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Using Cognos Analytics Explorations

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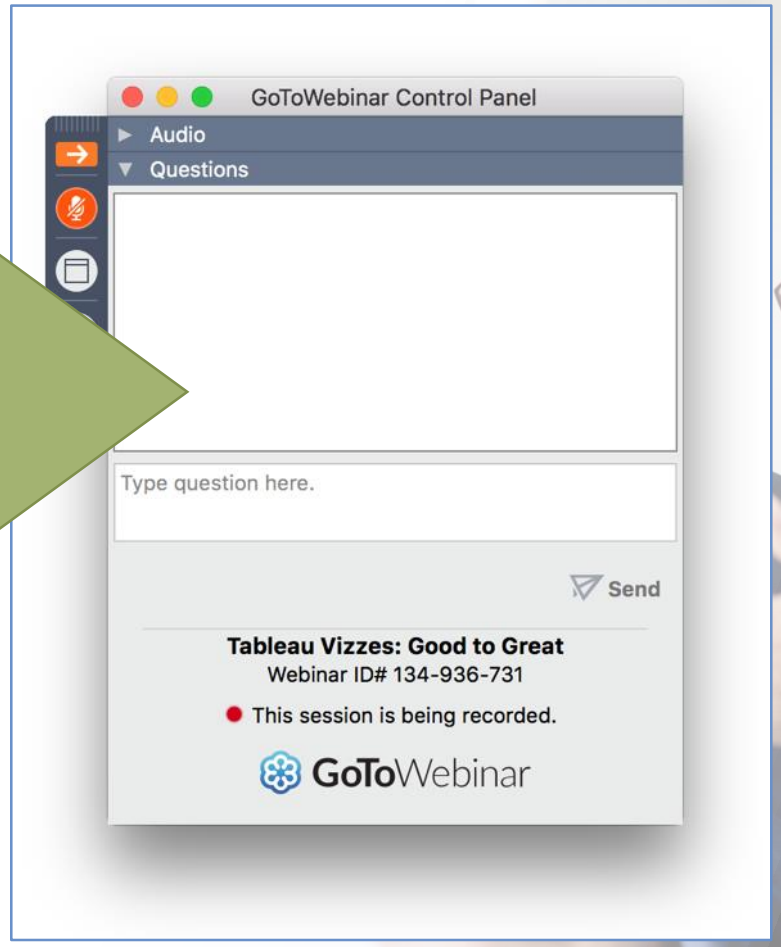
Submit questions in this section



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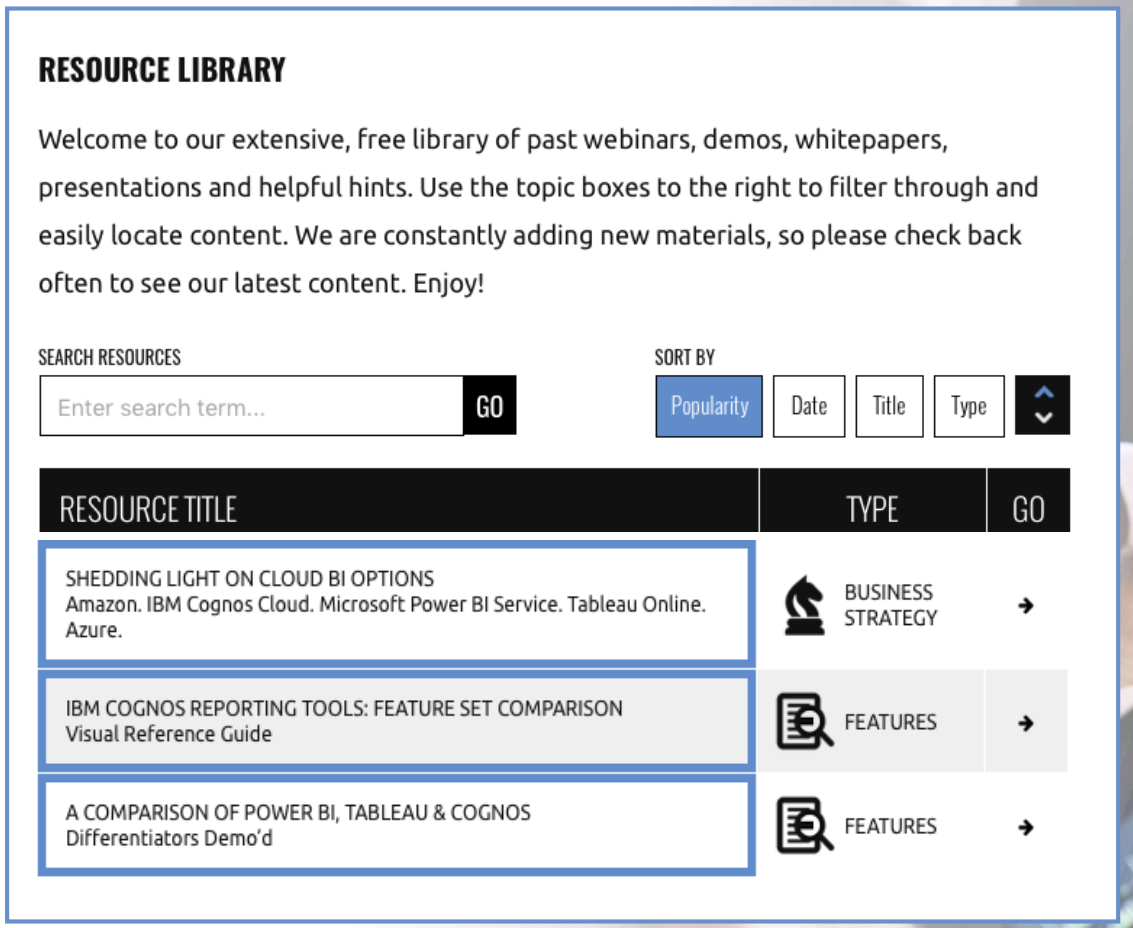

Agenda

Introductions

Using Cognos Analytics Explorations

Senturus overview

Additional resources

Q&A

Overview

Exploration overview

Using Exploration to see data drivers

Looking at predictive strength

Leveraging comparisons

Working with the Assistant

Exporting to dashboards and reports

Introductions

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Senturus, Inc.

Michael Weinhauer

Director
Senturus, Inc.

Poll #1

How often do you use Explorations?

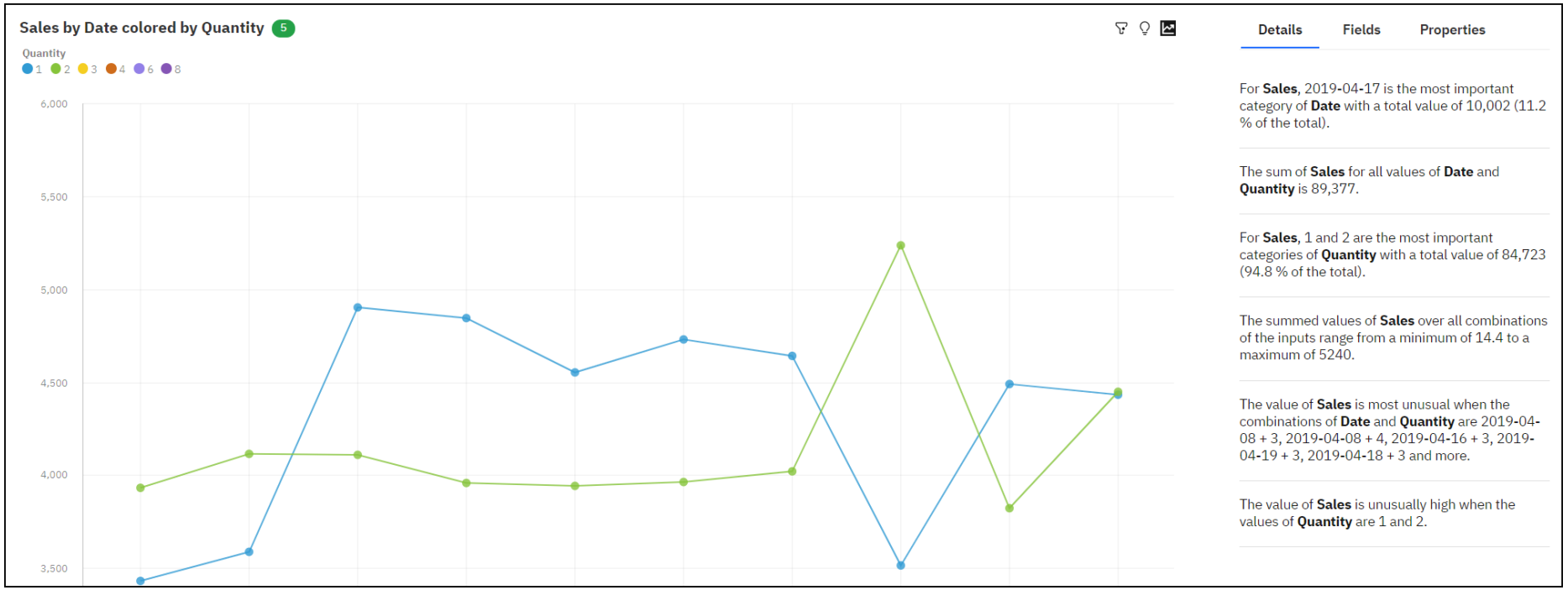
- Never
- Occasionally
- Frequently

Exploration overview

- Explorations allow you to discover and analyze data
- Explorations can be started from existing dashboards or reports or created from scratch
- Uncover hidden relationships, find trends, and visualize patterns in your data

Exploration overview

Use Explorations to see correlations and details of data.



Exploration - demo

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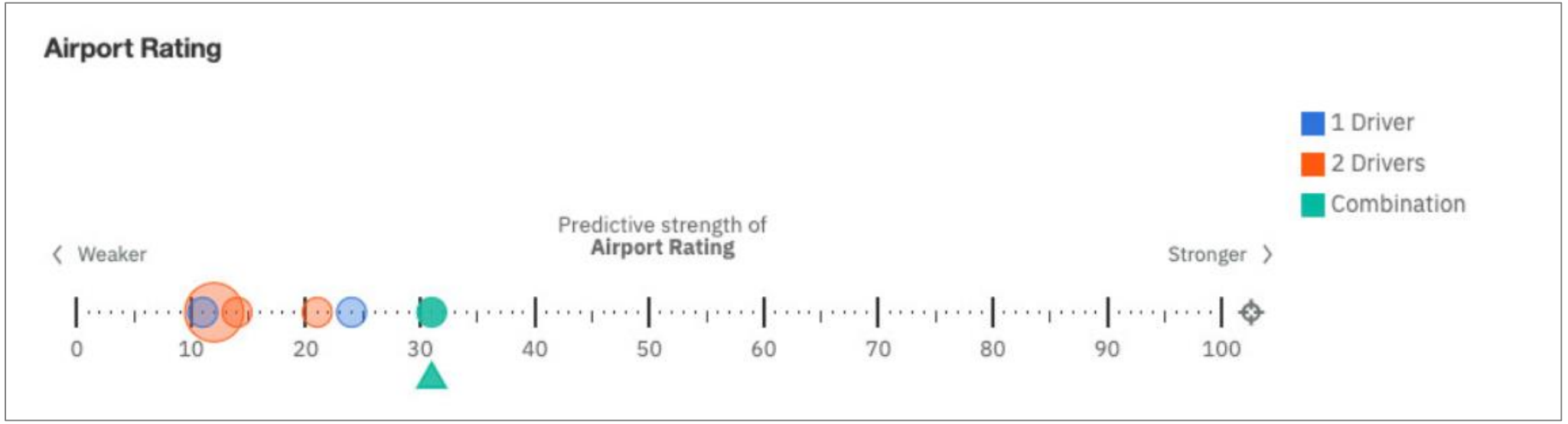
Examining predictive strength

- The relationship slider shows a measure of how relevant data points are to each other
- Relationship strength can be set for ranges



Examining predictive strength

- From the predictive strength relationships key drivers will emerge
- Cognos Analytics uses sophisticated algorithms to deliver highly interpretable insights that are based on complex modeling
- You don't have to know which statistical tests to run on your data, Cognos Analytics picks the right tests for the data

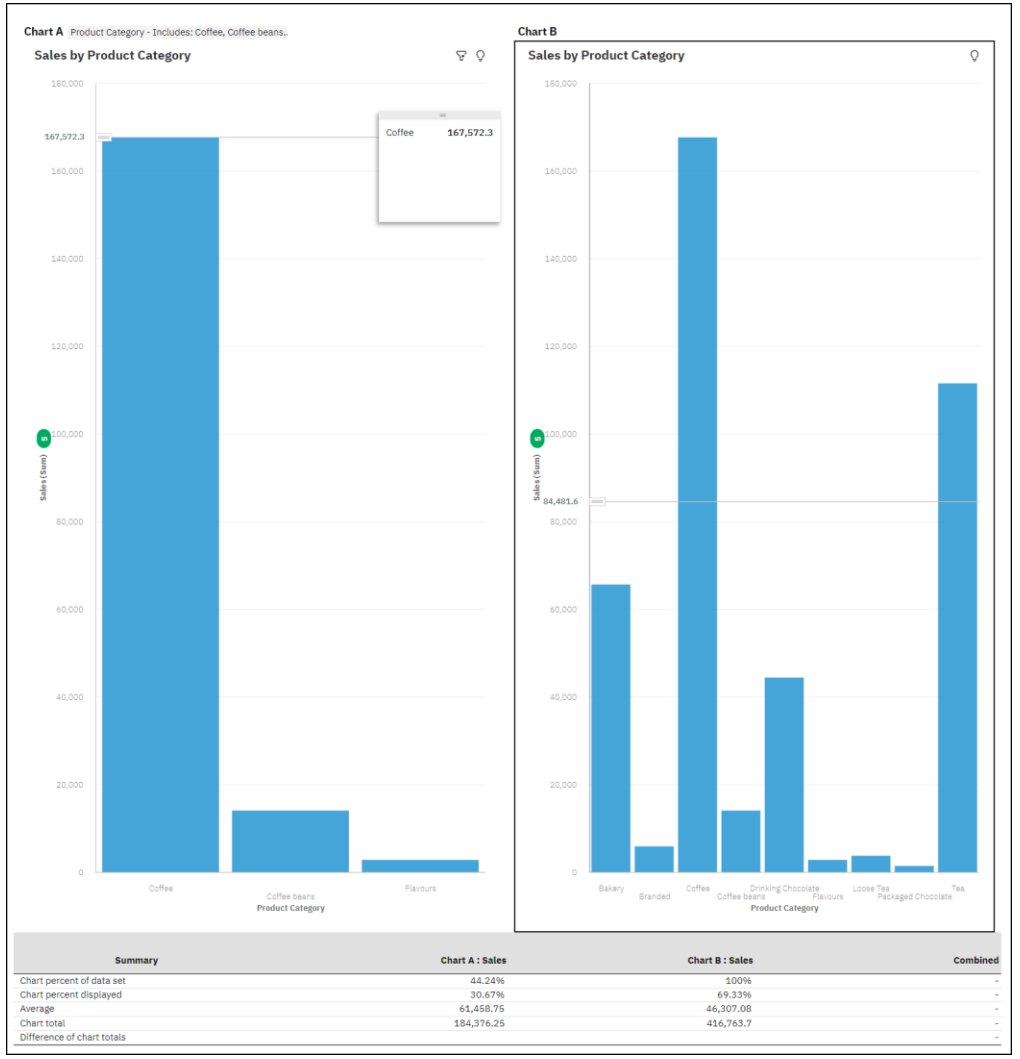
Examining predictive strength

For example, this driver analysis visualization shows that the combination of overall satisfaction, signage rating, security rating, and art rating are the strongest drivers of the target airport rating.

Exploration - demo

Using comparisons

Use comparisons to analyze data in two different visualizations.



Summary	Chart A : Sales	Chart B : Sales	Combined
Chart percent of data set	44.24%	100%	-
Chart percent displayed	30.67%	69.33%	-
Average	61,458.75	46,307.08	-
Chart total	184,376.25	416,763.7	-
Difference of chart totals			-

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Exploration - demo

Exploration Assistant

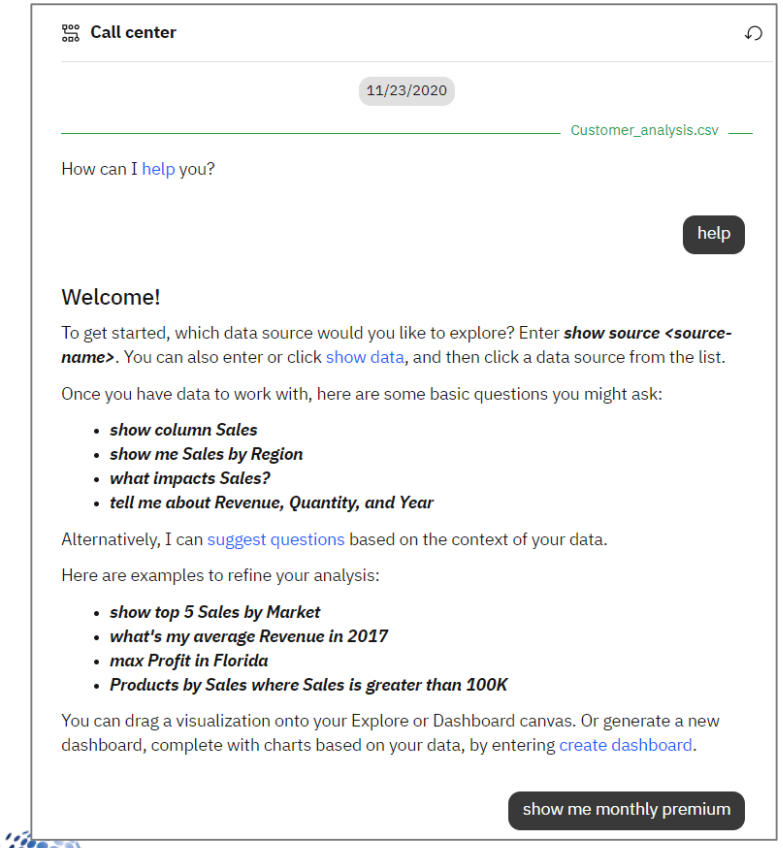
- Cognos Analytics includes an embedded assistant that supports text-based input to help you gain quick insights into your data and simplify your analytics
- In just a few steps, you can access key data sources, create visualizations, and drag them onto your Exploration or dashboard canvas
- You can use two interfaces:
  - Full assistant panel
  - Compact assistant panel

Exploration Assistant

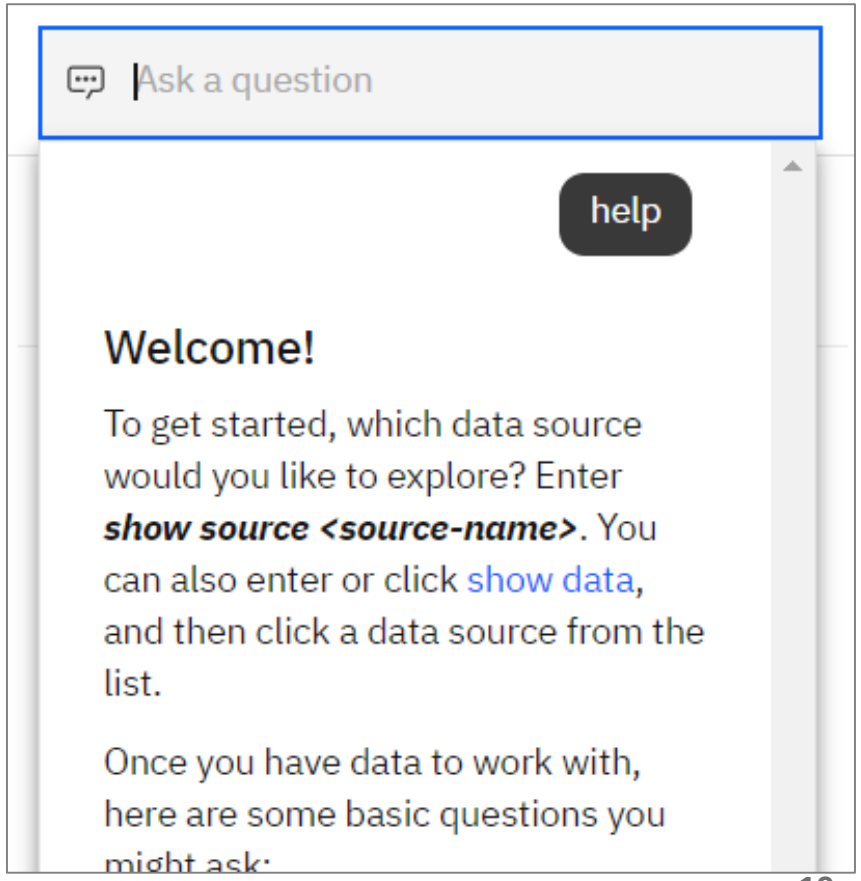
- By typing in plain English, the assistant returns visualizations based on your questions
- For the best results, use standard human sentences:
  - *Show me product profit*
  - *What were sales last year for all regions*
- Filters can be used in questions as well:
  - *Show the average income where income is less than 5k*

Exploration Assistant

Full Panel:



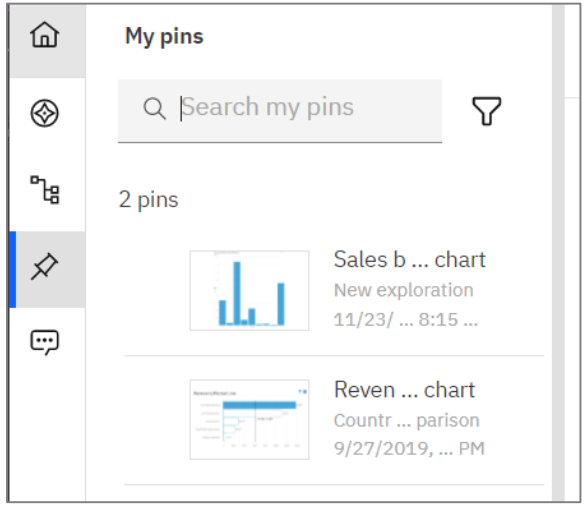
Compact:



Exploration - demo

Exporting to dashboards & reports

- Explorations can both be started from an existing dashboard or report OR exported to the dashboarding or reporting tools
- Pin an exploration then use it in a dashboard, story, or report



Exploration - demo

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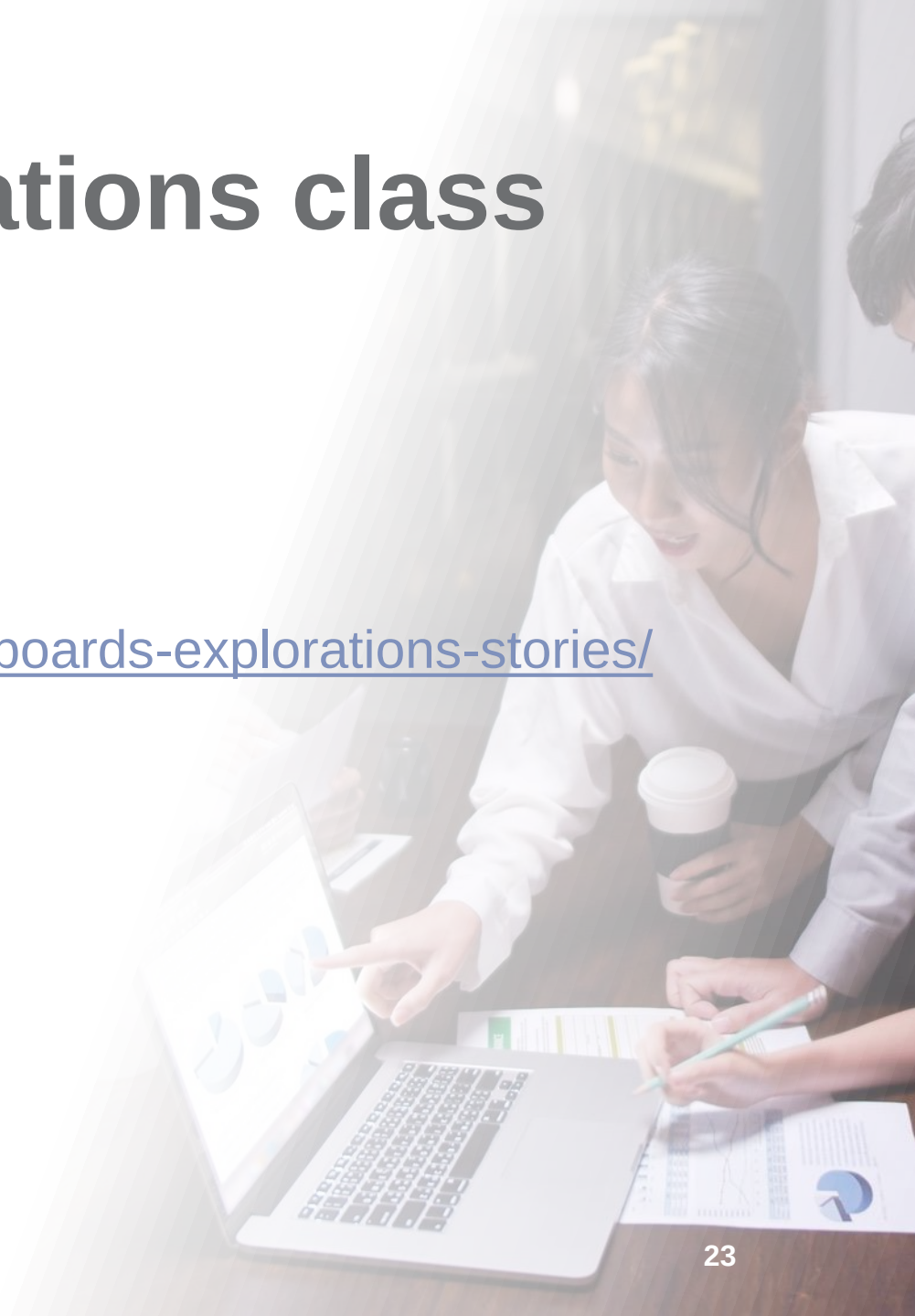
Cognos Analytics Explorations class

Dashboards, Explorations & Stories

Instructor-led online

Mar 10, 2021

https://senturus.com/training/course-schedule/dashboards-explorations-stories/



Upcoming events

Getting Started with (Just Enough) Data Governance

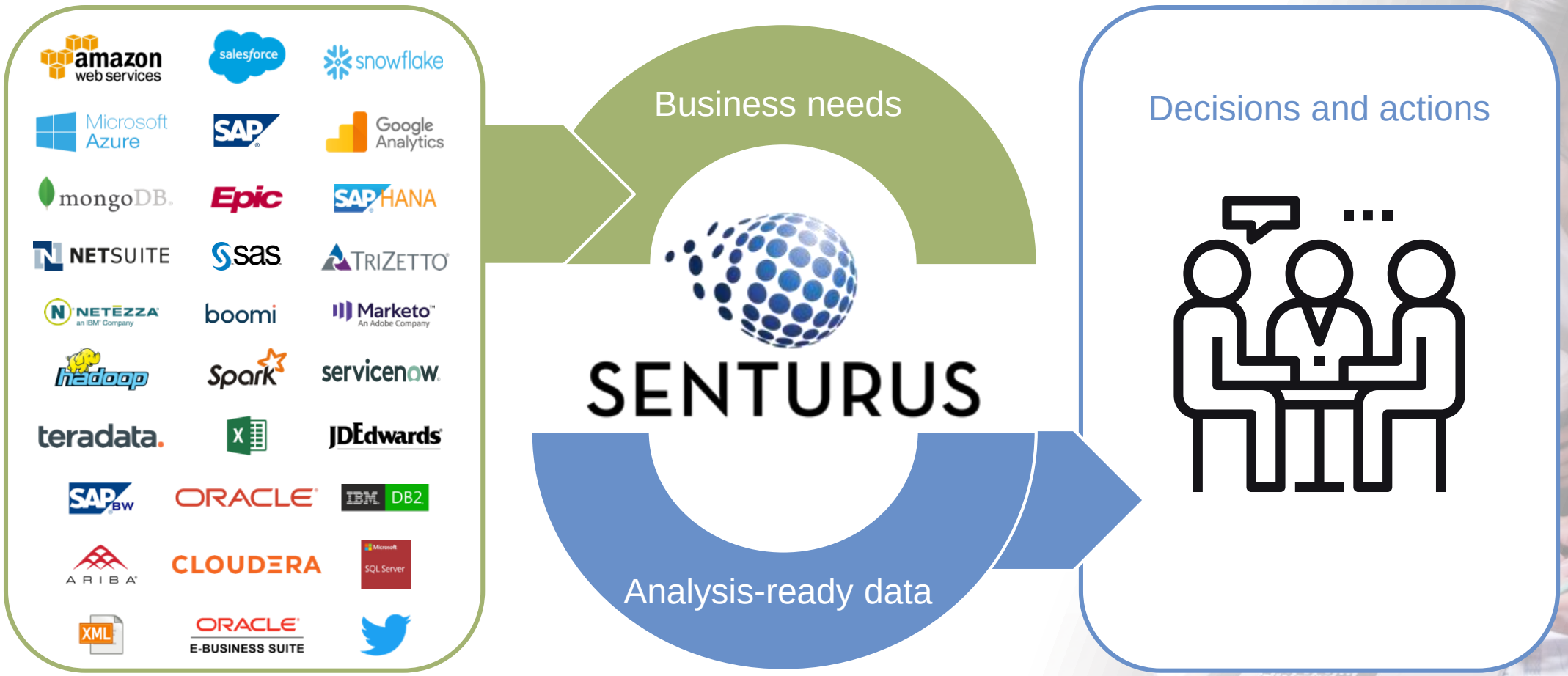
Small steps you can take now to address your data governance issues

Thursday, Jan. 28, 2021, 11am PT/2pm ET

The authority in Business Intelligence

Exclusively focused on BI, Senturus is unrivaled in its expertise across the BI stack.

Bridging the data and decision making gap



Full spectrum BI services

Dashboards, reporting and visualizations

Data preparation and modern data warehousing

Hybrid BI environments (migrations, security, etc.)

Software to enable bimodal BI and platform migrations

BI support retainer (expertise on demand)

Training and mentoring

A long, strong history of success

- 20+ years
- 1600+ clients
- 3000+ projects

Expand your knowledge

Find more resources
on the Senturus website:

senturus.com/senturus-resources

Complete BI training

IBM Cognos Analytics

Power BI

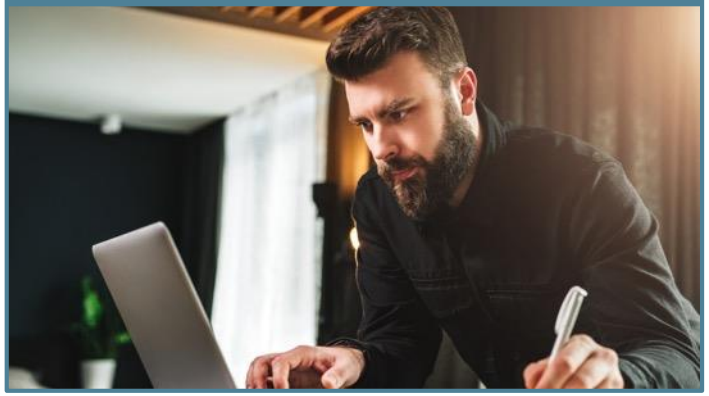
tableau

Tailored group sessions

Mentoring

Instructor-led online courses

Self-paced learning



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Additional resources

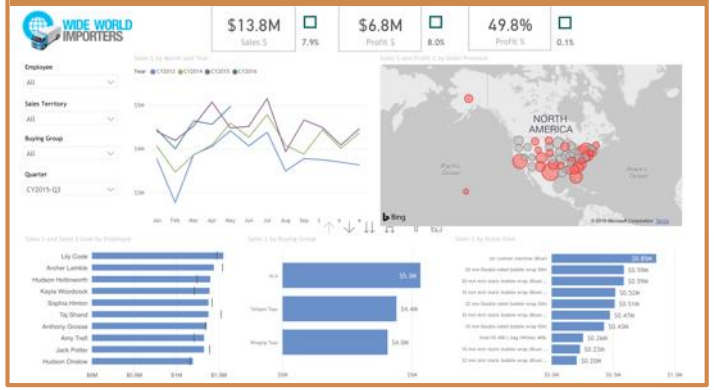
Unbiased product reviews

Technical tips

Insider viewpoints

More on this subject

Product demos



Upcoming events

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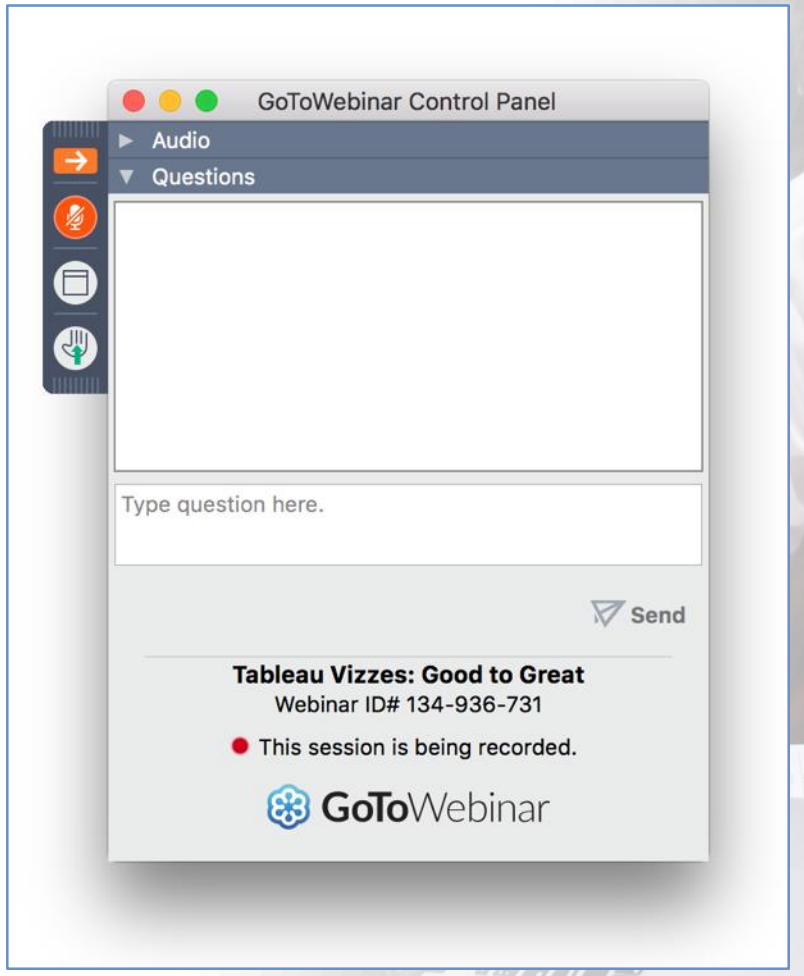
Q & A

If your question or issue is broader than what we can answer today, contact us at:

info@senturus.com

and we will set up a free consultation.



Thank You

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