

Department of Information and Service Management

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<https://mycourses.aalto.fi/course/view.php?id=20058>

Management Information Systems, Spring 2019, Assignment 6 Cognos analytics (6 points)

Log in to IBM's **Cognos Analytics** installed for Aalto BIZ students at

<http://cognos.org.aalto.fi/ibmcognos>

Give your Aalto user name and password when the page requests "Authentication required".

Sign in again with your Aalto ID.

Download the **Telco customer churn** data (excel file) from IBM community's site to your computer: <https://community.ibm.com/community/user/businessanalytics/blogs/steven-macko/2017/06/19/guide-to-ibm-cognos-analytics-sample-data-sets>

Follow the step-by-step instructions from page 7 onwards until page 41 in the lab booklet called **Cognos Analytics Data Exploration workshop 3892: Turning data into insight. Using Cognitive Capabilities to Uncover Deeper Insights**, which is available in MyCourses/Assignments. Complete all steps as instructed. Note that Tenure is named Tenure Months in the excel, and Churn is called Churn Label.

A) Write down your answers to questions on pages 36, 37 and 38 and include the answers in your report (using your own words).

After you have completed all steps in the lab booklet, study next how to compose dashboards from the data, by watching this instruction video on *How to create your first dashboard* (11.1.0+):

https://www.youtube.com/watch?v=3_4VPE9_n-A&list=PLfq0ST5X3p-Sd57_PJq_rjAOlyAVGnoL9&index=2

You are encouraged to study the dashboard creation using the same *Boston 311 calls* data that is used in the video (you can find it in the same way as shown in the video, from Team content > Get started > Data folder)

After learning how to create dashboards, return to your Telco customer churn data (via the home button > My content > Telco customer churn.xlsx ... Create a dashboard).

B) Compose a dashboard that has a map, a heat map and a word cloud visualization (similar than shown in this video at 0:40 <https://www.youtube.com/watch?v=XkOkje0tXgl&list=PLfq0ST5X3p-R0Q6PqFXBO4AI0JNxs1J2>: *Churn by zip code* (map), *Tenure months by Contract and Churn* (heat map), and *Churn reason* (word cloud). Note that your visualizations do not have to be exactly the same as in the video.

C) Mention three different ways how you can start creating a visualization to the dashboard.

D) Save your dashboard under your My content folder. Include BOTH a screenshot and a link to your dashboard (available under the Sharing menu).

INSTRUCTIONS FOR RETURNING THE ASSIGNMENT

Return the assignment report including points A-D to MyCourses – Assignments

(<https://mycourses.aalto.fi/course/view.php?id=16408§ion=3>) **by 21.3.2019 at 23:55.**

Note that -1 point is deducted from every late 24 hours of return