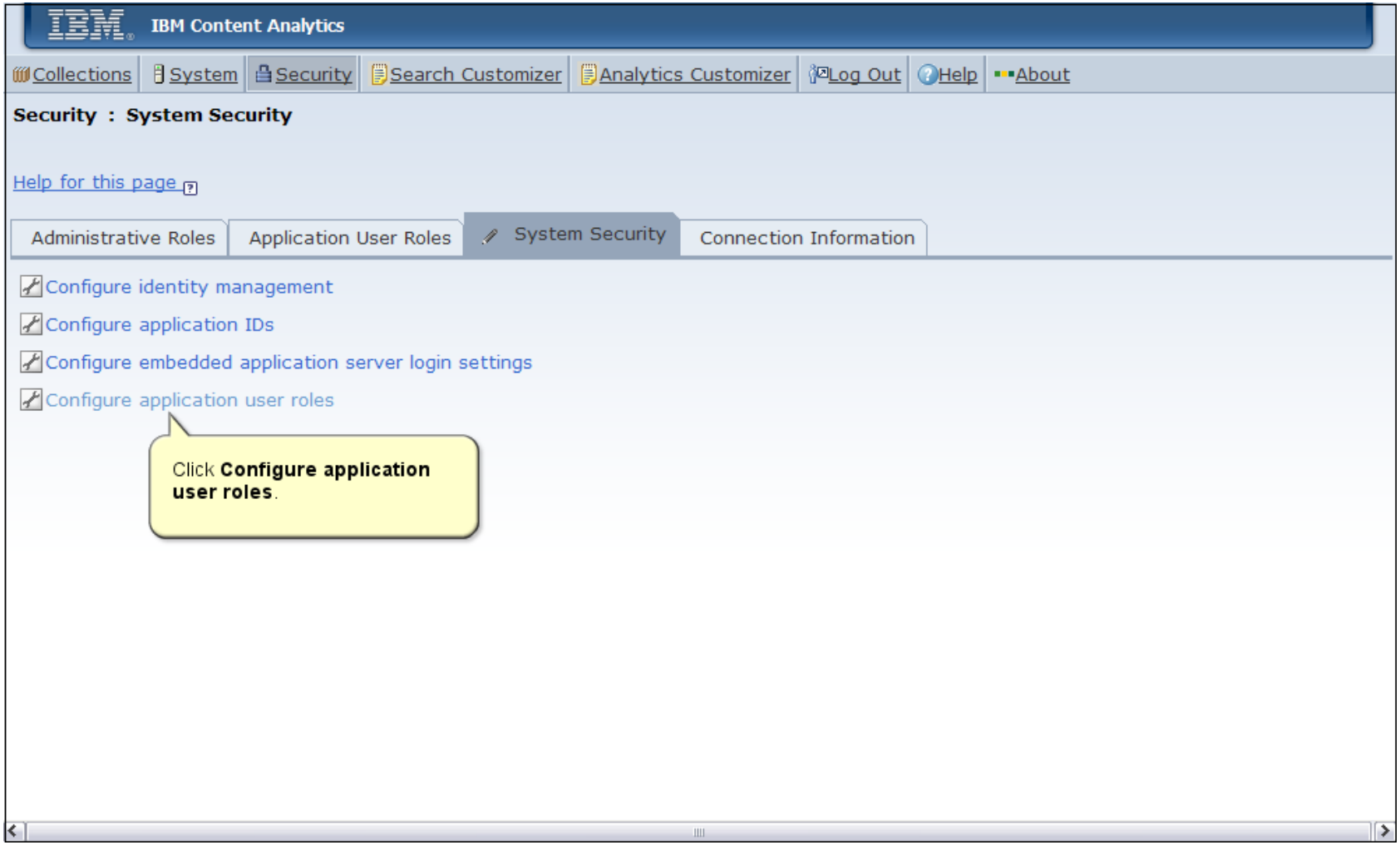
You can pass data from IBM Content Analytics to IBM Cognos BI in two ways:
Export documents
You can export documents with text analysis results directly into star-schema tables in a relational database, which enables you to do more in-depth analysis of the structured and unstructured data.
For example, you might want to run online analytical processing (OLAP) queries against the data to gain deeper insight.
Generate reports
You can use the text miner application to explore content, create analytical reports, open the reports with IBM Cognos BI, share reports with other users, and use Cognos Report Studio to modify the reports.

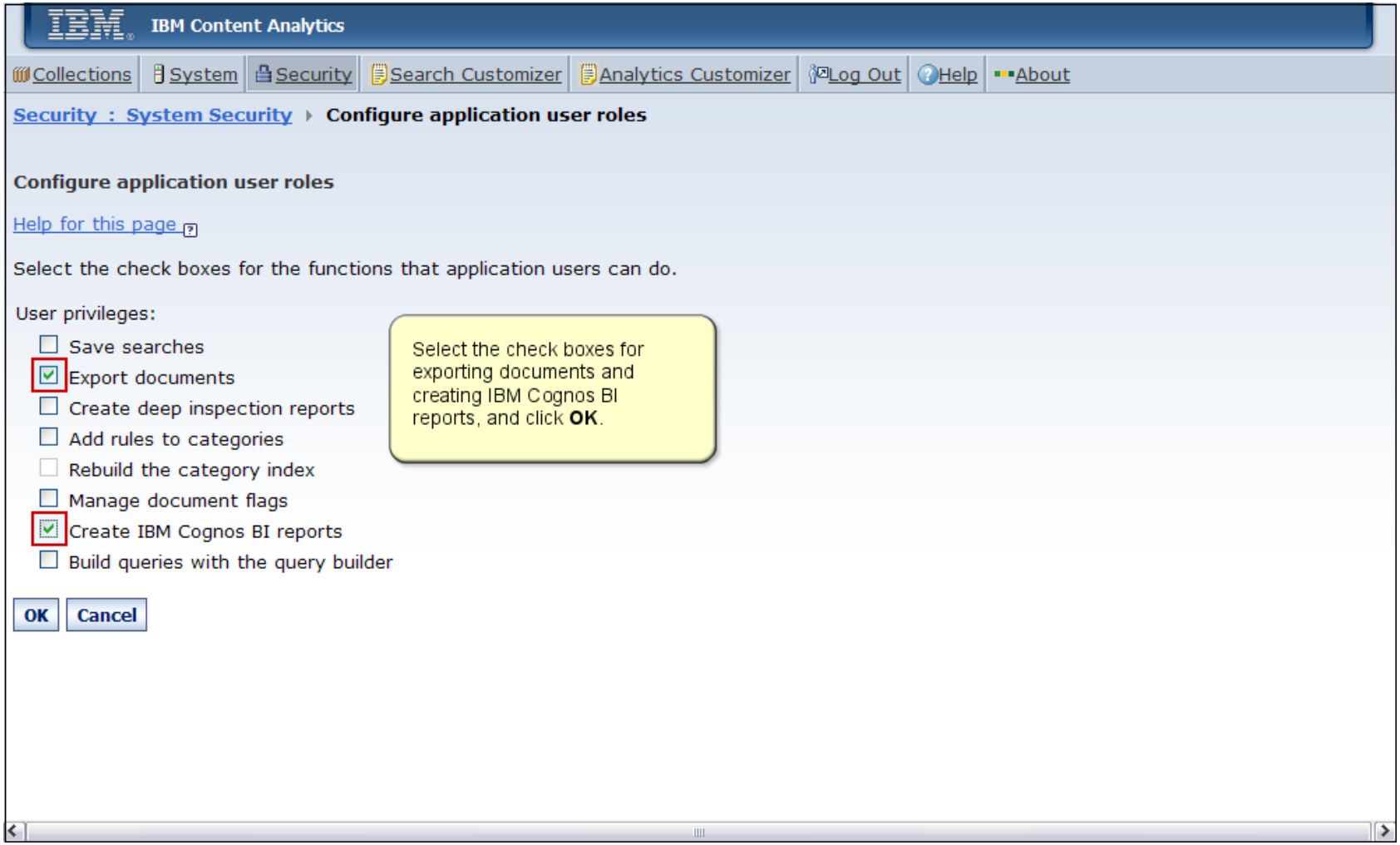

Setup Requirements:
Before running wizards in the administration console, you must set up the integration, such as creating a database to store text mining data and copying JAR files to the Content Analytics master server.
Follow these procedures under Integration in the information center:
>> Configuring IBM Content Analytics to export documents to IBM Cognos BI
>> Configuring IBM Content Analytics to generate IBM Cognos BI reports

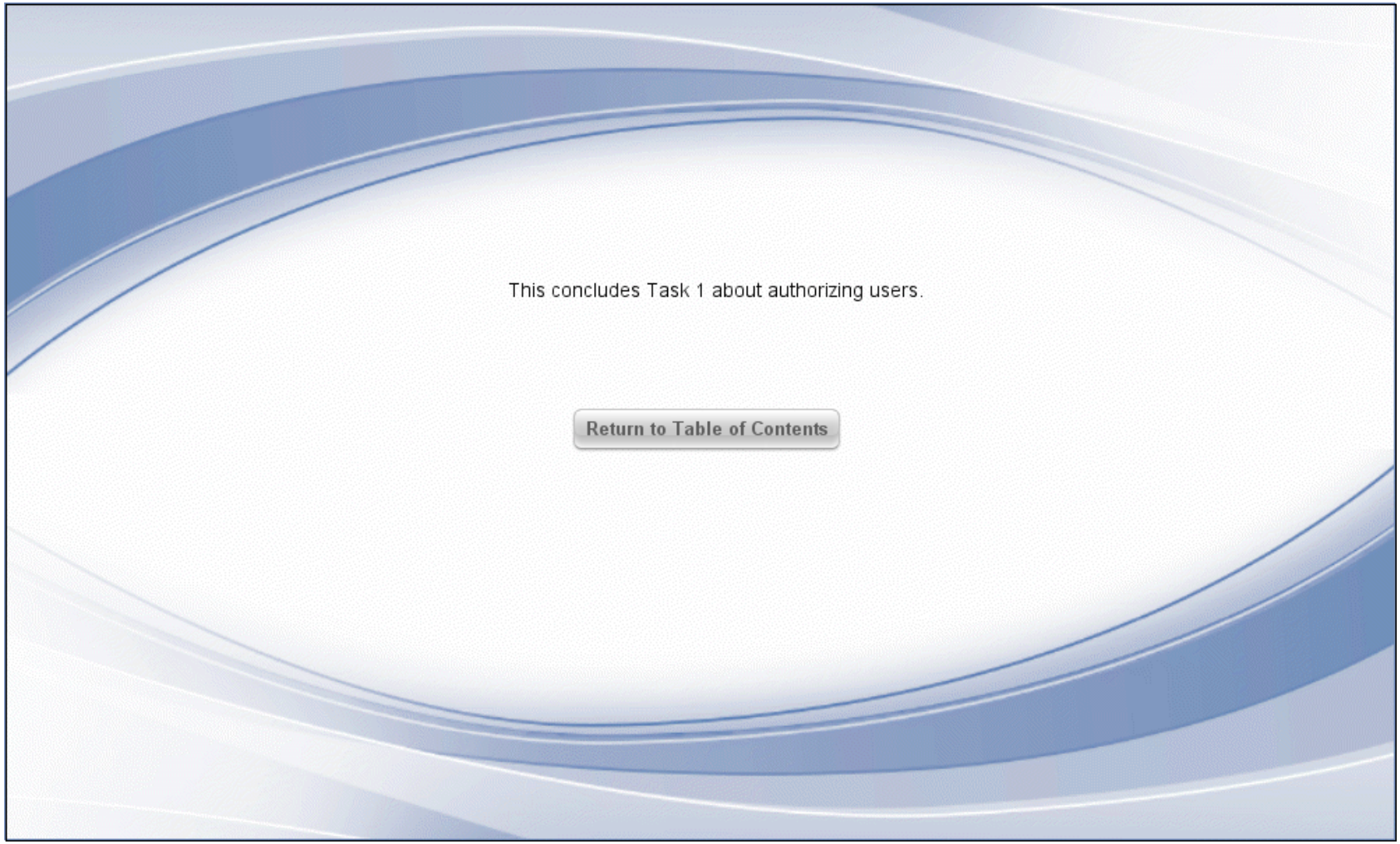

Task 1: Authorize users
Return to Table of Contents

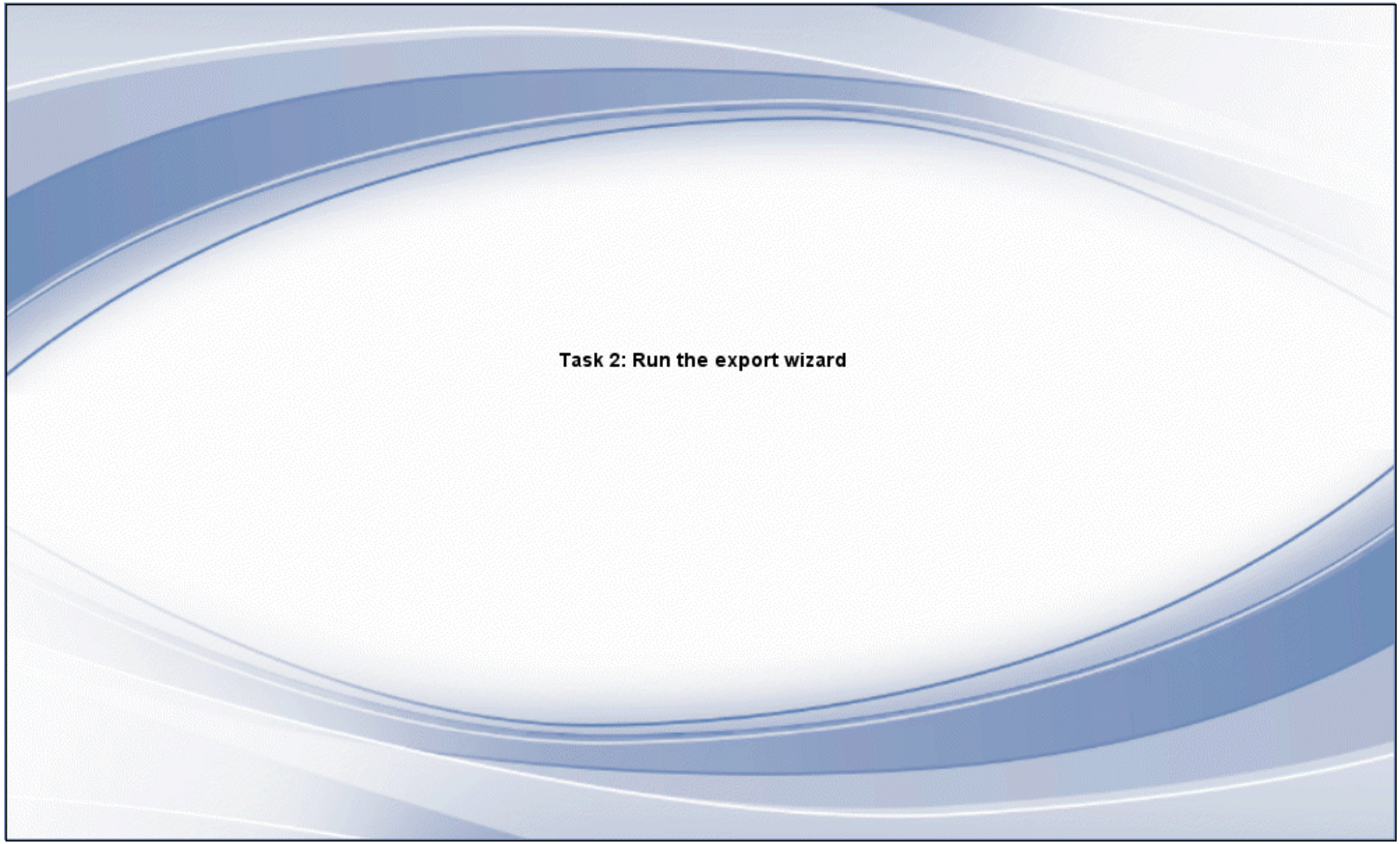

IBM Content Analytics
Collections
System
Security
Search Customizer
Analytics Customizer
Log Out
Help
About
Collections
Help for this page
To authorize users to export documents and create reports from the text miner application, open the administration console and then click the Security tab.
Create Collection
Last refreshed: Sunda
T
Refresh
Search Collections
Collection name
wl
Parse and Index
Search
Monitor
Edit
Text Analytics Collections
Collection name
Crawl
Parse and Index
Search
Monitor
Edit
ICA_Cognos
LC3 NonSecured
LC3 Secured

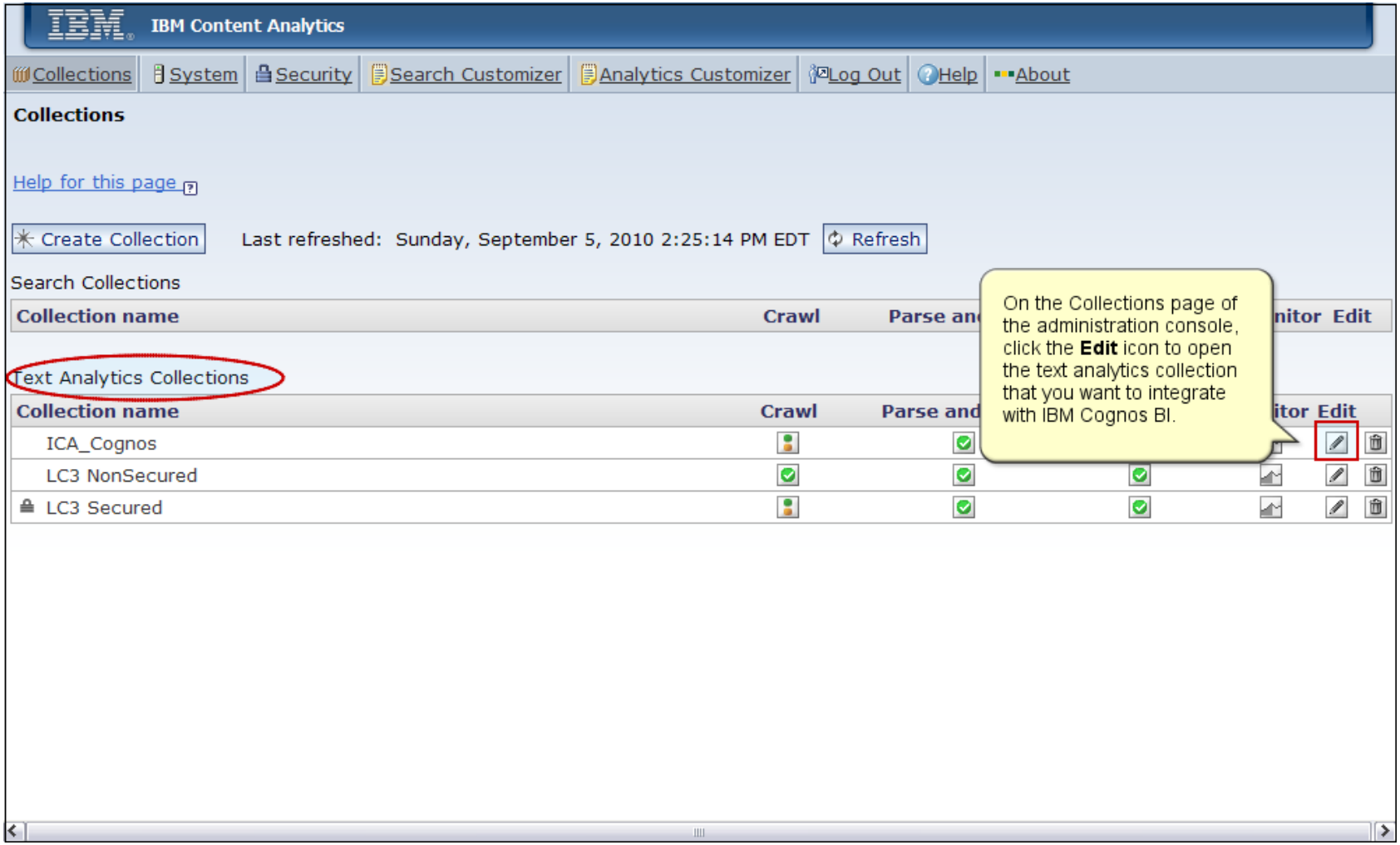

IBM Content Analytics
Collections
System
Security
Search Customizer
Analytics Customizer
Log Out
Help
About
Security : Administrative Roles
Help for this page
Administrative Roles
Application User Roles
System Security
Connection Information
+ Add
User I
Role
If users are required to log in to the text miner application, click **Application User Roles** to configure privileges for specific user IDs and group IDs.
In this scenario, click **System Security** to configure privileges for all users.

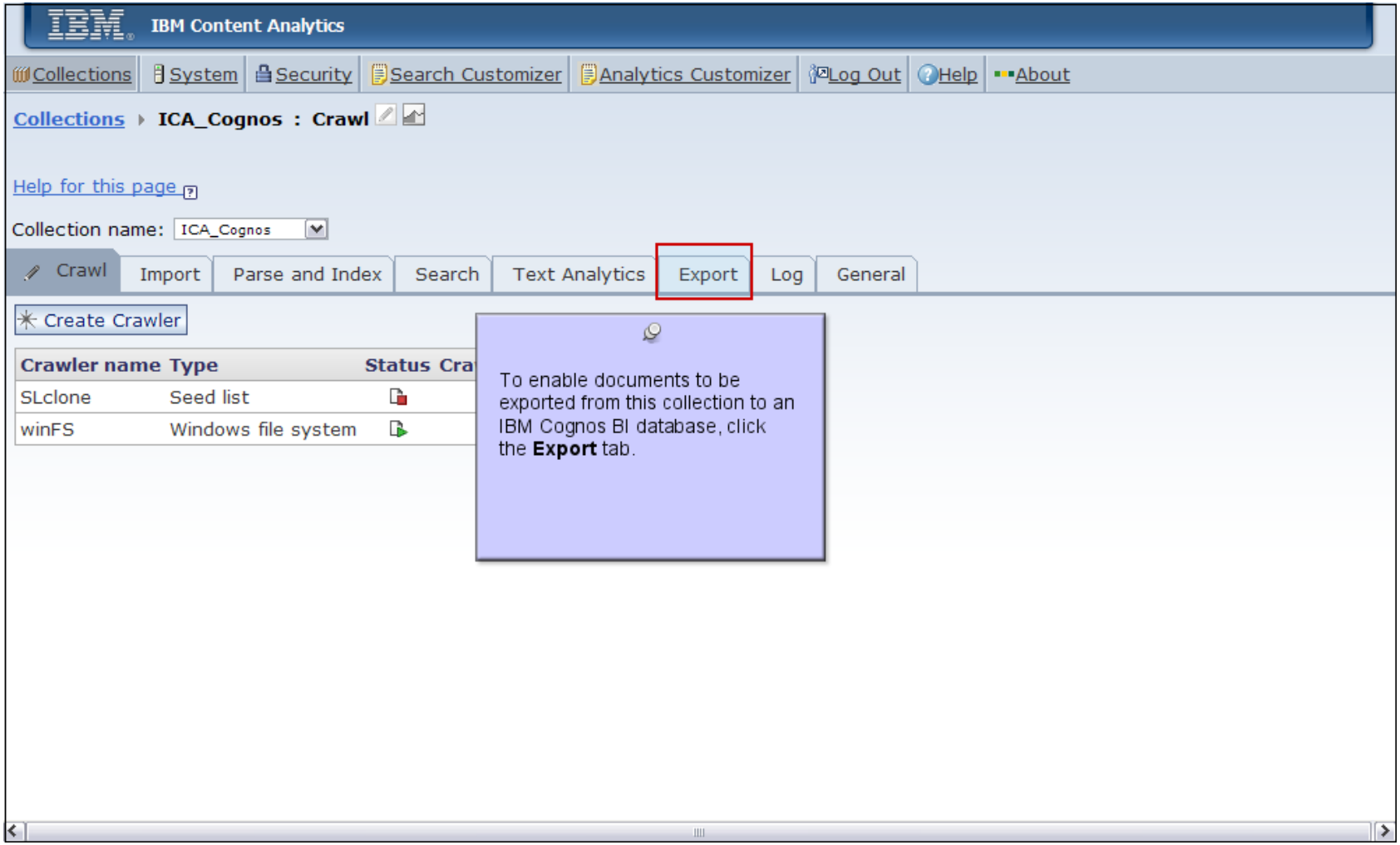

IBM Content Analytics
Collections
System
Security
Search Customizer
Analytics Customizer
Log Out
Help
About
Security : System Security
Help for this page
Administrative Roles
Application User Roles
System Security
Connection Information
Configure identity management
Configure application IDs
Configure embedded application server login settings
Configure application user roles
Click Configure application user roles.

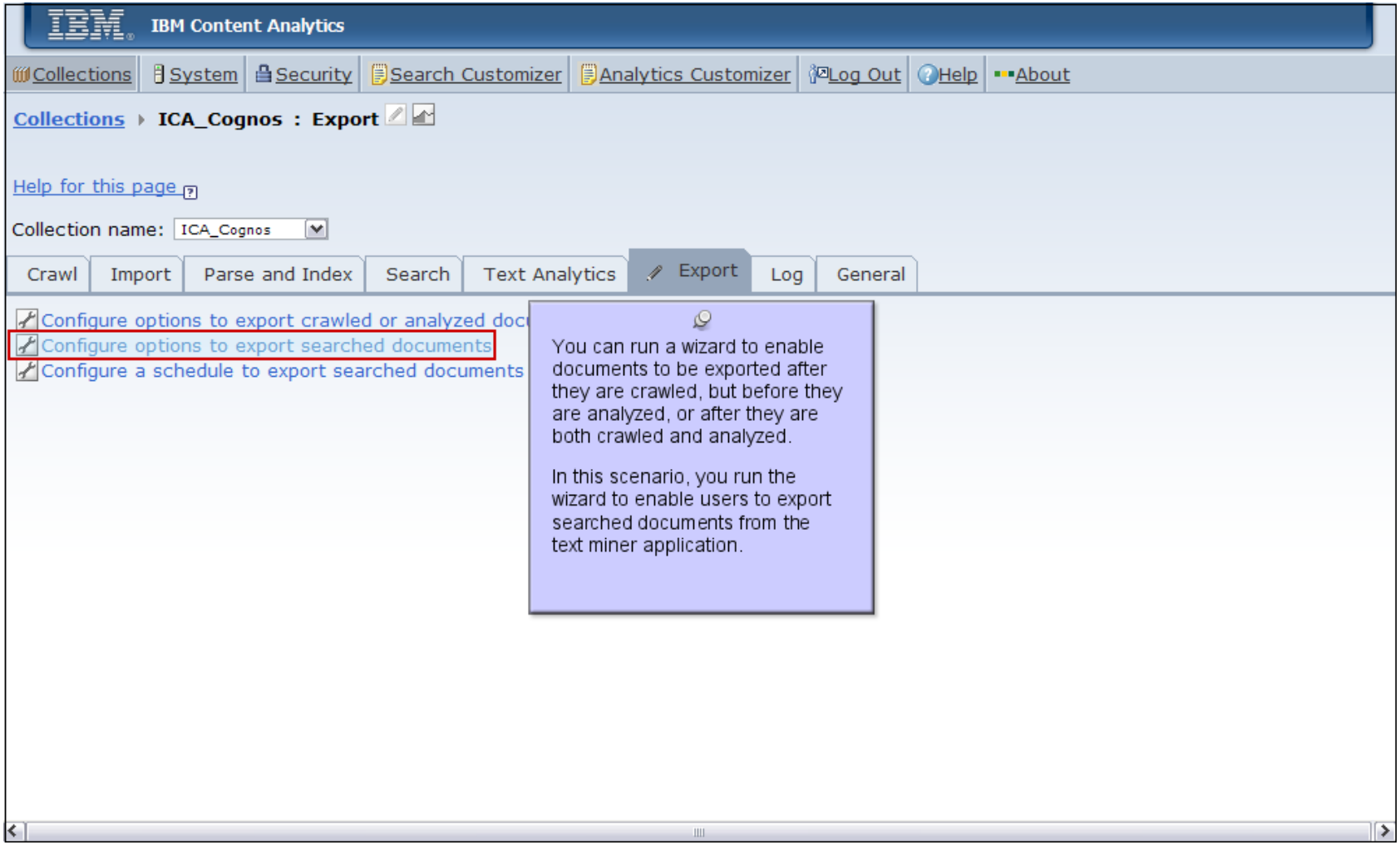

IBM Content Analytics
Collections
System
Security
Search Customizer
Analytics Customizer
Log Out
Help
About
Security : System Security
Configure application user roles
Configure application user roles
Help for this page
Select the check boxes for the functions that application users can do.
User privileges:
Save searches
Export documents
Create deep inspection reports
Add rules to categories
Rebuild the category index
Manage document flags
Create IBM Cognos BI reports
Build queries with the query builder
OK
Cancel
Select the check boxes for exporting documents and creating IBM Cognos BI reports, and click OK.

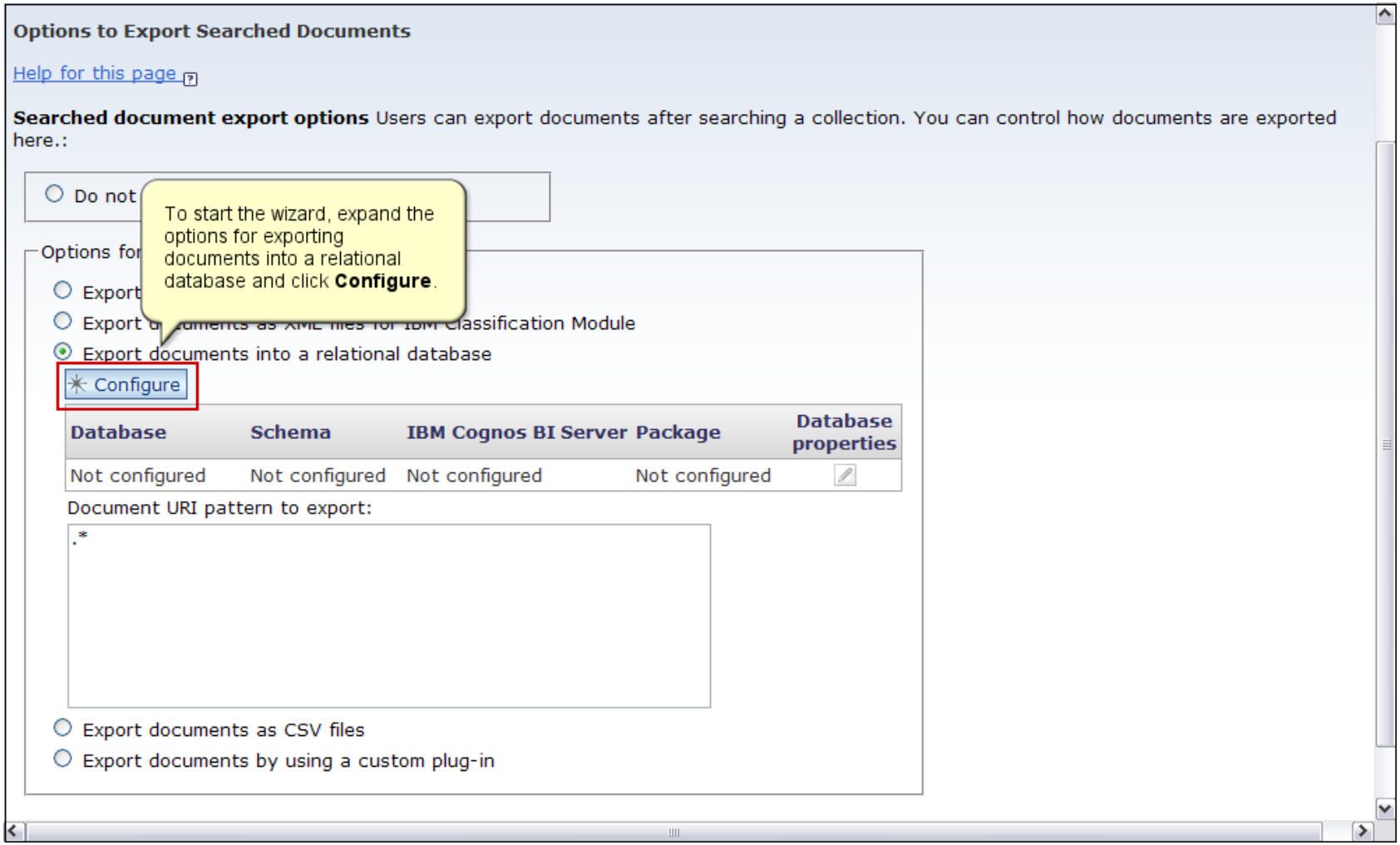

This concludes Task 1 about authorizing users.
Return to Table of Contents

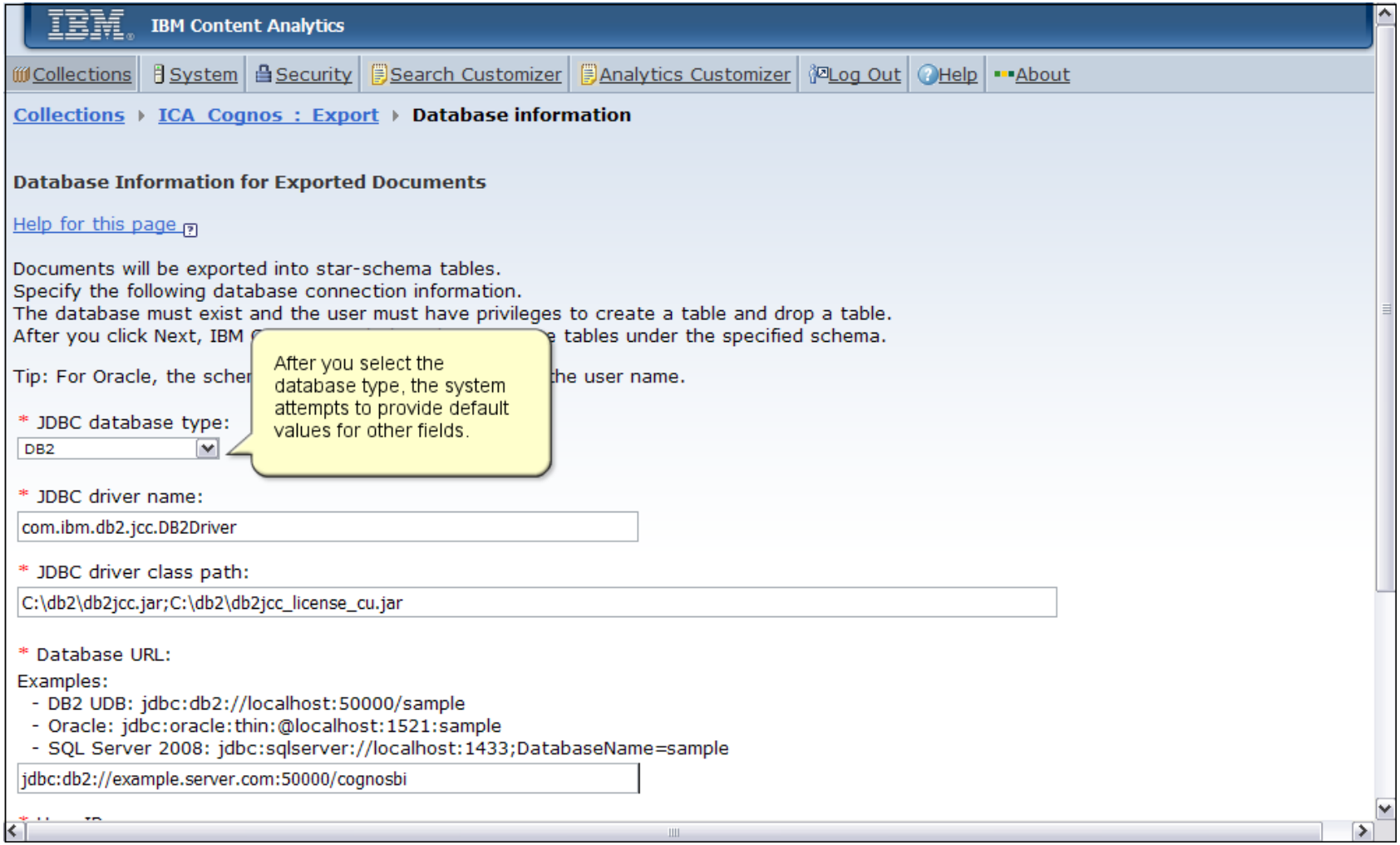

Task 2: Run the export wizard

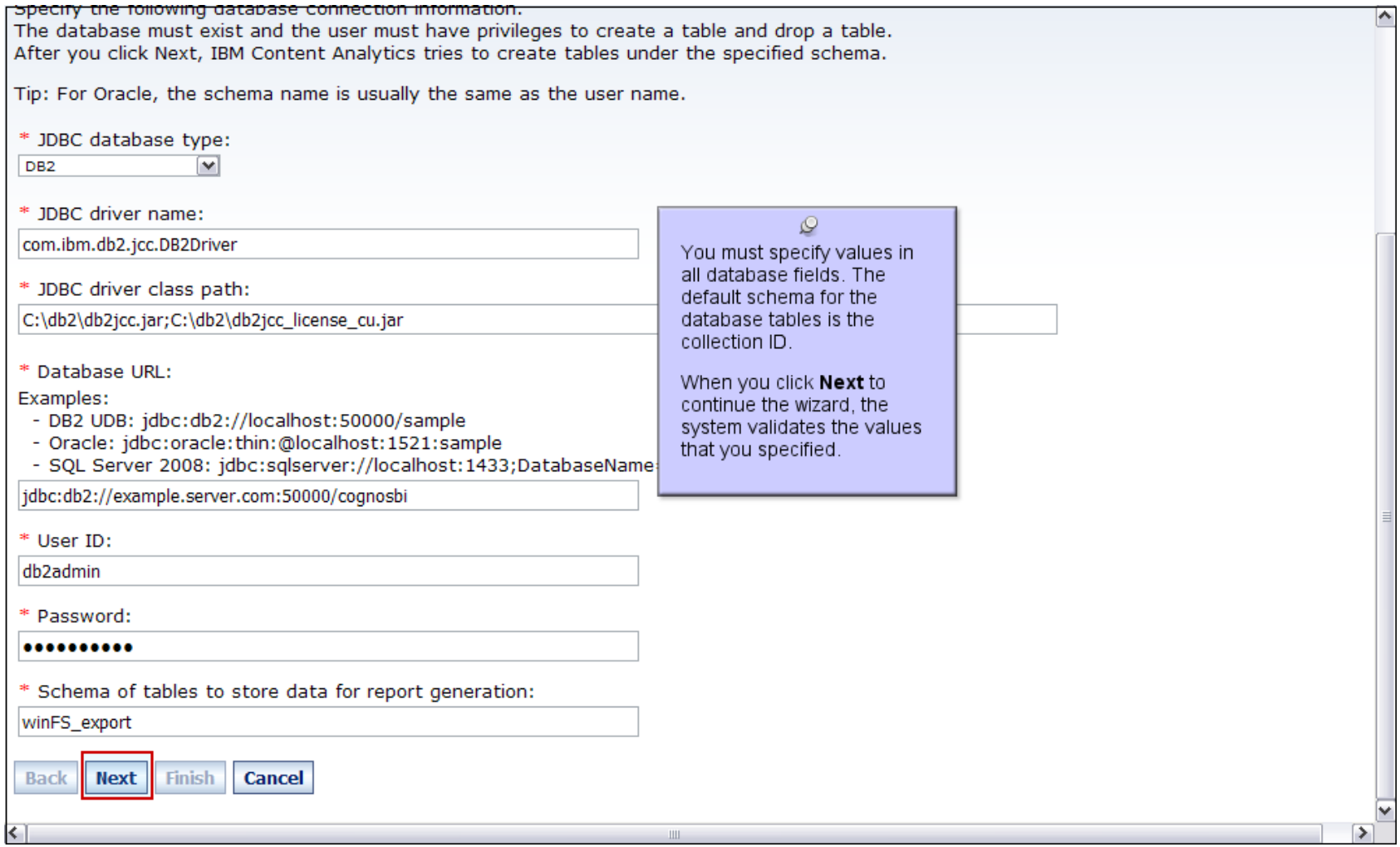

IBM Content Analytics
Collections
System
Security
Search Customizer
Analytics Customizer
Log Out
Help
About
Collections
Help for this page
Create Collection
Last refreshed: Sunday, September 5, 2010 2:25:14 PM EDT
Refresh
Search Collections
Collection name
Crawl
Parse an
nitor
Edit
Text Analytics Collections
Collection name
Crawl
Parse and
itor
Edit
ICA_Cognos
LC3 NonSecured
LC3 Secured
On the Collections page of the administration console, click the Edit icon to open the text analytics collection that you want to integrate with IBM Cognos BI.

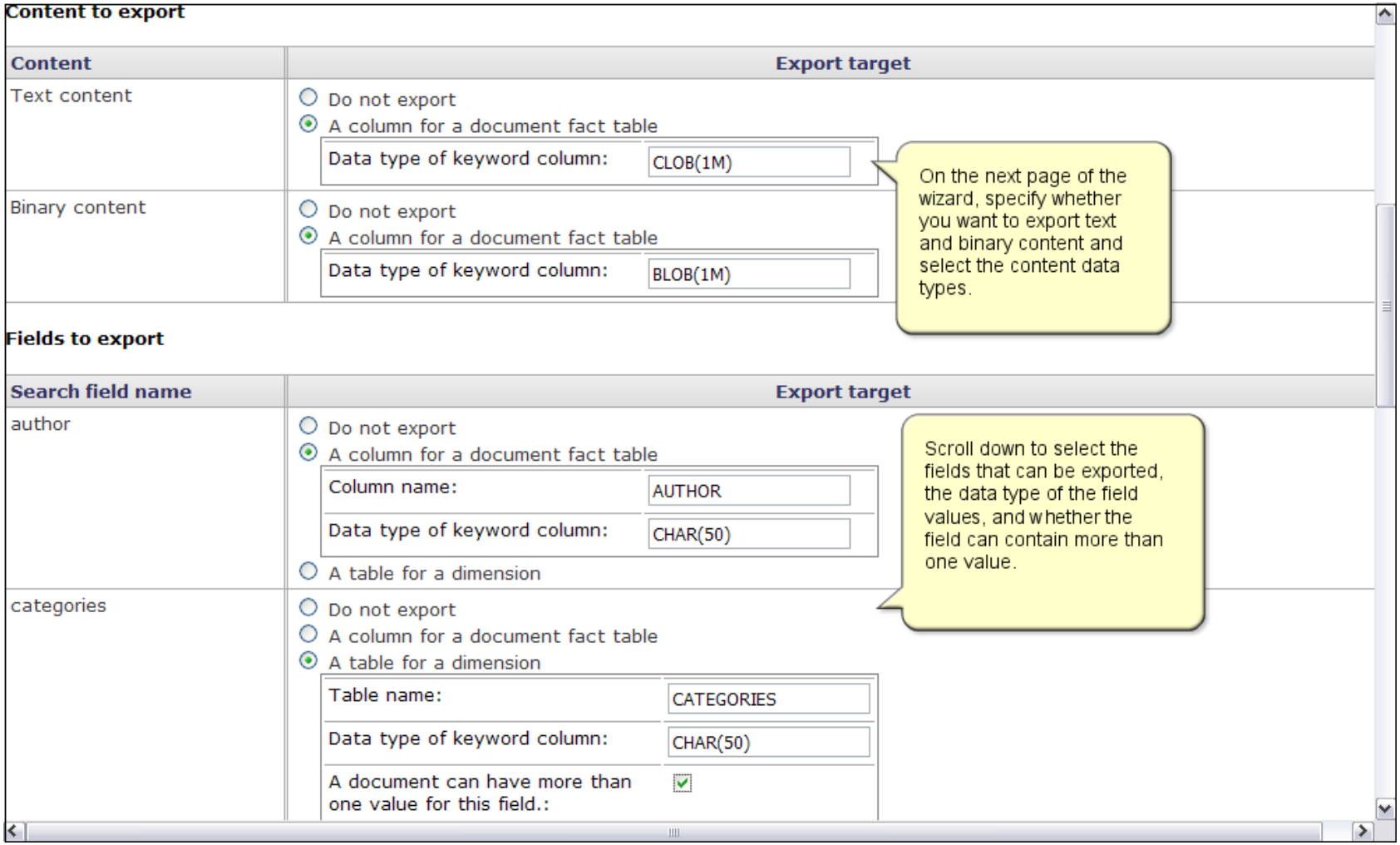

IBM Content Analytics
Collections
System
Security
Search Customizer
Analytics Customizer
Log Out
Help
About
Collections ▸ ICA_Cognos : Crawl
Help for this page
Collection name: ICA_Cognos
Crawl
Import
Parse and Index
Search
Text Analytics
Export
Log
General
Create Crawler
Crawler name
Type
Status
SLclone
Seed list
winFS
Windows file system
To enable documents to be exported from this collection to an IBM Cognos BI database, click the Export tab.

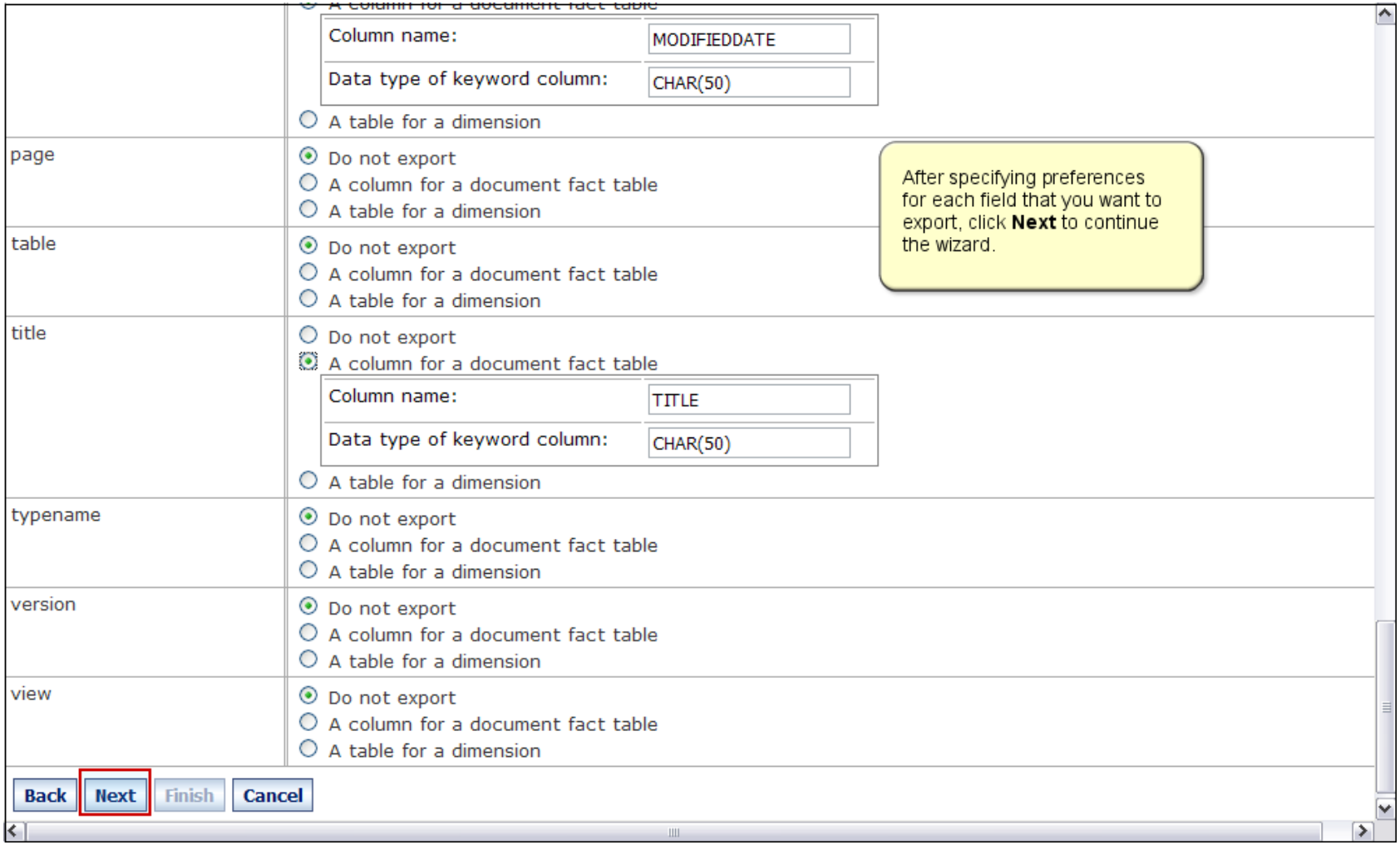

IBM Content Analytics
Collections
System
Security
Search Customizer
Analytics Customizer
Log Out
Help
About
Collections ▸ ICA_Cognos : Export
Help for this page
Collection name: ICA_Cognos
Crawl
Import
Parse and Index
Search
Text Analytics
Export
Log
General
Configure options to export crawled or analyzed doc
Configure options to export searched documents
Configure a schedule to export searched documents
You can run a wizard to enable documents to be exported after they are crawled, but before they are analyzed, or after they are both crawled and analyzed.
In this scenario, you run the wizard to enable users to export searched documents from the text miner application.

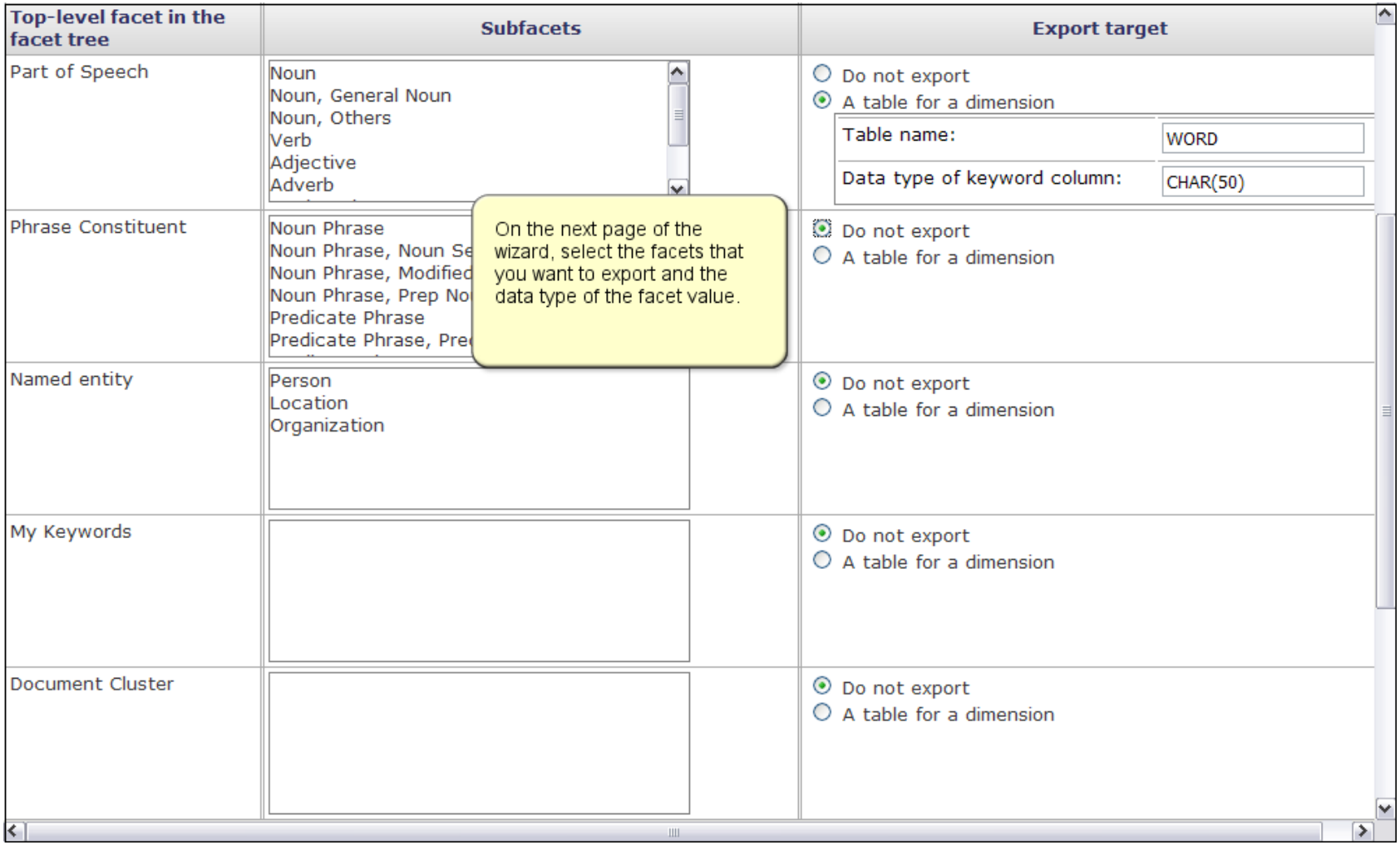

Options to Export Searched Documents
Help for this page
Searched document export options Users can export documents after searching a collection. You can control how documents are exported here.:
Do not
To start the wizard, expand the options for exporting documents into a relational database and click Configure.
Options for
Export
Export documents into a relational database
Configure
Database
Schema
IBM Cognos BI Server Package
Database properties
Not configured
Not configured
Not configured
Not configured
Document URI pattern to export:
.*
Export documents as CSV files
Export documents by using a custom plug-in

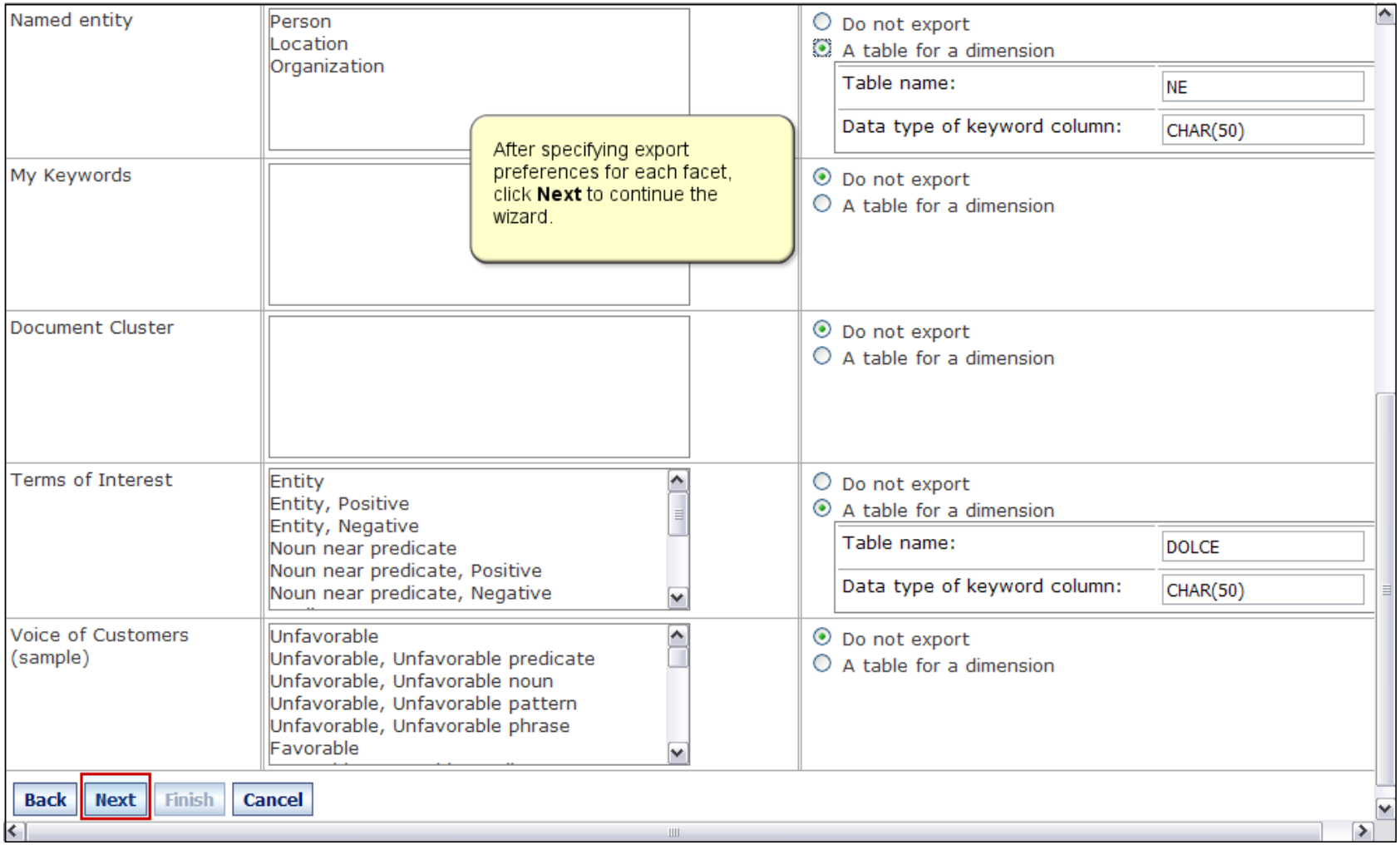

IBM Content Analytics
Collections
System
Security
Search Customizer
Analytics Customizer
Log Out
Help
About
Collections ▸ ICA_Cognos_:_Export ▸ Database information
Database Information for Exported Documents
Help for this page
Documents will be exported into star-schema tables.
Specify the following database connection information.
The database must exist and the user must have privileges to create a table and drop a table.
After you click Next, IBM
tables under the specified schema.
Tip: For Oracle, the scher
the user name.
After you select the database type, the system attempts to provide default values for other fields.
* JDBC database type:
DB2
* JDBC driver name:
com.ibm.db2.jcc.DB2Driver
* JDBC driver class path:
C:\db2\db2jcc.jar;C:\db2\db2jcc_license_cu.jar
* Database URL:
Examples:
- DB2 UDB: jdbc:db2://localhost:50000/sample
- Oracle: jdbc:oracle:thin:@localhost:1521:sample
- SQL Server 2008: jdbc:sqlserver://localhost:1433;DatabaseName=sample
jdbc:db2://example.server.com:50000/cognosbi

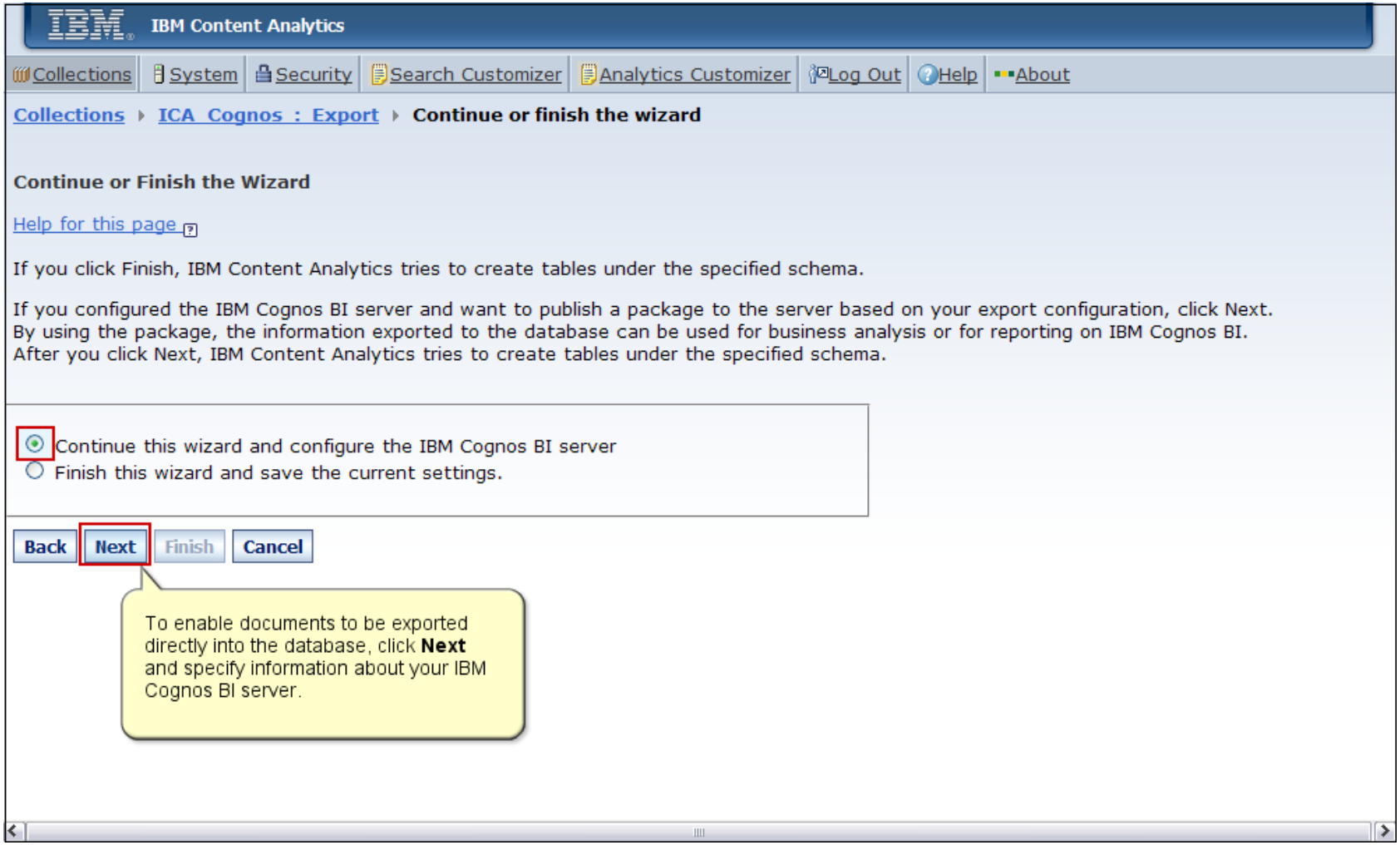

Specify the following database connection information.
The database must exist and the user must have privileges to create a table and drop a table.
After you click Next, IBM Content Analytics tries to create tables under the specified schema.
Tip: For Oracle, the schema name is usually the same as the user name.
* JDBC database type:
DB2
* JDBC driver name:
com.ibm.db2.jcc.DB2Driver
* JDBC driver class path:
C:\db2\db2jcc.jar;C:\db2\db2jcc_license_cu.jar
* Database URL:
Examples:
- DB2 UDB: jdbc:db2://localhost:50000/sample
- Oracle: jdbc:oracle:thin:@localhost:1521:sample
- SQL Server 2008: jdbc:sqlserver://localhost:1433;DatabaseName
jdbc:db2://example.server.com:50000/cognosbi
* User ID:
db2admin
* Password:
••••••••••
* Schema of tables to store data for report generation:
winFS_export
You must specify values in all database fields. The default schema for the database tables is the collection ID.
When you click Next to continue the wizard, the system validates the values that you specified.
Back
Next
Finish
Cancel

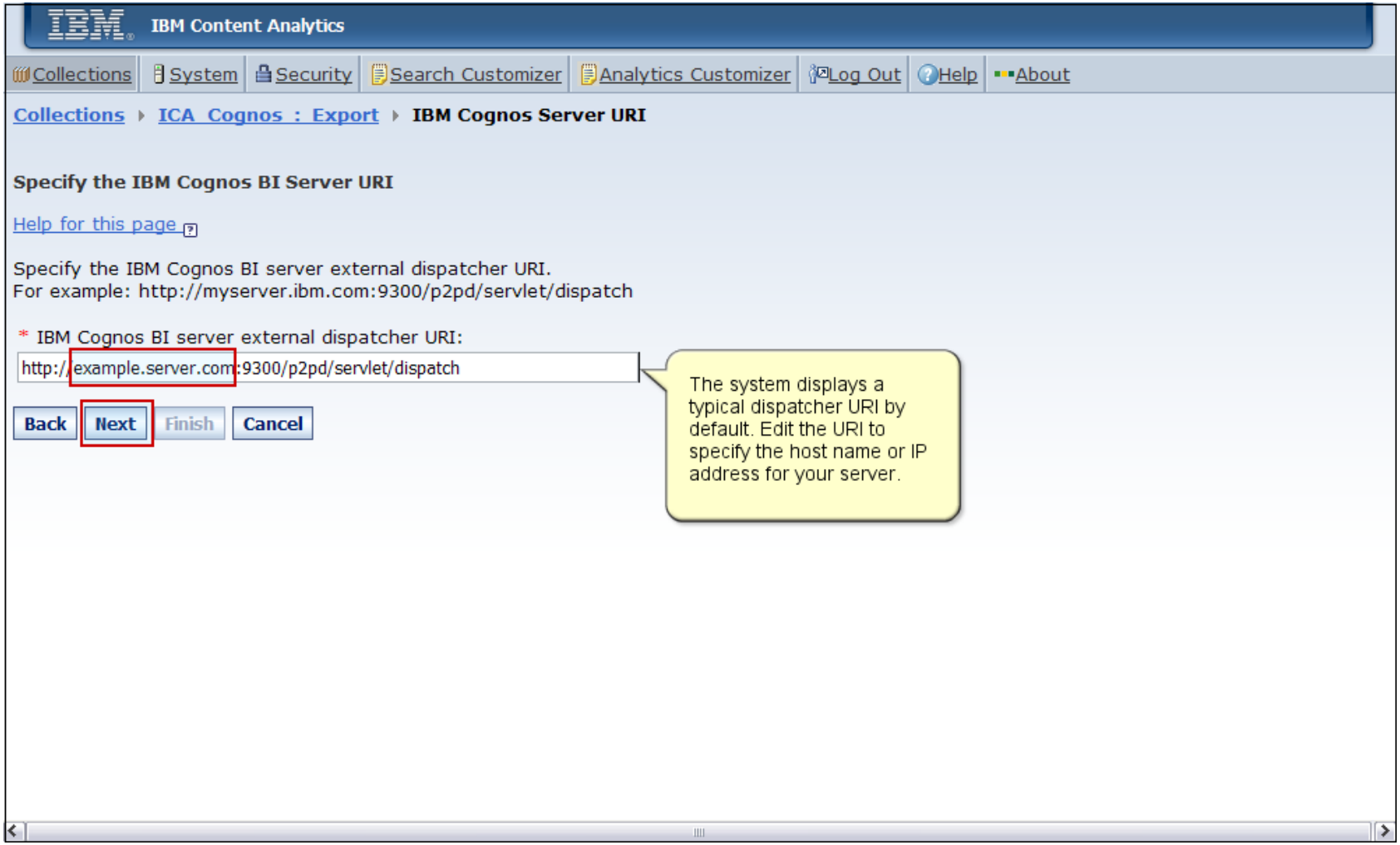

Content to export
Content
Export target
Text content
Do not export
A column for a document fact table
Data type of keyword column:
CLOB(1M)
Binary content
Do not export
A column for a document fact table
Data type of keyword column:
BLOB(1M)
On the next page of the wizard, specify whether you want to export text and binary content and select the content data types.
Fields to export
Search field name
Export target
author
Do not export
A column for a document fact table
Column name:
AUTHOR
Data type of keyword column:
CHAR(50)
A table for a dimension
Scroll down to select the fields that can be exported, the data type of the field values, and whether the field can contain more than one value.
categories
Do not export
A column for a document fact table
A table for a dimension
Table name:
CATEGORIES
Data type of keyword column:
CHAR(50)
A document can have more than one value for this field.:

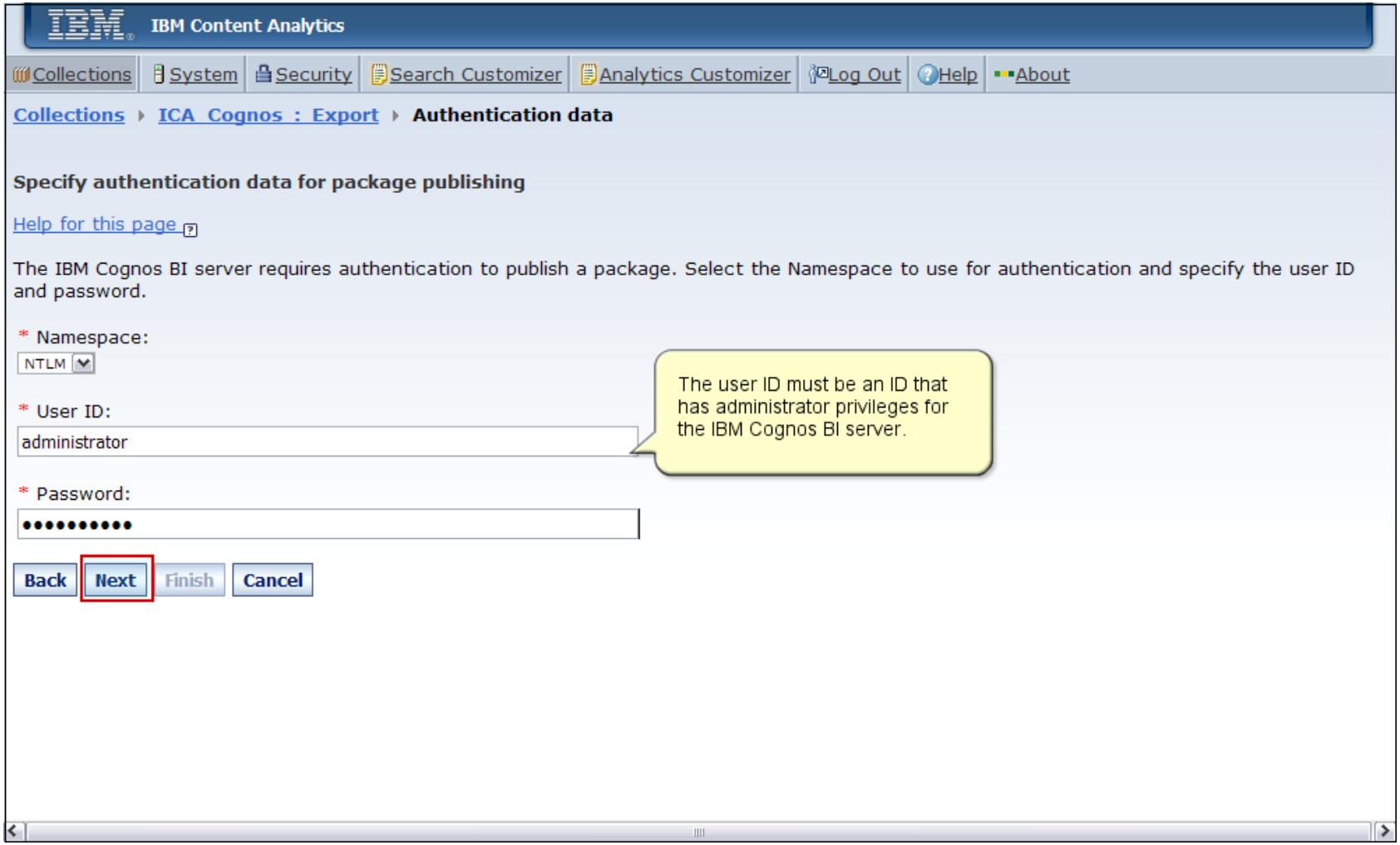

Column name:
MODIFIEDDATE
Data type of keyword column:
CHAR(50)
A table for a dimension
page
Do not export
A column for a document fact table
A table for a dimension
table
Do not export
A column for a document fact table
A table for a dimension
title
Do not export
A column for a document fact table
Column name:
TITLE
Data type of keyword column:
CHAR(50)
A table for a dimension
typename
Do not export
A column for a document fact table
A table for a dimension
version
Do not export
A column for a document fact table
A table for a dimension
view
Do not export
A column for a document fact table
A table for a dimension
Back
Next
Finish
Cancel
After specifying preferences for each field that you want to export, click Next to continue the wizard.

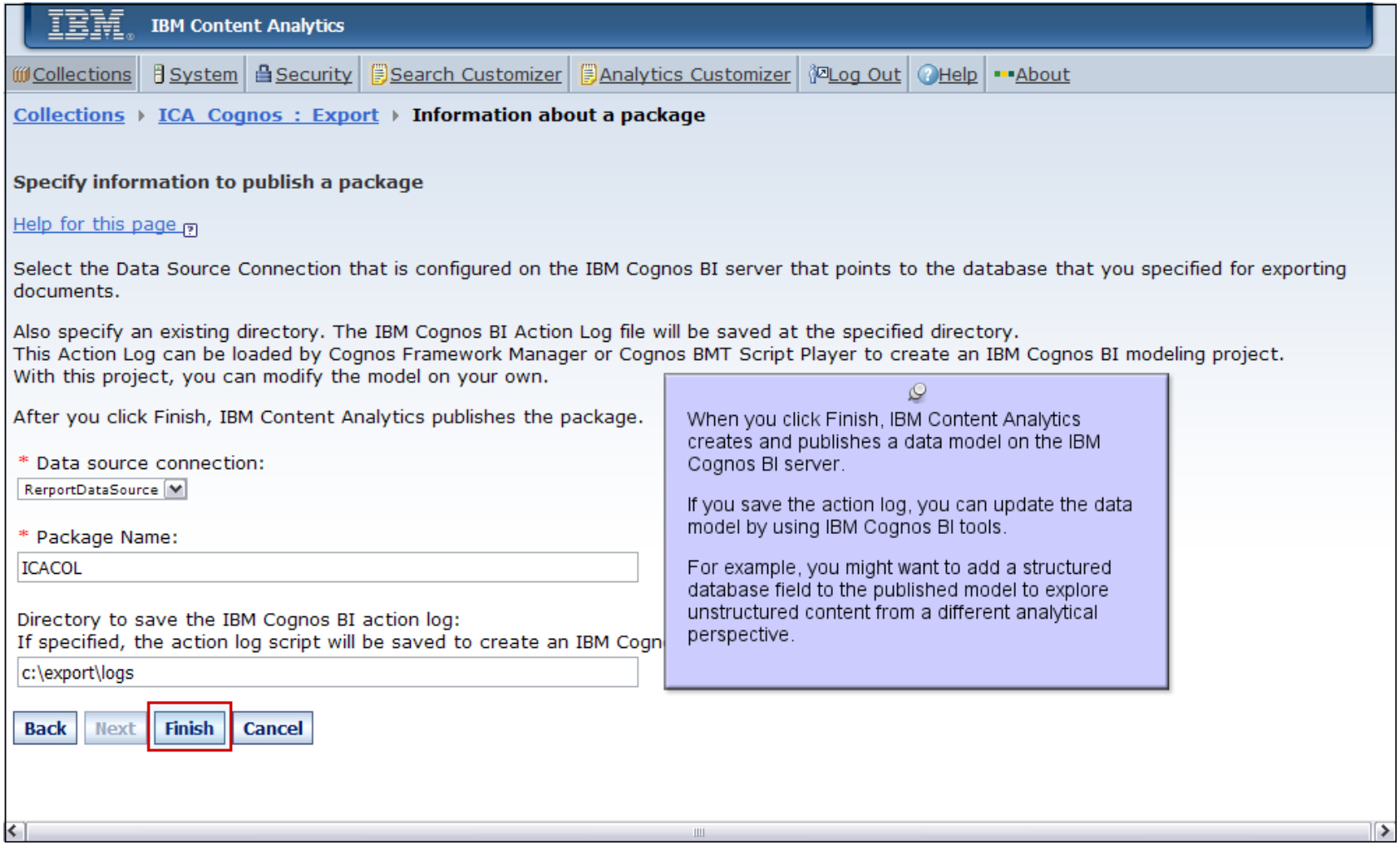

Top-level facet in the facet tree
Subfacets
Export target
Part of Speech
Noun
Noun, General Noun
Noun, Others
Verb
Adjective
Adverb
Do not export
A table for a dimension
Table name:
WORD
Data type of keyword column:
CHAR(50)
Phrase Constituent
Noun Phrase
Noun Phrase, Noun Se
Noun Phrase, Modifiec
Noun Phrase, Prep No
Predicate Phrase
Predicate Phrase, Pre
On the next page of the wizard, select the facets that you want to export and the data type of the facet value.
Do not export
A table for a dimension
Named entity
Person
Location
Organization
Do not export
A table for a dimension
My Keywords
Do not export
A table for a dimension
Document Cluster
Do not export
A table for a dimension

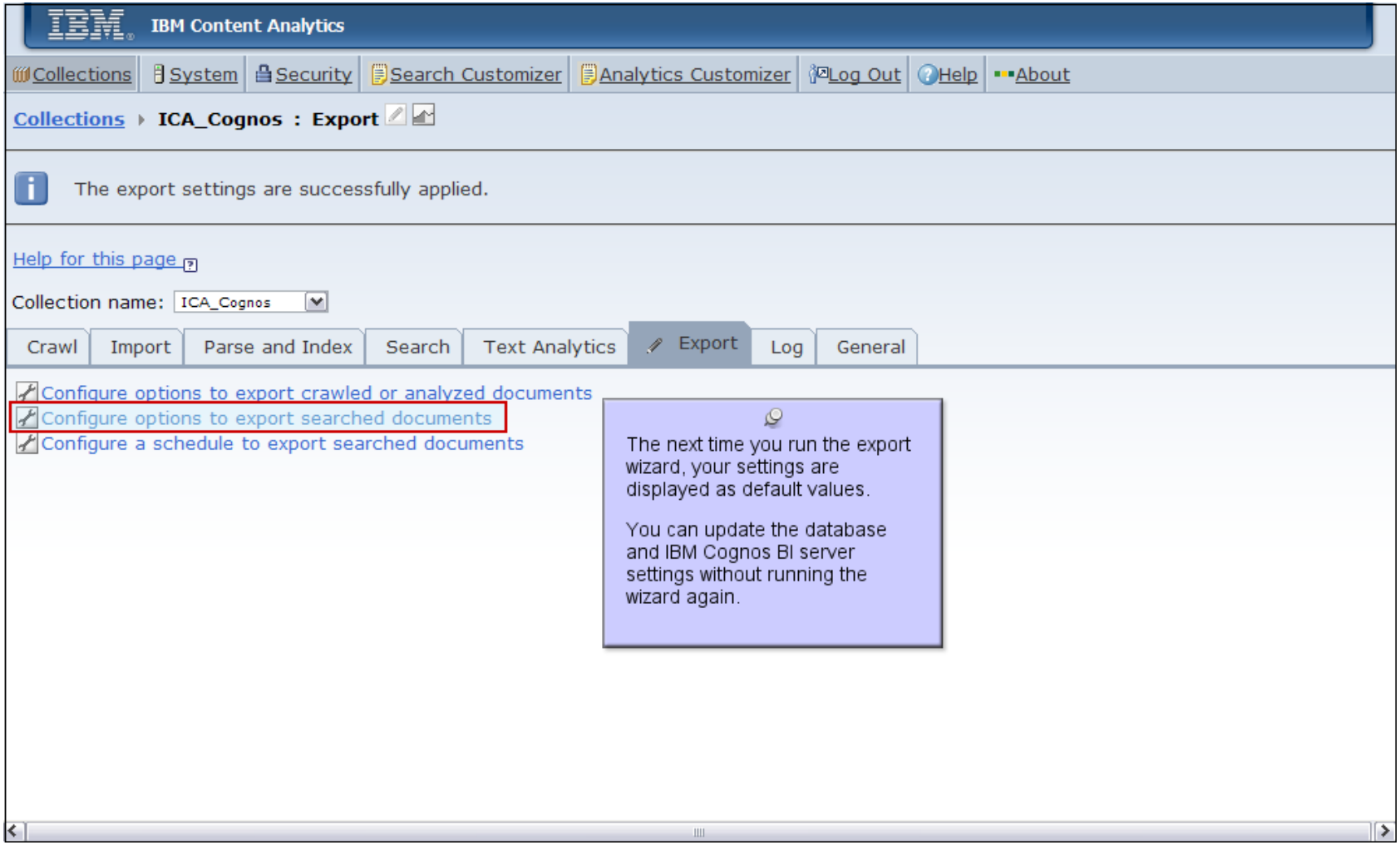

Named entity
Person
Location
Organization
Do not export
A table for a dimension
Table name:
NE
Data type of keyword column:
CHAR(50)
After specifying export preferences for each facet, click **Next** to continue the wizard.
My Keywords
Do not export
A table for a dimension
Document Cluster
Do not export
A table for a dimension
Terms of Interest
Entity
Entity, Positive
Entity, Negative
Noun near predicate
Noun near predicate, Positive
Noun near predicate, Negative
Do not export
A table for a dimension
Table name:
DOLCE
Data type of keyword column:
CHAR(50)
Voice of Customers (sample)
Unfavorable
Unfavorable, Unfavorable predicate
Unfavorable, Unfavorable noun
Unfavorable, Unfavorable pattern
Unfavorable, Unfavorable phrase
Favorable
Do not export
A table for a dimension
Back
Next
Finish
Cancel

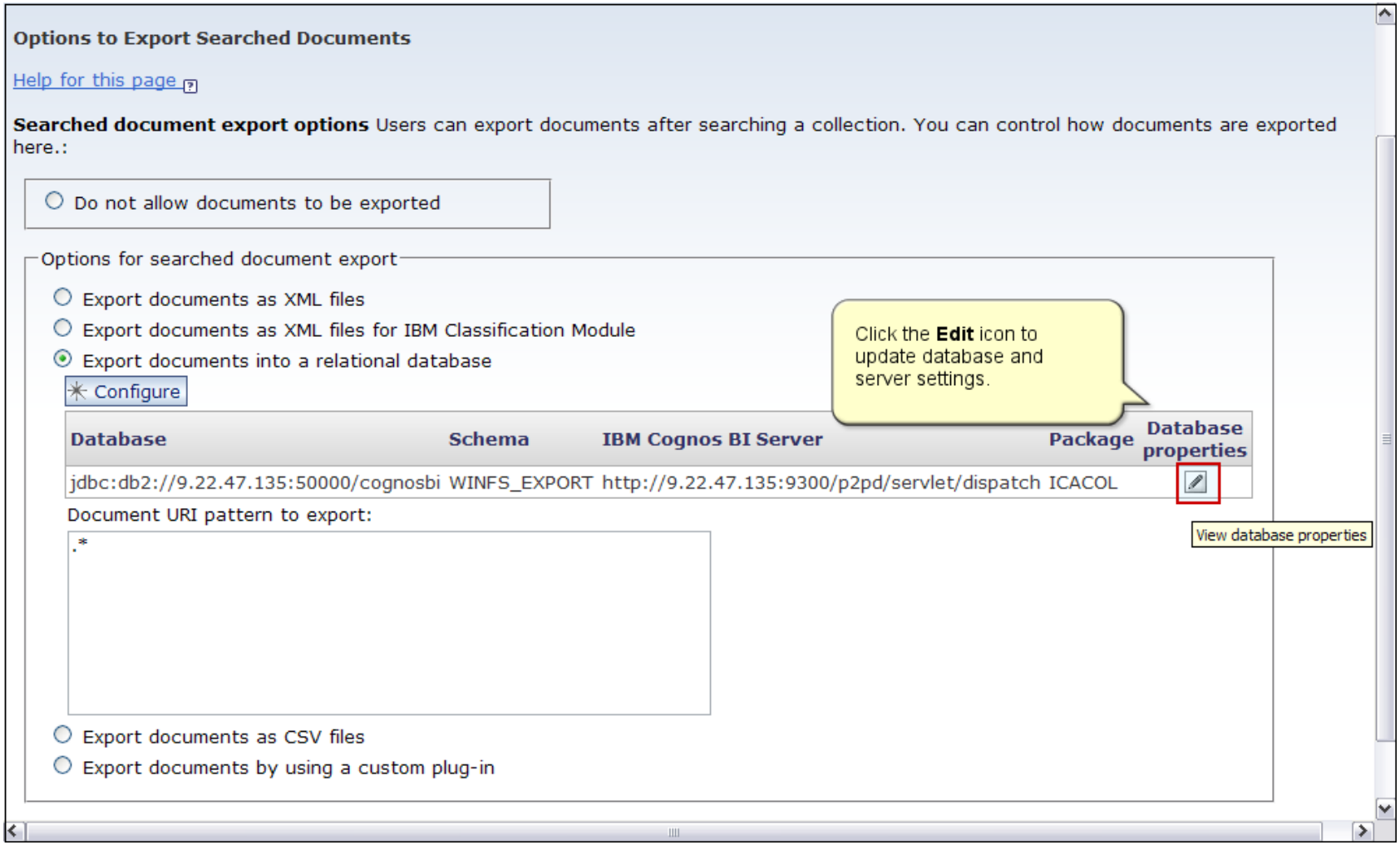

IBM Content Analytics
Collections
System
Security
Search Customizer
Analytics Customizer
Log Out
Help
About
Collections ▸ ICA_Cognos : Export ▸ Continue or finish the wizard
Continue or Finish the Wizard
Help for this page
If you click Finish, IBM Content Analytics tries to create tables under the specified schema.
If you configured the IBM Cognos BI server and want to publish a package to the server based on your export configuration, click Next.
By using the package, the information exported to the database can be used for business analysis or for reporting on IBM Cognos BI.
After you click Next, IBM Content Analytics tries to create tables under the specified schema.
Continue this wizard and configure the IBM Cognos BI server
Finish this wizard and save the current settings.
Back
Next
Finish
Cancel
To enable documents to be exported directly into the database, click Next and specify information about your IBM Cognos BI server.

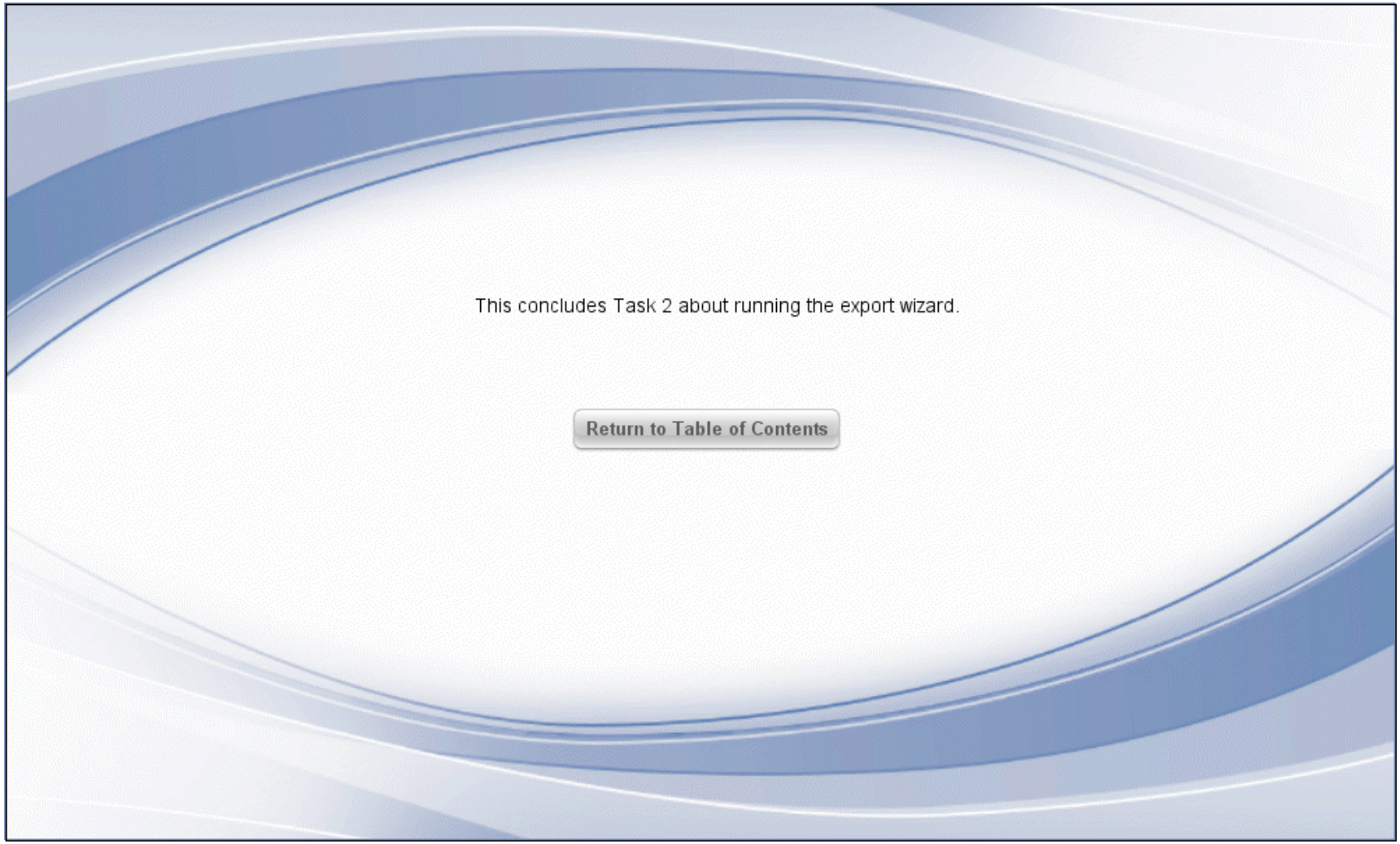

IBM Content Analytics
Collections
System
Security
Search Customizer
Analytics Customizer
Log Out
Help
About
Collections ▸ ICA_Cognos : Export ▸ IBM Cognos Server URI
Specify the IBM Cognos BI Server URI
Help for this page
Specify the IBM Cognos BI server external dispatcher URI.
For example: http://myserver.ibm.com:9300/p2pd/servlet/dispatch
* IBM Cognos BI server external dispatcher URI:
http://example.server.com:9300/p2pd/servlet/dispatch
Back
Next
Finish
Cancel
The system displays a typical dispatcher URI by default. Edit the URI to specify the host name or IP address for your server.

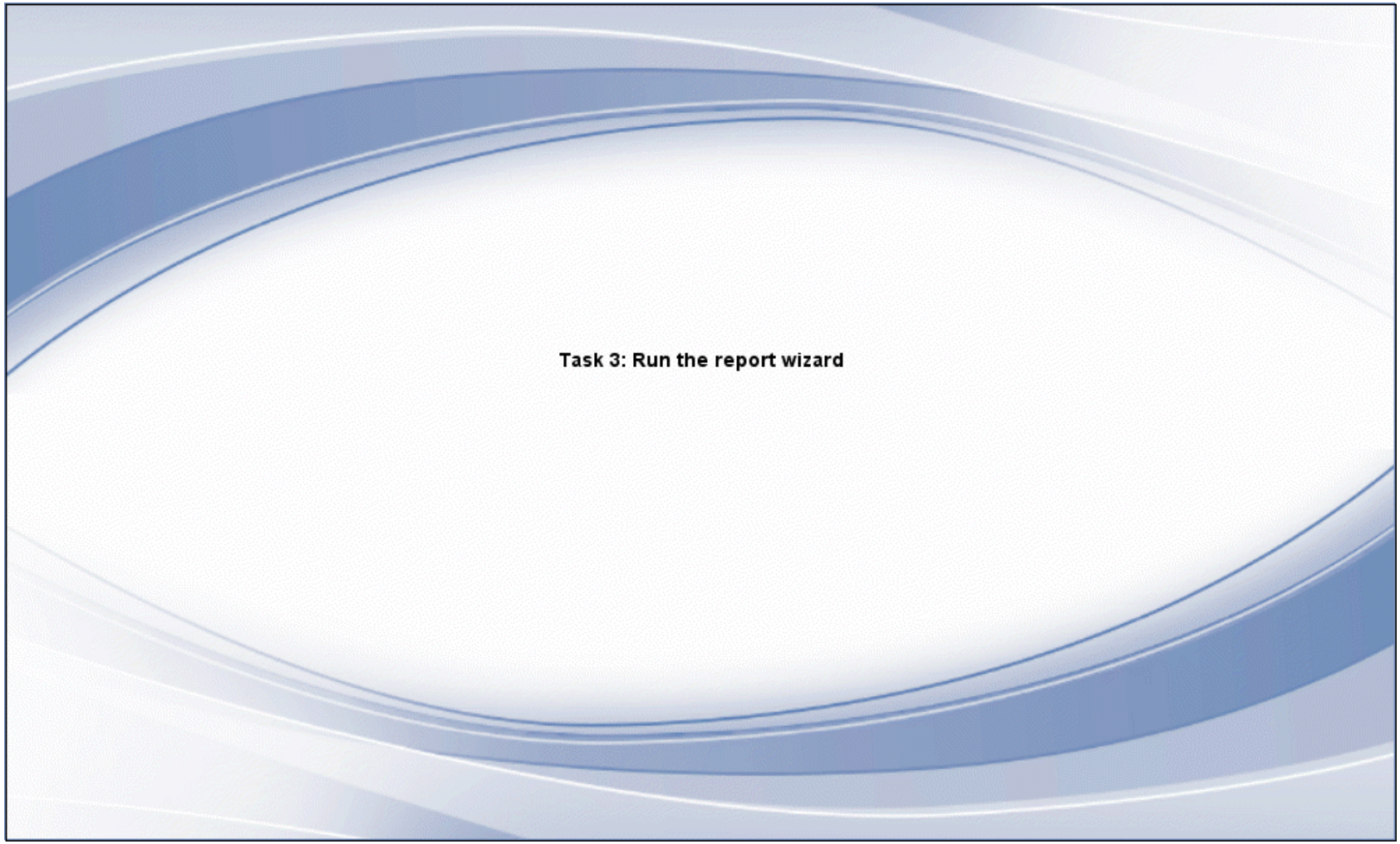

IBM Content Analytics
Collections
System
Security
Search Customizer
Analytics Customizer
Log Out
Help
About
Collections ▸ ICA_Cognos : Export ▸ Authentication data
Specify authentication data for package publishing
Help for this page
The IBM Cognos BI server requires authentication to publish a package. Select the Namespace to use for authentication and specify the user ID and password.
* Namespace:
NTLM
* User ID:
administrator
The user ID must be an ID that has administrator privileges for the IBM Cognos BI server.
* Password:
Back
Next
Finish
Cancel

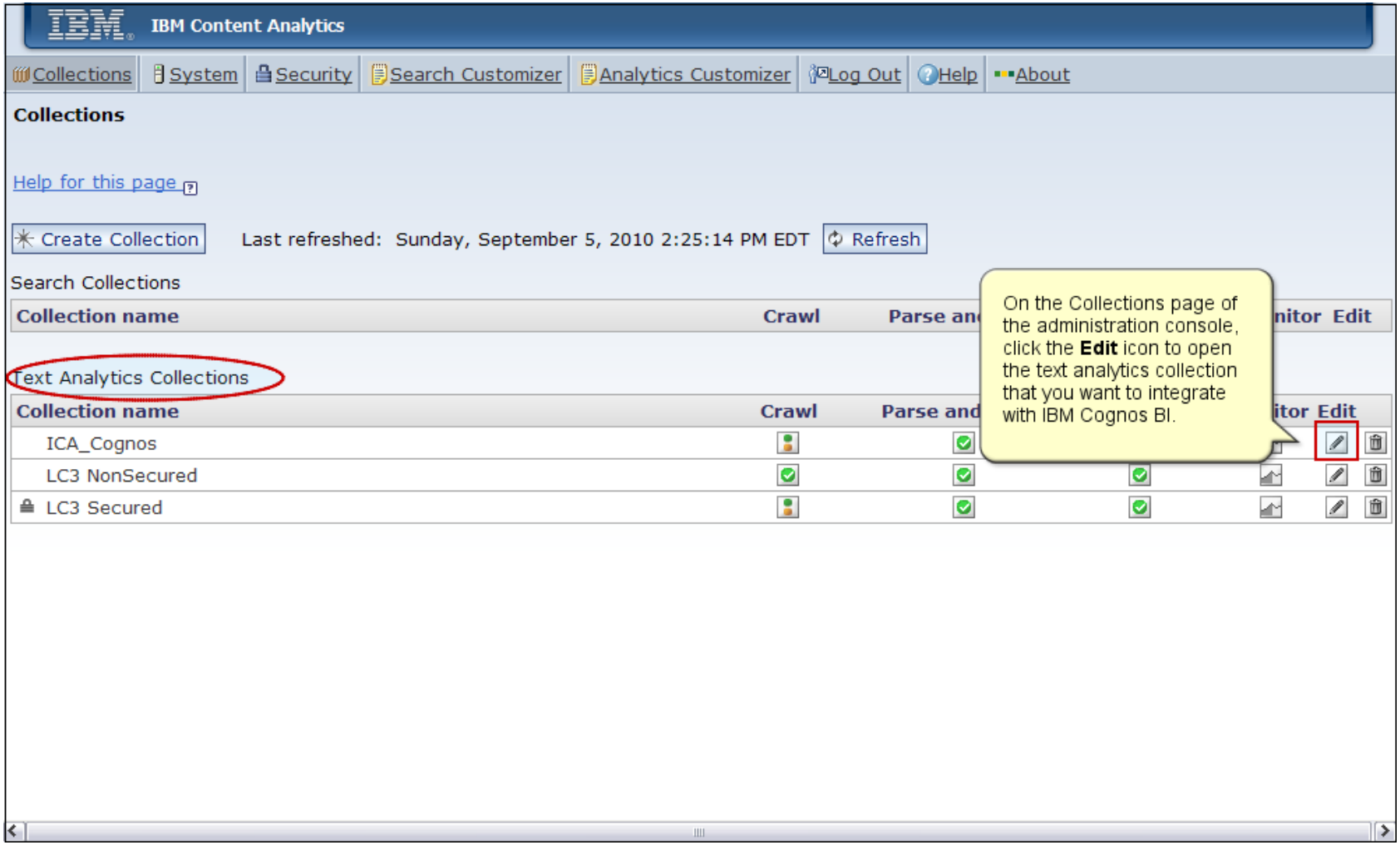

IBM Content Analytics
Collections
System
Security
Search Customizer
Analytics Customizer
Log Out
Help
About
Collections ▸ ICA_Cognos : Export ▸ Information about a package
Specify information to publish a package
Help for this page
Select the Data Source Connection that is configured on the IBM Cognos BI server that points to the database that you specified for exporting documents.
Also specify an existing directory. The IBM Cognos BI Action Log file will be saved at the specified directory.
This Action Log can be loaded by Cognos Framework Manager or Cognos BMT Script Player to create an IBM Cognos BI modeling project.
With this project, you can modify the model on your own.
After you click Finish, IBM Content Analytics publishes the package.
* Data source connection:
RerportDataSource
* Package Name:
ICACOL
Directory to save the IBM Cognos BI action log:
If specified, the action log script will be saved to create an IBM Cogn
c:\export\logs
Back
Next
Finish
Cancel
When you click Finish, IBM Content Analytics creates and publishes a data model on the IBM Cognos BI server.
If you save the action log, you can update the data model by using IBM Cognos BI tools.
For example, you might want to add a structured database field to the published model to explore unstructured content from a different analytical perspective.

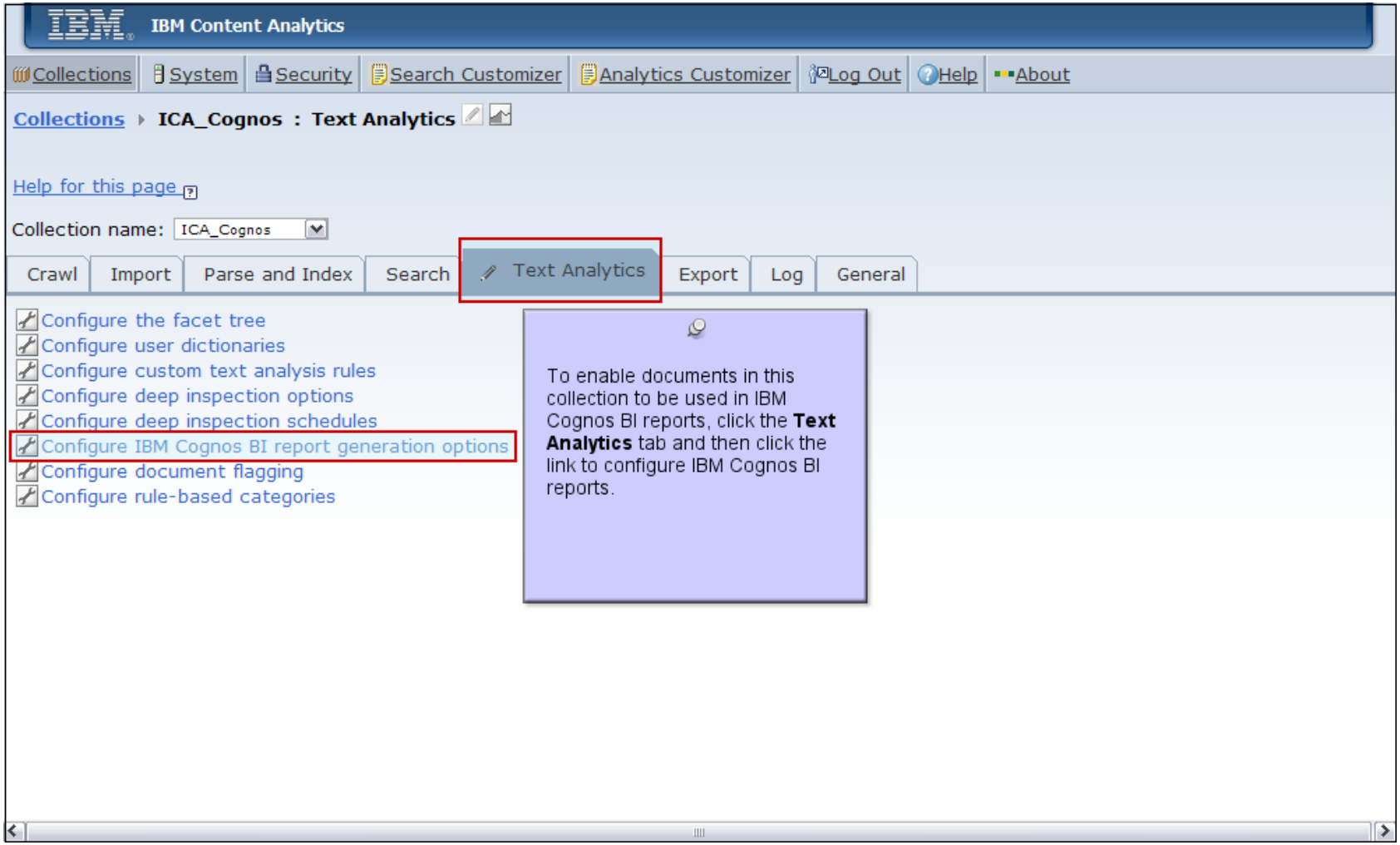

IBM Content Analytics
Collections
System
Security
Search Customizer
Analytics Customizer
Log Out
Help
About
Collections ▸ ICA_Cognos : Export
The export settings are successfully applied.
Help for this page
Collection name: ICA_Cognos
Crawl
Import
Parse and Index
Search
Text Analytics
Export
Log
General
Configure options to export crawled or analyzed documents
Configure options to export searched documents
Configure a schedule to export searched documents
The next time you run the export wizard, your settings are displayed as default values.
You can update the database and IBM Cognos BI server settings without running the wizard again.

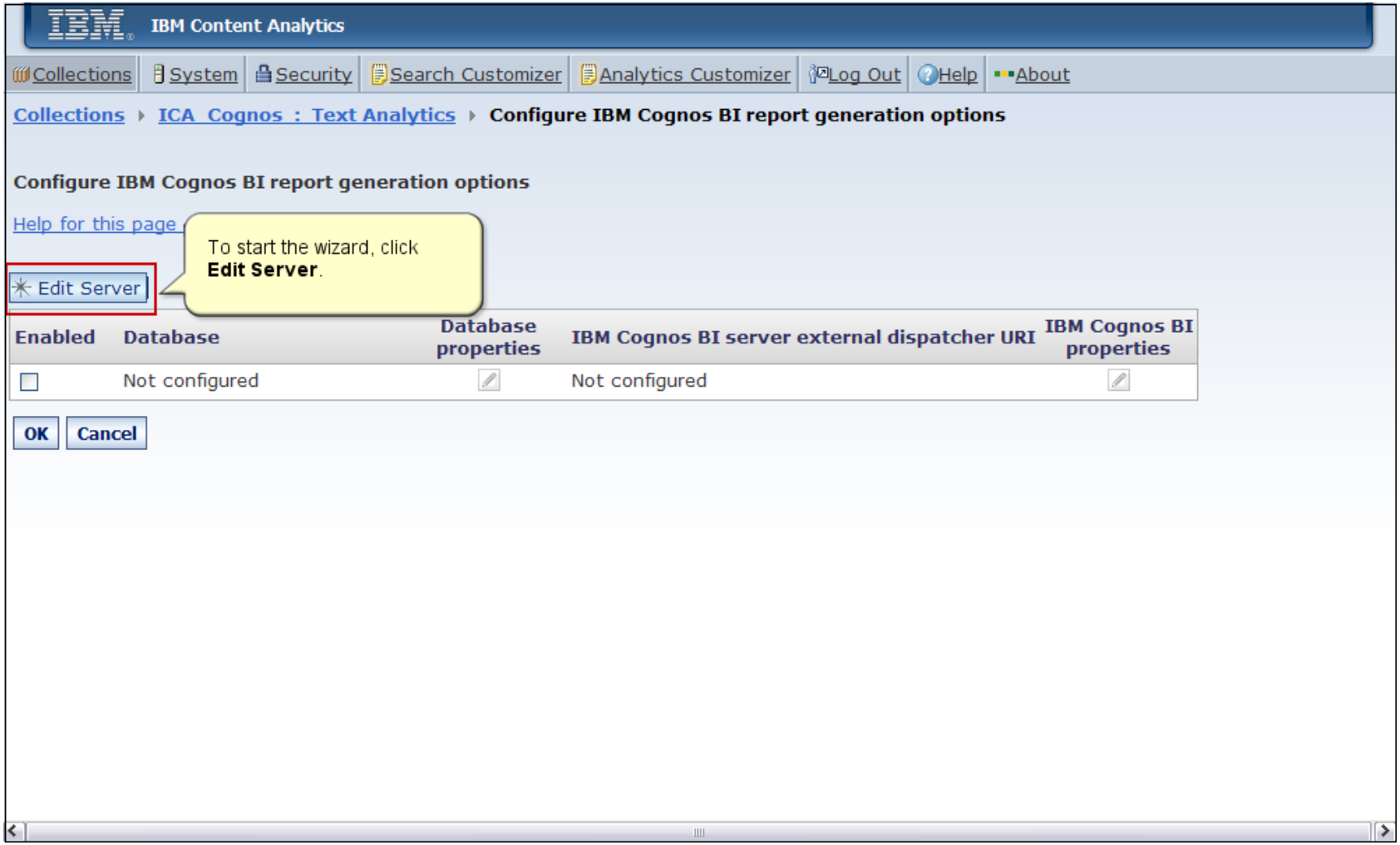

Options to Export Searched Documents
Help for this page
Searched document export options Users can export documents after searching a collection. You can control how documents are exported here.:
Do not allow documents to be exported
Options for searched document export
Export documents as XML files
Export documents as XML files for IBM Classification Module
Export documents into a relational database
Configure
Click the Edit icon to update database and server settings.
Database
Schema
IBM Cognos BI Server
Package
Database properties
jdbc:db2://9.22.47.135:50000/cognosbi
WINFS_EXPORT
http://9.22.47.135:9300/p2pd/servlet/dispatch
ICACOL
View database properties
Document URI pattern to export:
.*
Export documents as CSV files
Export documents by using a custom plug-in

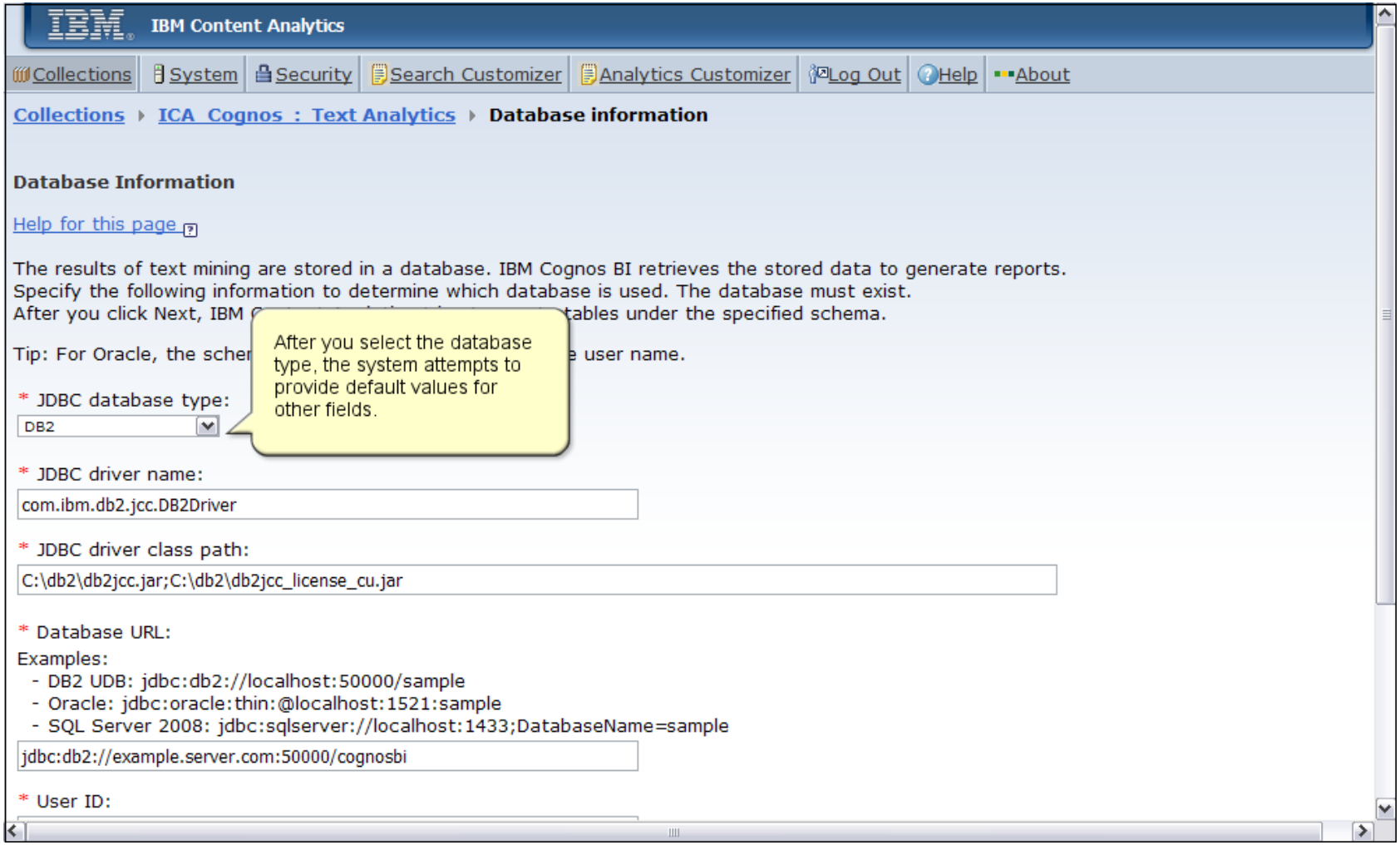

This concludes Task 2 about running the export wizard.
Return to Table of Contents

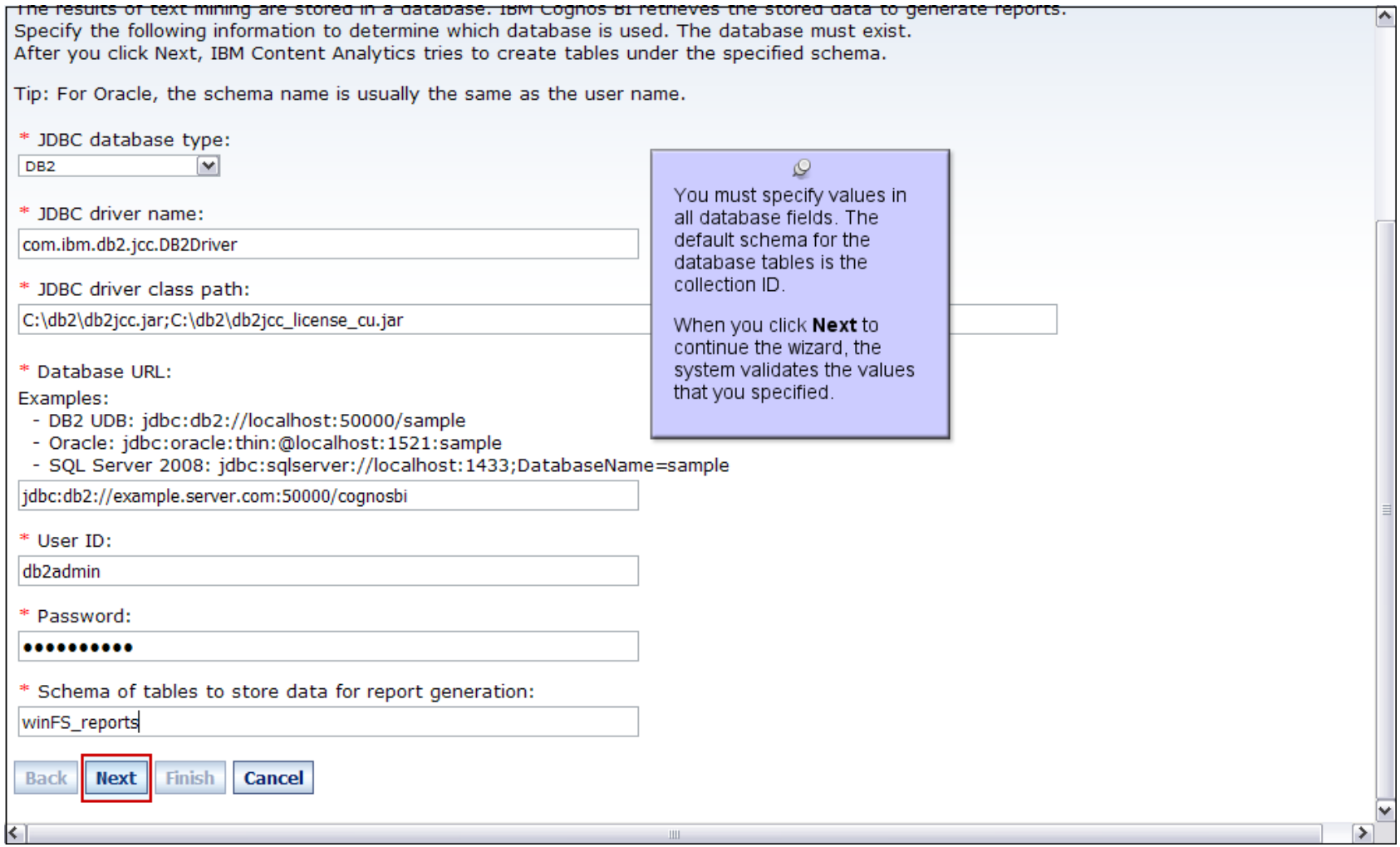

Task 3: Run the report wizard

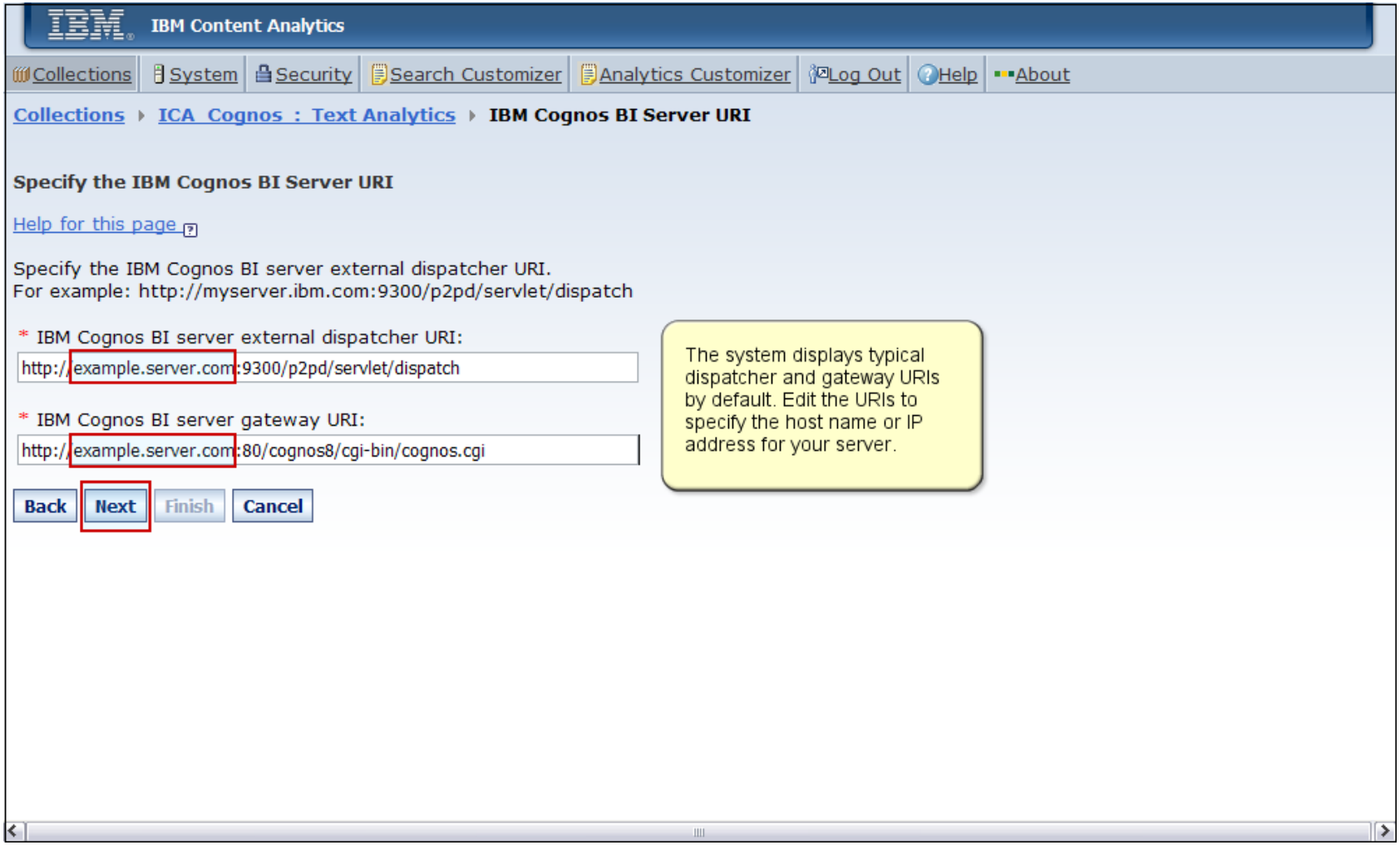

IBM Content Analytics
Collections
System
Security
Search Customizer
Analytics Customizer
Log Out
Help
About
Collections
Help for this page
Create Collection
Last refreshed: Sunday, September 5, 2010 2:25:14 PM EDT
Refresh
Search Collections
Collection name
Crawl
Parse and
Edit
Text Analytics Collections
Collection name
Crawl
Parse and
Edit
ICA_Cognos
LC3 NonSecured
LC3 Secured
On the Collections page of the administration console, click the Edit icon to open the text analytics collection that you want to integrate with IBM Cognos BI.

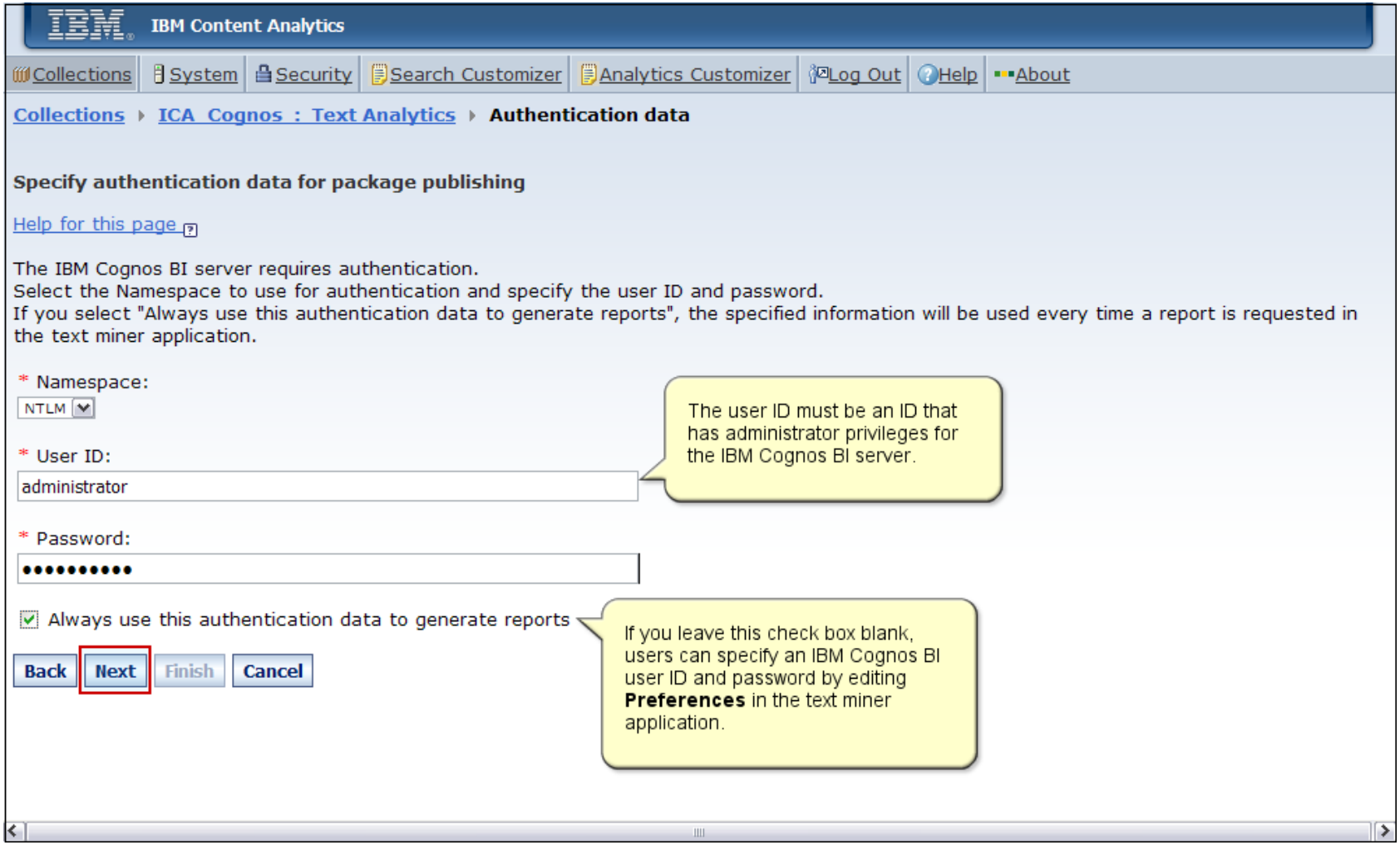

IBM Content Analytics
Collections
System
Security
Search Customizer
Analytics Customizer
Log Out
Help
About
Collections ▸ ICA_Cognos : Text Analytics
Help for this page
Collection name: ICA_Cognos
Crawl
Import
Parse and Index
Search
Text Analytics
Export
Log
General
Configure the facet tree
Configure user dictionaries
Configure custom text analysis rules
Configure deep inspection options
Configure deep inspection schedules
Configure IBM Cognos BI report generation options
Configure document flagging
Configure rule-based categories
To enable documents in this collection to be used in IBM Cognos BI reports, click the Text Analytics tab and then click the link to configure IBM Cognos BI reports.

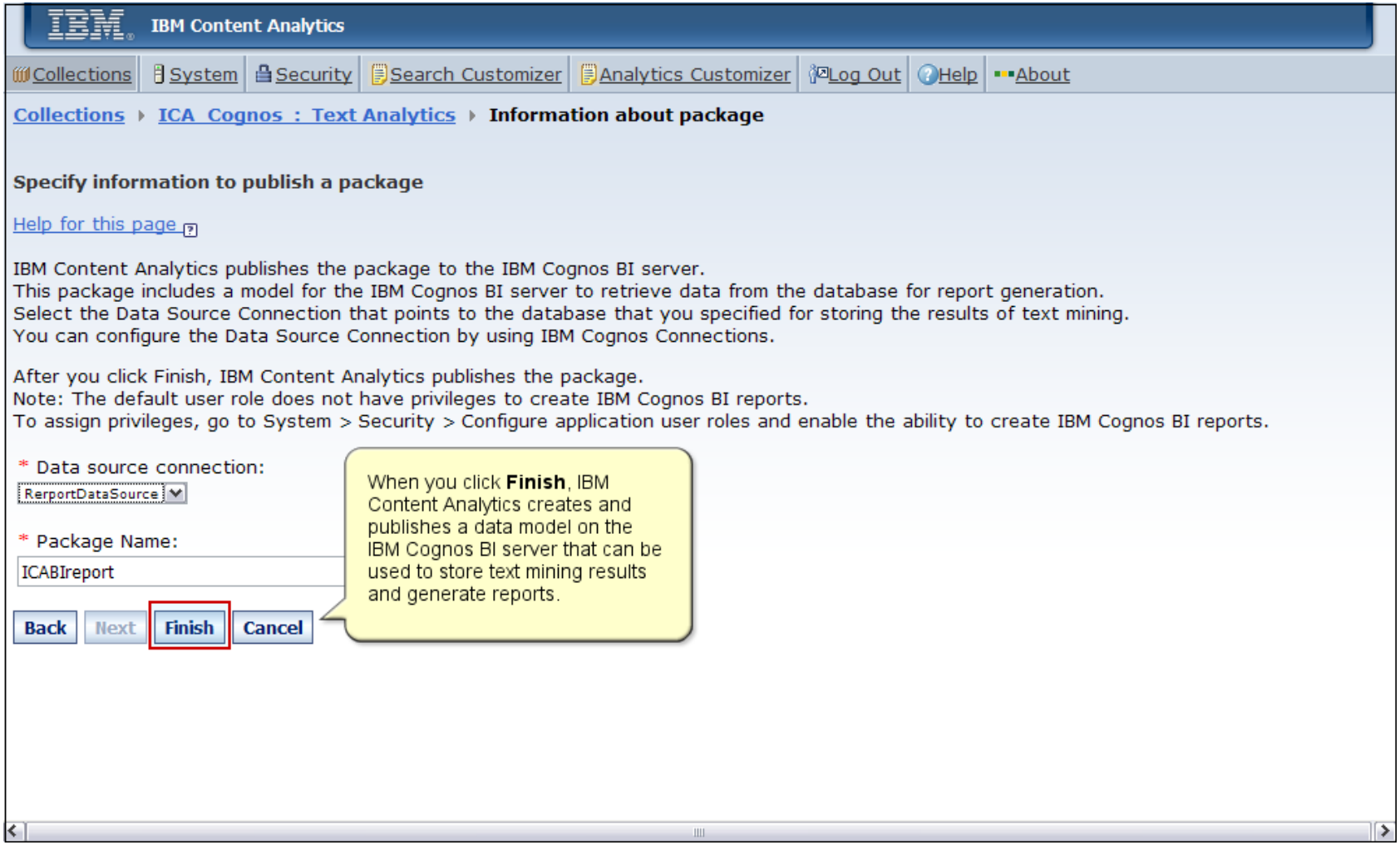

IBM Content Analytics
Collections
System
Security
Search Customizer
Analytics Customizer
Log Out
Help
About
Collections ▸ ICA_Cognos : Text Analytics ▸ Configure IBM Cognos BI report generation options
Configure IBM Cognos BI report generation options
Help for this page
To start the wizard, click Edit Server.
Edit Server
Enabled
Database
Database properties
IBM Cognos BI server external dispatcher URI
IBM Cognos BI properties
Not configured
Not configured
OK
Cancel

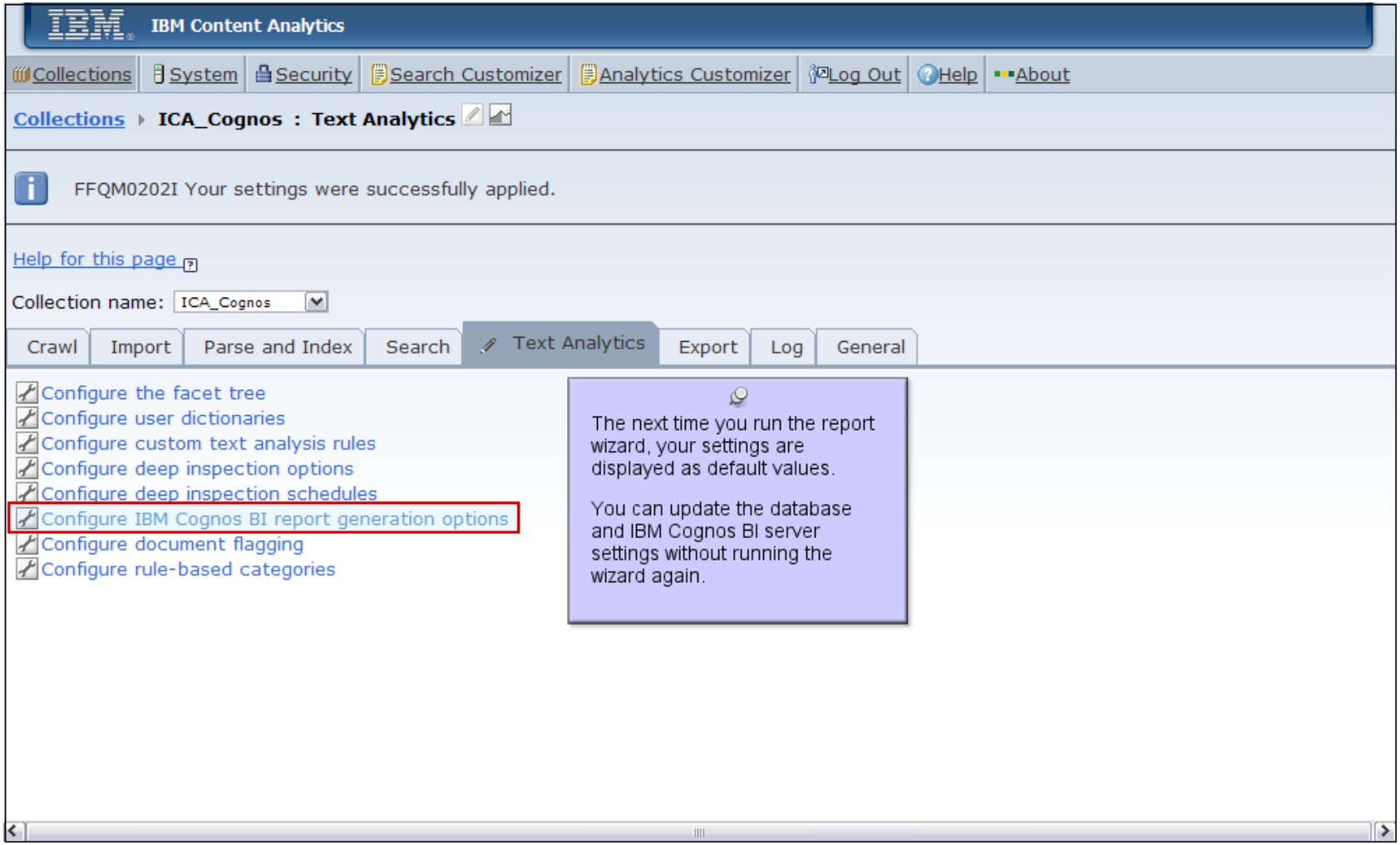

IBM Content Analytics
Collections
System
Security
Search Customizer
Analytics Customizer
Log Out
Help
About
Collections ▸ ICA_Cognos : Text Analytics ▸ Database information
Database Information
Help for this page
The results of text mining are stored in a database. IBM Cognos BI retrieves the stored data to generate reports.
Specify the following information to determine which database is used. The database must exist.
After you click Next, IBM
tables under the specified schema.
Tip: For Oracle, the scher
user name.
After you select the database type, the system attempts to provide default values for other fields.
* JDBC database type:
DB2
* JDBC driver name:
com.ibm.db2.jcc.DB2Driver
* JDBC driver class path:
C:\db2\db2jcc.jar;C:\db2\db2jcc_license_cu.jar
* Database URL:
Examples:
- DB2 UDB: jdbc:db2://localhost:50000/sample
- Oracle: jdbc:oracle:thin:@localhost:1521:sample
- SQL Server 2008: jdbc:sqlserver://localhost:1433;DatabaseName=sample
jdbc:db2://example.server.com:50000/cognosbi
* User ID:

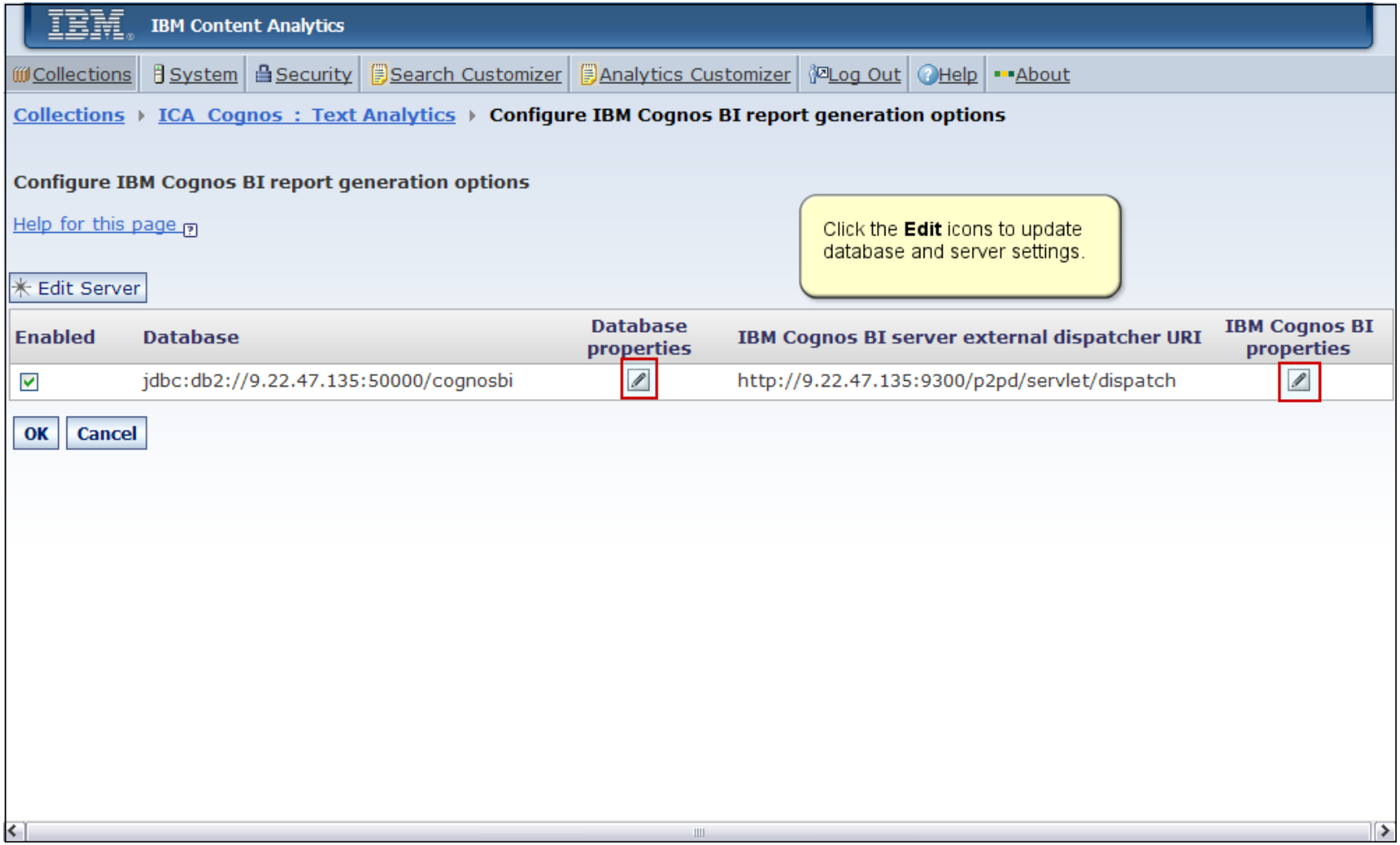

The results of text mining are stored in a database. IBM Cognos BI retrieves the stored data to generate reports.
Specify the following information to determine which database is used. The database must exist.
After you click Next, IBM Content Analytics tries to create tables under the specified schema.
Tip: For Oracle, the schema name is usually the same as the user name.
* JDBC database type:
DB2
* JDBC driver name:
com.ibm.db2.jcc.DB2Driver
* JDBC driver class path:
C:\db2\db2jcc.jar;C:\db2\db2jcc_license_cu.jar
* Database URL:
Examples:
- DB2 UDB: jdbc:db2://localhost:50000/sample
- Oracle: jdbc:oracle:thin:@localhost:1521:sample
- SQL Server 2008: jdbc:sqlserver://localhost:1433;DatabaseName=sample
jdbc:db2://example.server.com:50000/cognosbi
* User ID:
db2admin
* Password:
••••••••••
* Schema of tables to store data for report generation:
winFS_reports
You must specify values in all database fields. The default schema for the database tables is the collection ID.
When you click Next to continue the wizard, the system validates the values that you specified.
Back
Next
Finish
Cancel

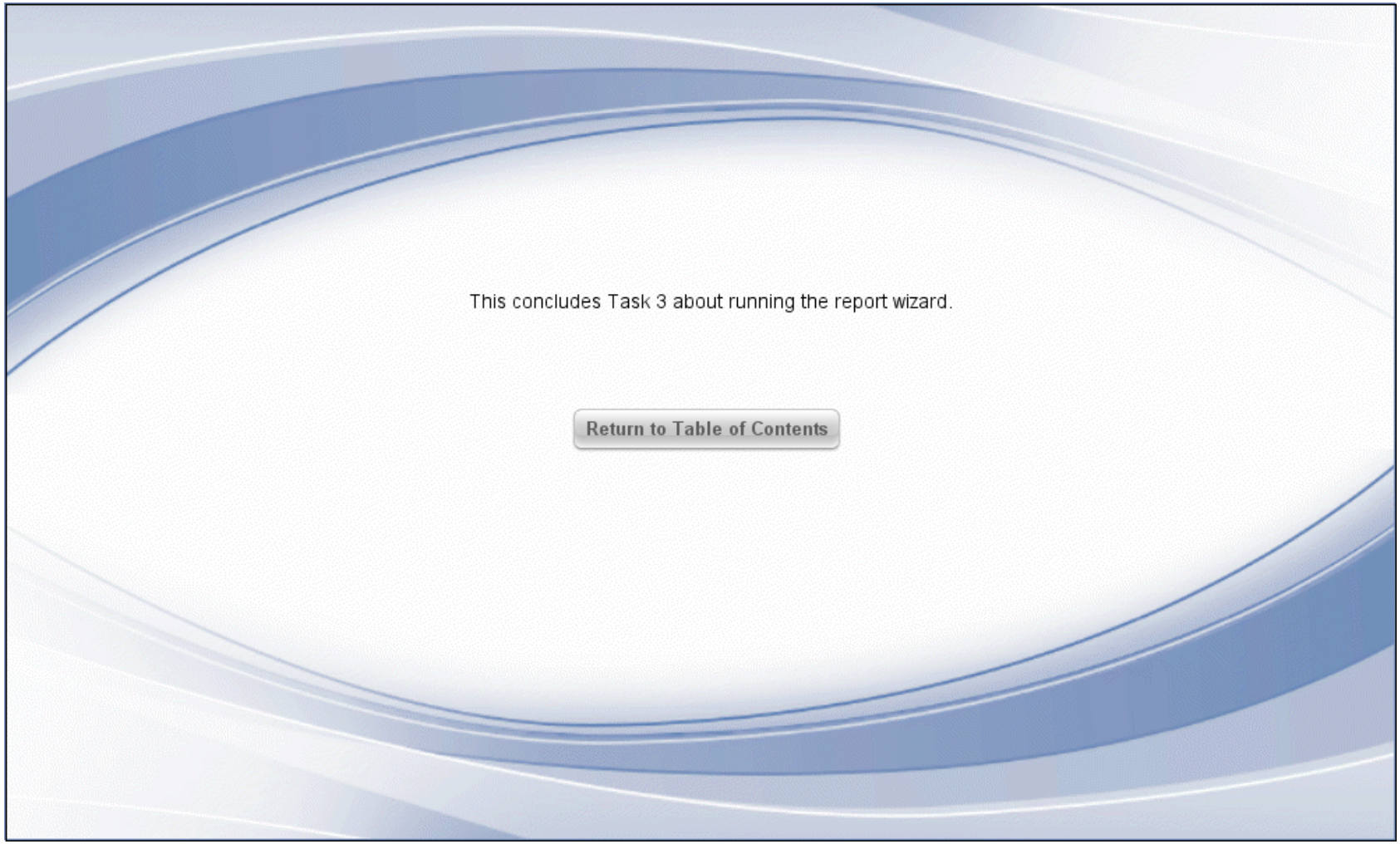

IBM Content Analytics
Collections
System
Security
Search Customizer
Analytics Customizer
Log Out
Help
About
Collections ▸ ICA_Cognos : Text Analytics ▸ IBM Cognos BI Server URI
Specify the IBM Cognos BI Server URI
Help for this page
Specify the IBM Cognos BI server external dispatcher URI.
For example: http://myserver.ibm.com:9300/p2pd/servlet/dispatch
* IBM Cognos BI server external dispatcher URI:
http://example.server.com:9300/p2pd/servlet/dispatch
* IBM Cognos BI server gateway URI:
http://example.server.com:80/cognos8/cgi-bin/cognos.cgi
Back
Next
Finish
Cancel
The system displays typical dispatcher and gateway URIs by default. Edit the URIs to specify the host name or IP address for your server.

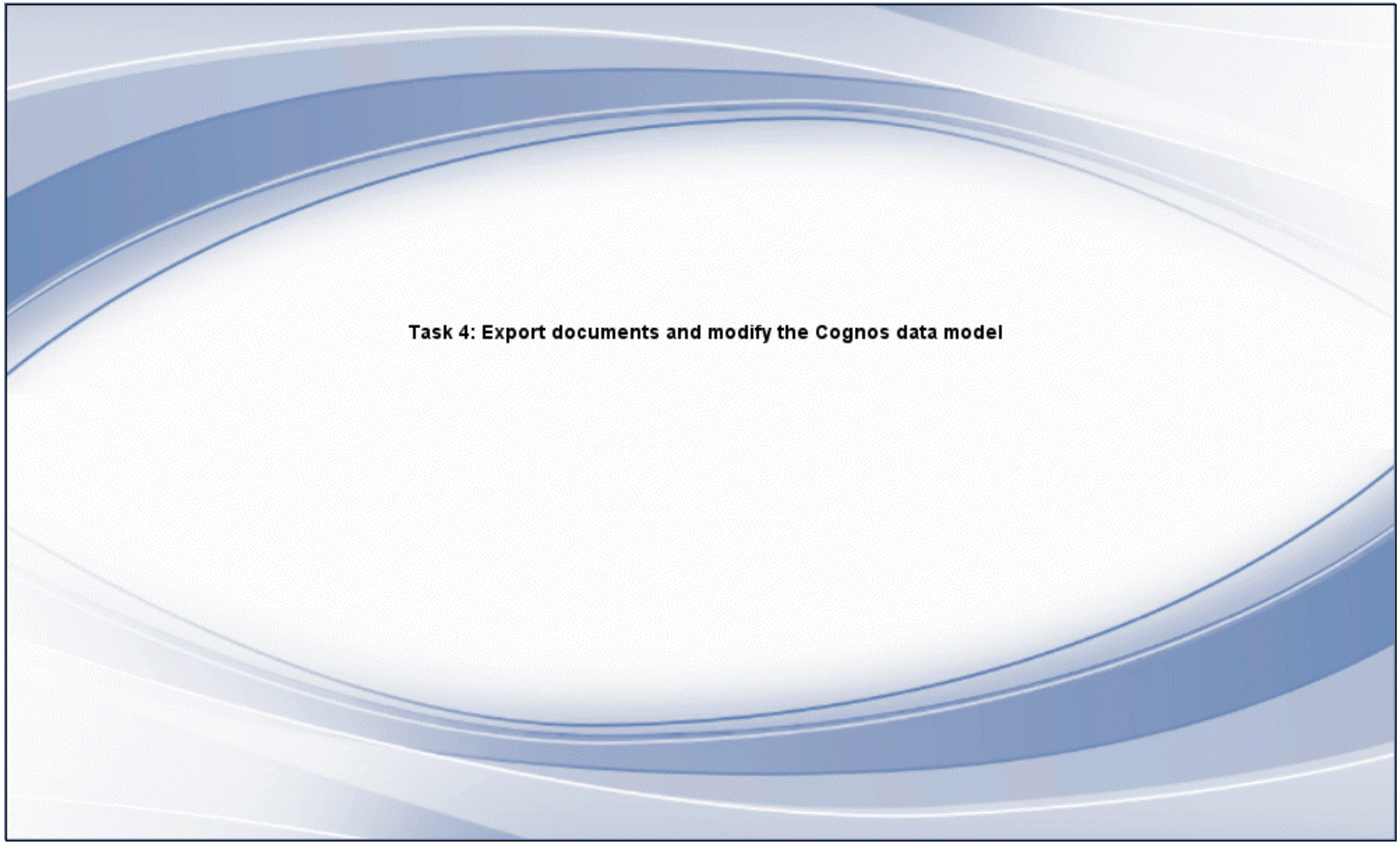

IBM Content Analytics
Collections
System
Security
Search Customizer
Analytics Customizer
Log Out
Help
About
Collections ▸ ICA_Cognos : Text Analytics ▸ Authentication data
Specify authentication data for package publishing
Help for this page
The IBM Cognos BI server requires authentication.
Select the Namespace to use for authentication and specify the user ID and password.
If you select "Always use this authentication data to generate reports", the specified information will be used every time a report is requested in the text miner application.
* Namespace:
NTLM
* User ID:
administrator
* Password:
Always use this authentication data to generate reports
Back
Next
Finish
Cancel
The user ID must be an ID that has administrator privileges for the IBM Cognos BI server.
If you leave this check box blank, users can specify an IBM Cognos BI user ID and password by editing Preferences in the text miner application.

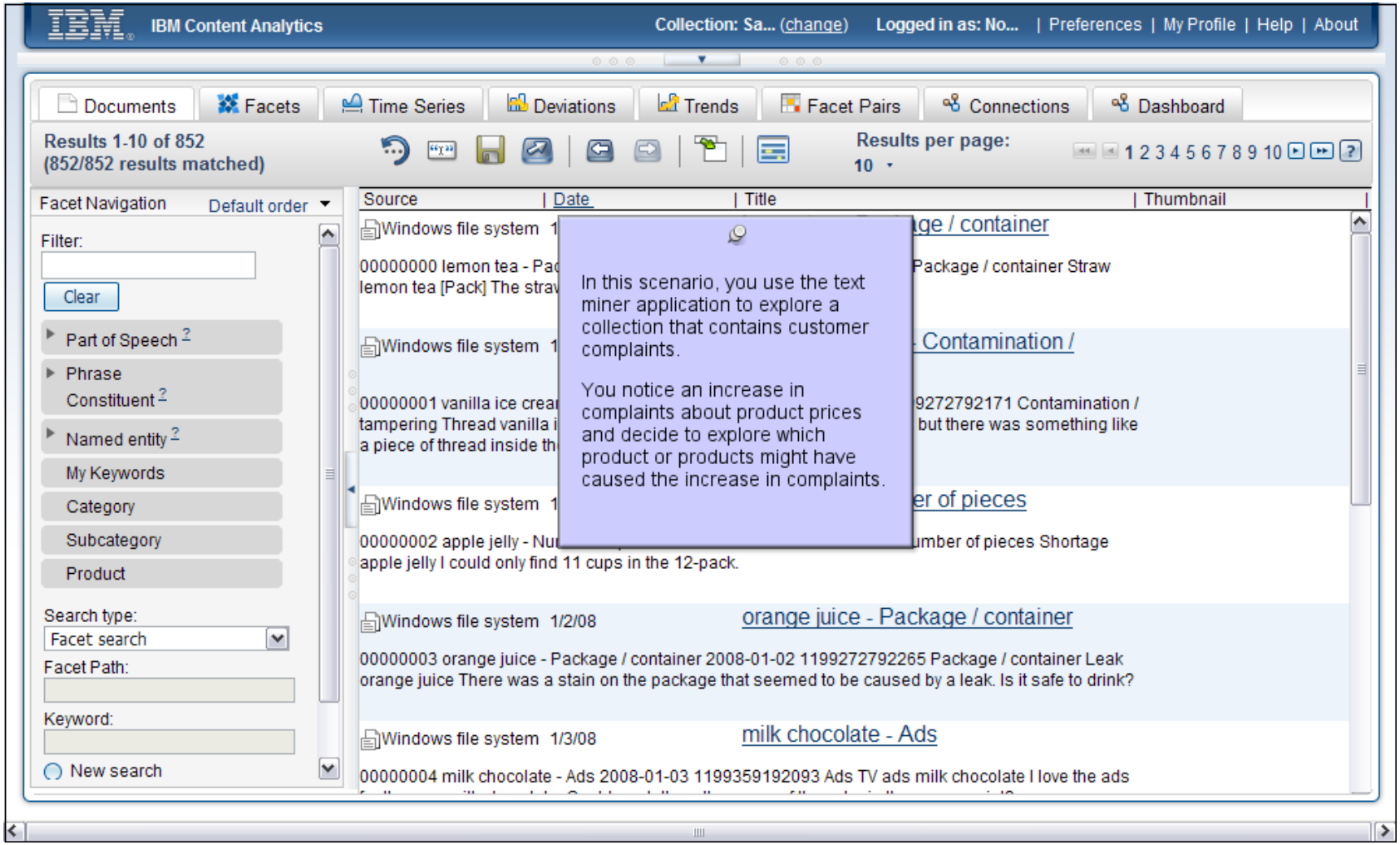

IBM Content Analytics
Collections
System
Security
Search Customizer
Analytics Customizer
Log Out
Help
About
Collections ▸ ICA_Cognos : Text Analytics ▸ Information about package
Specify information to publish a package
Help for this page
IBM Content Analytics publishes the package to the IBM Cognos BI server.
This package includes a model for the IBM Cognos BI server to retrieve data from the database for report generation.
Select the Data Source Connection that points to the database that you specified for storing the results of text mining.
You can configure the Data Source Connection by using IBM Cognos Connections.
After you click Finish, IBM Content Analytics publishes the package.
Note: The default user role does not have privileges to create IBM Cognos BI reports.
To assign privileges, go to System > Security > Configure application user roles and enable the ability to create IBM Cognos BI reports.
* Data source connection:
RerportDataSource
* Package Name:
ICABIreport
Back
Next
Finish
Cancel
When you click Finish, IBM Content Analytics creates and publishes a data model on the IBM Cognos BI server that can be used to store text mining results and generate reports.

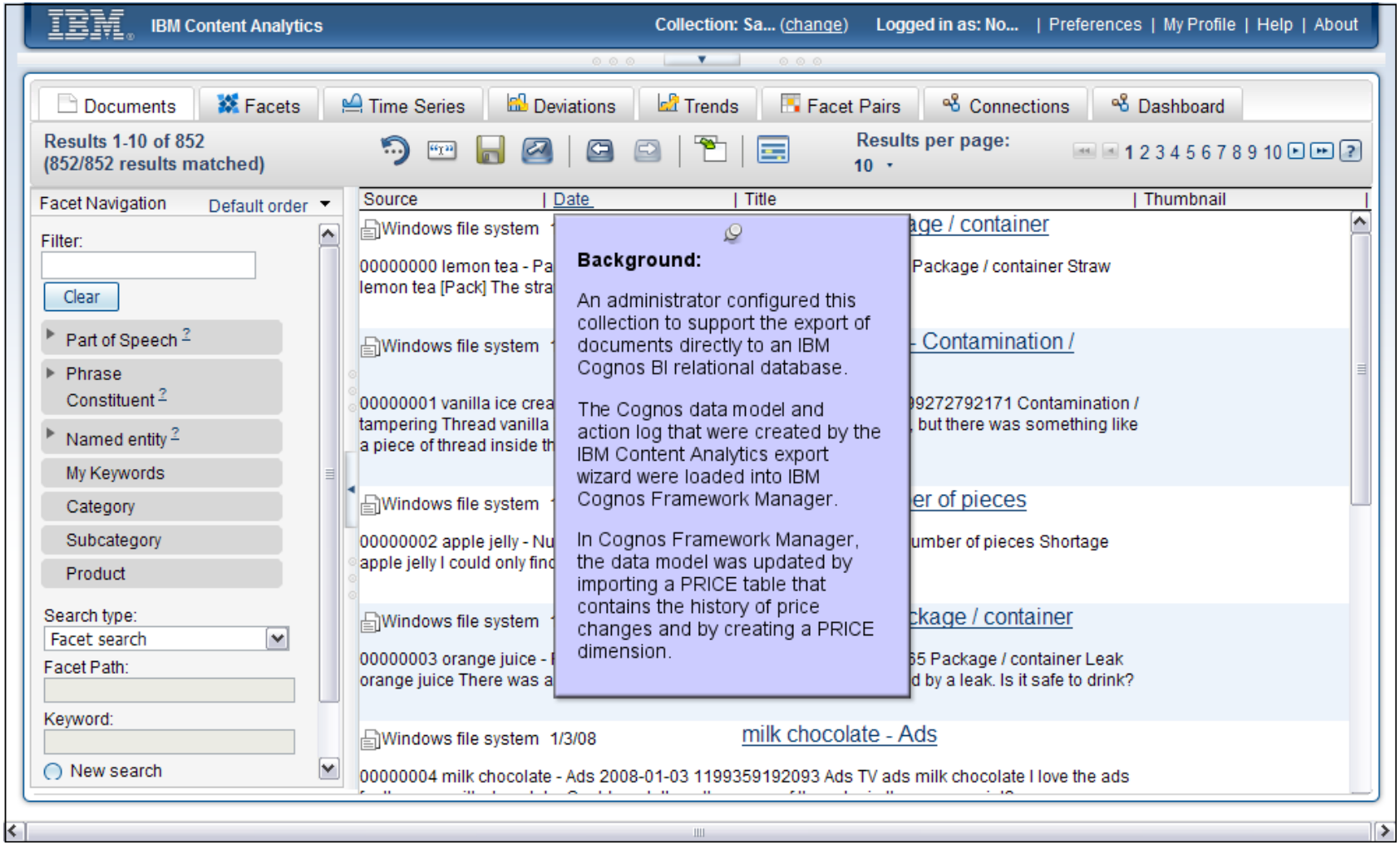

IBM Content Analytics
Collections
System
Security
Search Customizer
Analytics Customizer
Log Out
Help
About
Collections ▸ ICA_Cognos : Text Analytics
FFQM0202I Your settings were successfully applied.
Help for this page
Collection name: ICA_Cognos
Crawl
Import
Parse and Index
Search
Text Analytics
Export
Log
General
Configure the facet tree
Configure user dictionaries
Configure custom text analysis rules
Configure deep inspection options
Configure deep inspection schedules
Configure IBM Cognos BI report generation options
Configure document flagging
Configure rule-based categories
The next time you run the report wizard, your settings are displayed as default values.
You can update the database and IBM Cognos BI server settings without running the wizard again.

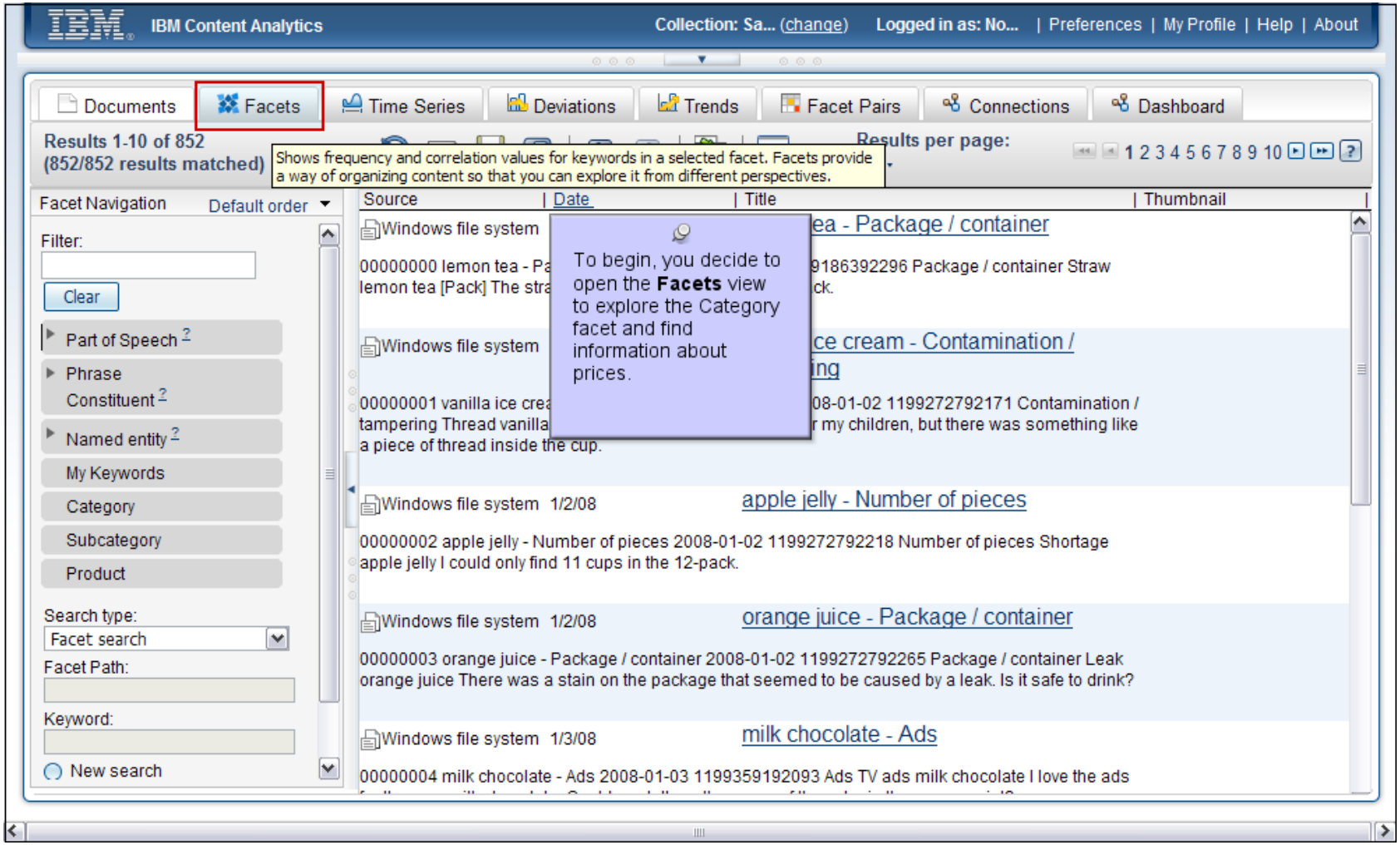

IBM Content Analytics
Collections
System
Security
Search Customizer
Analytics Customizer
Log Out
Help
About
Collections ▸ ICA_Cognos : Text Analytics ▸ Configure IBM Cognos BI report generation options
Configure IBM Cognos BI report generation options
Help for this page
Click the Edit icons to update database and server settings.
Edit Server
Enabled
Database
Database properties
IBM Cognos BI server external dispatcher URI
IBM Cognos BI properties
jdbc:db2://9.22.47.135:50000/cognosbi
http://9.22.47.135:9300/p2pd/servlet/dispatch
OK
Cancel

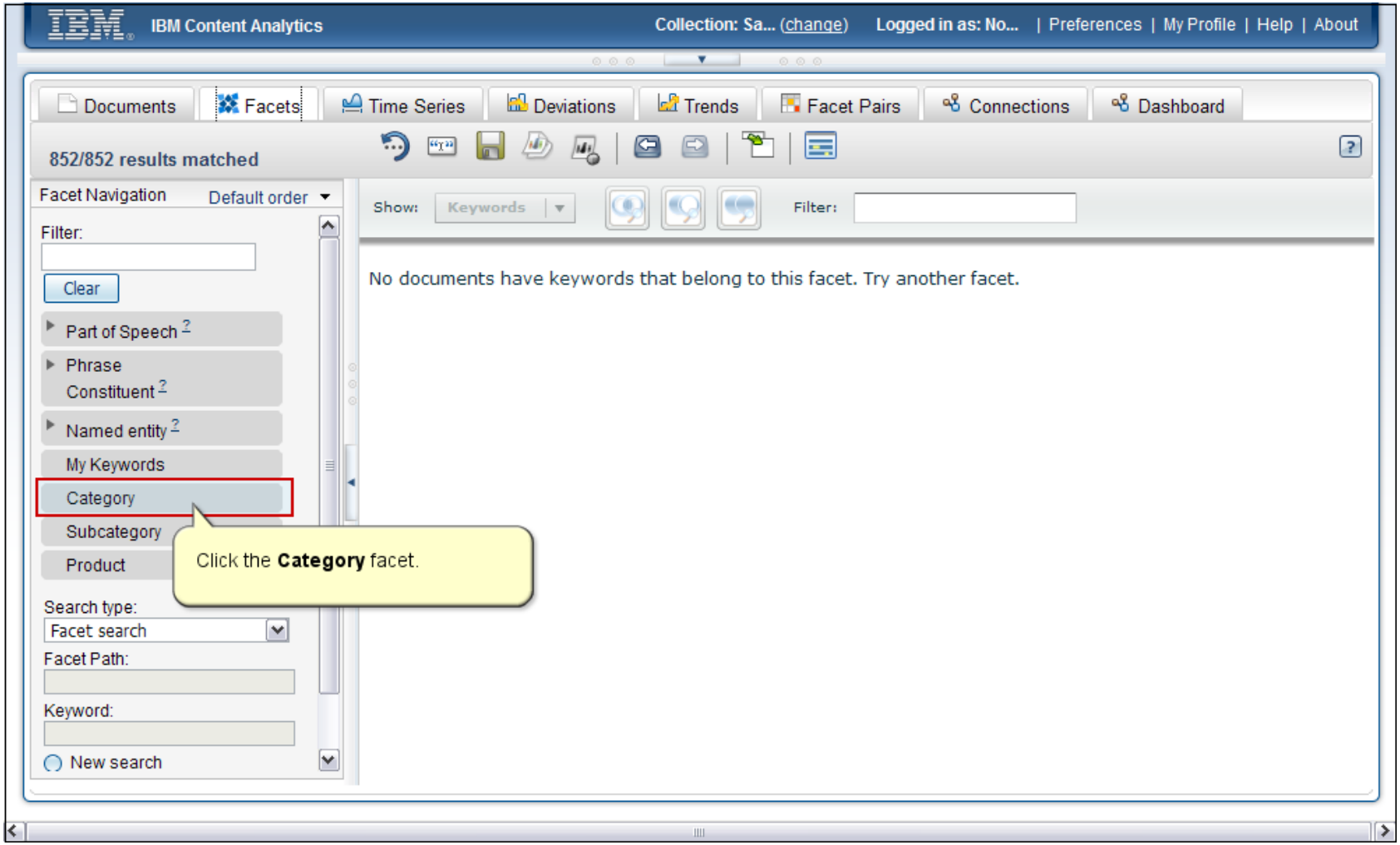

This concludes Task 3 about running the report wizard.
Return to Table of Contents

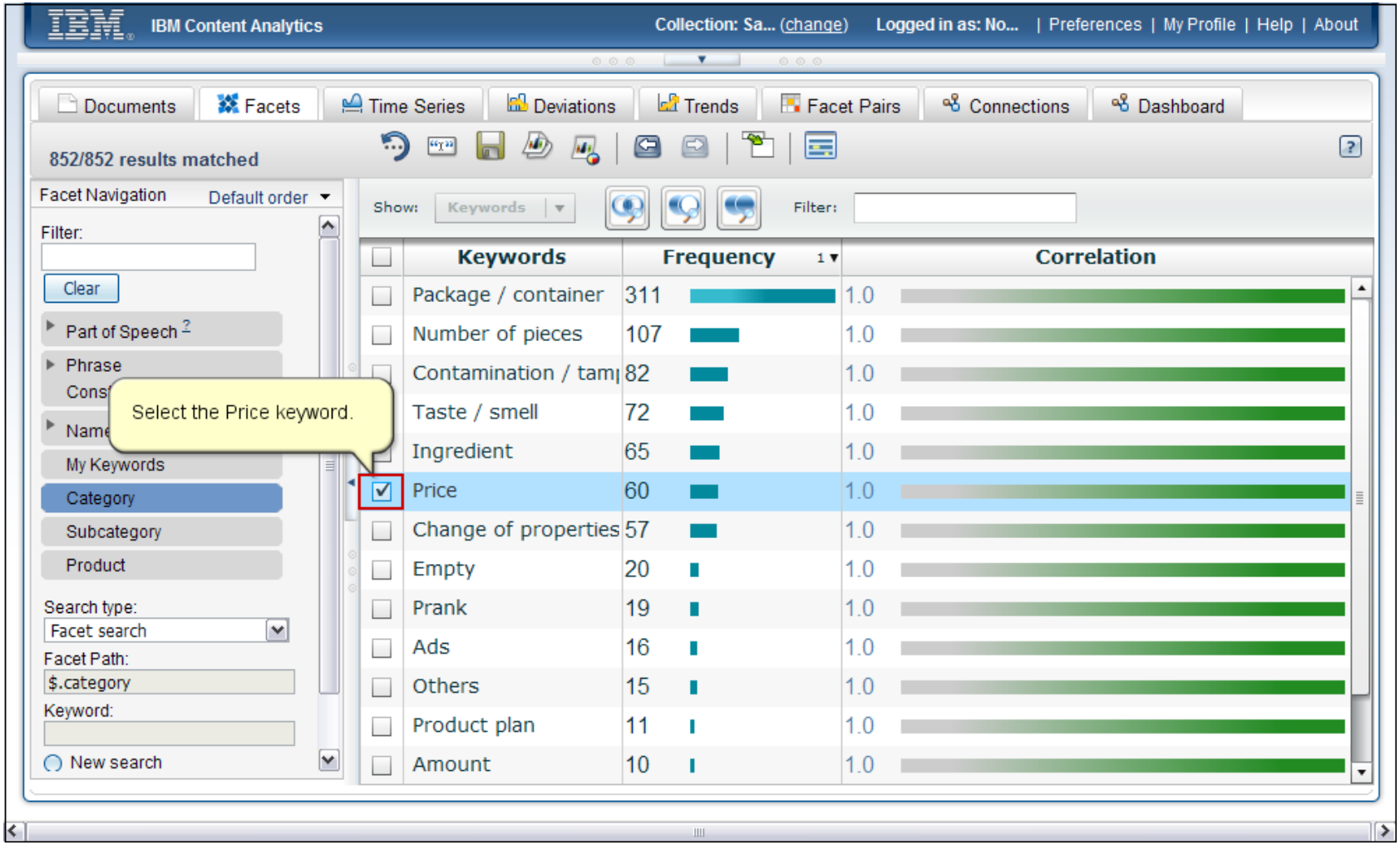

Task 4: Export documents and modify the Cognos data model

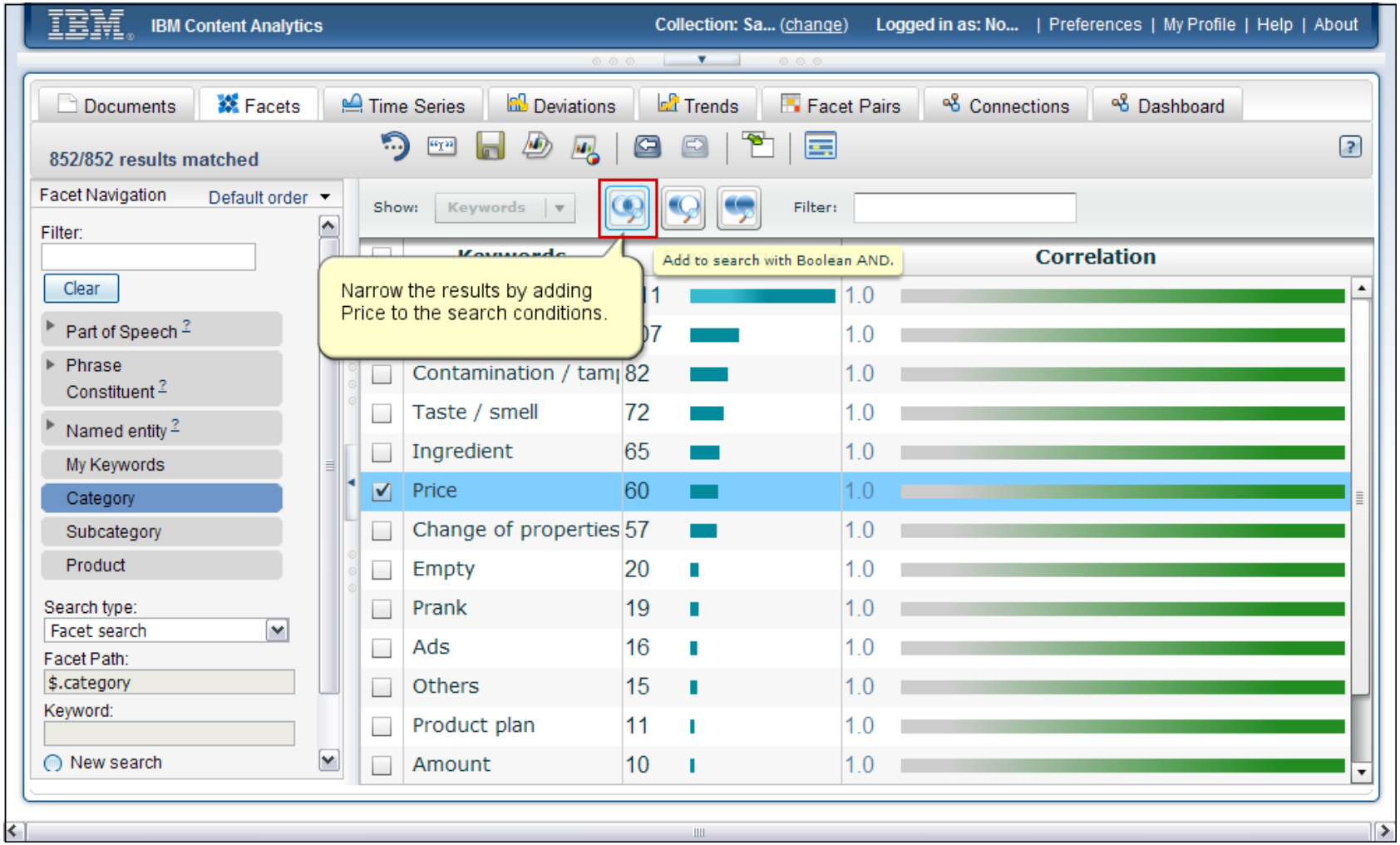

IBM Content Analytics
Collection: Sa... (change)
Logged in as: No...
Preferences
My Profile
Help
About
Documents
Facets
Time Series
Deviations
Trends
Facet Pairs
Connections
Dashboard
Results 1-10 of 852
(852/852 results matched)
Results per page:
10
1 2 3 4 5 6 7 8 9 10
Facet Navigation
Default order
Filter:
Clear
Part of Speech
Phrase Constituent
Named entity
My Keywords
Category
Subcategory
Product
Search type:
Facet search
Facet Path:
Keyword:
New search
Source
Date
Title
Thumbnail
In this scenario, you use the text miner application to explore a collection that contains customer complaints.
You notice an increase in complaints about product prices and decide to explore which product or products might have caused the increase in complaints.
Windows file system 1/2/08
orange juice - Package / container
00000003 orange juice - Package / container 2008-01-02 1199272792265 Package / container Leak orange juice There was a stain on the package that seemed to be caused by a leak. Is it safe to drink?
Windows file system 1/3/08
milk chocolate - Ads
00000004 milk chocolate - Ads 2008-01-03 1199359192093 Ads TV ads milk chocolate I love the ads

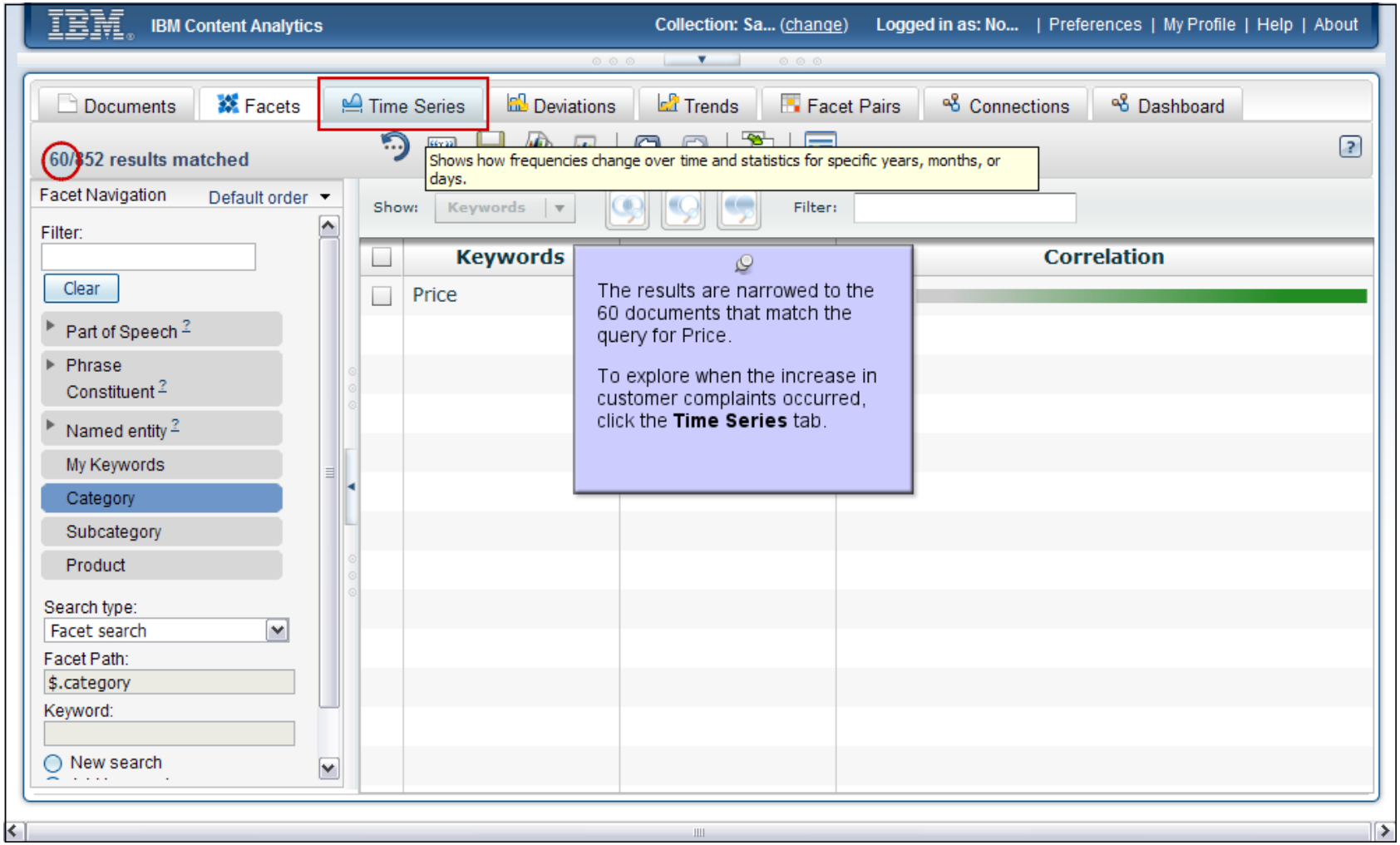

IBM Content Analytics
Collection: Sa... (change)
Logged in as: No...
Preferences
My Profile
Help
About
Documents
Facets
Time Series
Deviations
Trends
Facet Pairs
Connections
Dashboard
Results 1-10 of 852
(852/852 results matched)
Results per page:
10
1 2 3 4 5 6 7 8 9 10
Facet Navigation
Default order
Filter:
Clear
Part of Speech
Phrase Constituent
Named entity
My Keywords
Category
Subcategory
Product
Search type:
Facet search
Facet Path:
Keyword:
New search
Source
Date
Title
Thumbnail
Windows file system
Background:
An administrator configured this collection to support the export of documents directly to an IBM Cognos BI relational database.
The Cognos data model and action log that were created by the IBM Content Analytics export wizard were loaded into IBM Cognos Framework Manager.
In Cognos Framework Manager, the data model was updated by importing a PRICE table that contains the history of price changes and by creating a PRICE dimension.
milk chocolate - Ads
00000004 milk chocolate - Ads 2008-01-03 1199359192093 Ads TV ads milk chocolate I love the ads

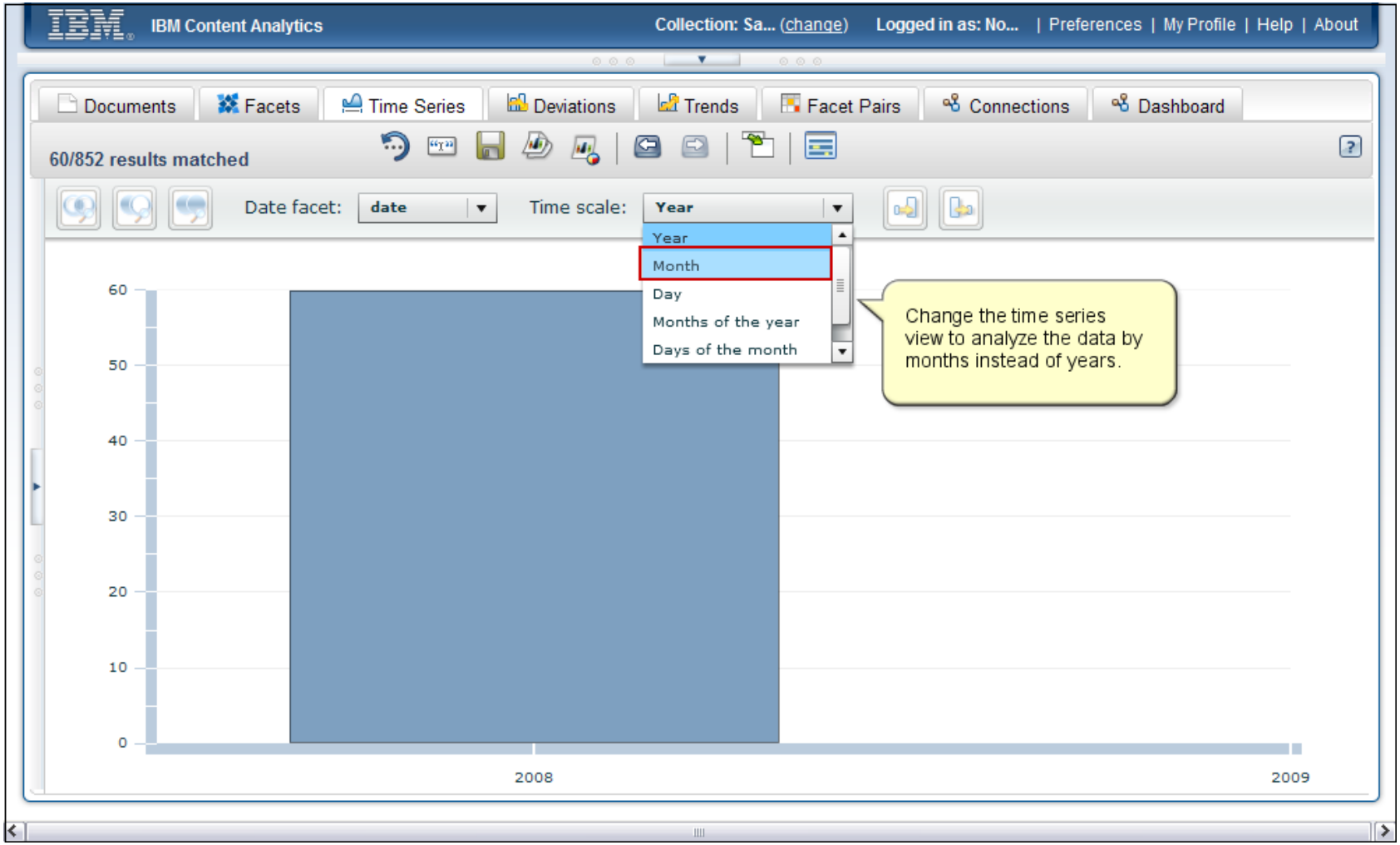

IBM Content Analytics
Collection: Sa... (change)
Logged in as: No...
Preferences | My Profile | Help | About
Documents
Facets
Time Series
Deviations
Trends
Facet Pairs
Connections
Dashboard
Results 1-10 of 852
(852/852 results matched)
Shows frequency and correlation values for keywords in a selected facet. Facets provide a way of organizing content so that you can explore it from different perspectives.
Results per page:
1 2 3 4 5 6 7 8 9 10
Facet Navigation
Default order
Filter:
Clear
Part of Speech
Phrase Constituent
Named entity
My Keywords
Category
Subcategory
Product
Search type:
Facet search
Facet Path:
Keyword:
New search
Source
Date
Title
Thumbnail
To begin, you decide to open the Facets view to explore the Category facet and find information about prices.
Windows file system
ea - Package / container
00000000 lemon tea - Pa
lemon tea [Pack] The stra
9186392296 Package / container Straw
ck.
Windows file system
ce cream - Contamination /
ing
00000001 vanilla ice crea
tampering Thread vanilla
08-01-02 1199272792171 Contamination /
r my children, but there was something like
a piece of thread inside the cup.
Windows file system 1/2/08
apple jelly - Number of pieces
00000002 apple jelly - Number of pieces 2008-01-02 1199272792218 Number of pieces Shortage
apple jelly I could only find 11 cups in the 12-pack.
Windows file system 1/2/08
orange juice - Package / container
00000003 orange juice - Package / container 2008-01-02 1199272792265 Package / container Leak
orange juice There was a stain on the package that seemed to be caused by a leak. Is it safe to drink?
Windows file system 1/3/08
milk chocolate - Ads
00000004 milk chocolate - Ads 2008-01-03 1199359192093 Ads TV ads milk chocolate I love the ads

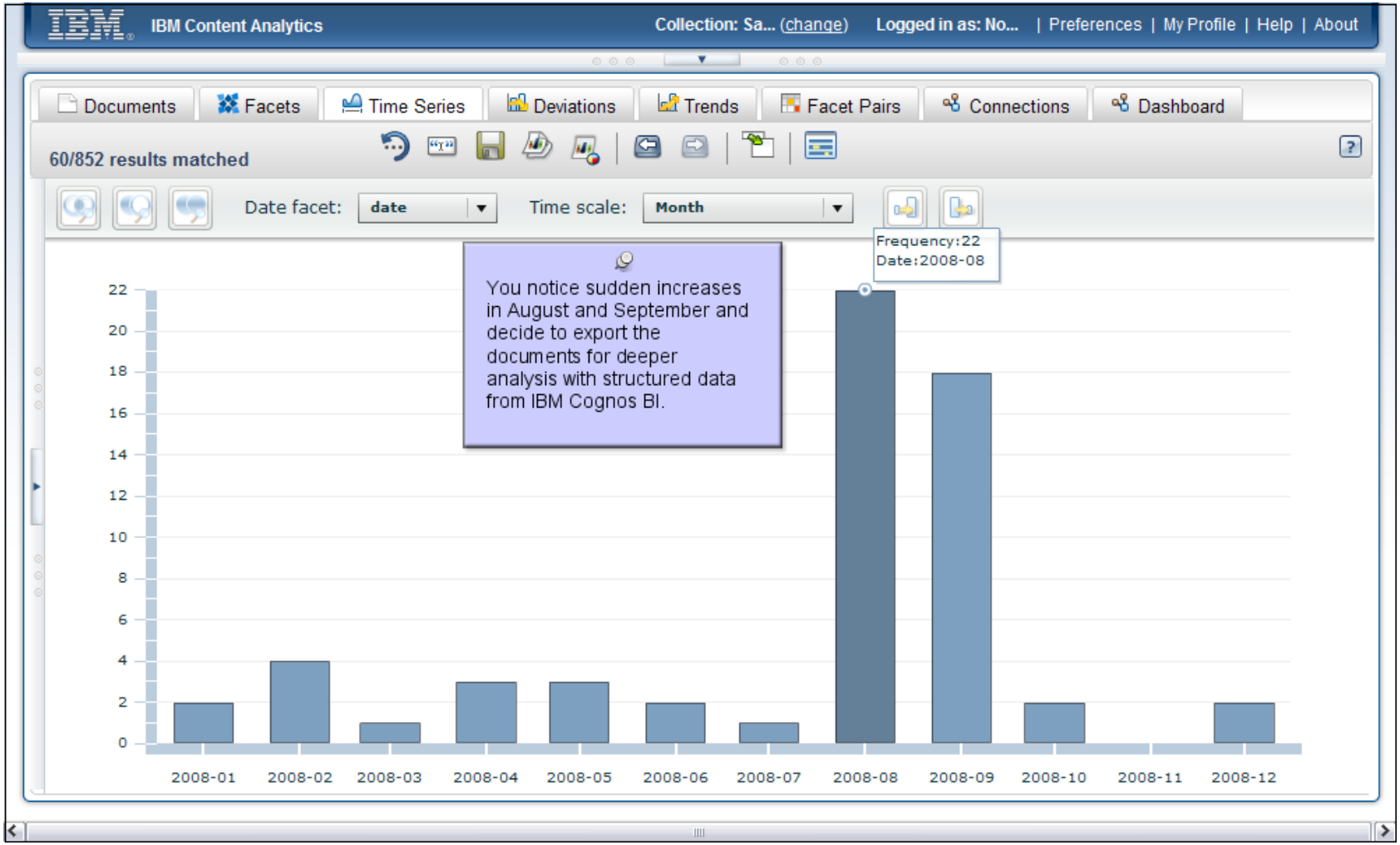

IBM Content Analytics
Collection: Sa... (change)
Logged in as: No...
Preferences
My Profile
Help
About
Documents
Facets
Time Series
Deviations
Trends
Facet Pairs
Connections
Dashboard
852/852 results matched
Facet Navigation
Default order
Filter:
Clear
Part of Speech
Phrase Constituent
Named entity
My Keywords
Category
Subcategory
Product
Search type:
Facet search
Facet Path:
Keyword:
New search
Show:
Keywords
Filter:
No documents have keywords that belong to this facet. Try another facet.
Click the Category facet.

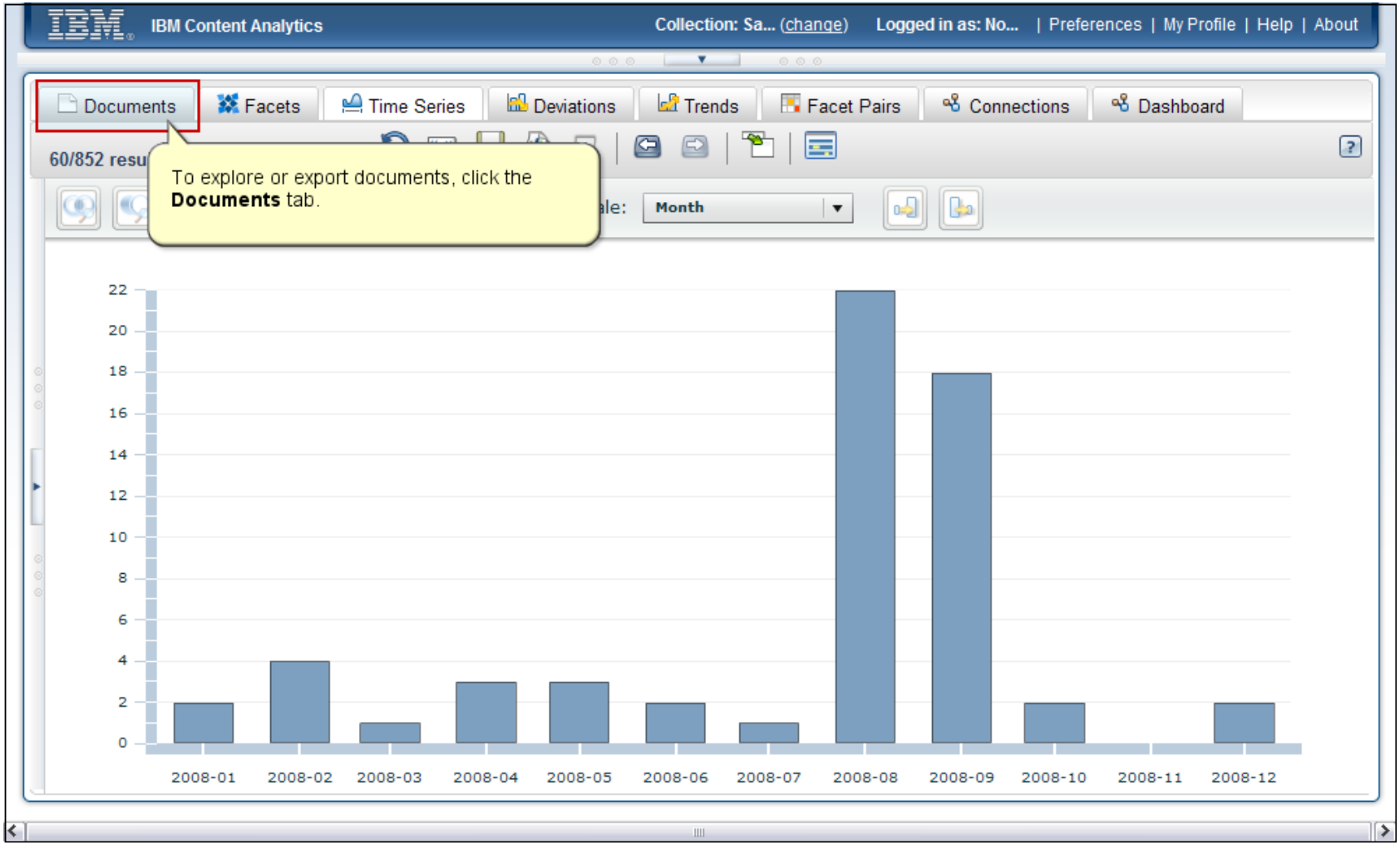

IBM Content Analytics
Collection: Sa... (change)
Logged in as: No...
Preferences
My Profile
Help
About
Documents
Facets
Time Series
Deviations
Trends
Facet Pairs
Connections
Dashboard
852/852 results matched
Facet Navigation
Default order
Filter:
Clear
Part of Speech
Phrase
Name
My Keywords
Category
Subcategory
Product
Search type:
Facet search
Facet Path:
$.category
Keyword:
New search
Select the Price keyword.
Show:
Keywords
Filter:
Keywords
Frequency
Correlation
Package / container 311 1.0
Number of pieces 107 1.0
Contamination / tam 82 1.0
Taste / smell 72 1.0
Ingredient 65 1.0
Price 60 1.0
Change of properties 57 1.0
Empty 20 1.0
Prank 19 1.0
Ads 16 1.0
Others 15 1.0
Product plan 11 1.0
Amount 10 1.0

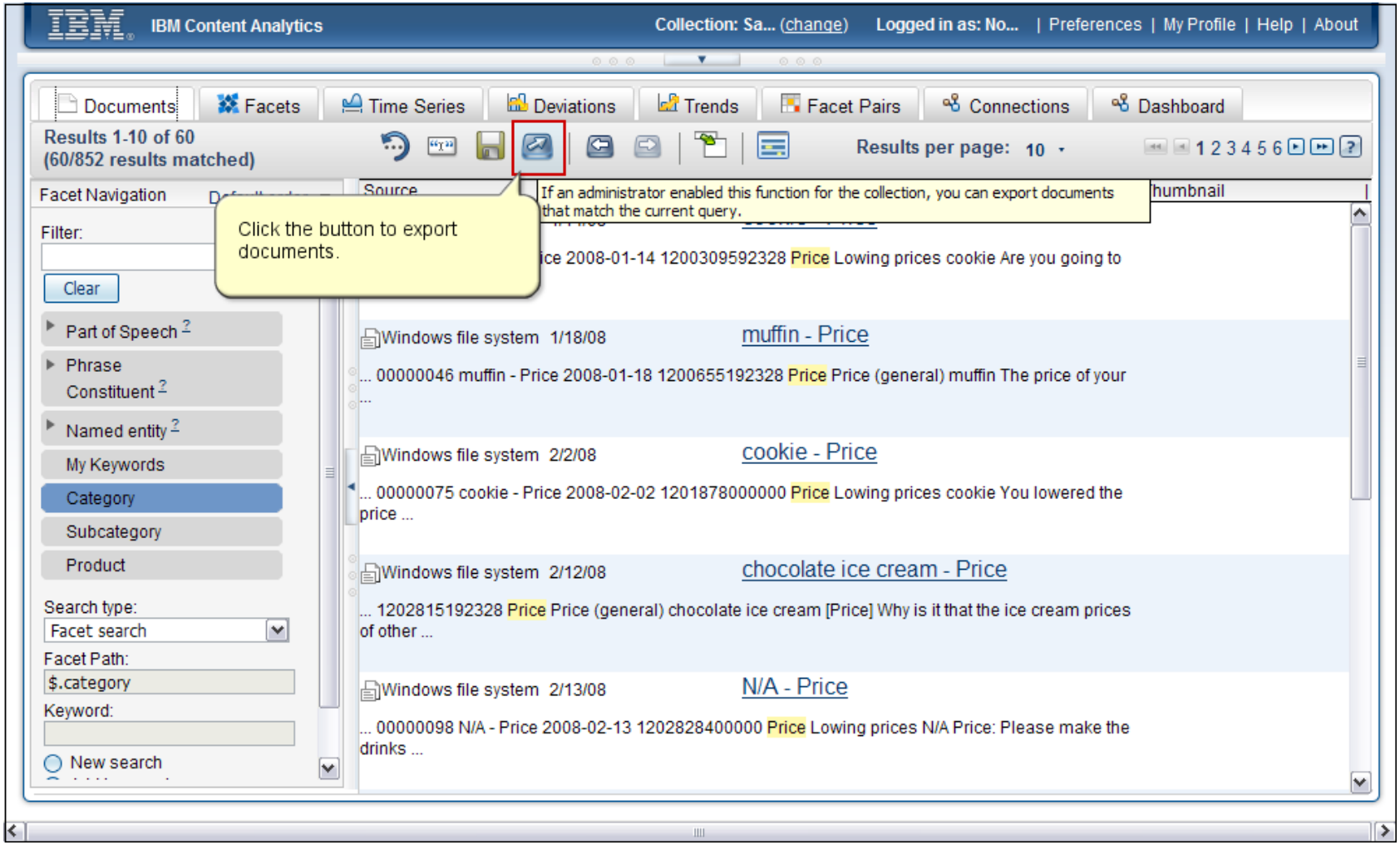

IBM Content Analytics
Collection: Sa... (change)
Logged in as: No...
Preferences
My Profile
Help
About
Documents
Facets
Time Series
Deviations
Trends
Facet Pairs
Connections
Dashboard
852/852 results matched
Facet Navigation
Default order
Filter:
Clear
Part of Speech
Phrase Constituent
Named entity
My Keywords
Category
Subcategory
Product
Search type:
Facet search
Facet Path:
$.category
Keyword:
New search
Show:
Keywords
Filter:
Add to search with Boolean AND.
Narrow the results by adding Price to the search conditions.
Correlation
Contamination / tam 82 1.0
Taste / smell 72 1.0
Ingredient 65 1.0
Price 60 1.0
Change of properties 57 1.0
Empty 20 1.0
Prank 19 1.0
Ads 16 1.0
Others 15 1.0
Product plan 11 1.0
Amount 10 1.0

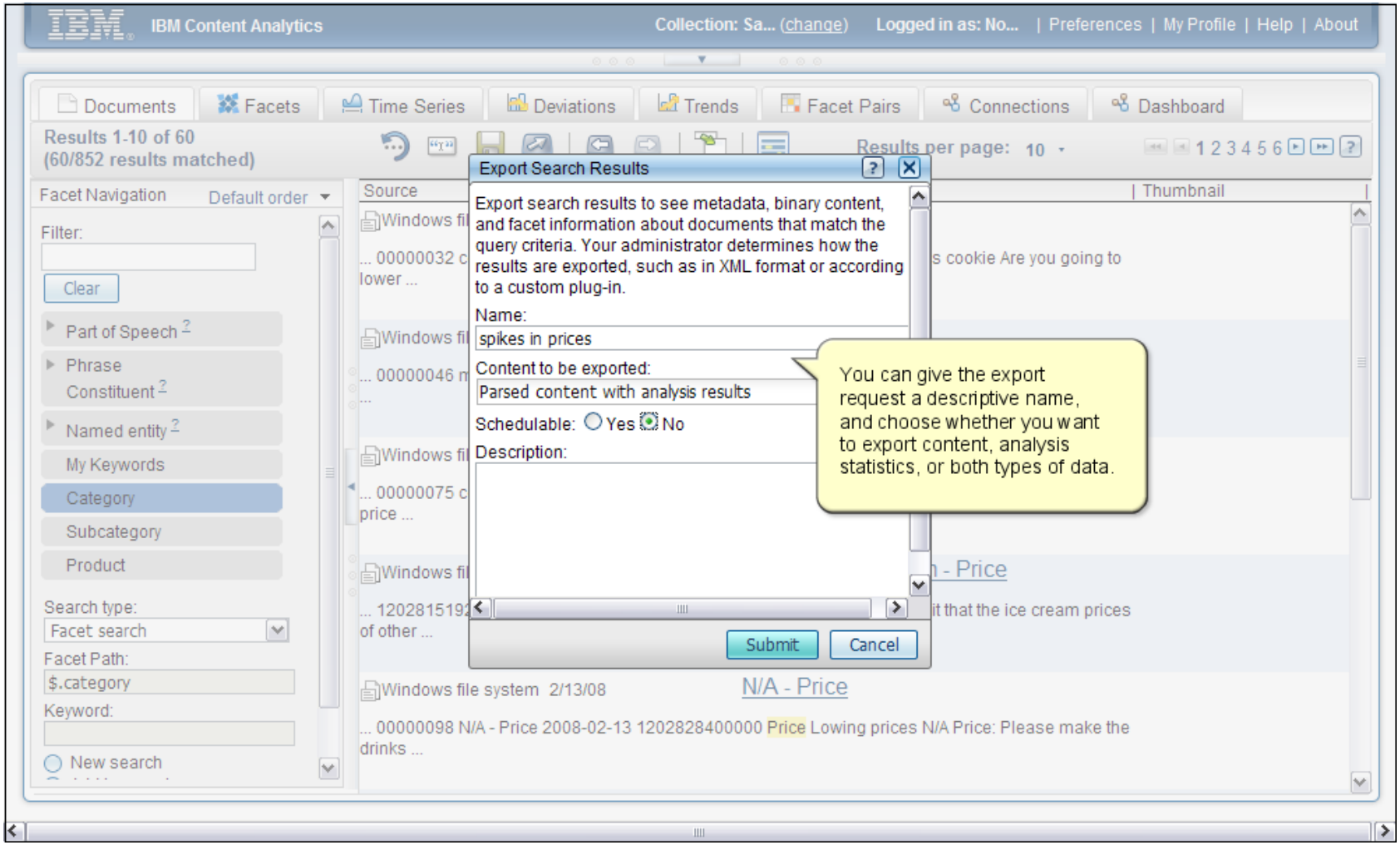

IBM Content Analytics
Collection: Sa... (change)
Logged in as: No...
Preferences
My Profile
Help
About
Documents
Facets
Time Series
Deviations
Trends
Facet Pairs
Connections
Dashboard
60/352 results matched
Shows how frequencies change over time and statistics for specific years, months, or days.
Facet Navigation
Default order
Filter:
Clear
Part of Speech
Phrase Constituent
Named entity
My Keywords
Category
Subcategory
Product
Search type:
Facet search
Facet Path:
$.category
Keyword:
New search
Show:
Keywords
Filter:
Keywords
Correlation
Price
The results are narrowed to the 60 documents that match the query for Price.
To explore when the increase in customer complaints occurred, click the Time Series tab.

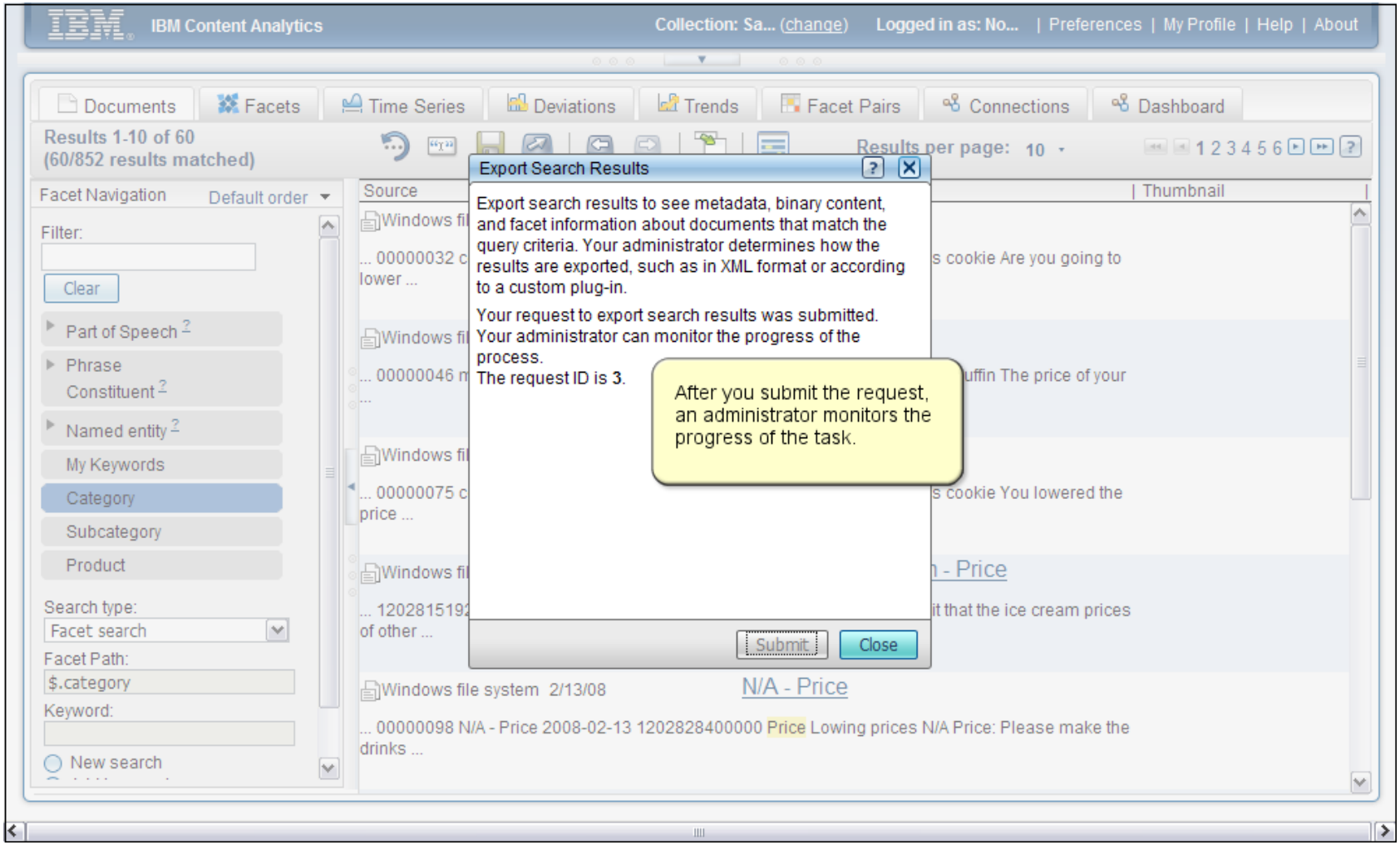

IBM Content Analytics
Collection: Sa... (change)
Logged in as: No...
| Preferences | My Profile | Help | About
Documents
Facets
Time Series
Deviations
Trends
Facet Pairs
Connections
Dashboard
60/852 results matched
Date facet:
date
Time scale:
Year
Year
Month
Day
Months of the year
Days of the month
Change the time series view to analyze the data by months instead of years.
60
50
40
30
20
10
0
2008
2009

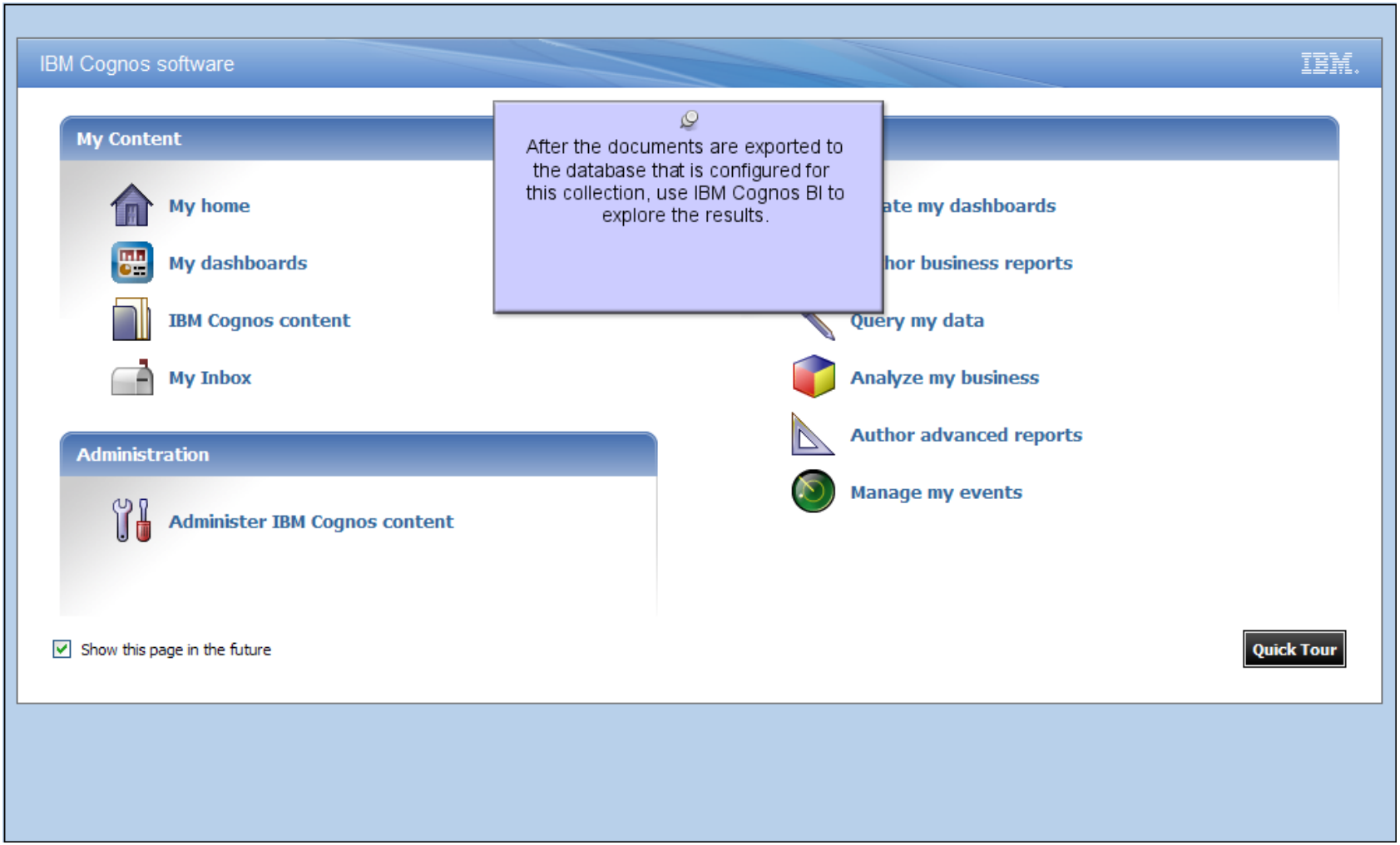

IBM Content Analytics
Collection: Sa... (change)
Logged in as: No...
| Preferences | My Profile | Help | About
Documents
Facets
Time Series
Deviations
Trends
Facet Pairs
Connections
Dashboard
60/852 results matched
Date facet:
date
Time scale:
Month
Frequency:22
Date:2008-08
You notice sudden increases in August and September and decide to export the documents for deeper analysis with structured data from IBM Cognos BI.
22
20
18
16
14
12
10
8
6
4
2
0
2008-01
2008-02
2008-03
2008-04
2008-05
2008-06
2008-07
2008-08
2008-09
2008-10
2008-11
2008-12

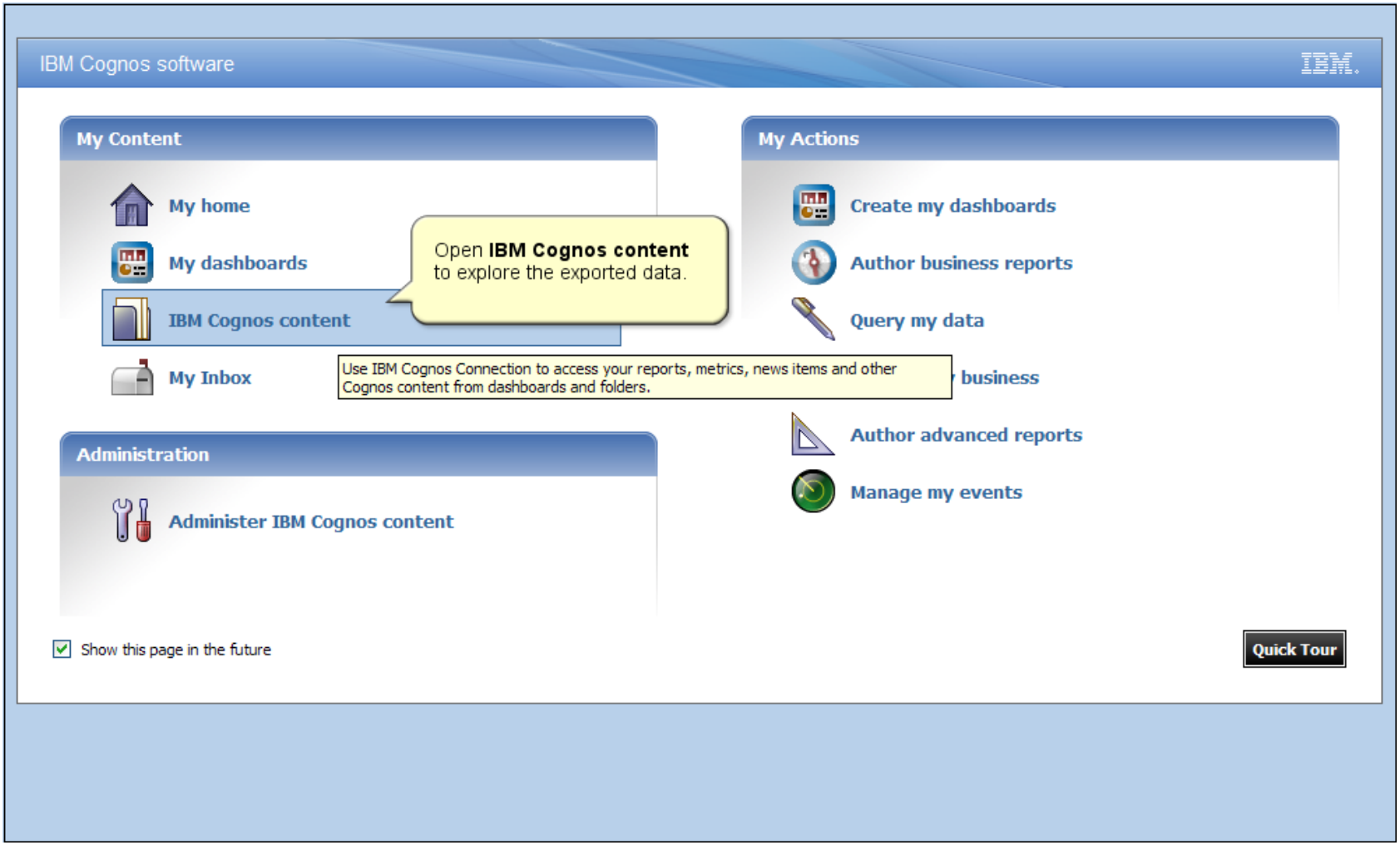

IBM Content Analytics
Collection: Sa... (change)
Logged in as: No...
| Preferences | My Profile | Help | About
Documents
Facets
Time Series
Deviations
Trends
Facet Pairs
Connections
Dashboard
60/852 resu
To explore or export documents, click the **Documents** tab.
Month
22
20
18
16
14
12
10
8
6
4
2
0
2008-01
2008-02
2008-03
2008-04
2008-05
2008-06
2008-07
2008-08
2008-09
2008-10
2008-11
2008-12

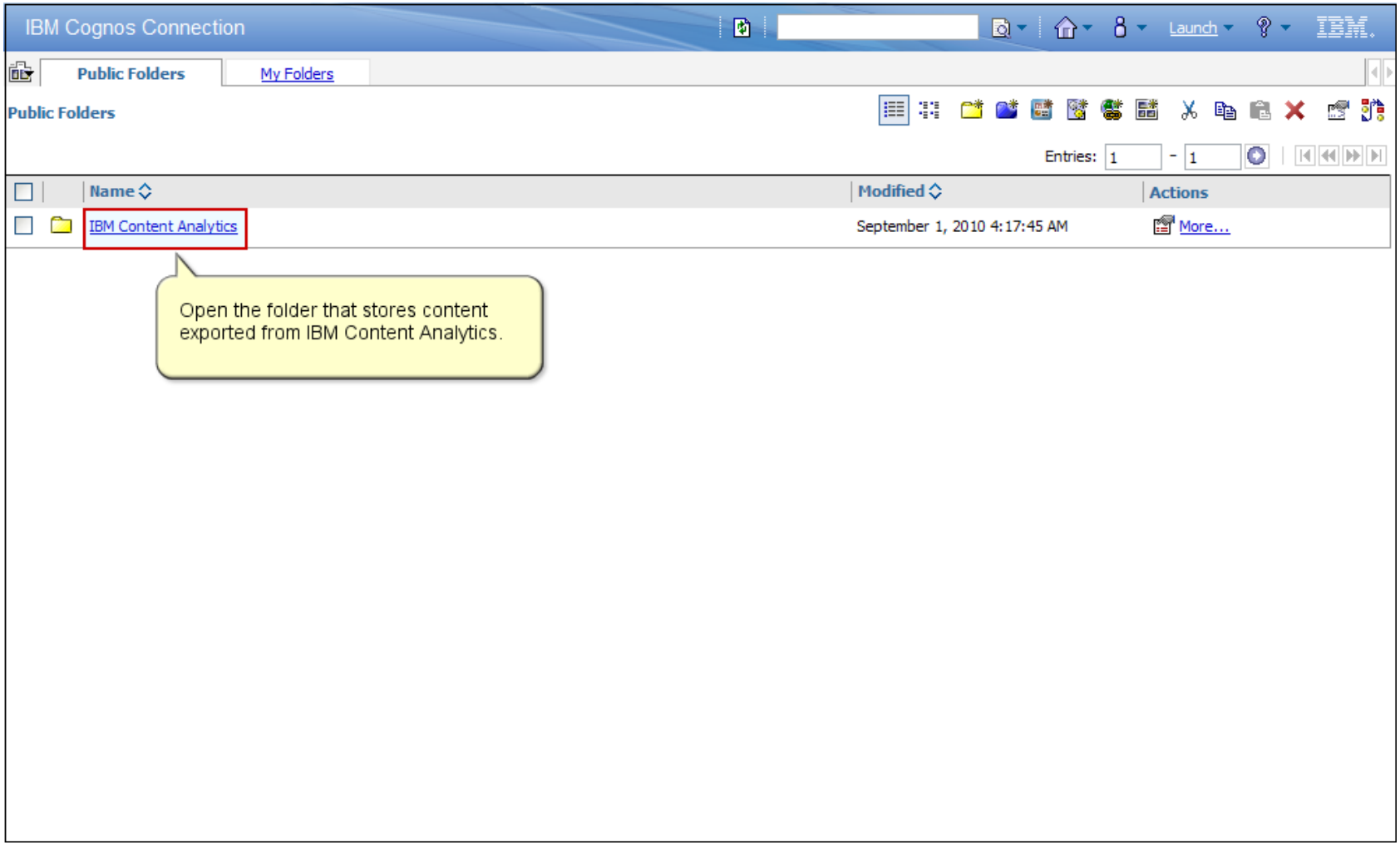

IBM Content Analytics
Collection: Sa... (change)
Logged in as: No...
Preferences
My Profile
Help
About
Documents
Facets
Time Series
Deviations
Trends
Facet Pairs
Connections
Dashboard
Results 1-10 of 60
(60/852 results matched)
Results per page: 10
1 2 3 4 5 6
Facet Navigation
Filter:
Clear
Part of Speech
Phrase Constituent
Named entity
My Keywords
Category
Subcategory
Product
Search type:
Facet search
Facet Path:
$.category
Keyword:
New search
Click the button to export documents.
If an administrator enabled this function for the collection, you can export documents that match the current query.
Source
Thumbnail
ice 2008-01-14 1200309592328 Price Lowing prices cookie Are you going to
Windows file system 1/18/08
muffin - Price
... 00000046 muffin - Price 2008-01-18 1200655192328 Price Price (general) muffin The price of your ...
Windows file system 2/2/08
cookie - Price
... 00000075 cookie - Price 2008-02-02 1201878000000 Price Lowing prices cookie You lowered the price ...
Windows file system 2/12/08
chocolate ice cream - Price
... 1202815192328 Price Price (general) chocolate ice cream [Price] Why is it that the ice cream prices of other ...
Windows file system 2/13/08
N/A - Price
... 00000098 N/A - Price 2008-02-13 1202828400000 Price Lowing prices N/A Price: Please make the drinks ...

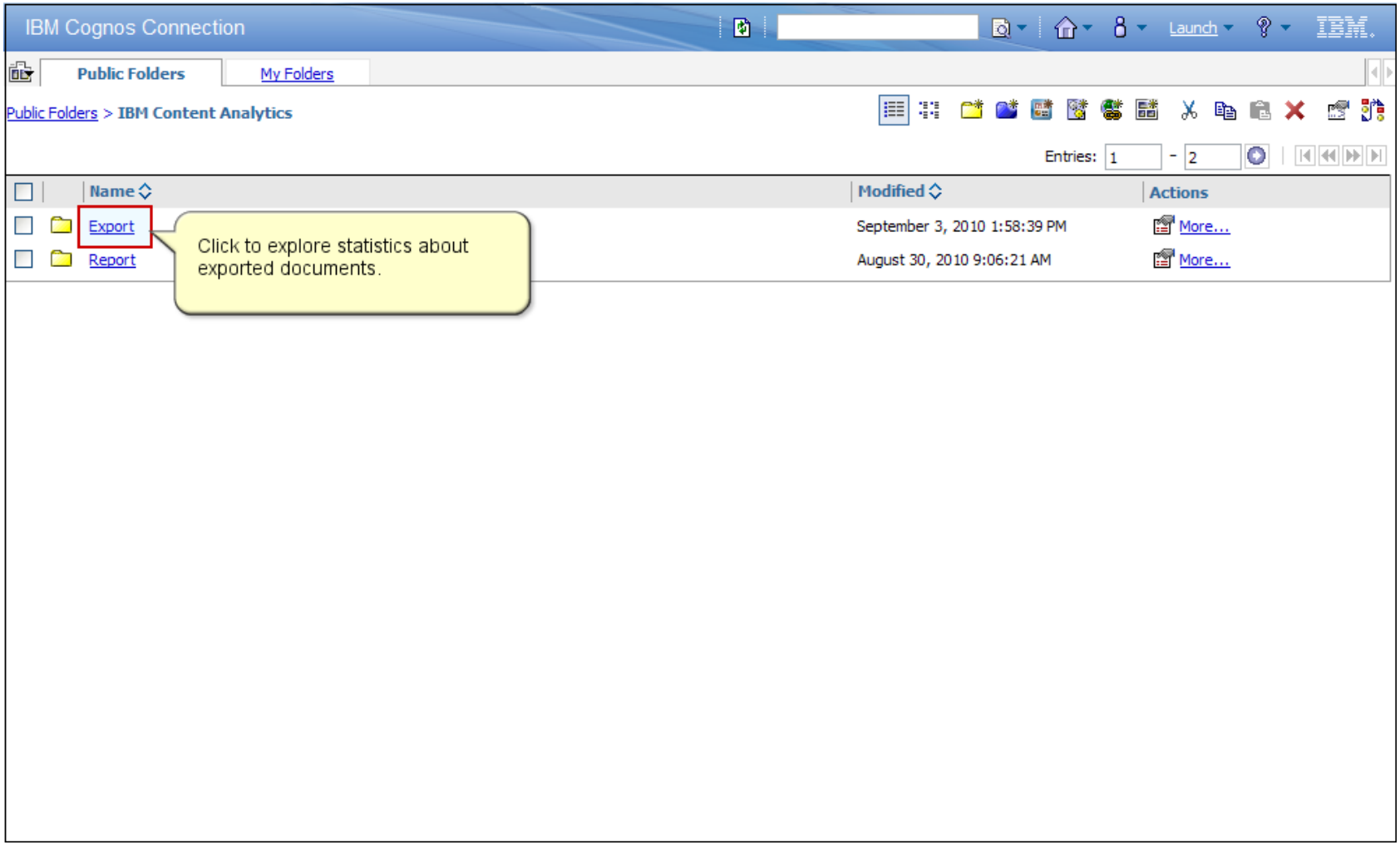

IBM Content Analytics
Collection: Sa... (change)
Logged in as: No...
Preferences
My Profile
Help
About
Documents
Facets
Time Series
Deviations
Trends
Facet Pairs
Connections
Dashboard
Results 1-10 of 60
(60/852 results matched)
Results per page: 10
1 2 3 4 5 6
Facet Navigation
Default order
Filter:
Clear
Part of Speech
Phrase Constituent
Named entity
My Keywords
Category
Subcategory
Product
Search type:
Facet search
Facet Path:
$.category
Keyword:
New search
Source
Thumbnail
Export Search Results
Export search results to see metadata, binary content, and facet information about documents that match the query criteria. Your administrator determines how the results are exported, such as in XML format or according to a custom plug-in.
Name:
spikes in prices
Content to be exported:
Parsed content with analysis results
Schedulable: Yes No
Description:
You can give the export request a descriptive name, and choose whether you want to export content, analysis statistics, or both types of data.
Submit
Cancel
Windows file system 2/13/08
N/A - Price
... 00000098 N/A - Price 2008-02-13 1202828400000 Price Lowing prices N/A Price: Please make the drinks ...

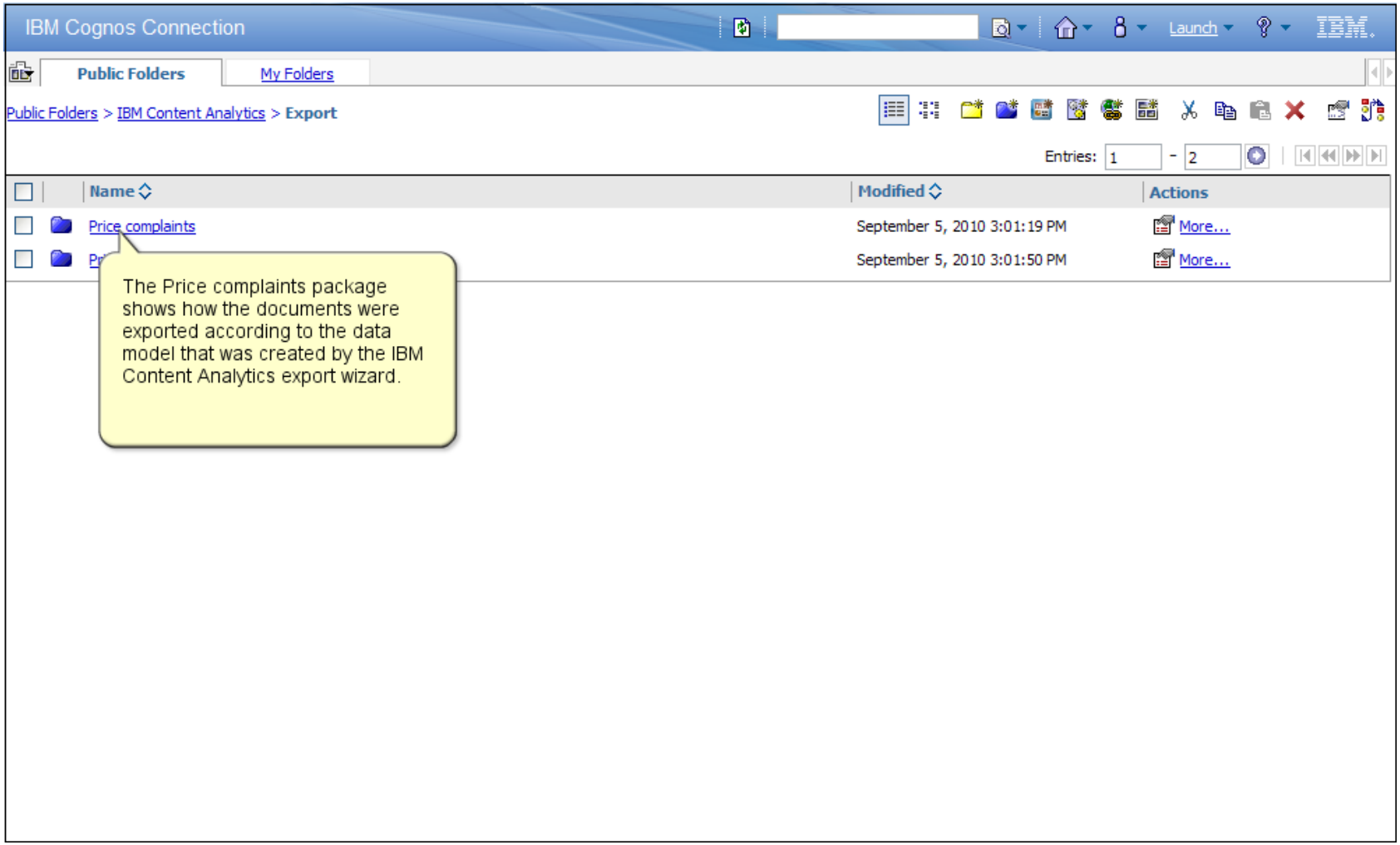

IBM Content Analytics
Collection: Sa... (change)
Logged in as: No...
Preferences
My Profile
Help
About
Documents
Facets
Time Series
Deviations
Trends
Facet Pairs
Connections
Dashboard
Results 1-10 of 60
(60/852 results matched)
Results per page: 10
1 2 3 4 5 6
Facet Navigation
Default order
Filter:
Clear
Part of Speech
Phrase Constituent
Named entity
My Keywords
Category
Subcategory
Product
Search type:
Facet search
Facet Path:
$.category
Keyword:
New search
Source
Thumbnail
Export Search Results
Export search results to see metadata, binary content, and facet information about documents that match the query criteria. Your administrator determines how the results are exported, such as in XML format or according to a custom plug-in.
Your request to export search results was submitted. Your administrator can monitor the progress of the process.
The request ID is 3.
After you submit the request, an administrator monitors the progress of the task.
Submit
Close
Windows file system 2/13/08
N/A - Price
... 00000098 N/A - Price 2008-02-13 1202828400000 Price Lowing prices N/A Price: Please make the drinks ...

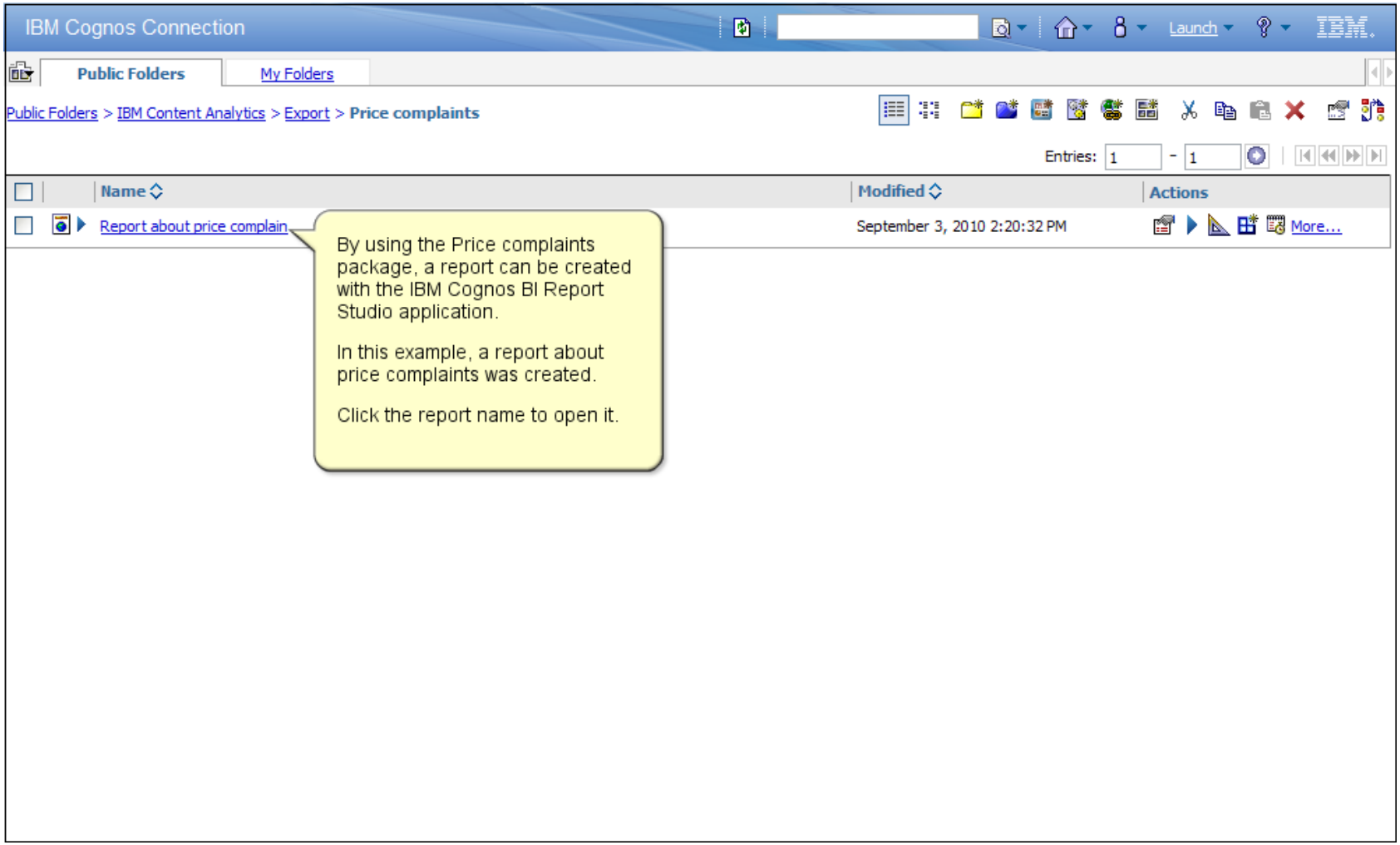

IBM Cognos software
IBM.
My Content
My home
My dashboards
IBM Cognos content
My Inbox
After the documents are exported to the database that is configured for this collection, use IBM Cognos BI to explore the results.
ate my dashboards
hor business reports
Query my data
Analyze my business
Author advanced reports
Manage my events
Administration
Administer IBM Cognos content
Show this page in the future
Quick Tour

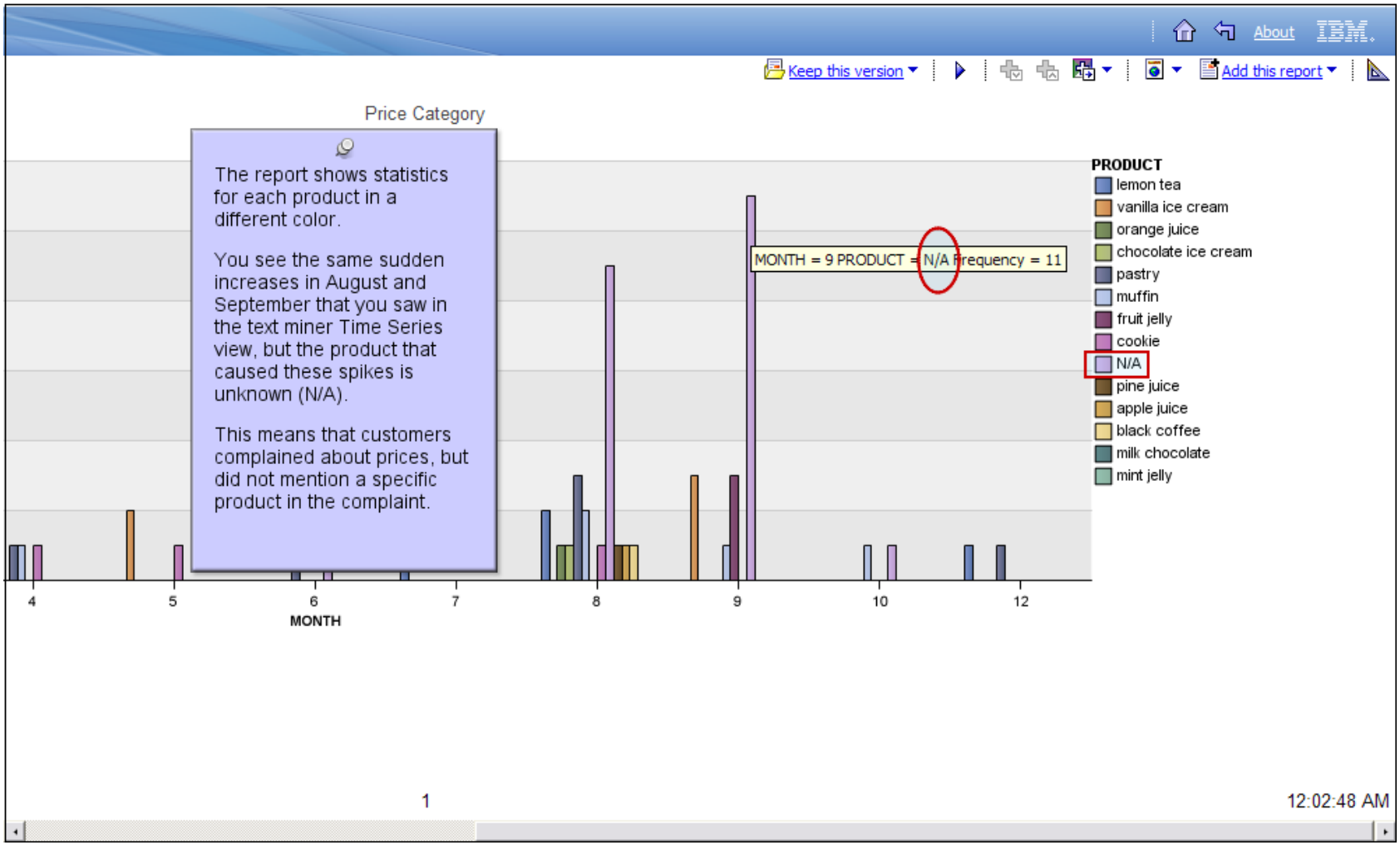

IBM Cognos software
IBM.
My Content
My home
My dashboards
IBM Cognos content
My Inbox
Open IBM Cognos content to explore the exported data.
Use IBM Cognos Connection to access your reports, metrics, news items and other Cognos content from dashboards and folders.
Administration
Administer IBM Cognos content
My Actions
Create my dashboards
Author business reports
Query my data
business
Author advanced reports
Manage my events
Show this page in the future
Quick Tour

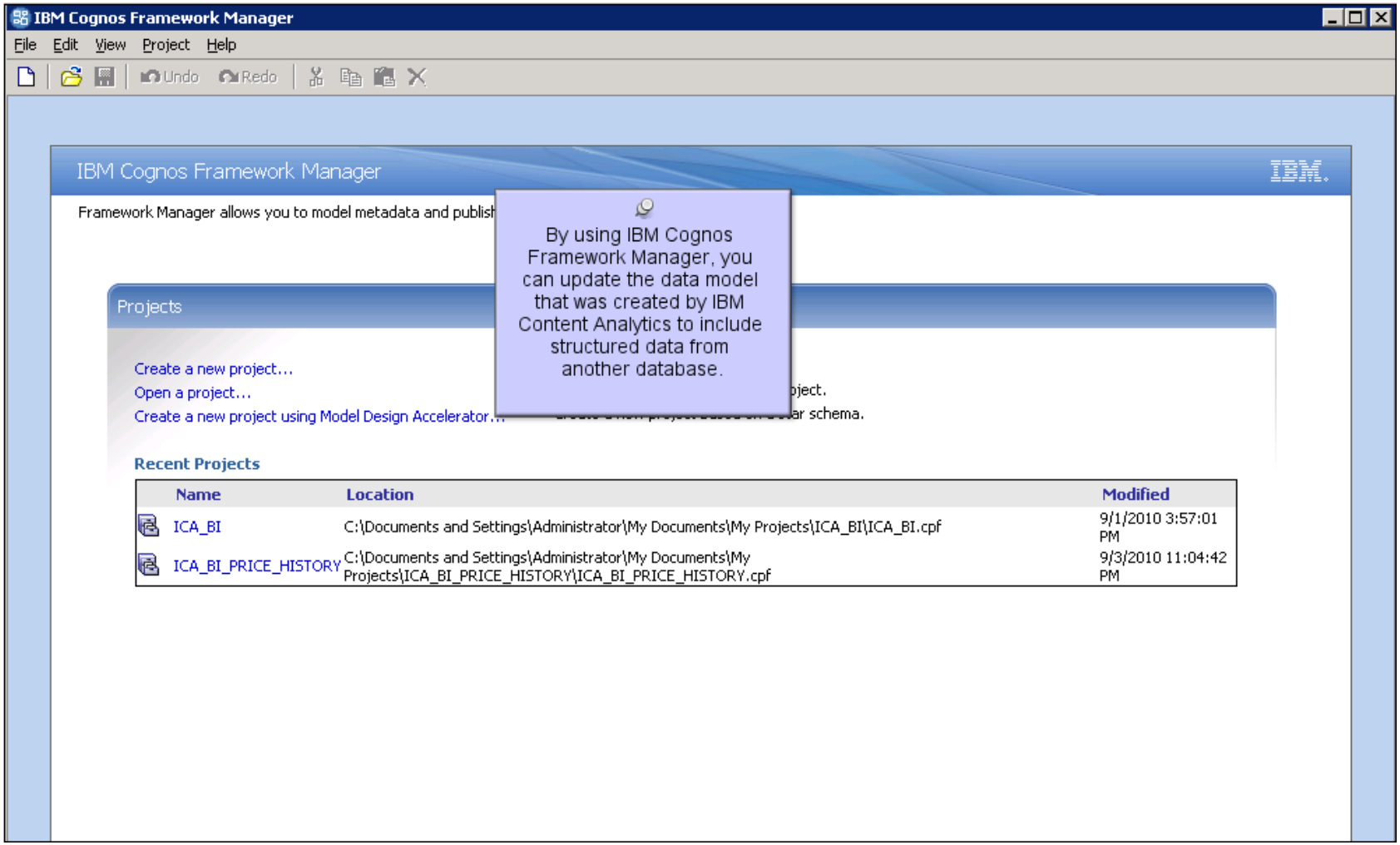

IBM Cognos Connection
Launch
IBM.
Public Folders
My Folders
Public Folders
Entries: 1 - 1
Name
Modified
Actions
IBM Content Analytics
September 1, 2010 4:17:45 AM
More...
Open the folder that stores content exported from IBM Content Analytics.

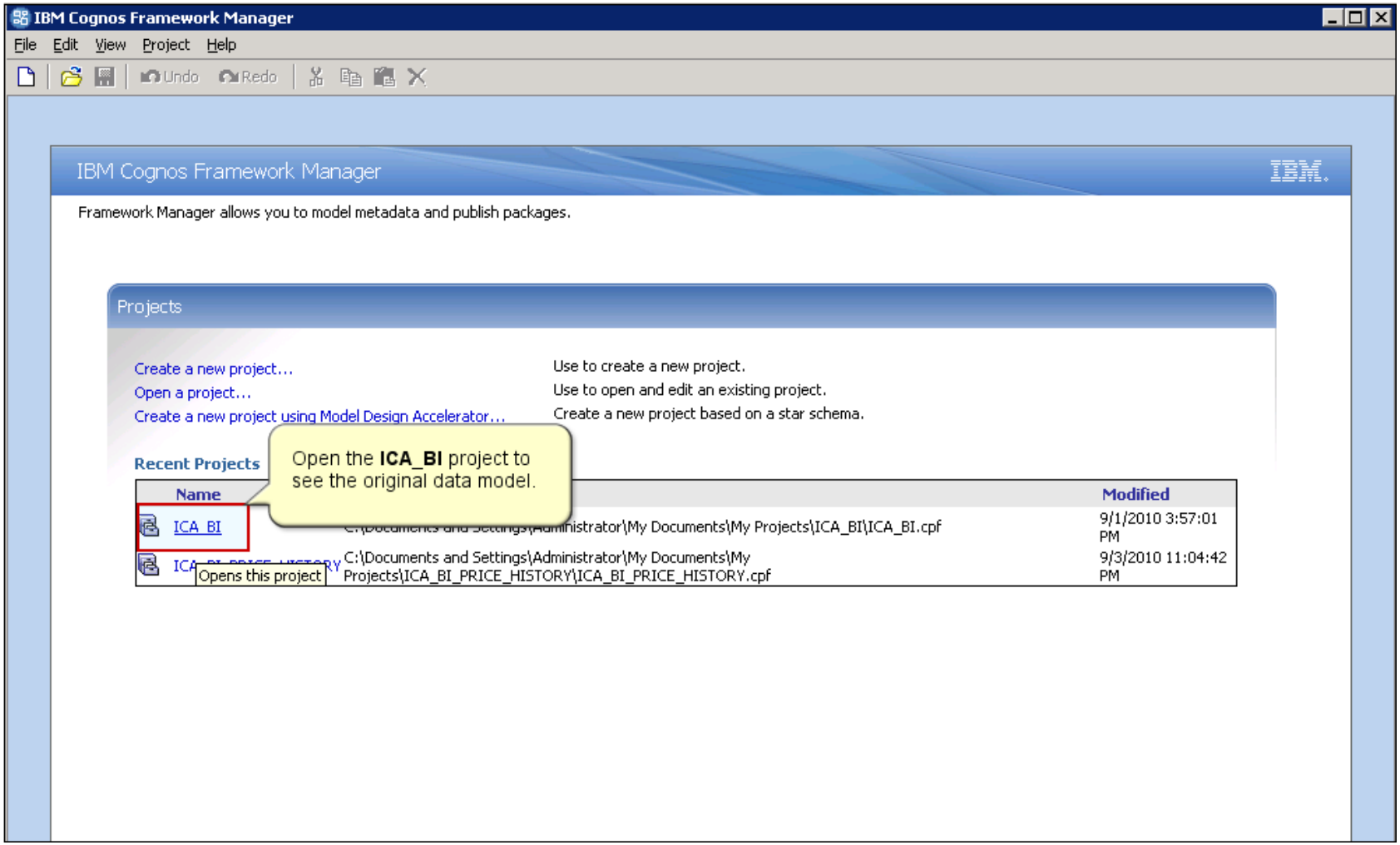

IBM Cognos Connection
Launch
IBM
Public Folders
My Folders
Public Folders > IBM Content Analytics
Entries: 1 - 2
Name
Modified
Actions
Export
September 3, 2010 1:58:39 PM
More...
Report
August 30, 2010 9:06:21 AM
More...
Click to explore statistics about exported documents.

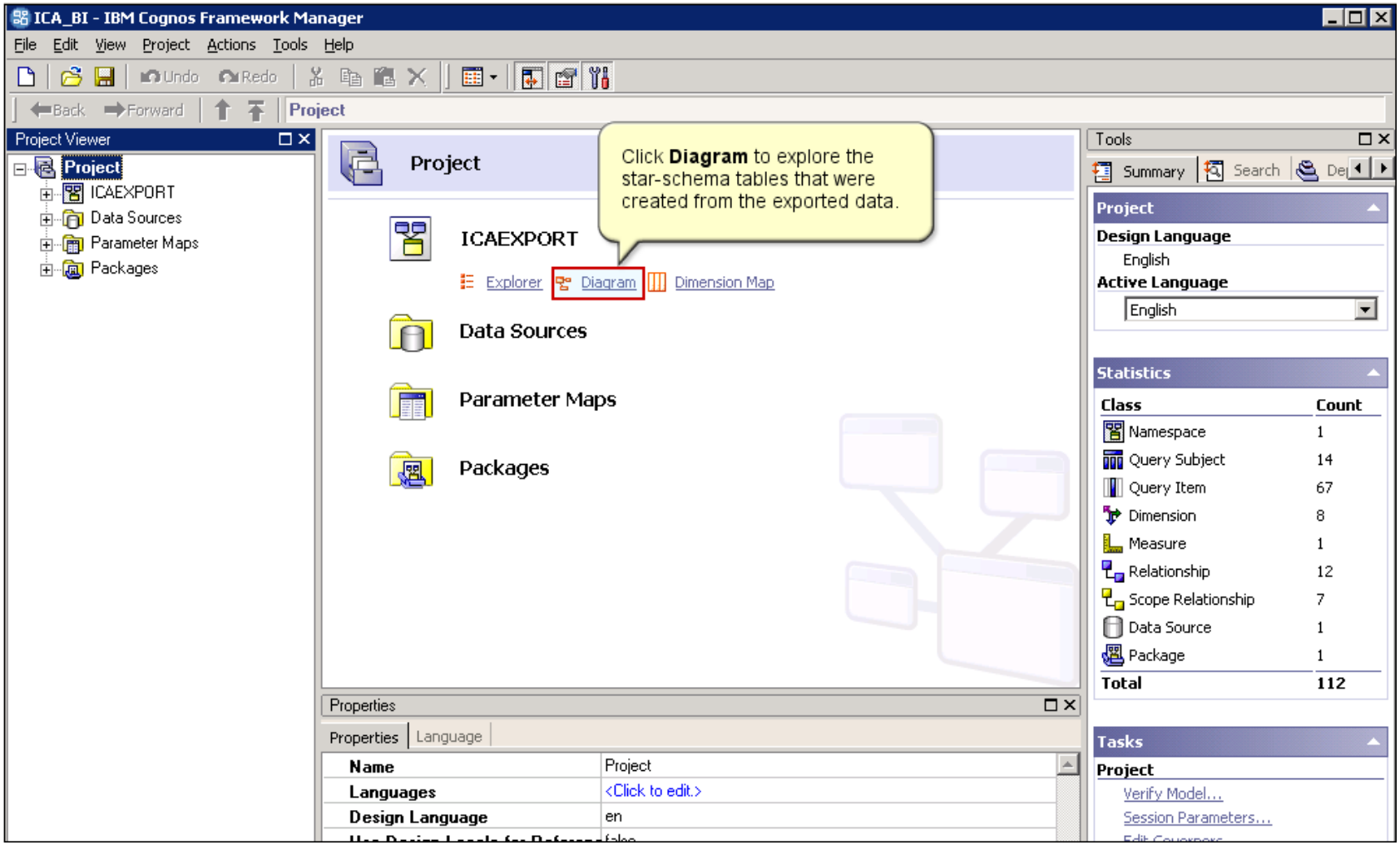

IBM Cognos Connection
Launch
IBM
Public Folders
My Folders
Public Folders > IBM Content Analytics > Export
Entries: 1 - 2
Name
Modified
Actions
Price complaints
September 5, 2010 3:01:19 PM
More...
September 5, 2010 3:01:50 PM
More...
The Price complaints package shows how the documents were exported according to the data model that was created by the IBM Content Analytics export wizard.

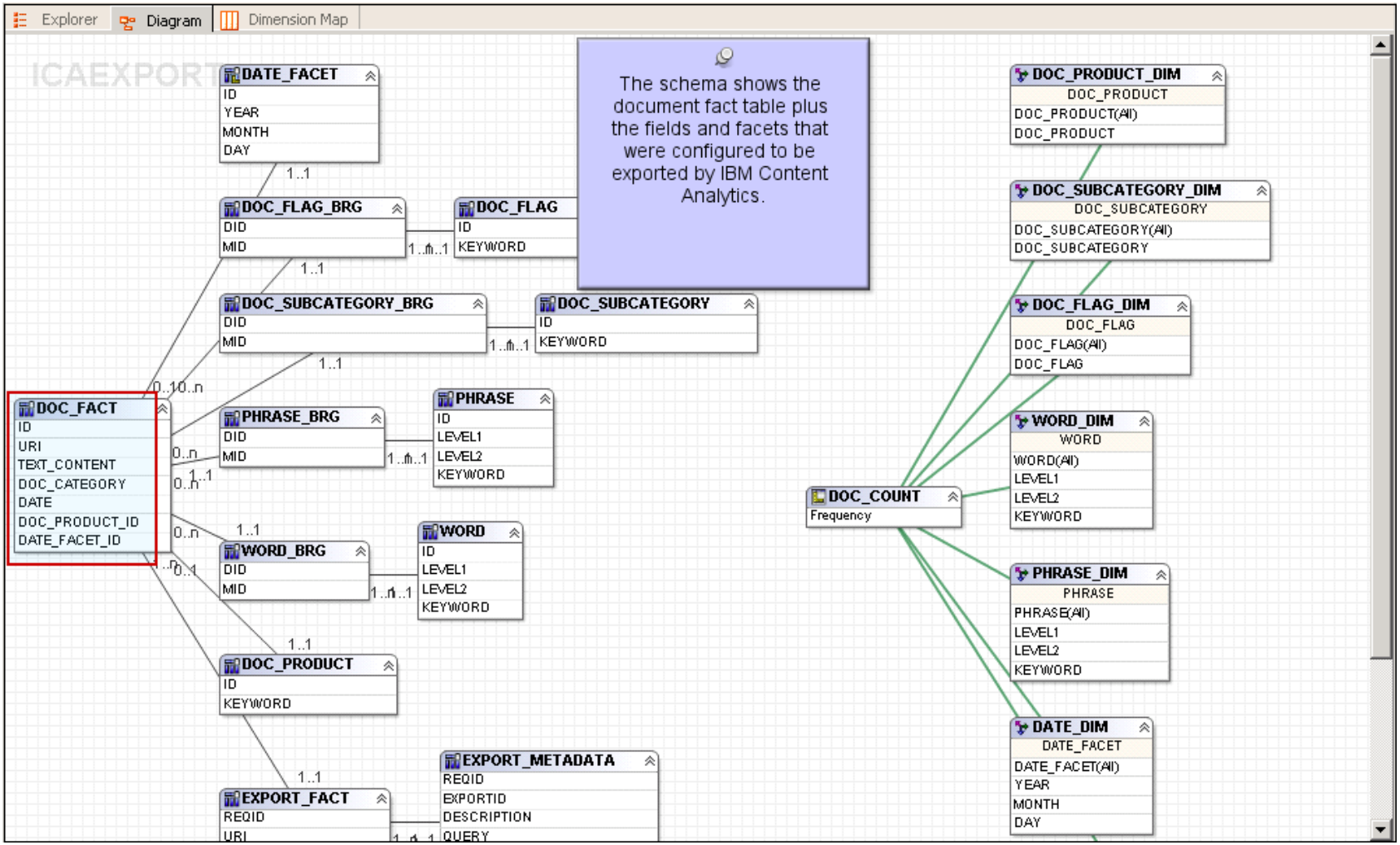

IBM Cognos Connection
Launch
IBM
Public Folders
My Folders
Public Folders > IBM Content Analytics > Export > Price complaints
Entries: 1 - 1
Name
Modified
Actions
Report about price complain
September 3, 2010 2:20:32 PM
More...
By using the Price complaints package, a report can be created with the IBM Cognos BI Report Studio application.
In this example, a report about price complaints was created.
Click the report name to open it.

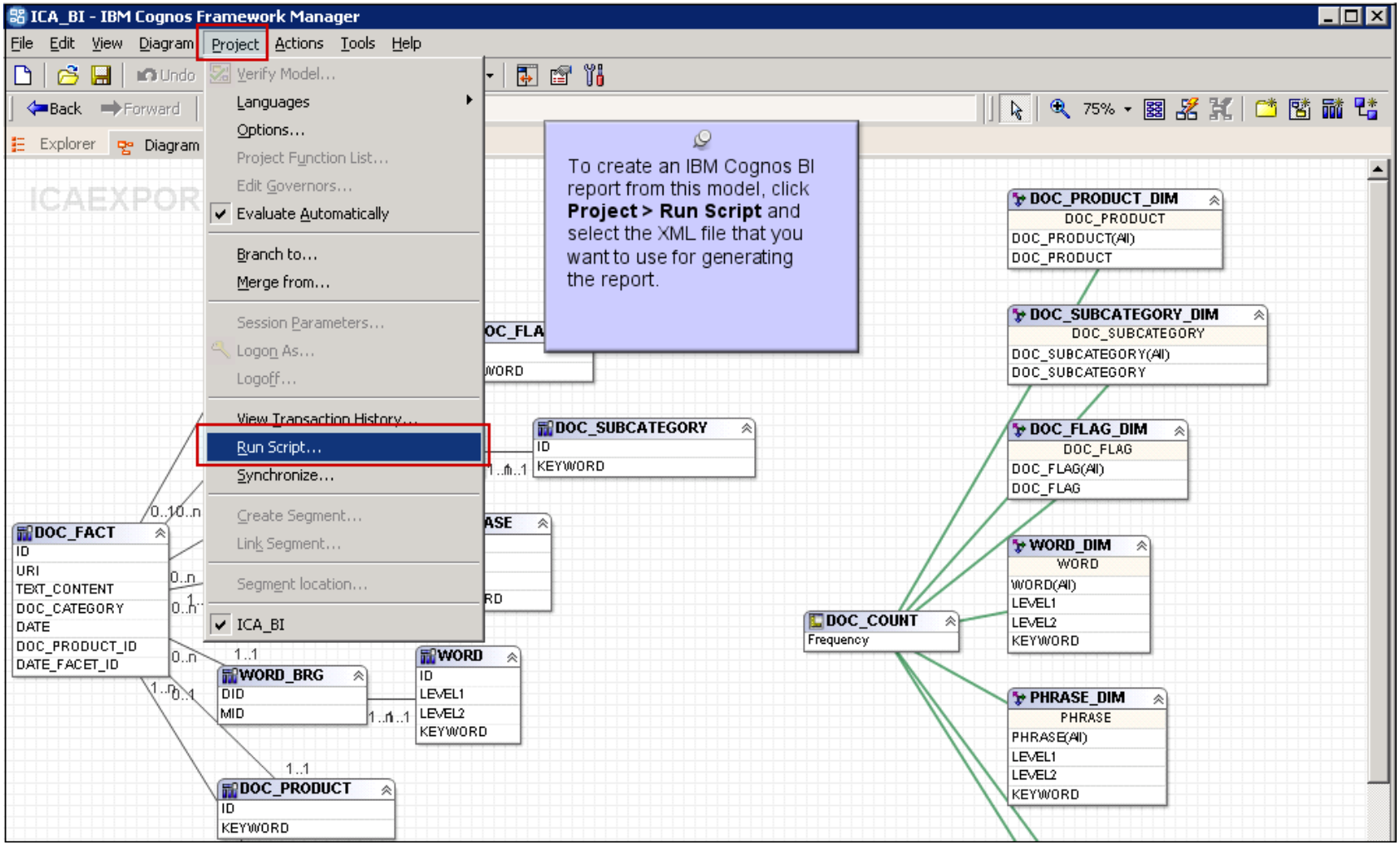

About
IBM
Keep this version
Add this report
Price Category
The report shows statistics for each product in a different color.
You see the same sudden increases in August and September that you saw in the text miner Time Series view, but the product that caused these spikes is unknown (N/A).
This means that customers complained about prices, but did not mention a specific product in the complaint.
MONTH = 9 PRODUCT = N/A Frequency = 11
PRODUCT
lemon tea
vanilla ice cream
orange juice
chocolate ice cream
pastry
muffin
fruit jelly
cookie
N/A
pine juice
apple juice
black coffee
milk chocolate
mint jelly
4
5
6
7
8
9
10
12
MONTH
1
12:02:48 AM

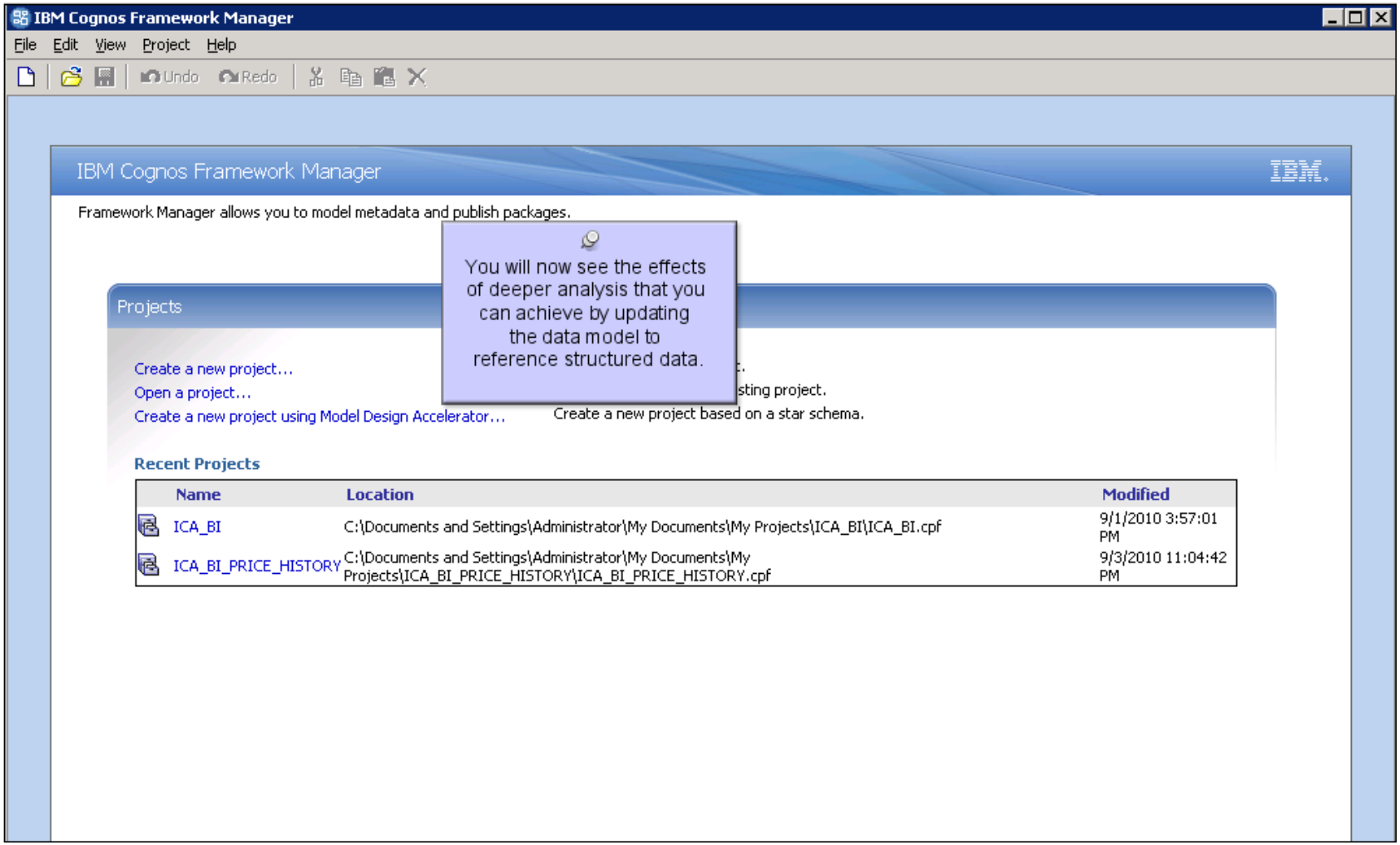

IBM Cognos Framework Manager
File Edit View Project Help
Undo Redo
IBM Cognos Framework Manager
IBM.
Framework Manager allows you to model metadata and publish
By using IBM Cognos Framework Manager, you can update the data model that was created by IBM Content Analytics to include structured data from another database.
Projects
Create a new project...
Open a project...
Create a new project using Model Design Accelerator...
oject.
ar schema.
Recent Projects
Name
Location
Modified
ICA_BI
C:\Documents and Settings\Administrator\My Documents\My Projects\ICA_BI\ICA_BI.cpf
9/1/2010 3:57:01 PM
ICA_BI_PRICE_HISTORY
C:\Documents and Settings\Administrator\My Documents\My Projects\ICA_BI_PRICE_HISTORY\ICA_BI_PRICE_HISTORY.cpf
9/3/2010 11:04:42 PM

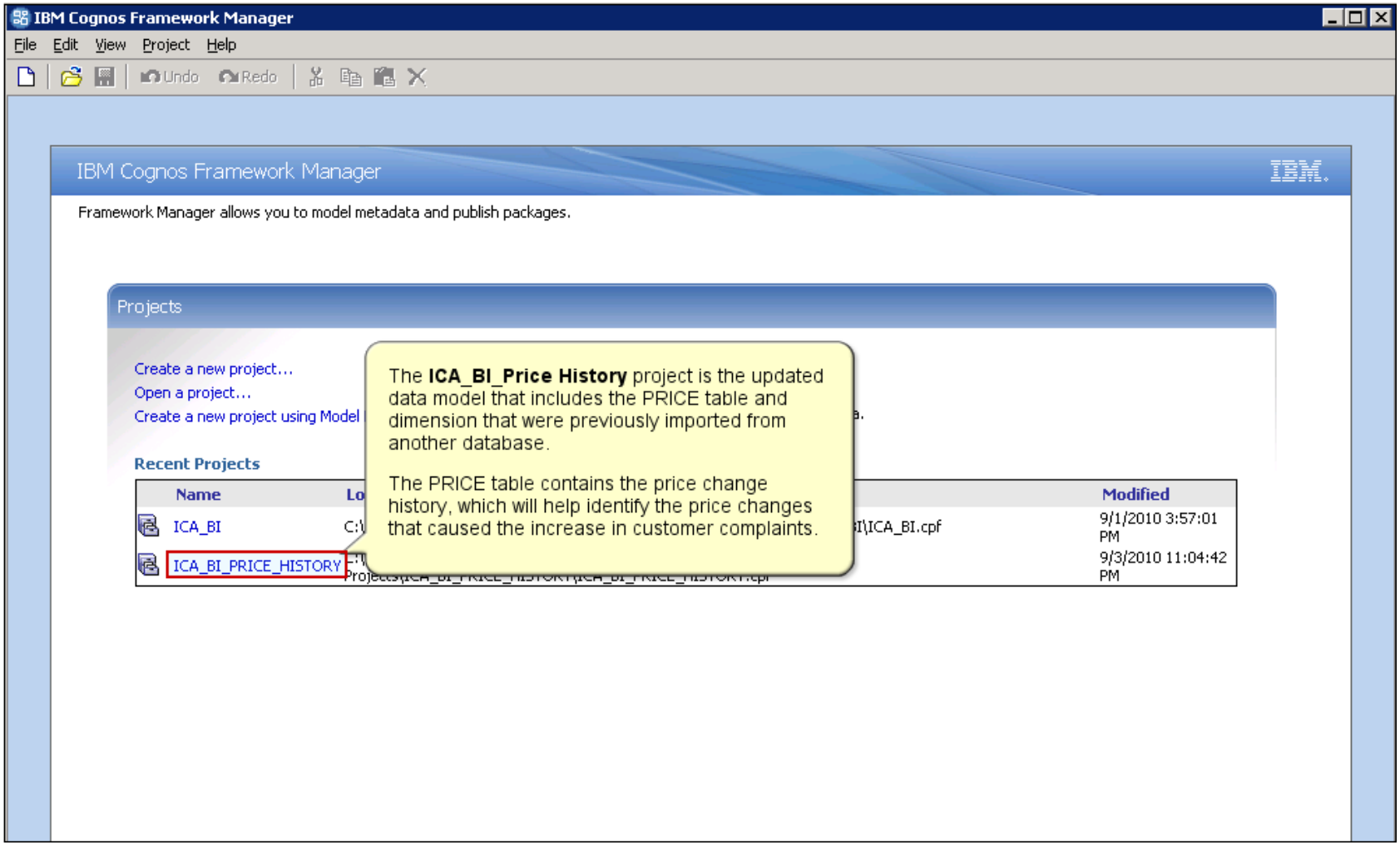

IBM Cognos Framework Manager
File Edit View Project Help
Undo Redo
IBM Cognos Framework Manager
IBM.
Framework Manager allows you to model metadata and publish packages.
Projects
Create a new project...
Use to create a new project.
Open a project...
Use to open and edit an existing project.
Create a new project using Model Design Accelerator...
Create a new project based on a star schema.
Recent Projects
Open the ICA_BI project to see the original data model.
Name
Modified
ICA_BI
9/1/2010 3:57:01 PM
Opens this project
C:\Documents and Settings\Administrator\My Documents\My Projects\ICA_BI_PRICE_HISTORY\ICA_BI_PRICE_HISTORY.cpf
9/3/2010 11:04:42 PM

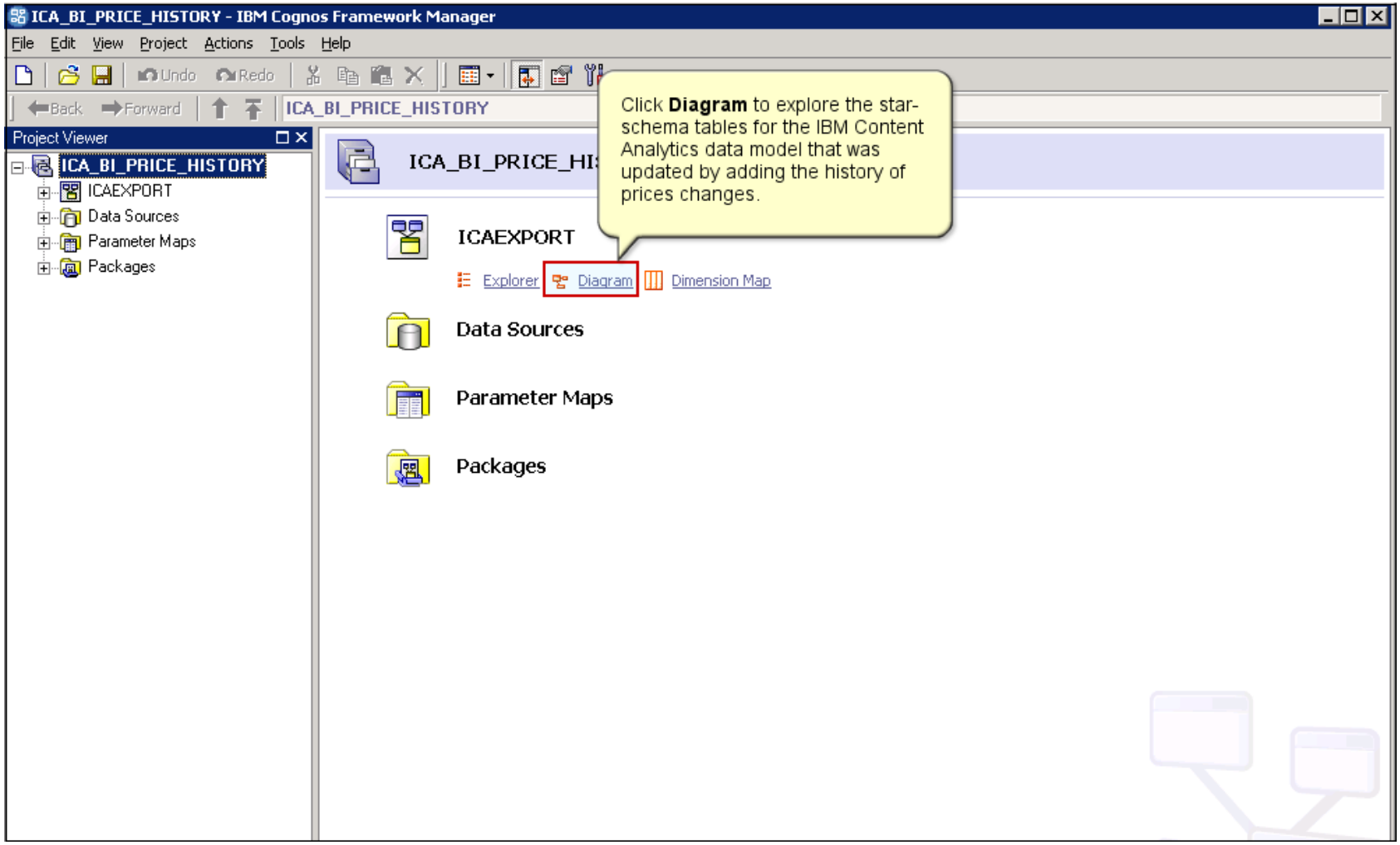

ICA_BI - IBM Cognos Framework Manager
File Edit View Project Actions Tools Help
Undo Redo
Back Forward
Project
Project Viewer
Project
ICAEXPORT
Data Sources
Parameter Maps
Packages
Project
Click Diagram to explore the star-schema tables that were created from the exported data.
ICAEXPORT
Explorer Diagram Dimension Map
Data Sources
Parameter Maps
Packages
Properties
Properties Language
Name Project
Languages <Click to edit.>
Design Language en
Tools
Summary Search
Project
Design Language
English
Active Language
English
Statistics
Class Count
Namespace 1
Query Subject 14
Query Item 67
Dimension 8
Measure 1
Relationship 12
Scope Relationship 7
Data Source 1
Package 1
Total 112
Tasks
Project
Verify Model...
Session Parameters...

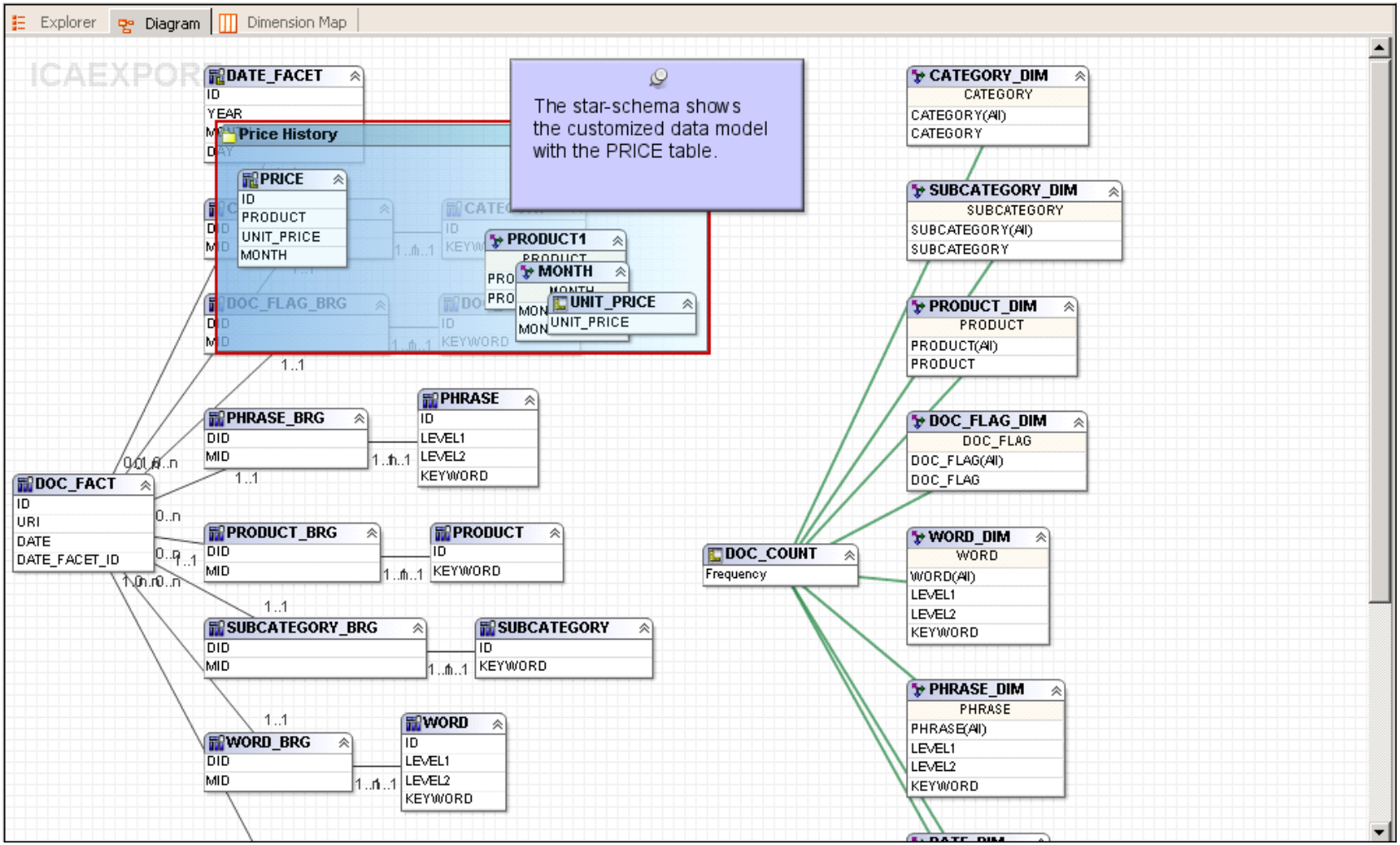

Explorer
Diagram
Dimension Map
ICAEXPORT
The schema shows the document fact table plus the fields and facets that were configured to be exported by IBM Content Analytics.
DATE_FACET
ID
YEAR
MONTH
DAY
DOC_FLAG_BRG
DID
MID
DOC_FLAG
ID
KEYWORD
DOC_SUBCATEGORY_BRG
DID
MID
DOC_SUBCATEGORY
ID
KEYWORD
DOC_FACT
ID
URI
TEXT_CONTENT
DOC_CATEGORY
DATE
DOC_PRODUCT_ID
DATE_FACET_ID
PHRASE_BRG
DID
MID
PHRASE
ID
LEVEL1
LEVEL2
KEYWORD
WORD_BRG
DID
MID
WORD
ID
LEVEL1
LEVEL2
KEYWORD
DOC_PRODUCT
ID
KEYWORD
EXPORT_FACT
REQID
URI
EXPORT_METADATA
REQID
EXPORTID
DESCRIPTION
QUERY
DOC_COUNT
Frequency
DOC_PRODUCT_DIM
DOC_PRODUCT
DOC_PRODUCT(All)
DOC_PRODUCT
DOC_SUBCATEGORY_DIM
DOC_SUBCATEGORY
DOC_SUBCATEGORY(All)
DOC_SUBCATEGORY
DOC_FLAG_DIM
DOC_FLAG
DOC_FLAG(All)
DOC_FLAG
WORD_DIM
WORD
WORD(All)
LEVEL1
LEVEL2
KEYWORD
PHRASE_DIM
PHRASE
PHRASE(All)
LEVEL1
LEVEL2
KEYWORD
DATE_DIM
DATE_FACET
DATE_FACET(All)
YEAR
MONTH
DAY

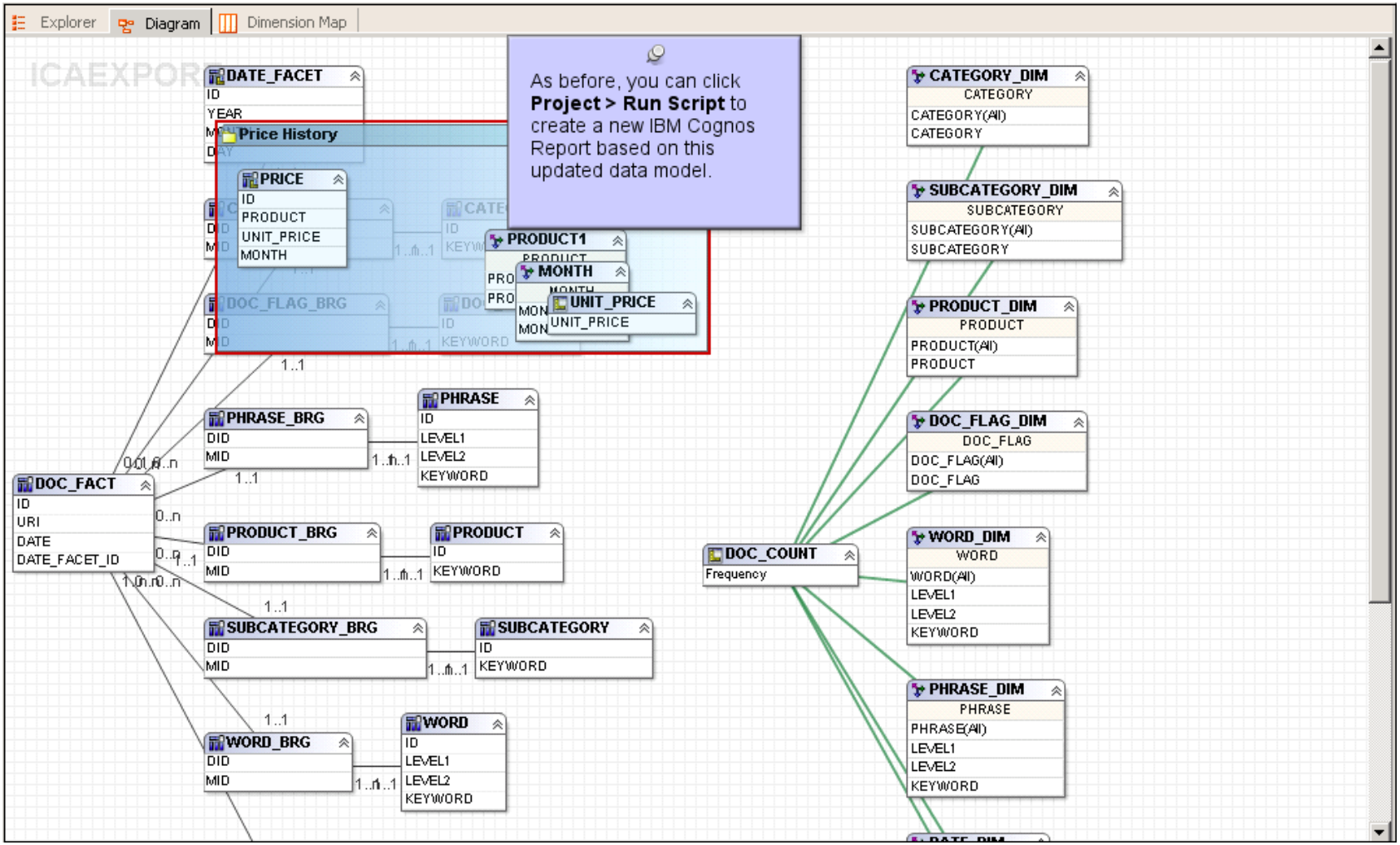

ICA_BI - IBM Cognos Framework Manager
File Edit View Diagram Project Actions Tools Help
Undo
Back Forward
Explorer Diagram
Verify Model...
Languages
Options...
Project Function List...
Edit Governors...
Evaluate Automatically
Branch to...
Merge from...
Session Parameters...
Logon As...
Logoff...
View Transaction History...
Run Script...
Synchronize...
Create Segment...
Link Segment...
Segment location...
ICA_BI
75%
To create an IBM Cognos BI report from this model, click Project > Run Script and select the XML file that you want to use for generating the report.
DOC_PRODUCT_DIM
DOC_PRODUCT
DOC_PRODUCT(All)
DOC_PRODUCT
DOC_SUBCATEGORY_DIM
DOC_SUBCATEGORY
DOC_SUBCATEGORY(All)
DOC_SUBCATEGORY
DOC_FLAG_DIM
DOC_FLAG
DOC_FLAG(All)
DOC_FLAG
WORD_DIM
WORD
WORD(All)
LEVEL1
LEVEL2
KEYWORD
PHRASE_DIM
PHRASE
PHRASE(All)
LEVEL1
LEVEL2
KEYWORD
DOC_COUNT
Frequency
DOC_SUBCATEGORY
ID
KEYWORD
DOC_FACT
ID
URI
TEXT_CONTENT
DOC_CATEGORY
DATE
DOC_PRODUCT_ID
DATE_FACET_ID
WORD_BRG
DID
MID
WORD
ID
LEVEL1
LEVEL2
KEYWORD
DOC_PRODUCT
ID
KEYWORD

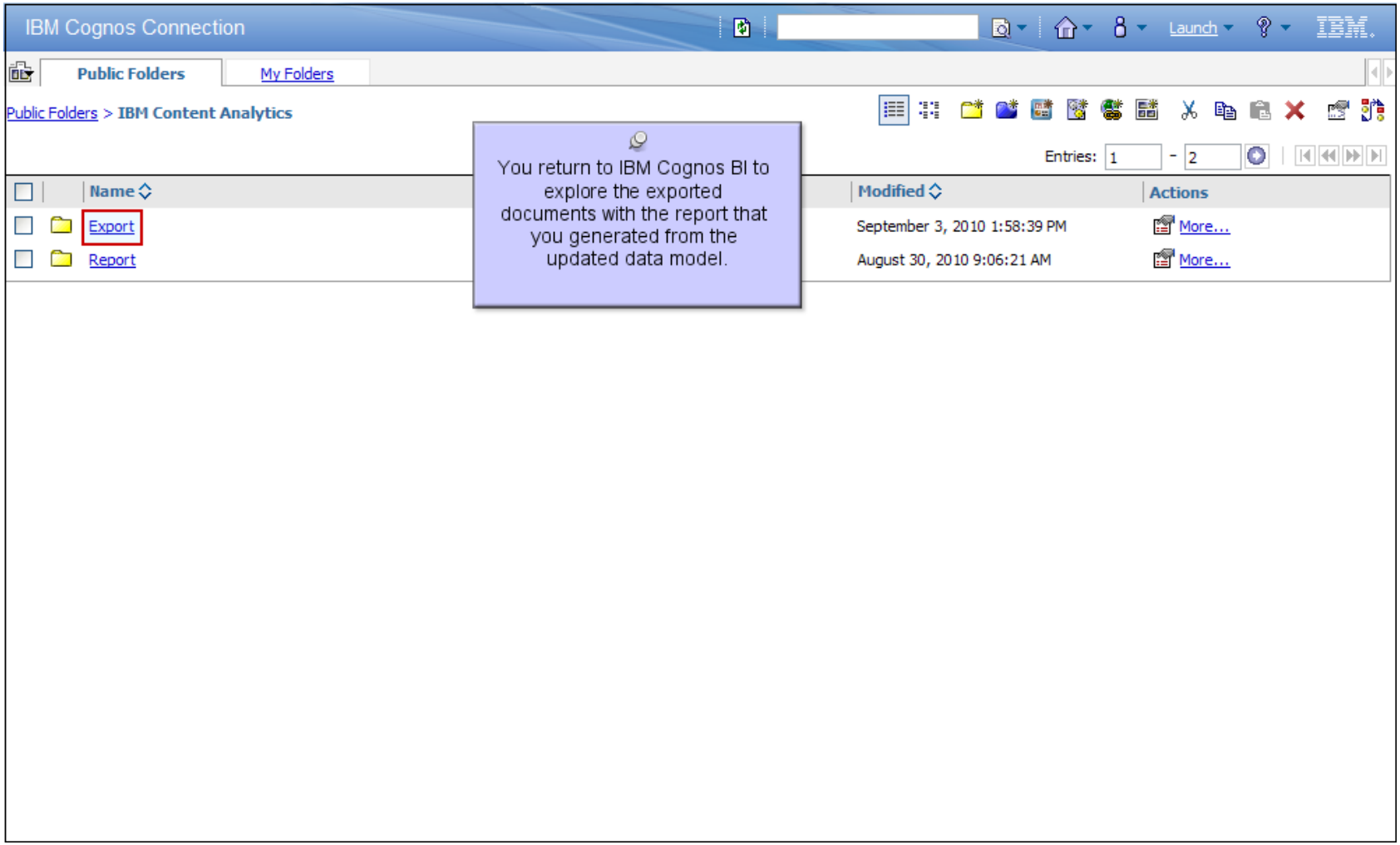

IBM Cognos Framework Manager
File Edit View Project Help
Undo Redo
IBM Cognos Framework Manager
IBM.
Framework Manager allows you to model metadata and publish packages.
You will now see the effects of deeper analysis that you can achieve by updating the data model to reference structured data.
Projects
Create a new project...
Open a project...
Create a new project using Model Design Accelerator...
sting project.
Create a new project based on a star schema.
Recent Projects
Name
Location
Modified
ICA_BI
C:\Documents and Settings\Administrator\My Documents\My Projects\ICA_BI\ICA_BI.cpf
9/1/2010 3:57:01 PM
ICA_BI_PRICE_HISTORY
C:\Documents and Settings\Administrator\My Documents\My Projects\ICA_BI_PRICE_HISTORY\ICA_BI_PRICE_HISTORY.cpf
9/3/2010 11:04:42 PM

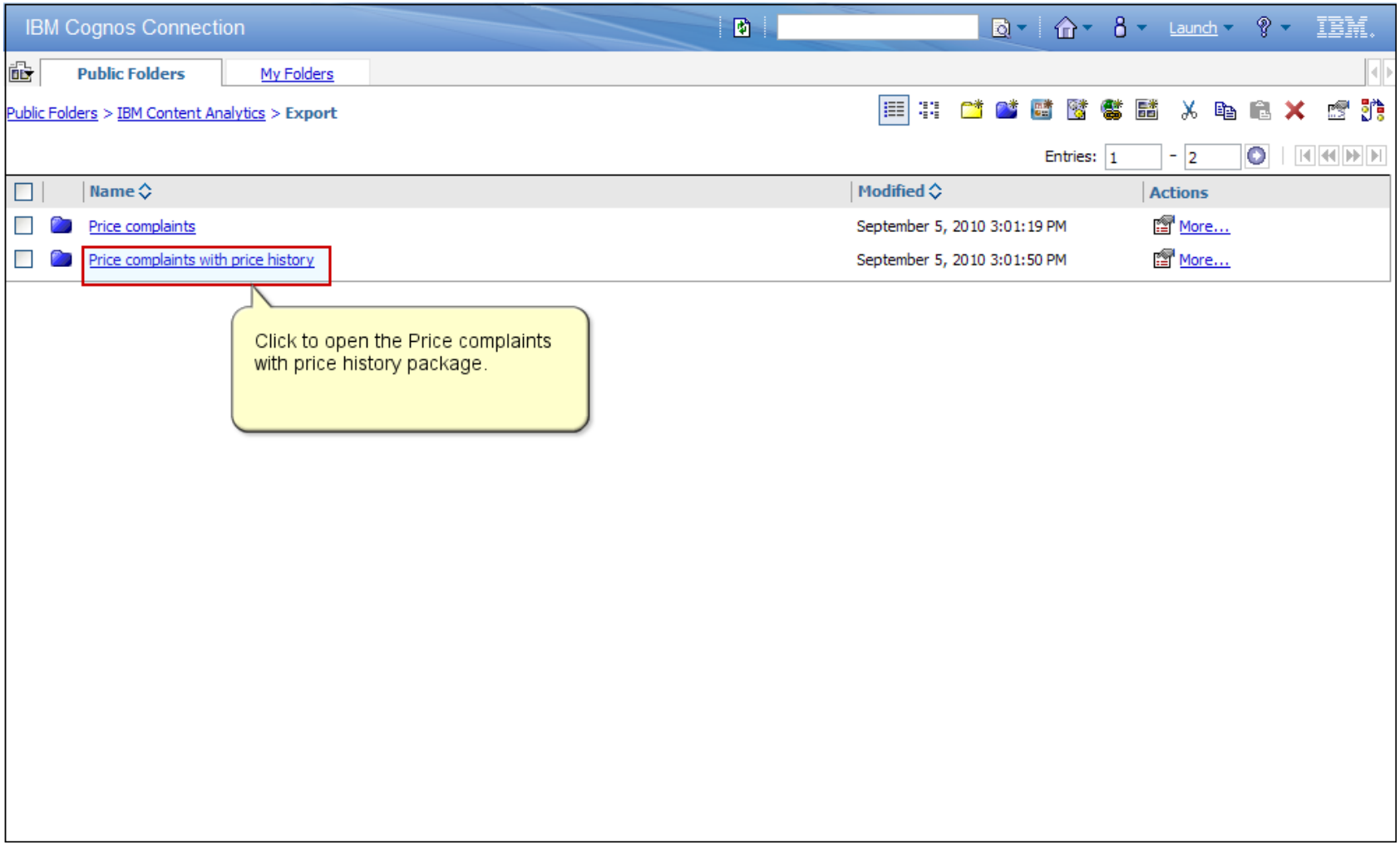

IBM Cognos Framework Manager
File Edit View Project Help
Undo Redo
IBM Cognos Framework Manager
IBM.
Framework Manager allows you to model metadata and publish packages.
Projects
Create a new project...
Open a project...
Create a new project using Model
Recent Projects
Name
Modified
ICA_BI
9/1/2010 3:57:01 PM
ICA_BI_PRICE_HISTORY
9/3/2010 11:04:42 PM
The ICA_BI_Price History project is the updated data model that includes the PRICE table and dimension that were previously imported from another database.
The PRICE table contains the price change history, which will help identify the price changes that caused the increase in customer complaints.

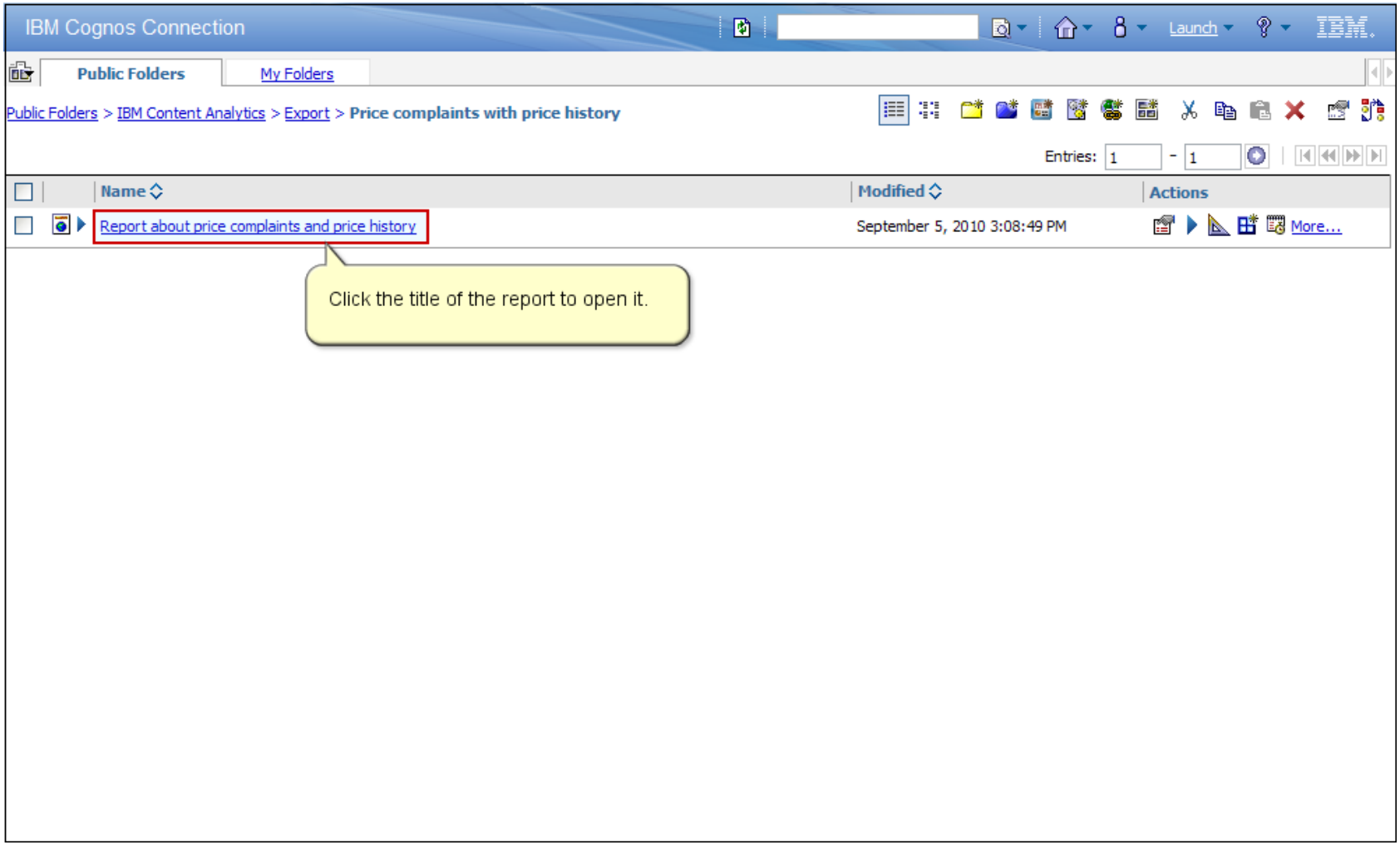

ICA_BI_PRICE_HISTORY - IBM Cognos Framework Manager
File Edit View Project Actions Tools Help
Undo Redo
Back Forward
ICA_BI_PRICE_HISTORY
Project Viewer
ICA_BI_PRICE_HISTORY
ICAEXPORT
Data Sources
Parameter Maps
Packages
ICA_BI_PRICE_HI
Click Diagram to explore the star-schema tables for the IBM Content Analytics data model that was updated by adding the history of prices changes.
ICAEXPORT
Explorer
Diagram
Dimension Map
Data Sources
Parameter Maps
Packages

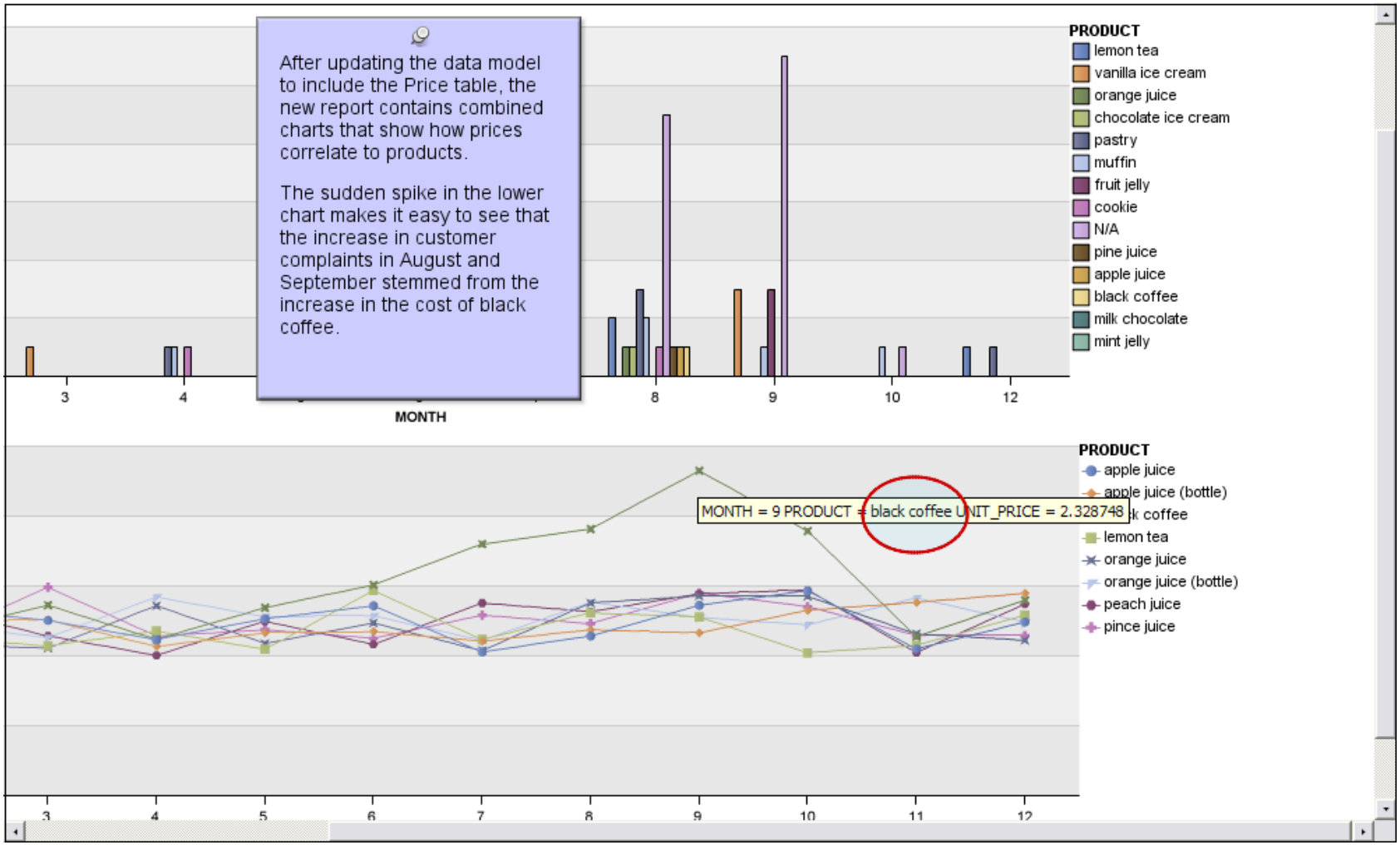

Explorer
Diagram
Dimension Map
The star-schema shows the customized data model with the PRICE table.
Price History
DATE_FACET
ID
YEAR
PRICE
ID
PRODUCT
UNIT_PRICE
MONTH
PRODUCT1
MONTH
UNIT_PRICE
DOC_FLAG_BRG
PHRASE
ID
LEVEL1
LEVEL2
KEYWORD
PHRASE_BRG
DID
MID
DOC_FACT
ID
URI
DATE
DATE_FACET_ID
PRODUCT_BRG
PRODUCT
SUBCATEGORY_BRG
SUBCATEGORY
WORD_BRG
WORD
DOC_COUNT
Frequency
CATEGORY_DIM
CATEGORY
CATEGORY(All)
SUBCATEGORY_DIM
SUBCATEGORY(All)
PRODUCT_DIM
PRODUCT(All)
DOC_FLAG_DIM
DOC_FLAG
DOC_FLAG(All)
WORD_DIM
WORD
WORD(All)
PHRASE_DIM
PHRASE
PHRASE(All)

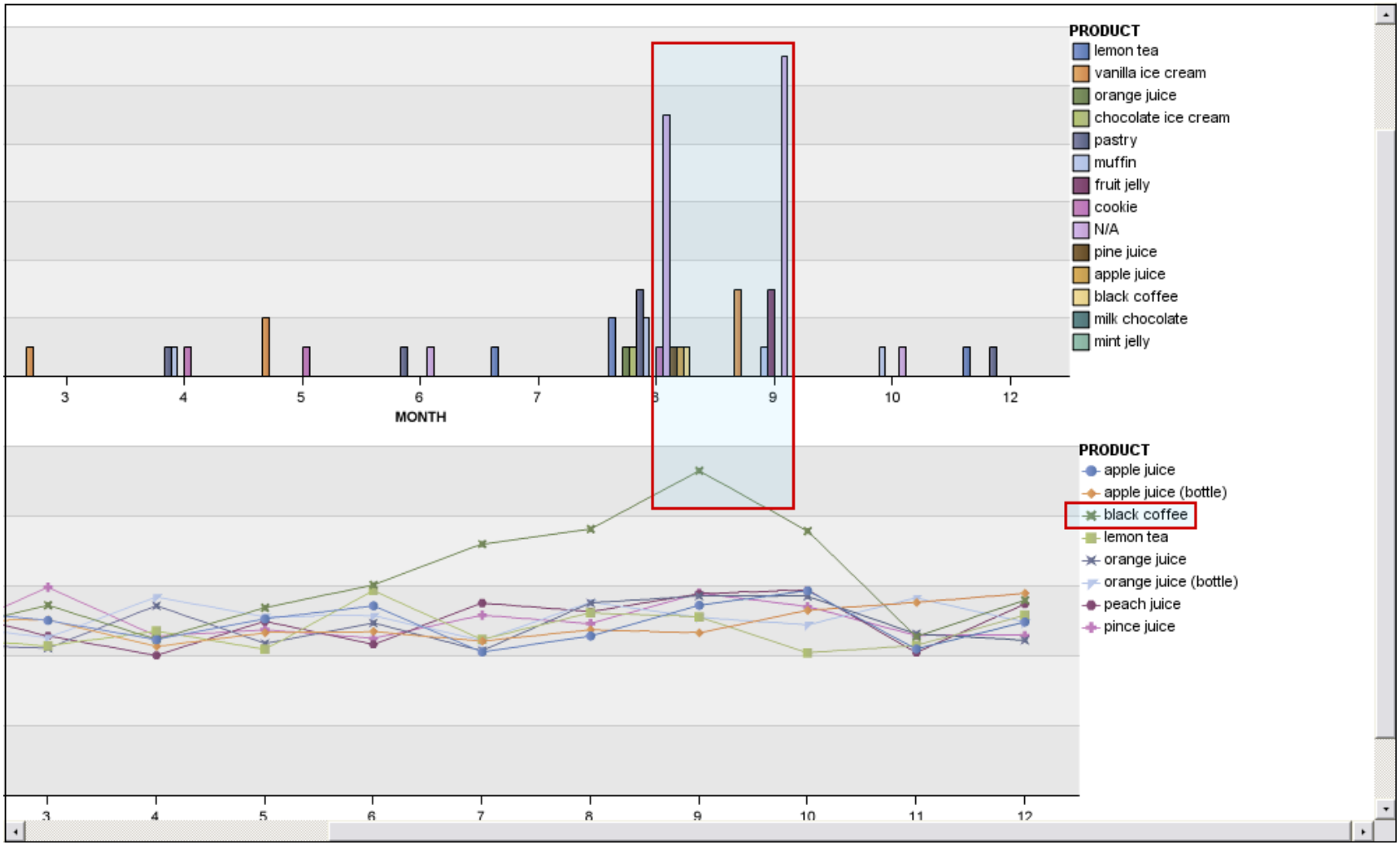

Explorer
Diagram
Dimension Map
As before, you can click **Project > Run Script** to create a new IBM Cognos Report based on this updated data model.
Price History
DATE_FACET
ID
YEAR
PRICE
ID
PRODUCT
UNIT_PRICE
MONTH
PRODUCT1
MONTH
UNIT_PRICE
UNIT_PRICE
DOC_FLAG_BRG
PHRASE
ID
LEVEL1
LEVEL2
KEYWORD
PHRASE_BRG
DID
MID
DOC_FACT
ID
URI
DATE
DATE_FACET_ID
PRODUCT_BRG
DID
MID
PRODUCT
ID
KEYWORD
SUBCATEGORY_BRG
DID
MID
SUBCATEGORY
ID
KEYWORD
WORD_BRG
DID
MID
WORD
ID
LEVEL1
LEVEL2
KEYWORD
DOC_COUNT
Frequency
CATEGORY_DIM
CATEGORY
CATEGORY(All)
CATEGORY
SUBCATEGORY_DIM
SUBCATEGORY
SUBCATEGORY(All)
SUBCATEGORY
PRODUCT_DIM
PRODUCT
PRODUCT(All)
PRODUCT
DOC_FLAG_DIM
DOC_FLAG
DOC_FLAG(All)
DOC_FLAG
WORD_DIM
WORD
WORD(All)
LEVEL1
LEVEL2
KEYWORD
PHRASE_DIM
PHRASE
PHRASE(All)
LEVEL1
LEVEL2
KEYWORD


IBM Cognos Connection
Launch
IBM
Public Folders
My Folders
Public Folders > IBM Content Analytics
Entries: 1 - 2
Name
Modified
Actions
Export
September 3, 2010 1:58:39 PM
More...
Report
August 30, 2010 9:06:21 AM
More...
You return to IBM Cognos BI to explore the exported documents with the report that you generated from the updated data model.


IBM Cognos Connection
Launch
IBM
Public Folders
My Folders
Public Folders > IBM Content Analytics > Export
Entries: 1 - 2
Name
Modified
Actions
Price complaints
September 5, 2010 3:01:19 PM
More...
Price complaints with price history
September 5, 2010 3:01:50 PM
More...
Click to open the Price complaints with price history package.

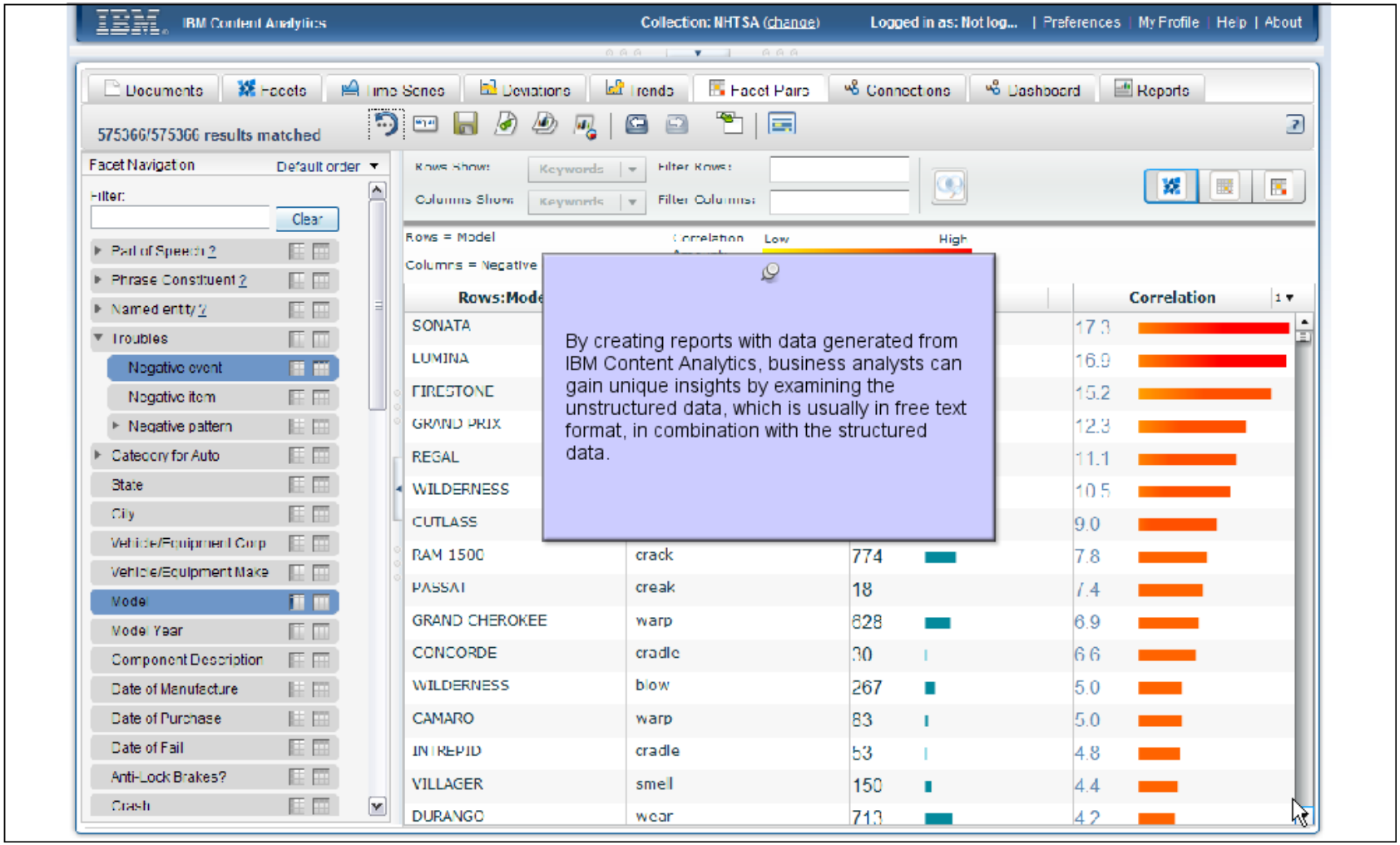

IBM Cognos Connection
Launch
IBM
Public Folders
My Folders
Public Folders > IBM Content Analytics > Export > Price complaints with price history
Entries: 1 - 1
Name
Modified
Actions
Report about price complaints and price history
September 5, 2010 3:08:49 PM
More...
Click the title of the report to open it.

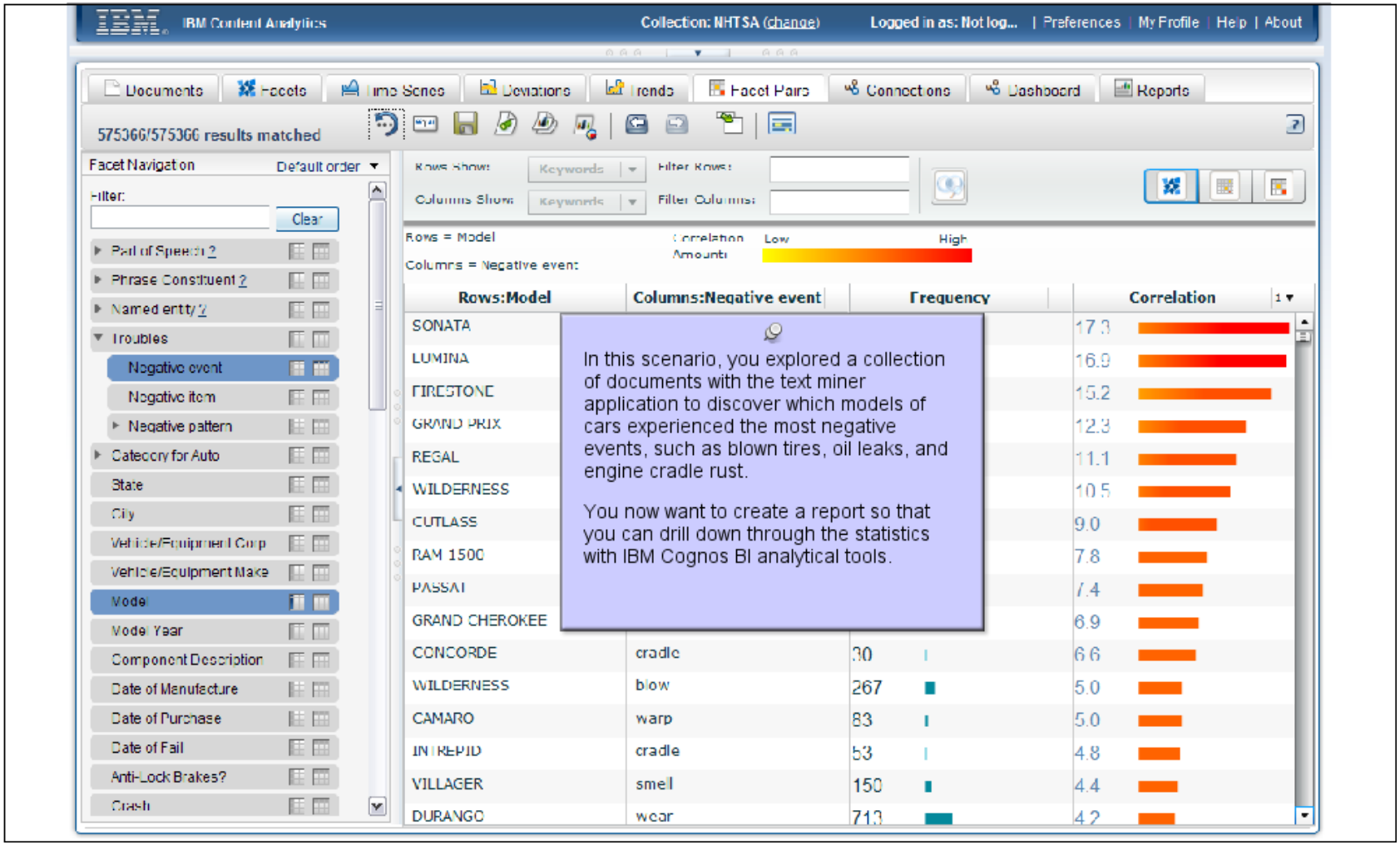

After updating the data model to include the Price table, the new report contains combined charts that show how prices correlate to products.
The sudden spike in the lower chart makes it easy to see that the increase in customer complaints in August and September stemmed from the increase in the cost of black coffee.
PRODUCT
lemon tea
vanilla ice cream
orange juice
chocolate ice cream
pastry
muffin
fruit jelly
cookie
N/A
pine juice
apple juice
black coffee
milk chocolate
mint jelly
3
4
8
9
10
12
MONTH
PRODUCT
apple juice
apple juice (bottle)
lemon tea
orange juice
orange juice (bottle)
peach juice
pince juice
MONTH = 9 PRODUCT = black coffee UNIT_PRICE = 2.328748
3
4
5
6
7
8
9
10
11
12

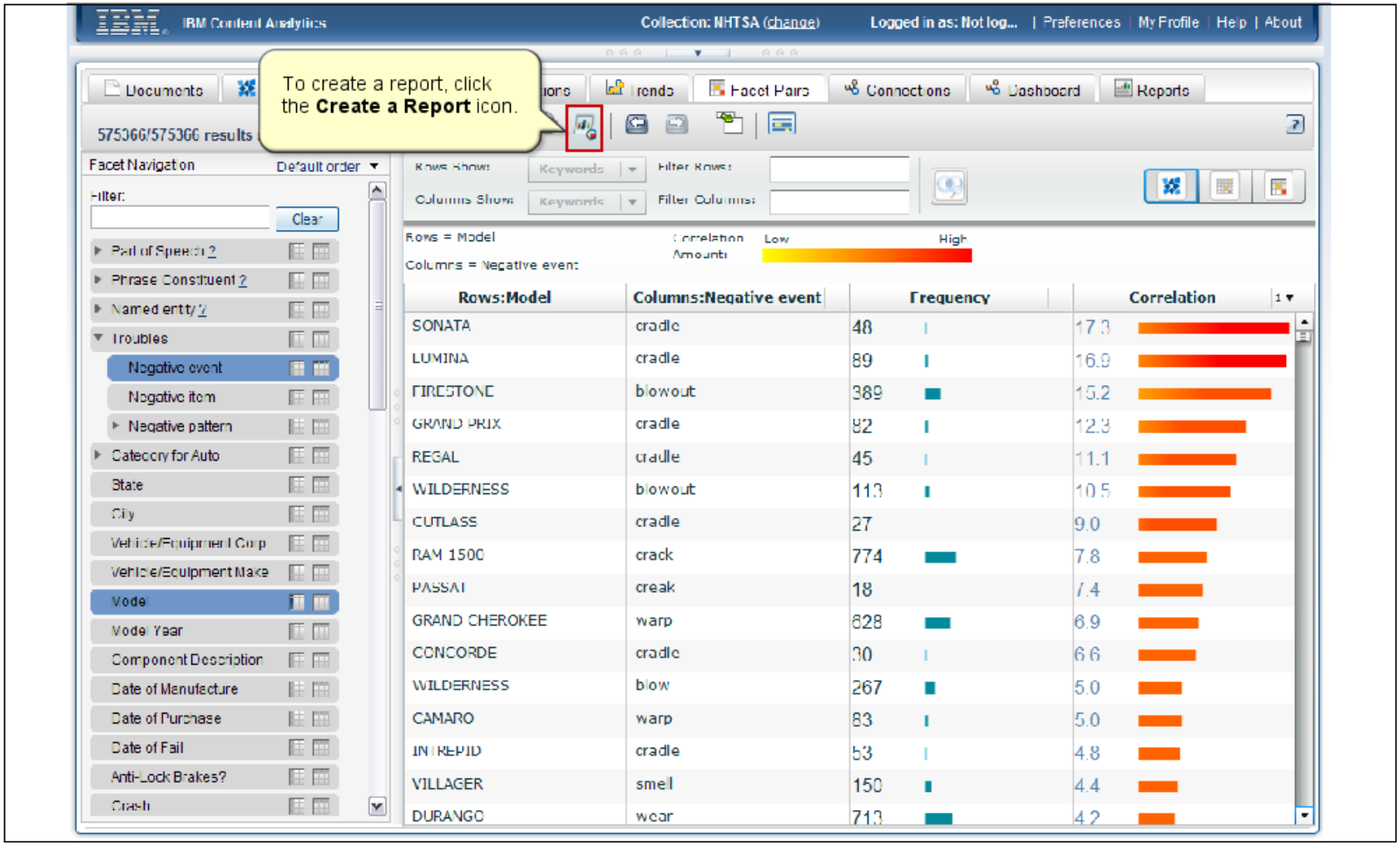

PRODUCT
lemon tea
vanilla ice cream
orange juice
chocolate ice cream
pastry
muffin
fruit jelly
cookie
N/A
pine juice
apple juice
black coffee
milk chocolate
mint jelly
3
4
5
6
7
9
10
12
MONTH
PRODUCT
apple juice
apple juice (bottle)
black coffee
lemon tea
orange juice
orange juice (bottle)
peach juice
pince juice
3
4
5
6
7
8
9
10
11
12

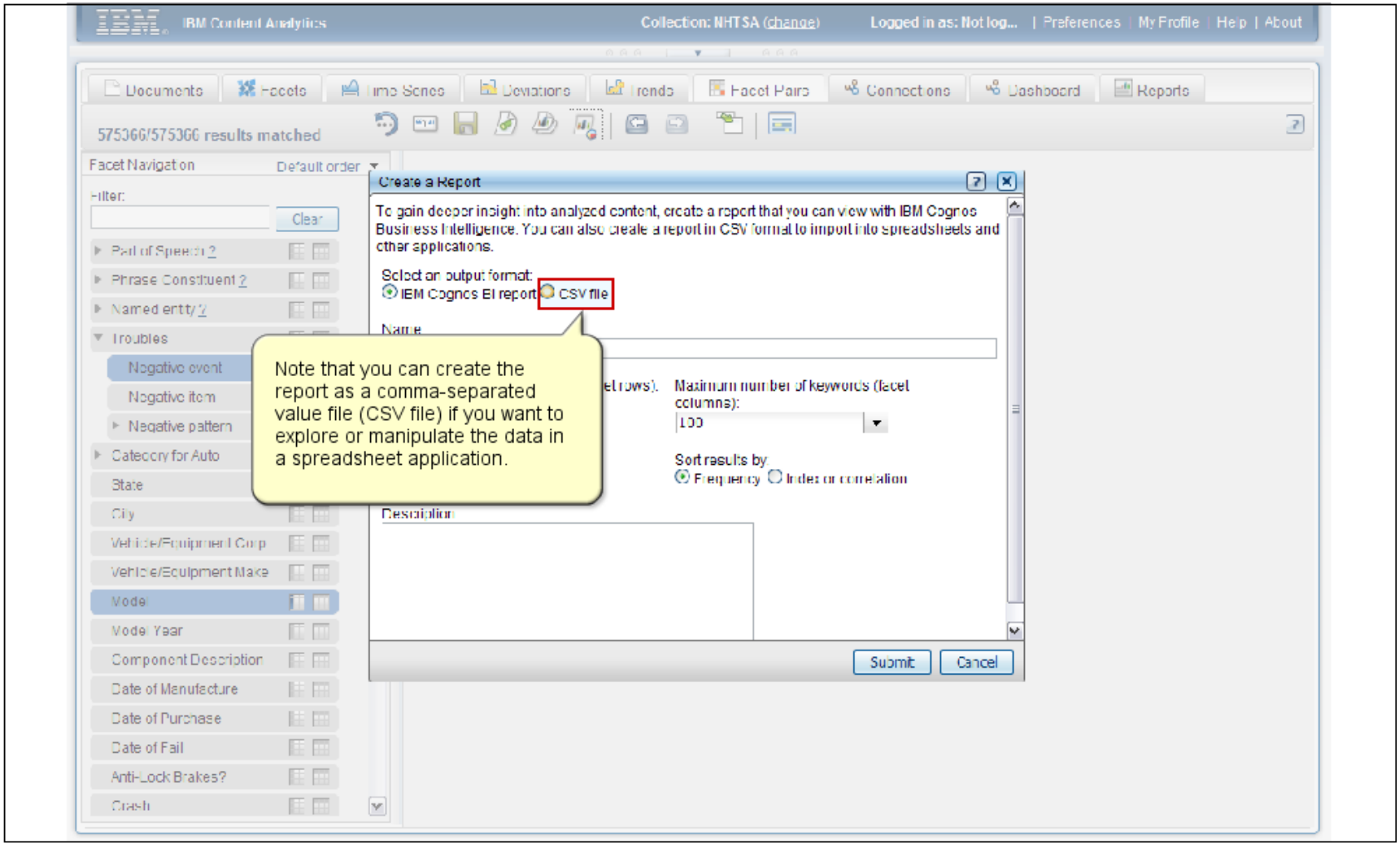
This concludes Task 4 about exporting documents and updating the data model to combine structured data with the exported unstructured content.
Return to Table of Contents

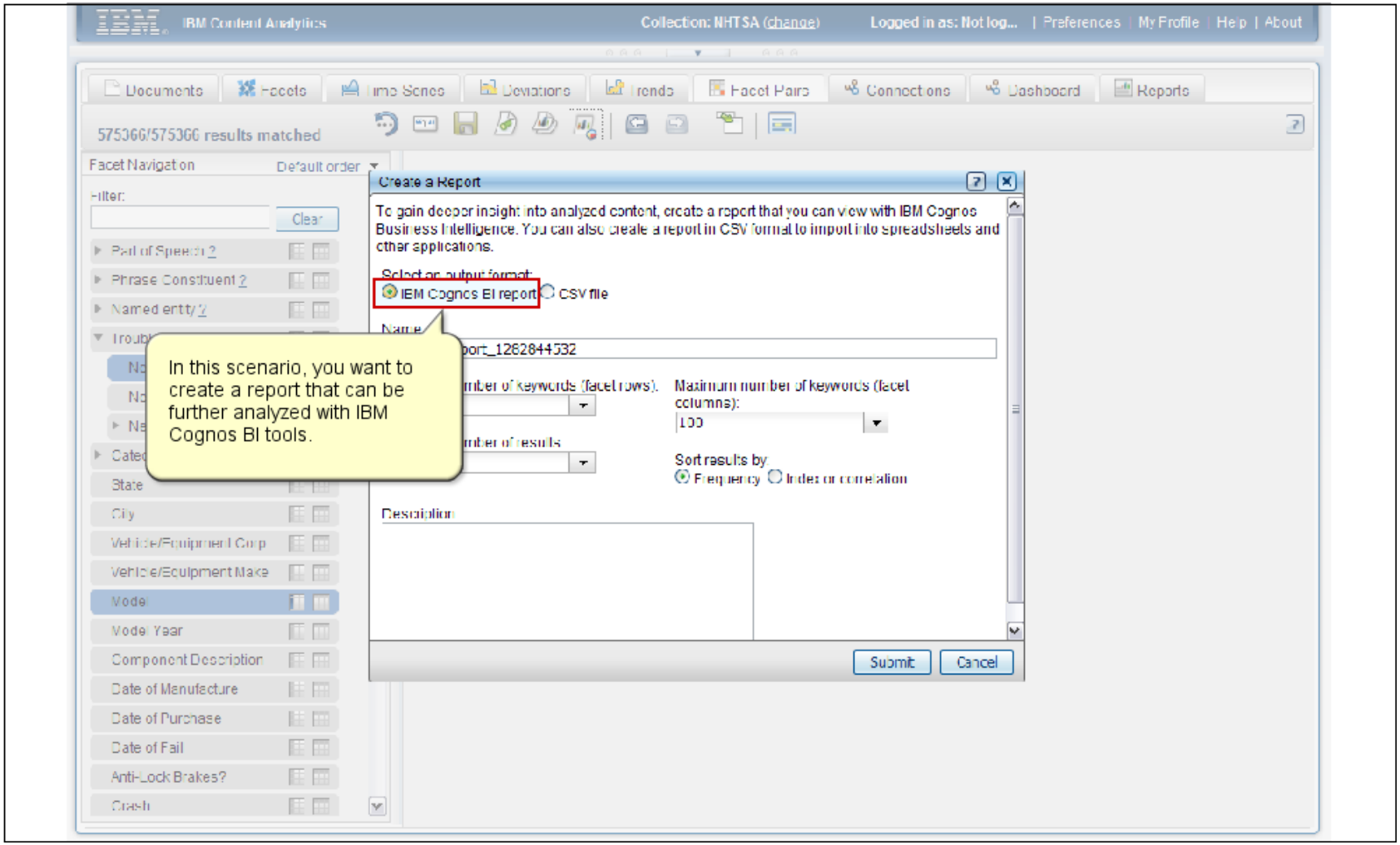
Task 5: Create an IBM Cognos BI report

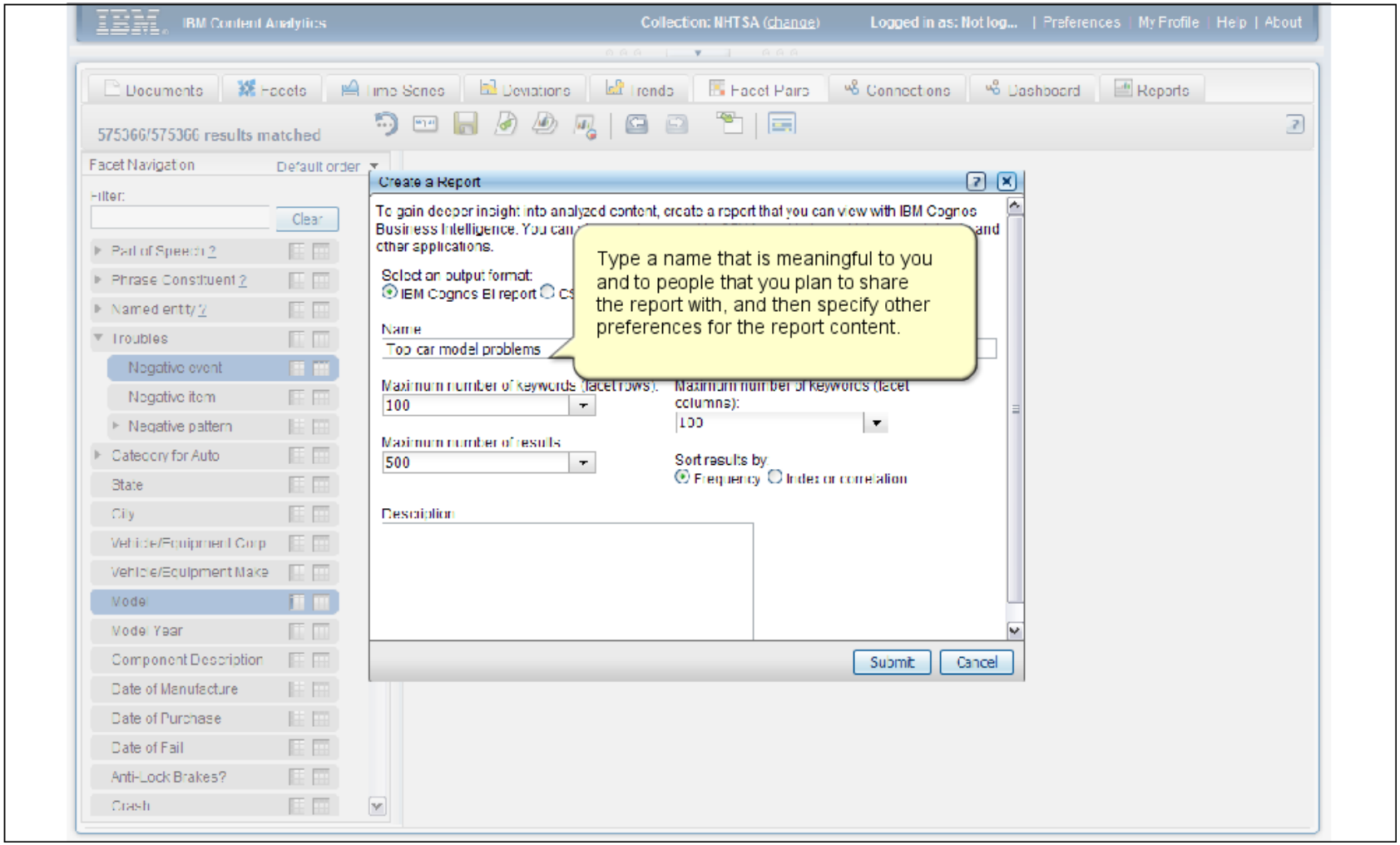

IBM Content Analytics
Collection: NHTSA (change)
Logged in as: Not log...
Preferences
My Profile
Help
About
Documents
Facets
Time Series
Deviations
Trends
Facet Pairs
Connections
Dashboard
Reports
575366/575366 results matched
Facet Navigation
Default order
Filter:
Clear
Part of Speech ?
Phrase Constituent ?
Named entity ?
Troubles
Negative event
Negative item
Negative pattern
Category for Auto
State
City
Vehicle/Equipment Comp
Vehicle/Equipment Make
Model
Model Year
Component Description
Date of Manufacture
Date of Purchase
Date of Fail
Anti-Lock Brakes?
Crash
Rows = Model
Columns = Negative
Low
High
Correlation
By creating reports with data generated from 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.
SONATA
LUMINA
FIRESTONE
GRAND PRIX
REGAL
WILDERNESS
CUTLASS
RAM 1500
crack
774
7.8
PASSAT
creak
18
7.4
GRAND CHEROKEE
warp
828
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
4.2

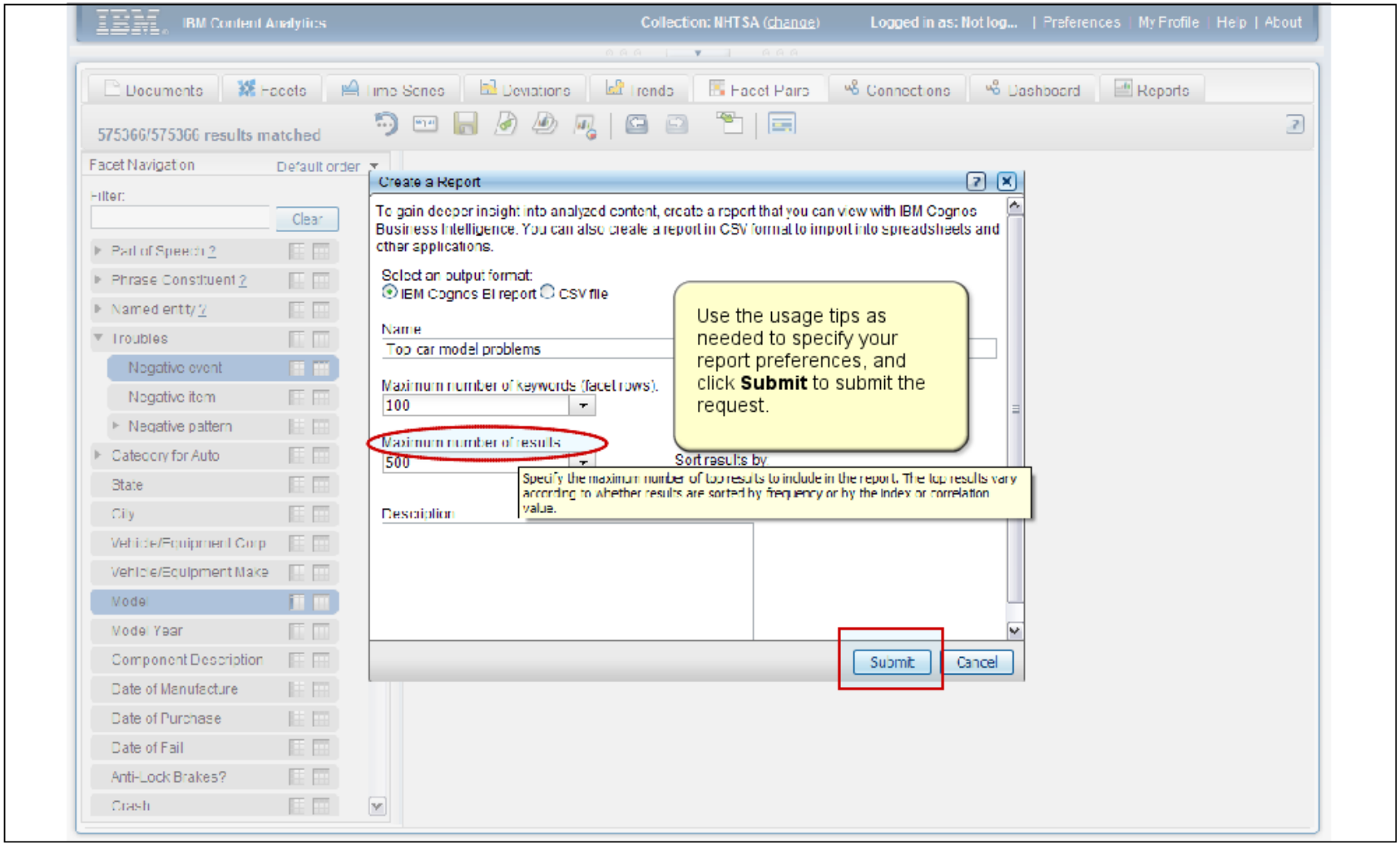

IBM Content Analytics
Collection: NHTSA (change)
Logged in as: Not log...
Preferences
My Profile
Help
About
Documents
Facets
Time Series
Deviations
Trends
Facet Pairs
Connections
Dashboard
Reports
575366/575366 results matched
Facet Navigation
Default order
Filter:
Clear
Part of Speech ?
Phrase Constituent ?
Named entity ?
Troubles
Negative event
Negative item
Negative pattern
Category for Auto
State
City
Vehicle/Equipment Comp
Vehicle/Equipment Make
Model
Model Year
Component Description
Date of Manufacture
Date of Purchase
Date of Fail
Anti-Lock Brakes?
Crash
Rows = Model
Columns = Negative event
Low
High
Rows:Model
Columns:Negative event
Frequency
Correlation
SONATA
LUMINA
FIRESTONE
GRAND PRIX
REGAL
WILDERNESS
CUTLASS
RAM 1500
PASSAT
GRAND CHEROKEE
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
4.2
In this scenario, you explored a collection of documents with the text miner application to discover 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.

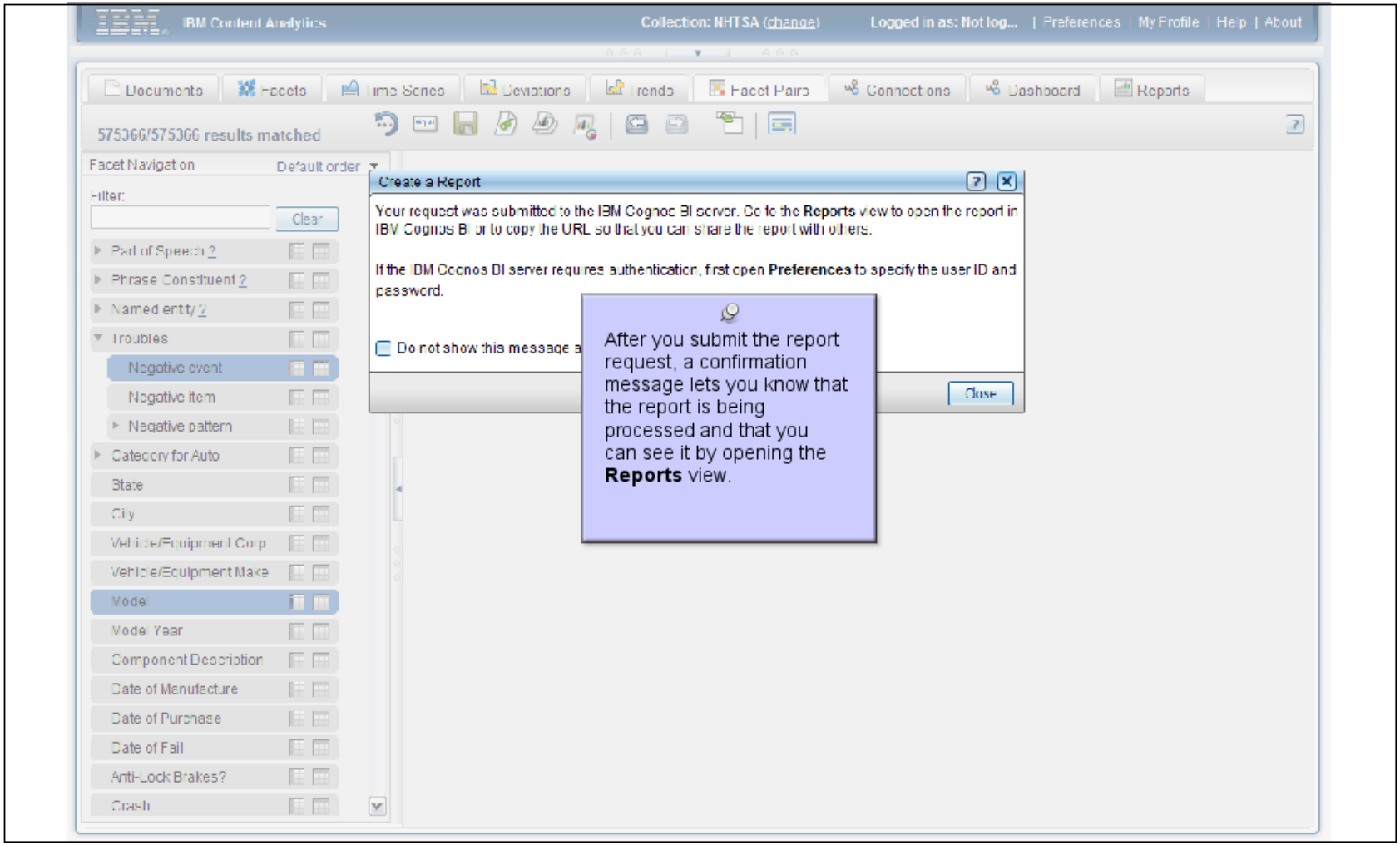

IBM Content Analytics
Collection: NHTSA (change)
Logged in as: Not log...
Preferences
My Profile
Help
About
To create a report, click the **Create a Report** icon.
Documents
Trends
Facet Pairs
Connections
Dashboard
Reports
575366/575366 results
Facet Navigation
Default order
Filter:
Clear
Part of Speech 2
Phrase Constituent 2
Named entity 2
Troubles
Negative event
Negative item
Negative pattern
Category for Auto
State
City
Vehicle/Equipment Comp
Vehicle/Equipment Make
Model
Model Year
Component Description
Date of Manufacture
Date of Purchase
Date of Fail
Anti-Lock Brakes?
Crash
Rows = Model
Columns = Negative event
Correlation Amount
Low
High
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 828 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

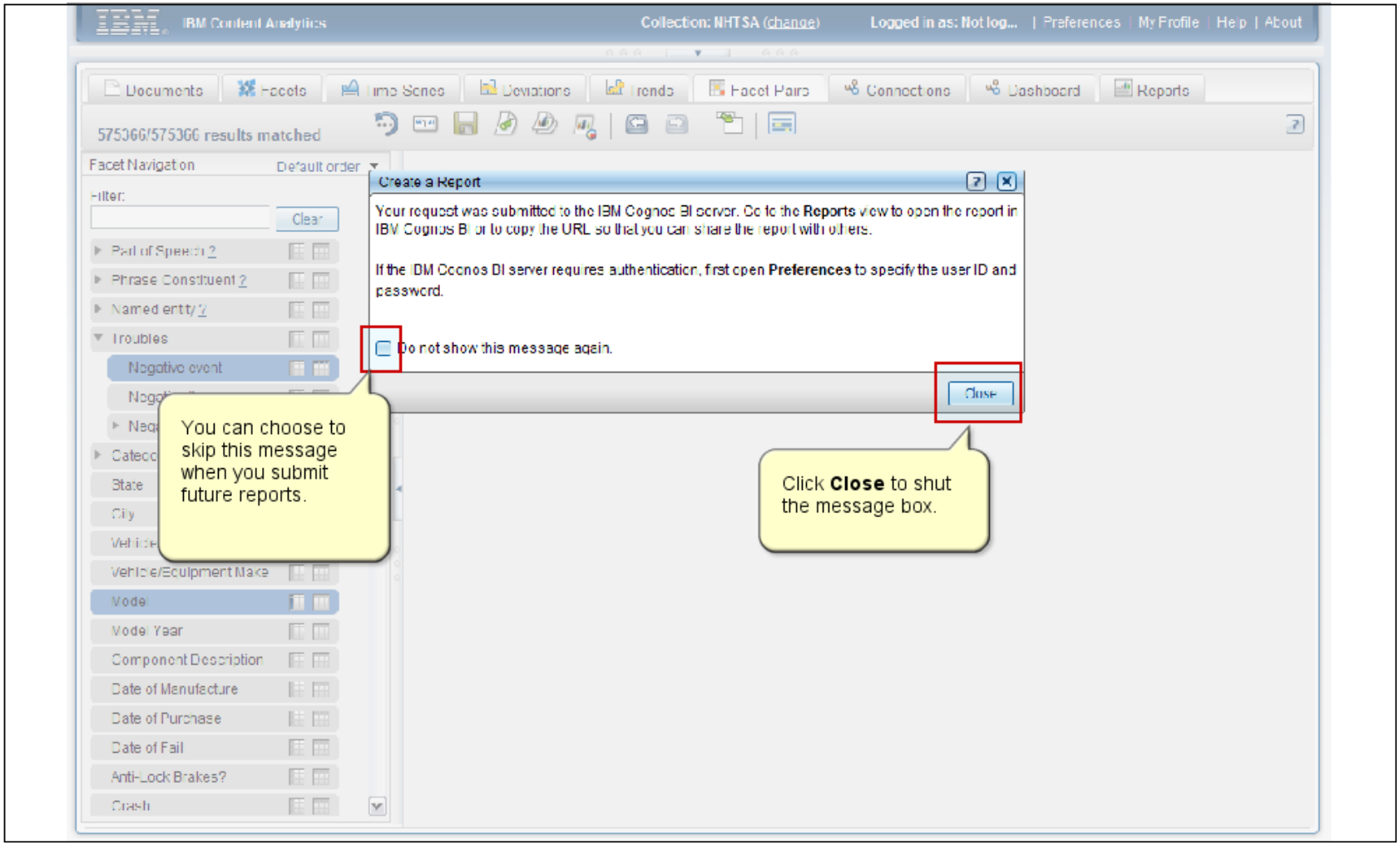

IBM Content Analytics
Collection: NHTSA (change)
Logged in as: Not log...
Preferences
My Profile
Help
About
Documents
Facets
Time Series
Deviations
Trends
Facet Pairs
Connections
Dashboard
Reports
575366/575366 results matched
Facet Navigation
Default order
Filter:
Clear
Part of Speech ?
Phrase Constituent ?
Named entity ?
Troubles
Negative event
Negative item
Negative pattern
Category for Auto
State
City
Vehicle/Equipment Comp
Vehicle/Equipment Make
Mode
Mode 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
Maximum number of keywords (facet columns):
100
Sort results by:
Frequency
Index correlation
Description
Submit
Cancel
Note that you can create the report as a comma-separated value file (CSV file) if you want to explore or manipulate the data in a spreadsheet application.

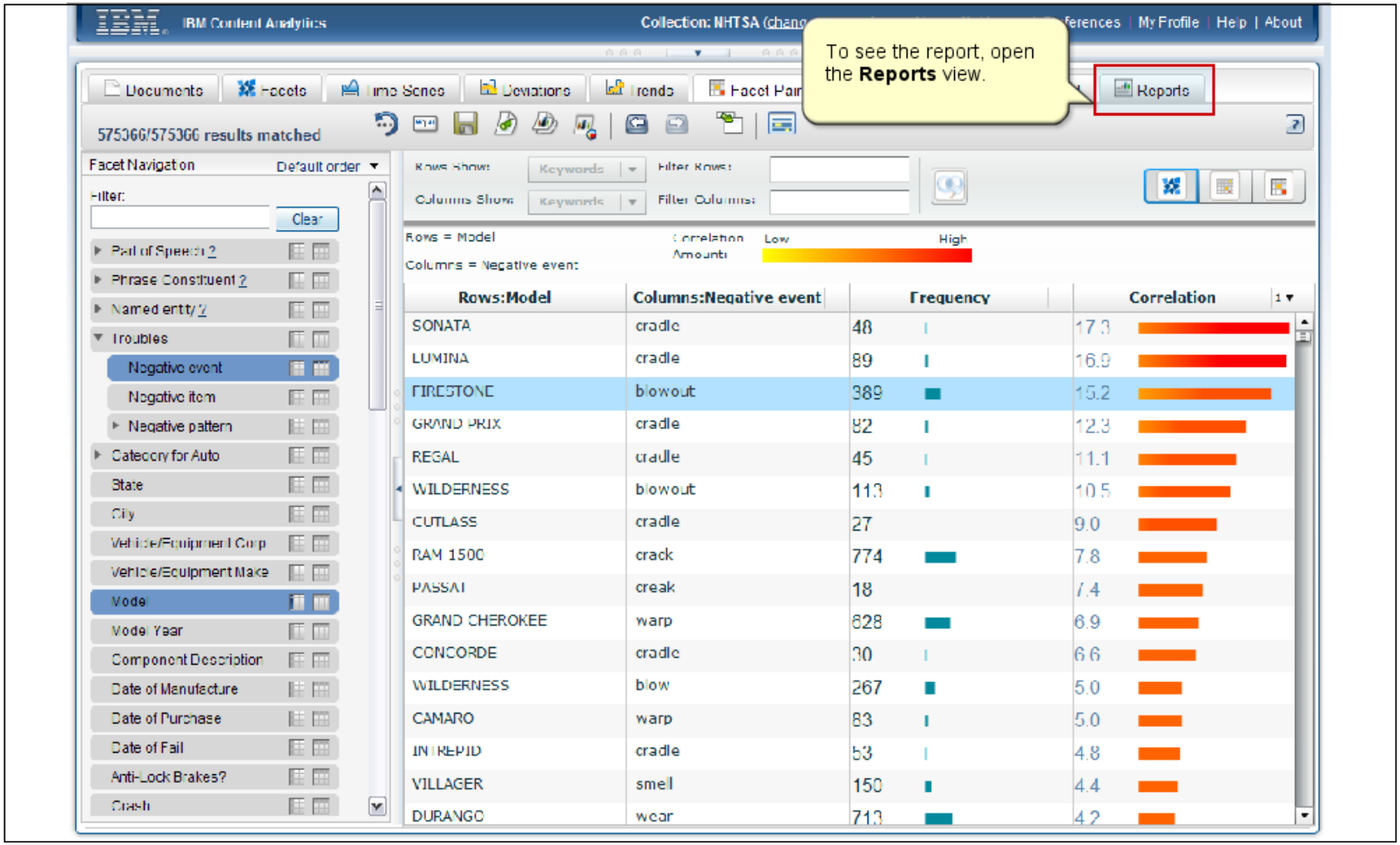

IBM Content Analytics
Collection: NHTSA (change)
Logged in as: Not log...
Preferences
My Profile
Help
About
Documents
Facets
Time Series
Deviations
Trends
Facet Pairs
Connections
Dashboard
Reports
575366/575366 results matched
Facet Navigation
Default order
Filter:
Clear
Part of Speech ?
Phrase Constituent ?
Named entity ?
State
City
Vehicle/Equipment Comp
Vehicle/Equipment Make
Mode
Mode 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:
Maximum number of keywords (facet columns):
100
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.

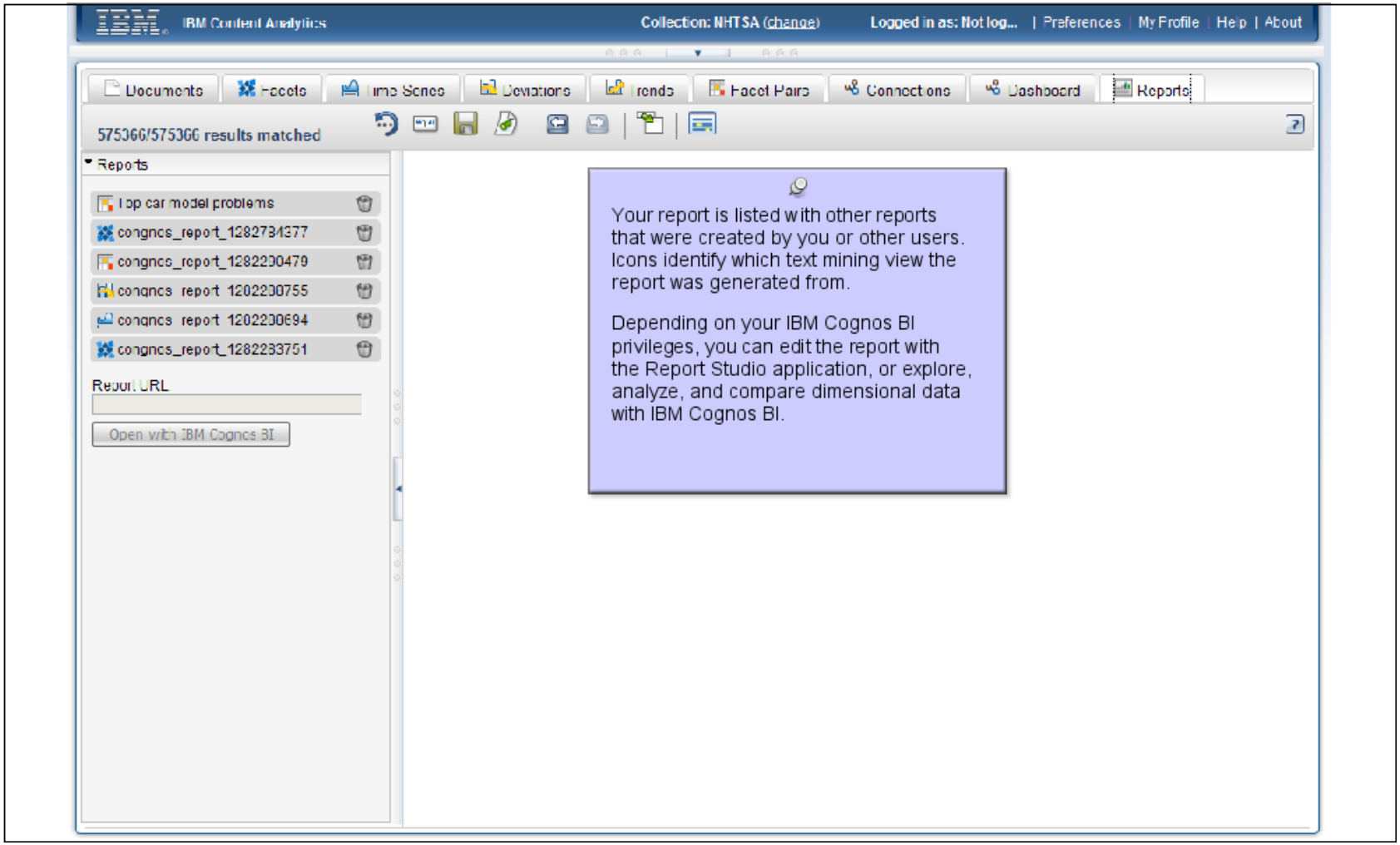

IBM Content Analytics
Collection: NHTSA (change)
Logged in as: Not log...
Preferences
My Profile
Help
About
Documents
Facets
Time Series
Deviations
Trends
Facet Pairs
Connections
Dashboard
Reports
575366/575366 results matched
Facet Navigation
Default order
Filter:
Clear
Part of Speech ?
Phrase Constituent ?
Named entity ?
Troubles
Negative event
Negative item
Negative pattern
Category for Auto
State
City
Vehicle/Equipment Comp
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
and other applications.
Select an output format:
IBM Cognos BI report
Name
Top car model problems
Type a name that is meaningful to you and to people that you plan to share the report with, and then specify other preferences for the report content.
Maximum number of keywords (facet rows):
100
Maximum number of keywords (facet columns):
100
Maximum number of results
500
Sort results by
Frequency
Description
Submit
Cancel

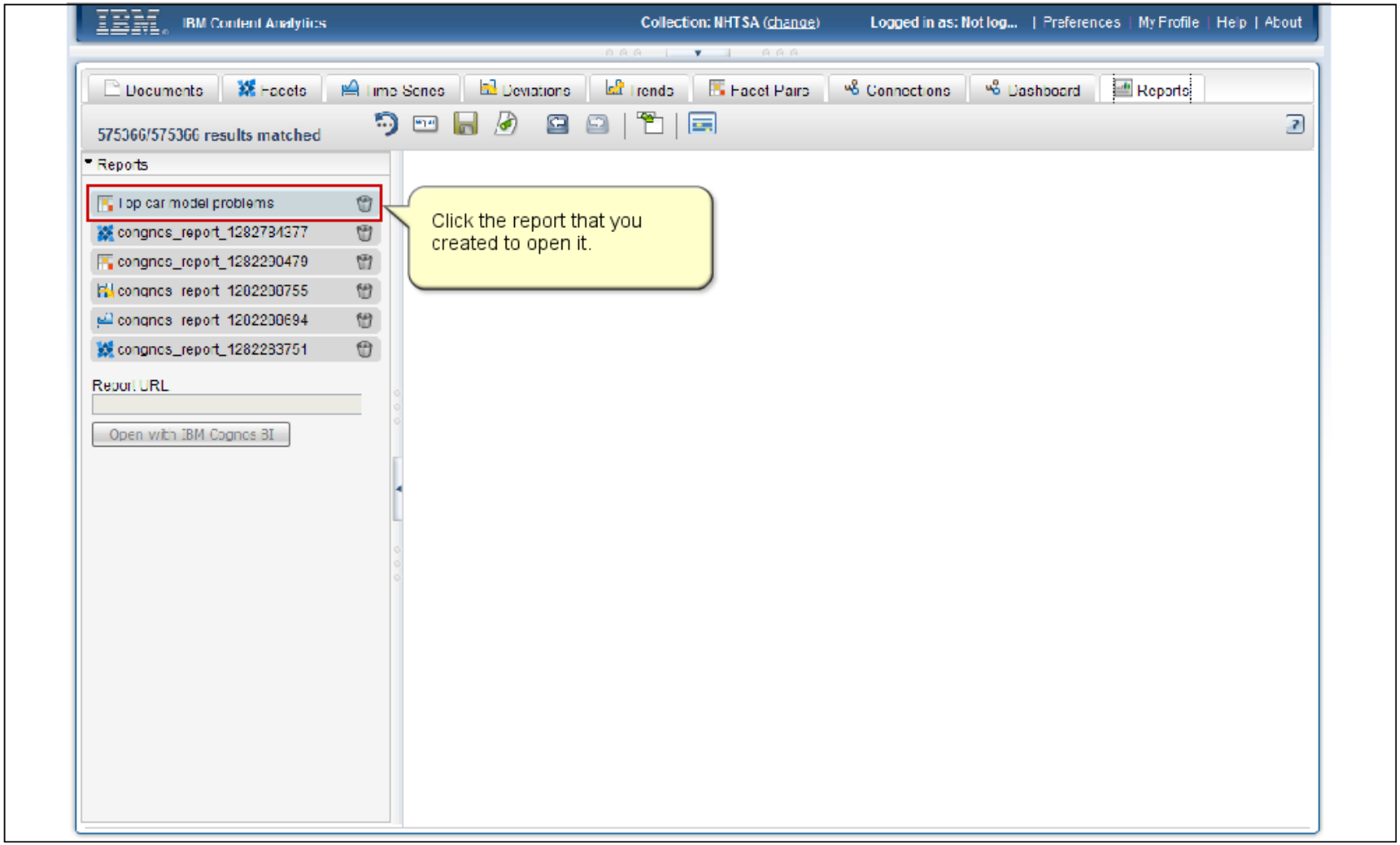

IBM Content Analytics
Collection: NHTSA (change)
Logged in as: Not log...
Preferences
My Profile
Help
About
Documents
Facets
Time Series
Deviations
Trends
Facet Pairs
Connections
Dashboard
Reports
575366/575366 results matched
Facet Navigation
Default order
Filter:
Clear
Part of Speech ?
Phrase Constituent ?
Named entity ?
Troubles
Negative event
Negative item
Negative pattern
Category for Auto
State
City
Vehicle/Equipment Comp
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
Top car model problems
Maximum number of keywords (facet rows):
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
Use the usage tips as needed to specify your report preferences, and click Submit to submit the request.
Submit
Cancel

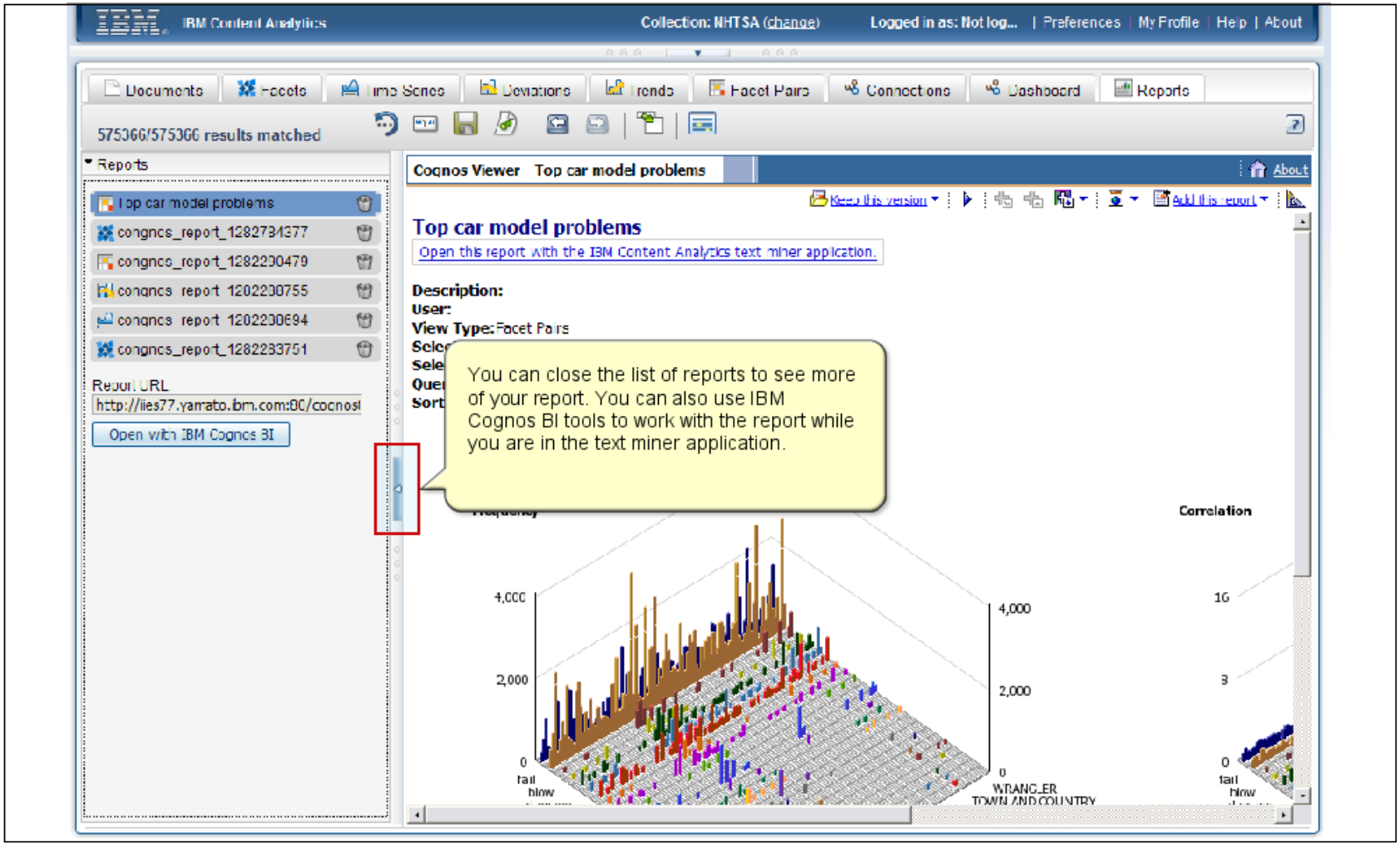

IBM Content Analytics
Collection: NHTSA (change)
Logged in as: Not log...
Preferences
My Profile
Help
About
Documents
Facets
Time Series
Deviations
Trends
Facet Pairs
Connections
Dashboard
Reports
575366/575366 results matched
Facet Navigation
Default order
Filter:
Clear
Part of Speech ?
Phrase Constituent ?
Named entity ?
Troubles
Negative event
Negative item
Negative pattern
Category for Auto
State
City
Vehicle/Equipment Comp
Vehicle/Equipment Make
Model
Model Year
Component Description
Date of Manufacture
Date of Purchase
Date of Fail
Anti-Lock Brakes?
Crash
Create a Report
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 a
Close
After you submit the report request, a confirmation message lets you know that the report is being processed and that you can see it by opening the Reports view.


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?
Phrase Constituent?
Named entity?
Troubles
Negative event
State
City
Vehicle/Equipment Make
Model
Model Year
Component Description
Date of Manufacture
Date of Purchase
Date of Fail
Anti-Lock Brakes?
Crash
Create a Report
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
You can choose to skip this message when you submit future reports.
Click Close to shut the message box.


IBM Content Analytics
Collection: NHTSA (chang
ferences | My Profile | Help | About
To see the report, open the **Reports** view.
Documents
Facets
Time Series
Deviations
Trends
Facet Pair
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 Comp
Vehicle/Equipment Make
Model
Model Year
Component Description
Date of Manufacture
Date of Purchase
Date of Fail
Anti-Lock Brakes?
Crash
Keywords
Filter Rows:
Columns Show:
Filter Columns:
Rows = Model
Columns = Negative event
Correlation Amount
Low
High
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 828 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


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
Reports
Top car model problems
cognos_report_1282734377
cognos_report_1282230479
cognos_report_1282230755
cognos_report_1282230694
cognos_report_1282233751
Report URL
Open with IBM Cognos BI
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.


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
Reports
Top car model problems
cognos_report_1282734377
cognos_report_1282230479
cognos_report_1282230755
cognos_report_1282230694
cognos_report_1282233751
Report URL
Open with IBM Cognos BI
Click the report that you created to open it.


IBM Content Analytics
Collection: NHTSA (change)
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cognos report 1282230755
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cognos_report_1282233751
Report URL
http://iies77.yamato.ibm.com:80/cognos
Open with IBM Cognos BI
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Keep this version
Add this report
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Open this report with the IBM Content Analytics text miner application.
Description:
User:
View Type: Facet Pairs
You can close the list of reports to see more of your report. You can also use IBM Cognos BI tools to work with the report while you are in the text miner application.
Correlation
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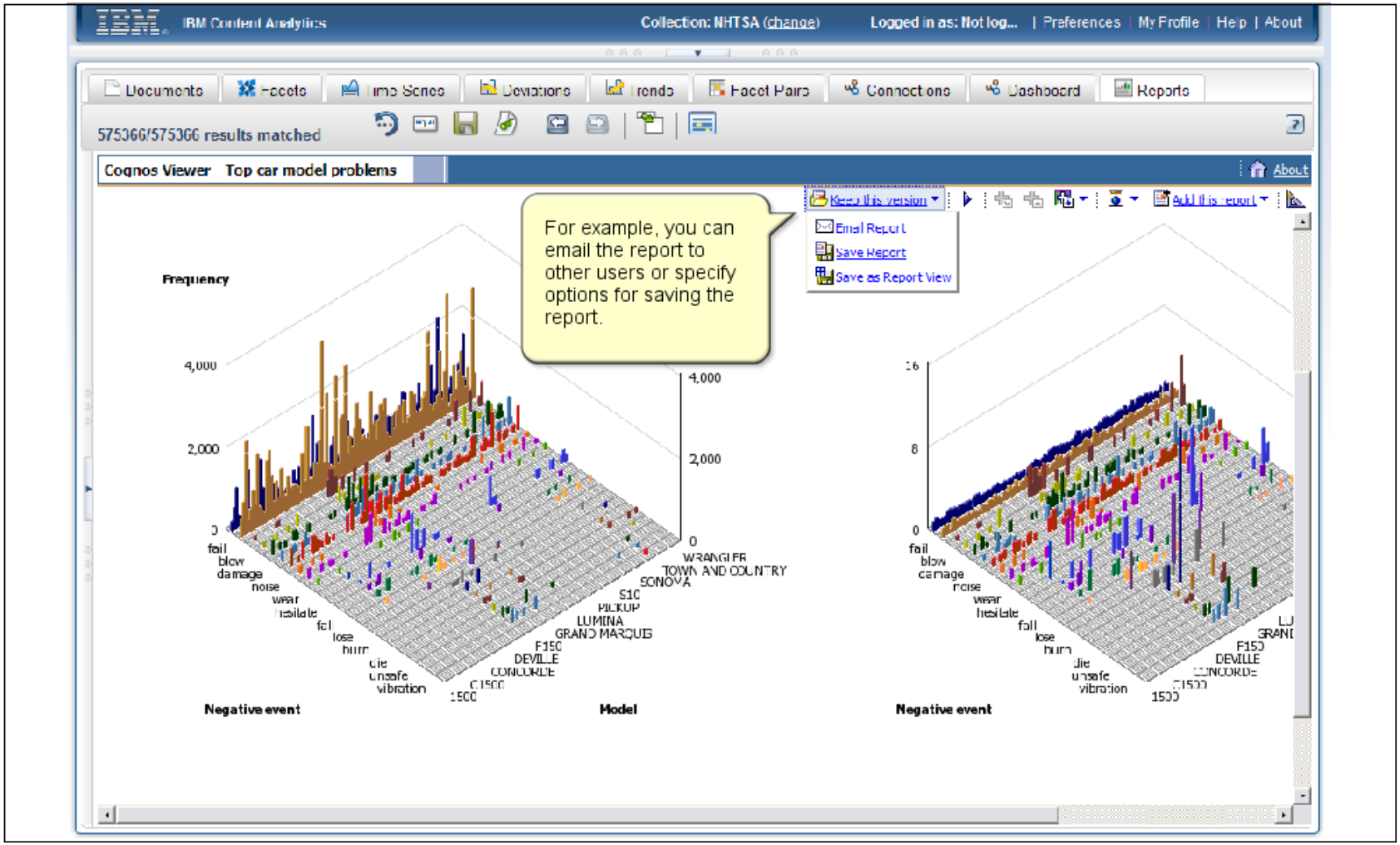
TOWN AND COUNTRY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Save as Report View
For example, you can email the report to other users or specify options for saving the report.
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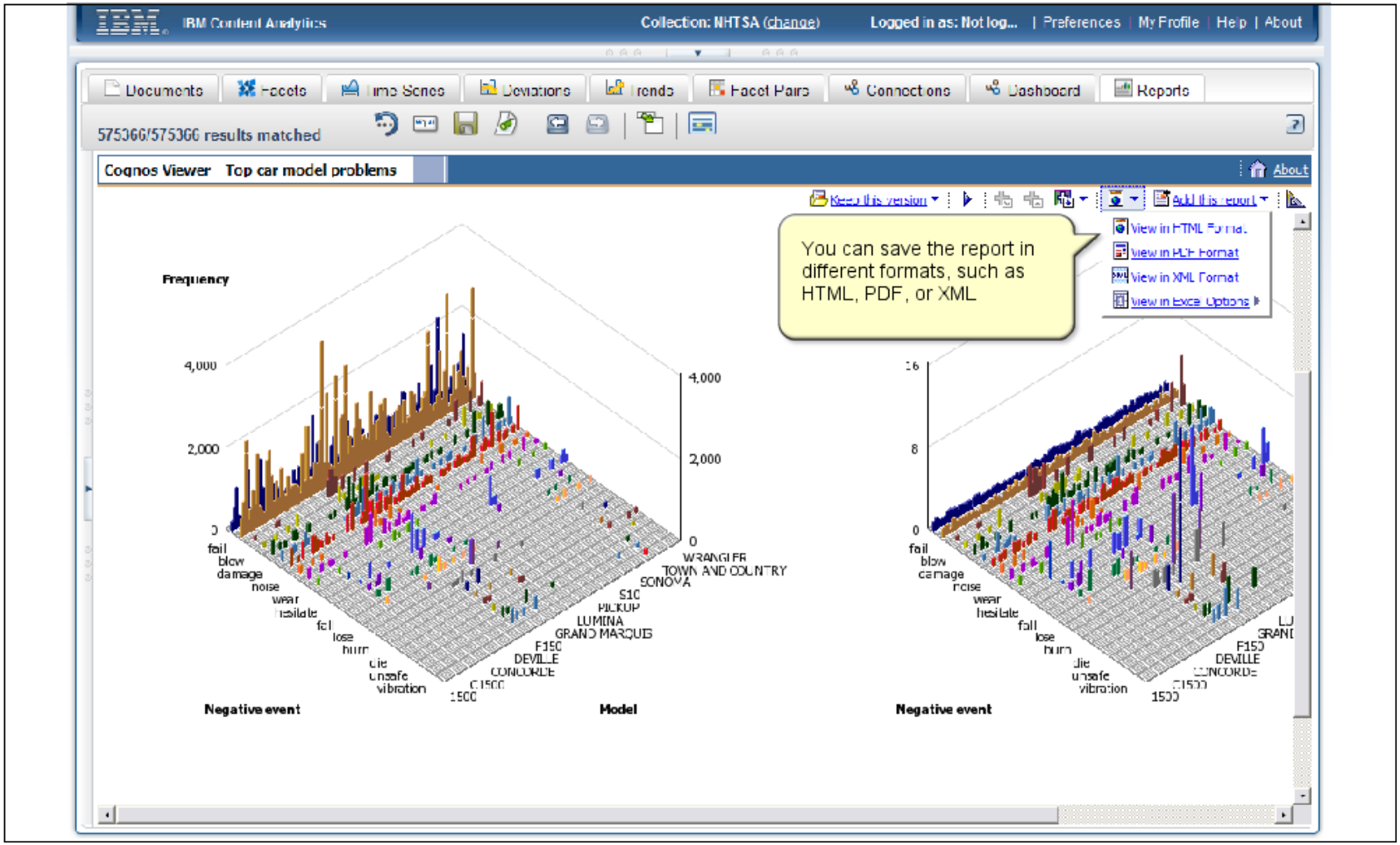
Model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View in PDF Format
View in XML Format
View in Excel Options
You can save the report in different formats, such as HTML, PDF, or XML
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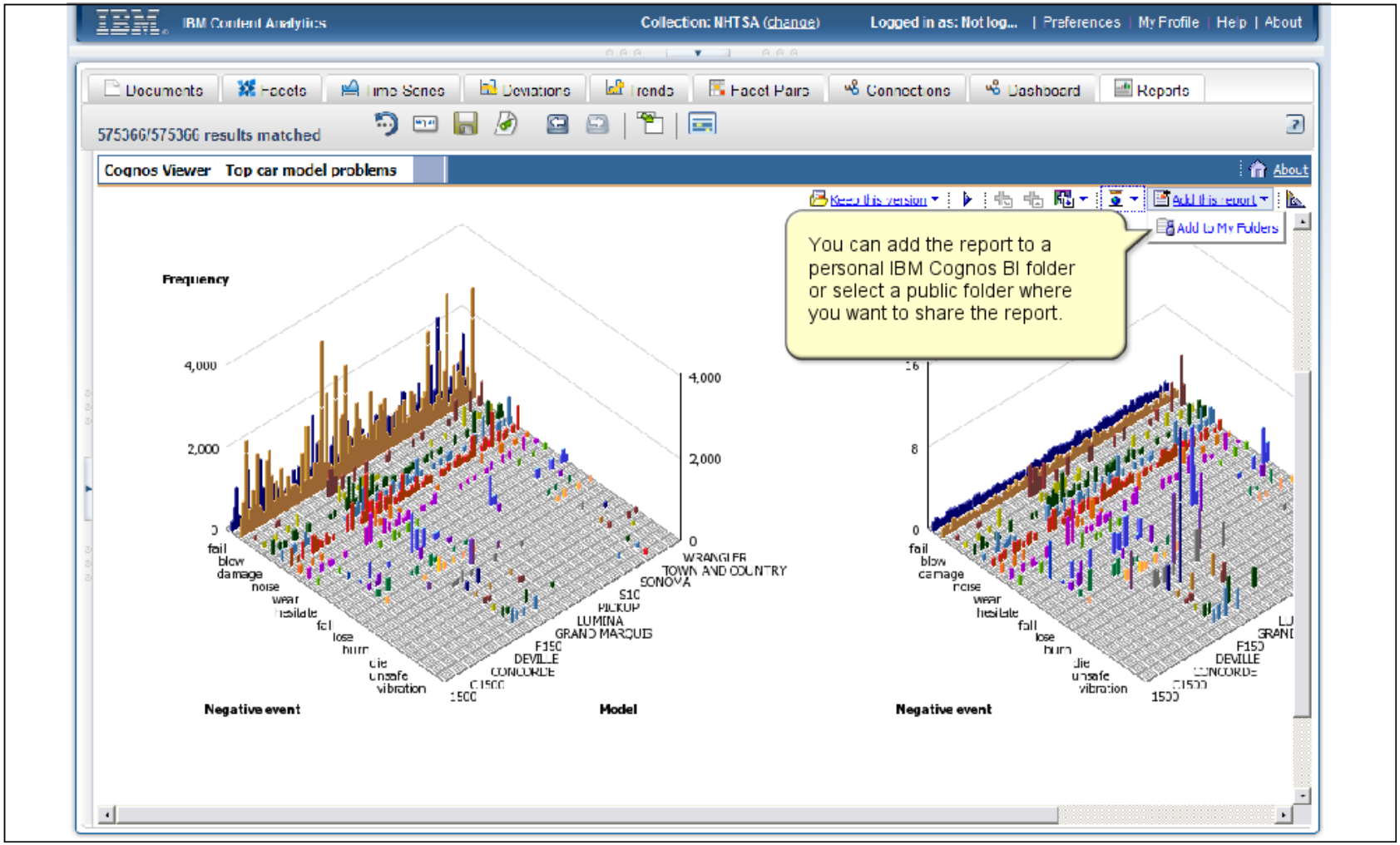
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Add To My Folders
You can add the report to a personal IBM Cognos BI folder or select a public folder where you want to share the report.
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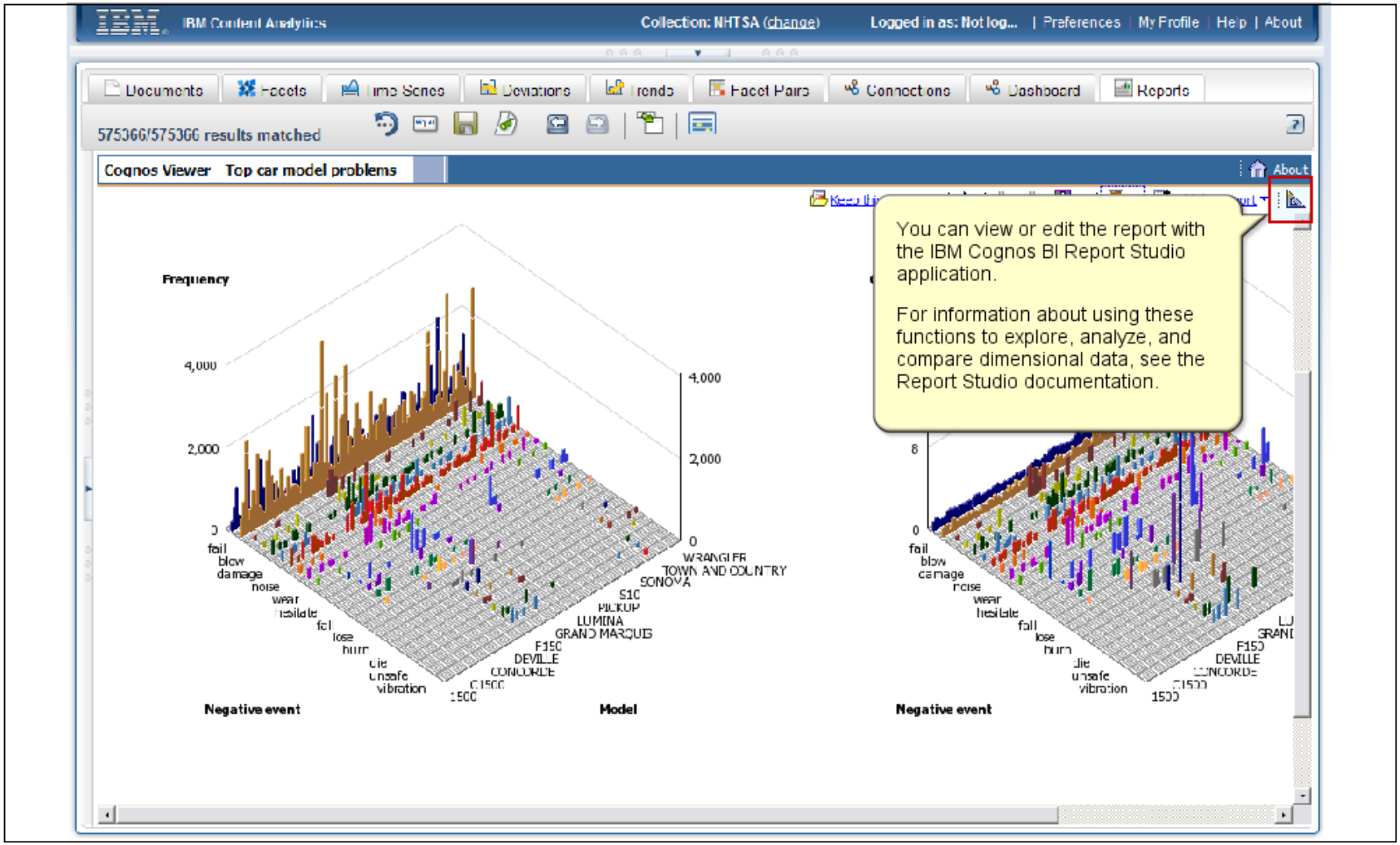
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You can view or edit the report with the IBM Cognos BI Report Studio application.
For information about using these functions to explore, analyze, and compare dimensional data, see the Report Studio documentation.
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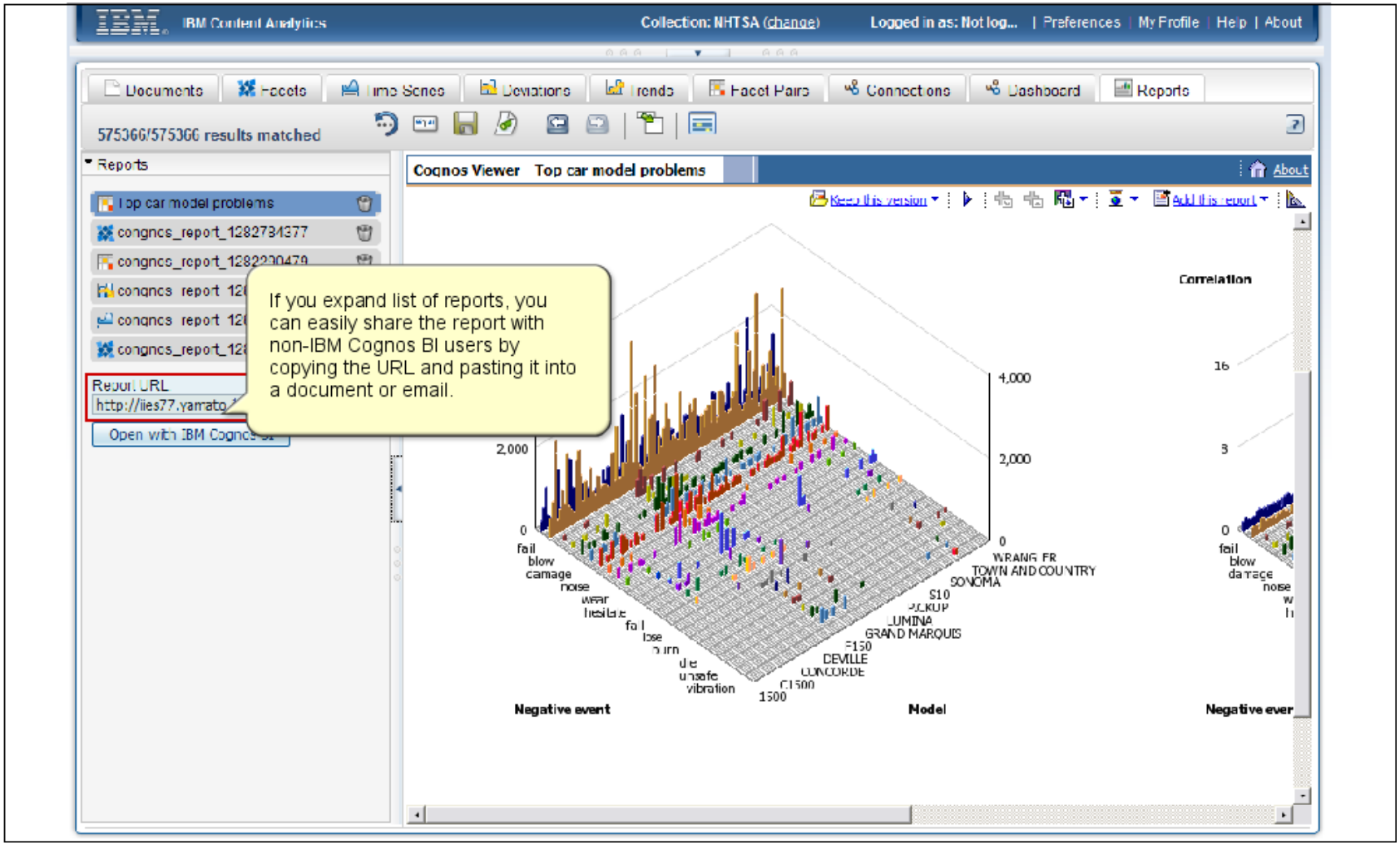
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If you expand list of reports, you can easily share the report with non-IBM Cognos BI users by copying the URL and pasting it into a document or email.
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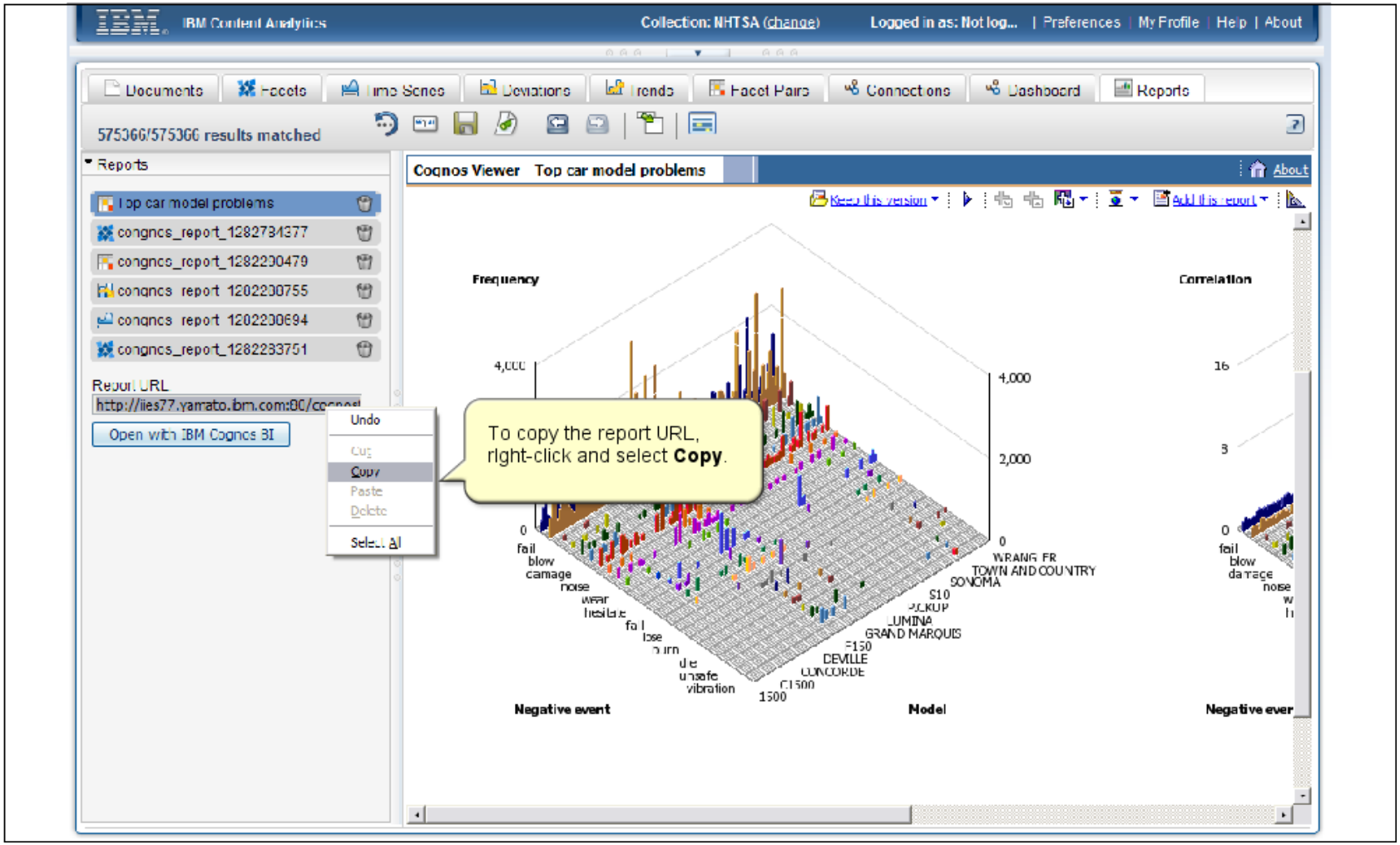
IBM Content Analytics
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Select All
To copy the report URL, right-click and select Copy.
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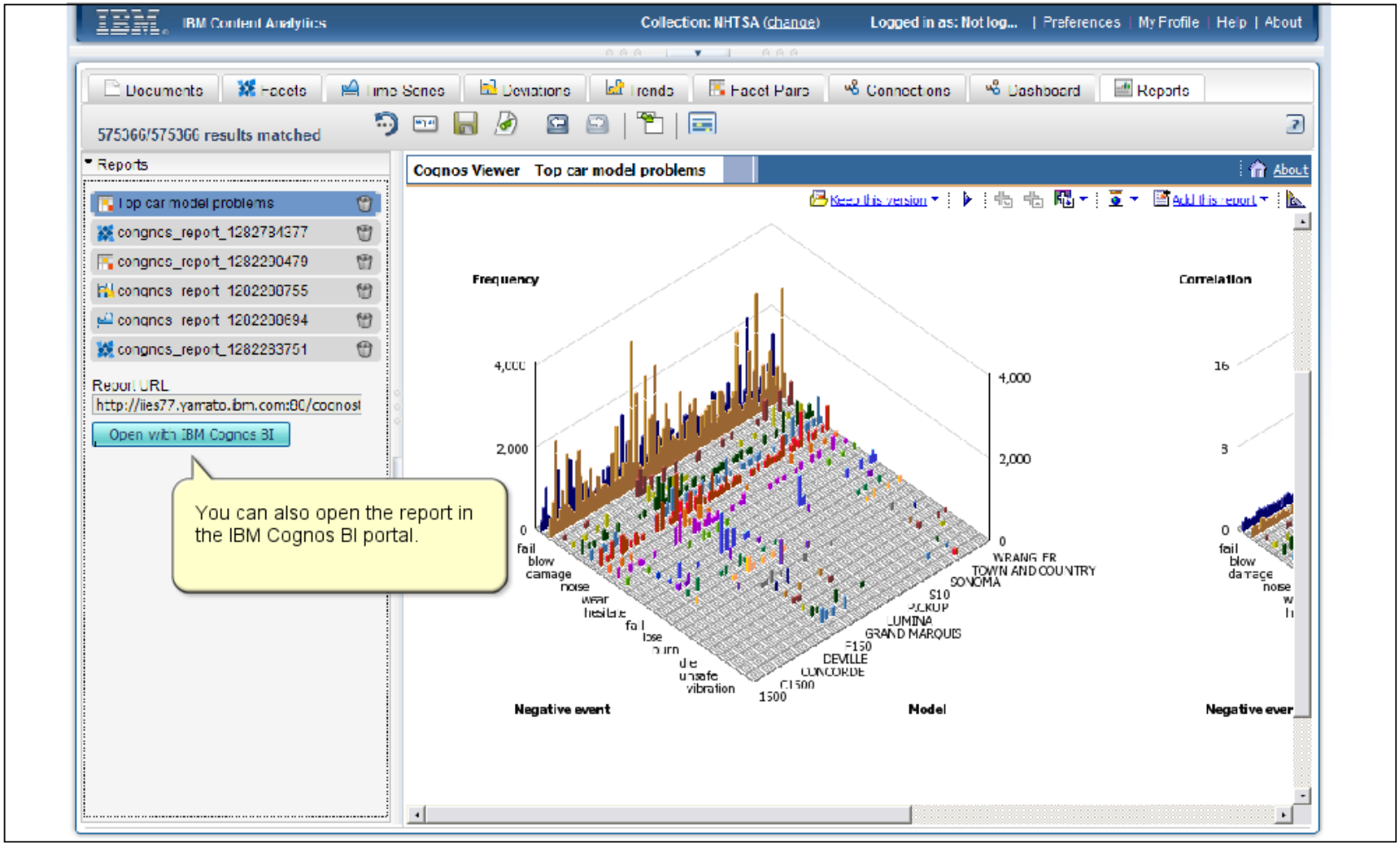
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You can also open the report in the IBM Cognos BI portal.
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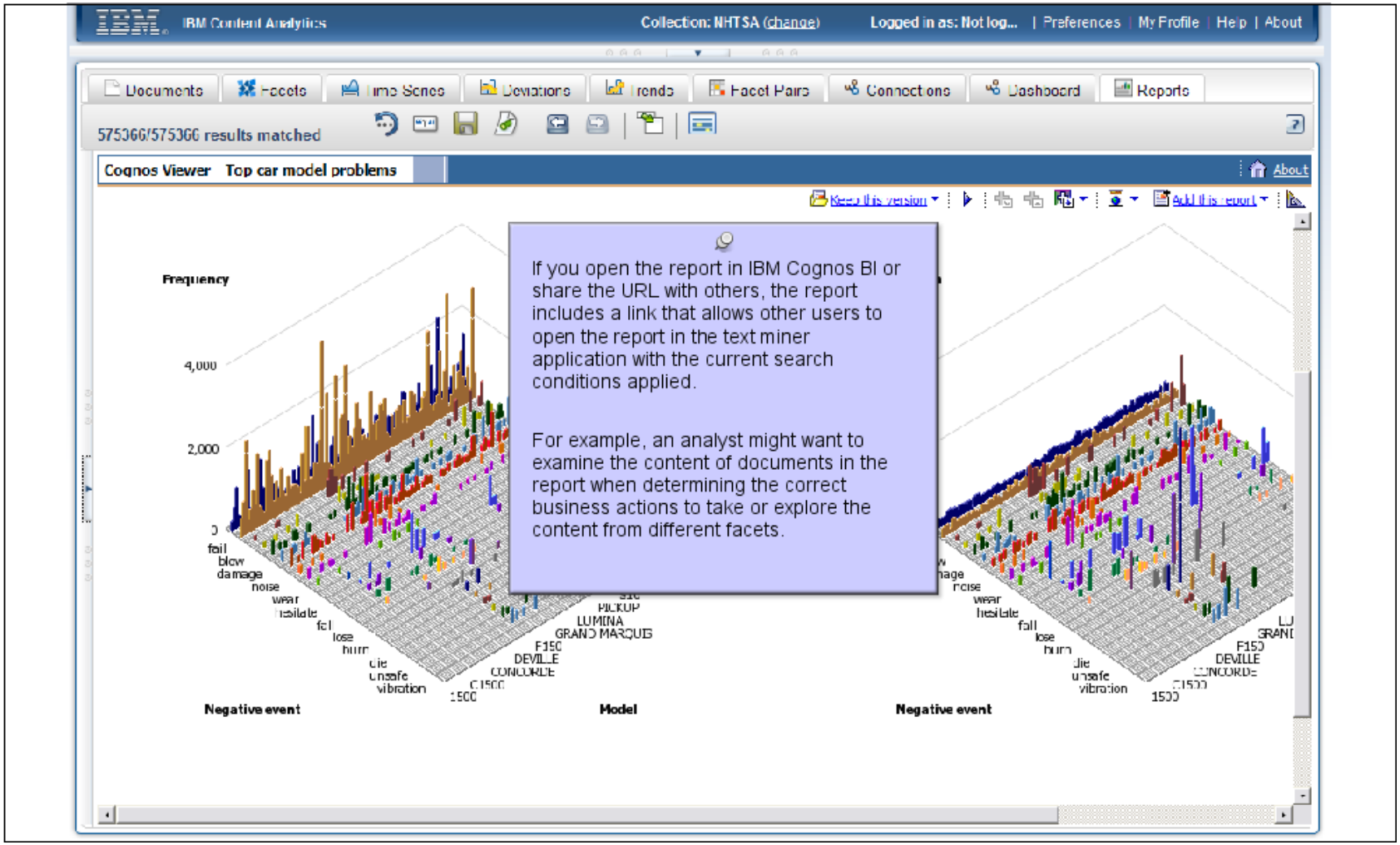
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If you open the report in IBM Cognos BI or share the URL with others, the report includes a link that allows other users to open the report in the text miner application with the current search conditions applied.
For example, an analyst might want to examine the content of documents in the report when determining the correct business actions to take or explore the content from different facets.

This completes the tutorial about how to use IBM Content Analytics to export documents to a relational database and how to create reports that can be further analyzed with IBM Cognos 8 Business Intelligence.
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