

# IBM Cognos Analytics with Watson: Understand the hidden potential of your data

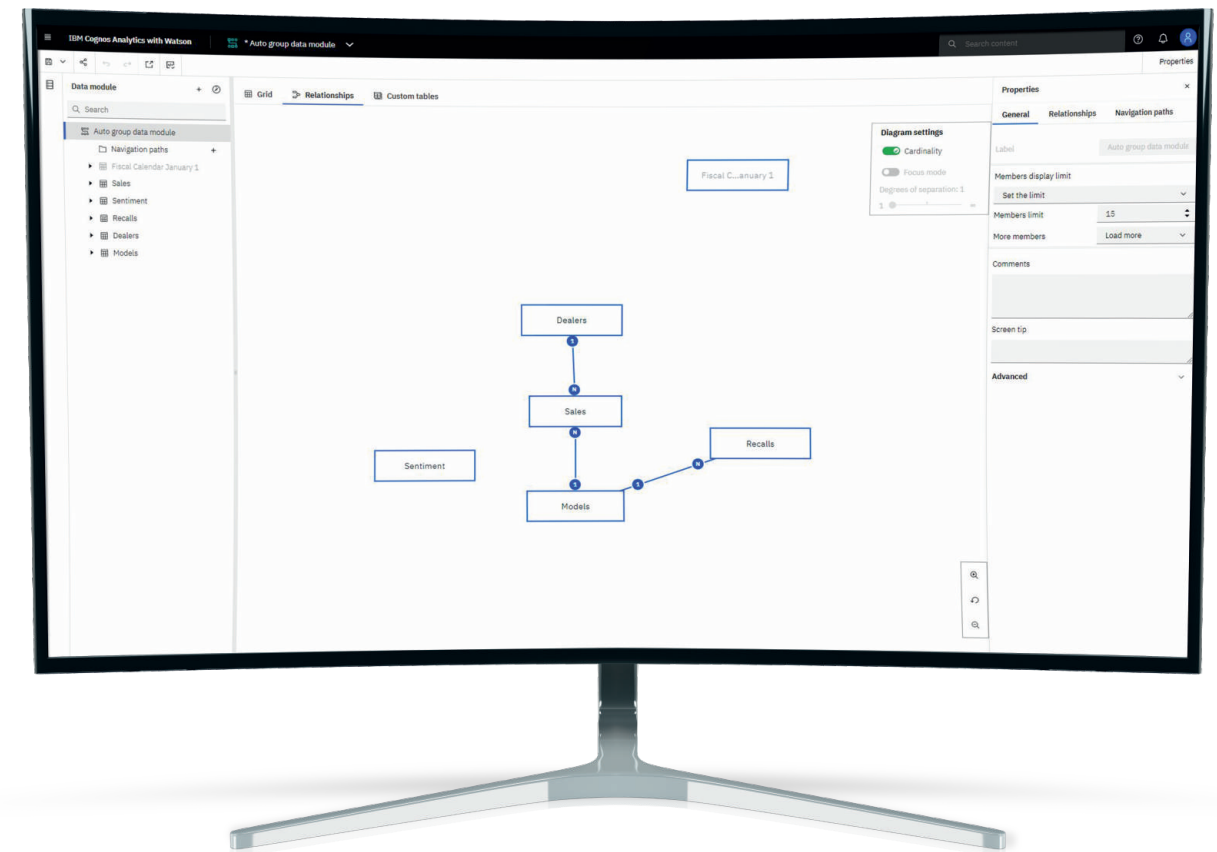
IBM Cognos Analytics with Watson is all inclusive BI suite that enables its users to prepare their own data using Data Modules and Data sets, present it through Reporting or Dashboard, discover new insights with Exploration or forecast future events by running scripts in Jupiter Notebook.



# 1. PREPARING YOU DATA

## 1.1. DATA MODULES

Data modules are an easy way of bringing your data to Cognos. Once brought, users can then clean and filter their data, create relationships between tables, create custom tables and calculated columns or apply row level security. Data modules can also easily connect data from different sources such as other modules with excel spreadsheet for an example.



# 1. PREPARING YOU DATA

## 1.2. DATA SETS



With Data sets we create smaller samples from already existing data In Cognos that are most often used to examine a specific case, problem, or an opportunity.

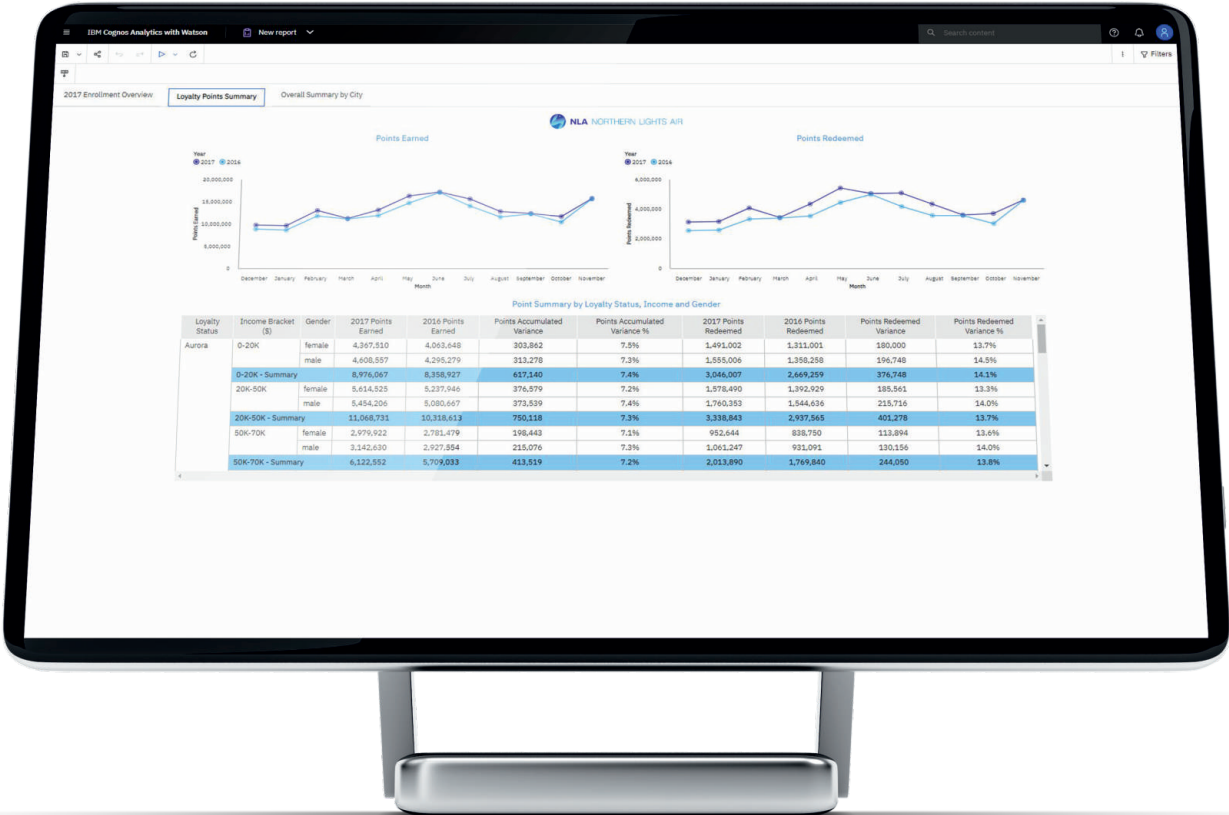


# 2. PRESENTING YOUR DATA

## 2.1. REPORTING



Reporting tool offers a perfect blend of tabular presentation of data and visualizations.





## 2. PRESENTING YOUR DATA

### 2.1. REPORTING



Analytic users can use various prompts on prompt pages to determine what information will be rendered on output or change the output of reports on the fly through usage of various prompts on the report page itself.



## 2. PRESENTING YOUR DATA

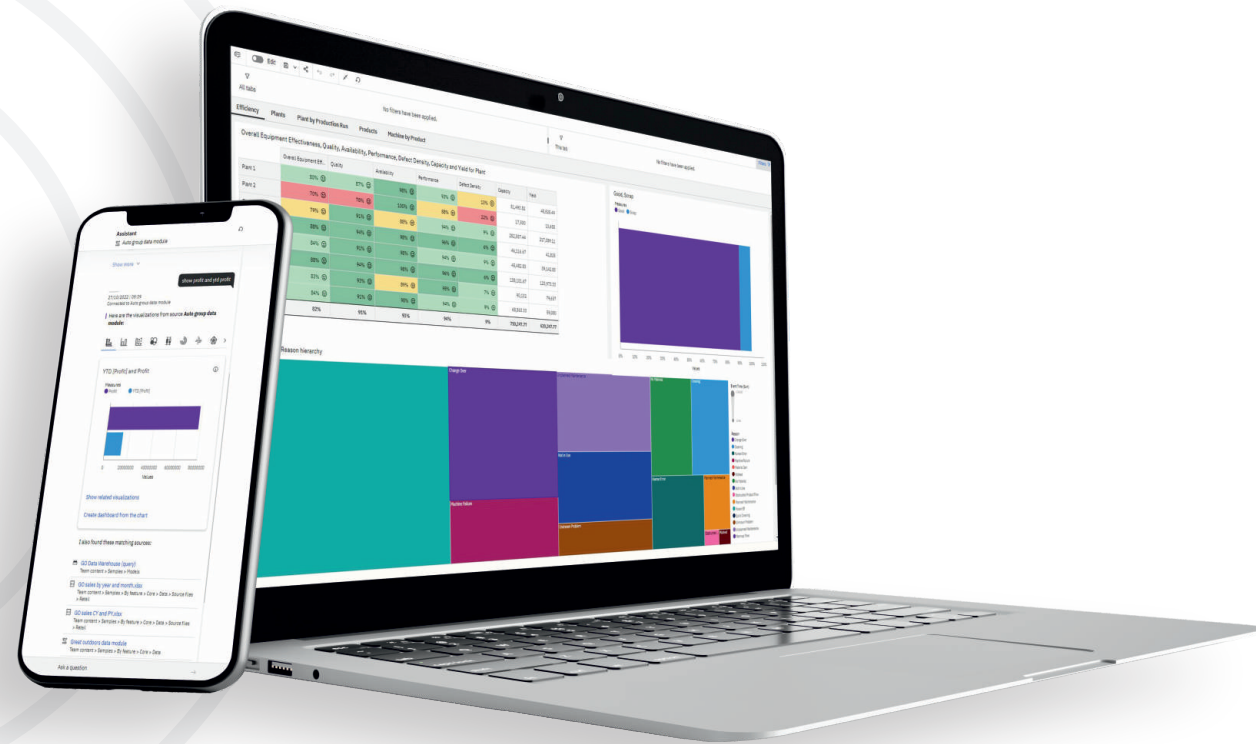
### 2.1. REPORTING



In addition, power users can use many data query manipulation features to further enhance data being presented in reports.

## 2. PRESENTING YOUR DATA

### 2.2. DASHBOARDS



Easy to assemble, easy to use, Dashboards are an interactive workspace that present users with quick overview of key metrics while also allowing them to get more details by focusing on specific data point or drilling down.



Dashboards are equipped with Natural Language Processing Assistant which is now upgraded with Watson.

## 3. UNCOVERING SECRETS IN YOUR DATA

### 3.1. EXPLORATION

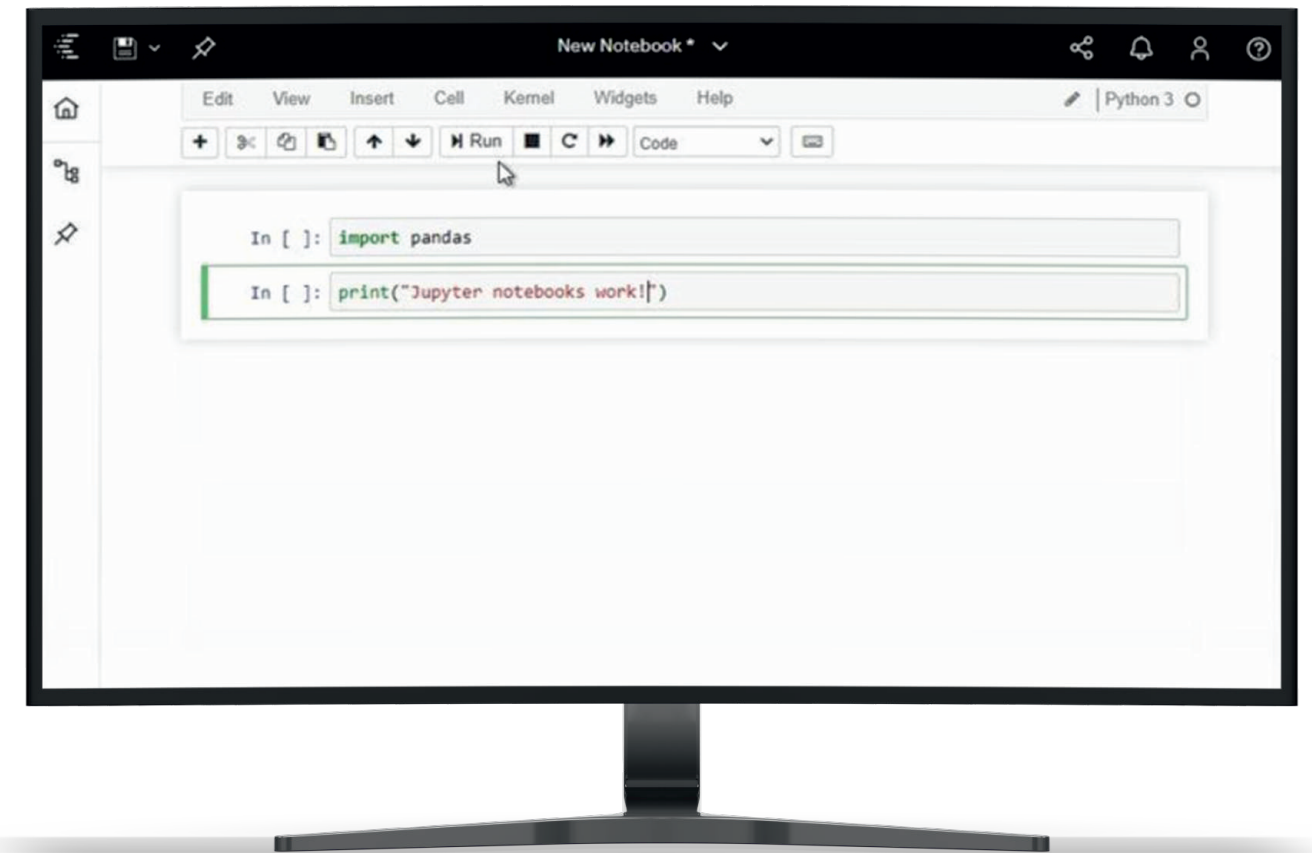
As a tool, Exploration is designed to assist a user dig deeper in the meaning behind the data that is presented. Easily launched from a visualization in a Dashboard, Exploration offers key details and insights of selected data. Exploration provides users with an ability to see relationships between different points of interest, generates comparison diagrams for related data and performs an analysis of key drivers that influence it.



## 4. RUNNING CUSTOM SCRIPTS

### 4.1 JUPYTER NOTEBOOK

With the integration of Jupyter Notebook in IBM Cognos Analytics customers have gained the ability to create and run custom scripts written in Python or R programming languages. The output of those scripts, such as tables of data or visualizations can then be presented using Reporting or Dashboard tools.

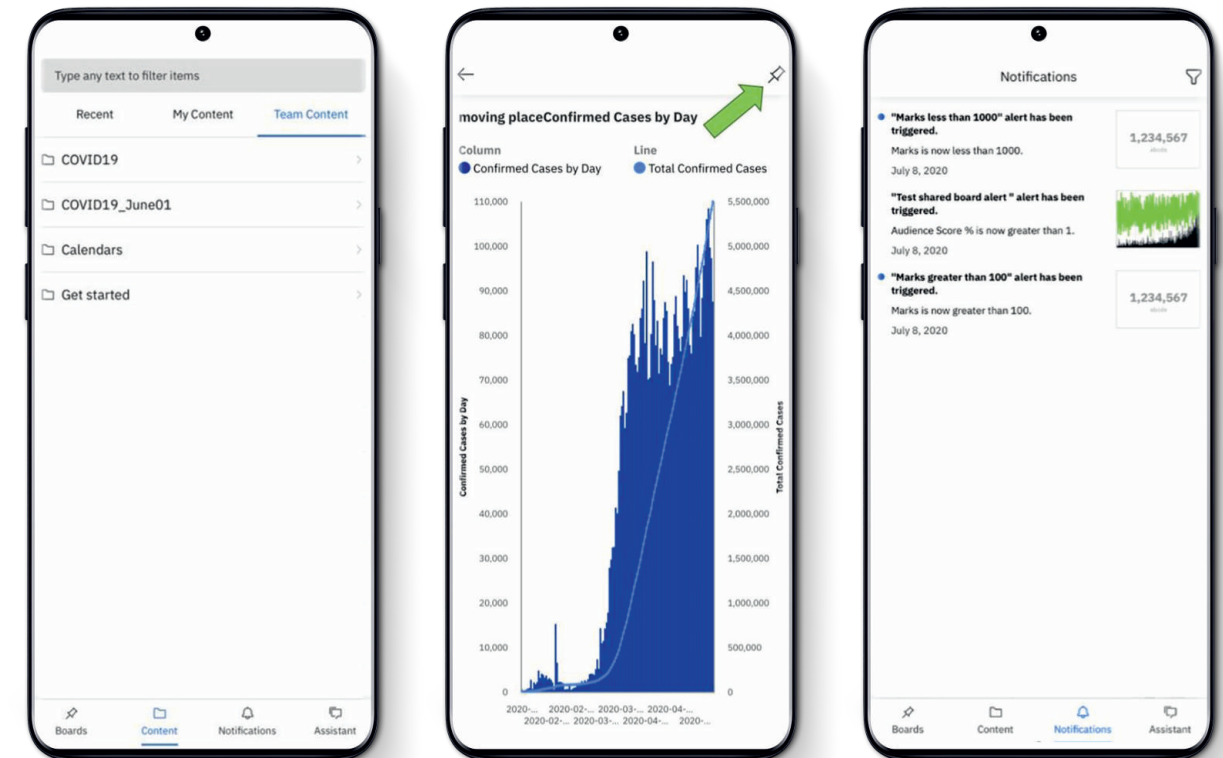




## 5. DATA ON THE GO

### 5.1 IBM Cognos Mobile Application

Mobile Application lets users access visualizations from saved Dashboards. Users can pin the visualizations they frequently visit to their boards in the application. They can then share those boards with their colleagues. In addition, the application allows users to set triggers based on changes that occur in data which will then send a push notification to the users' devices.





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