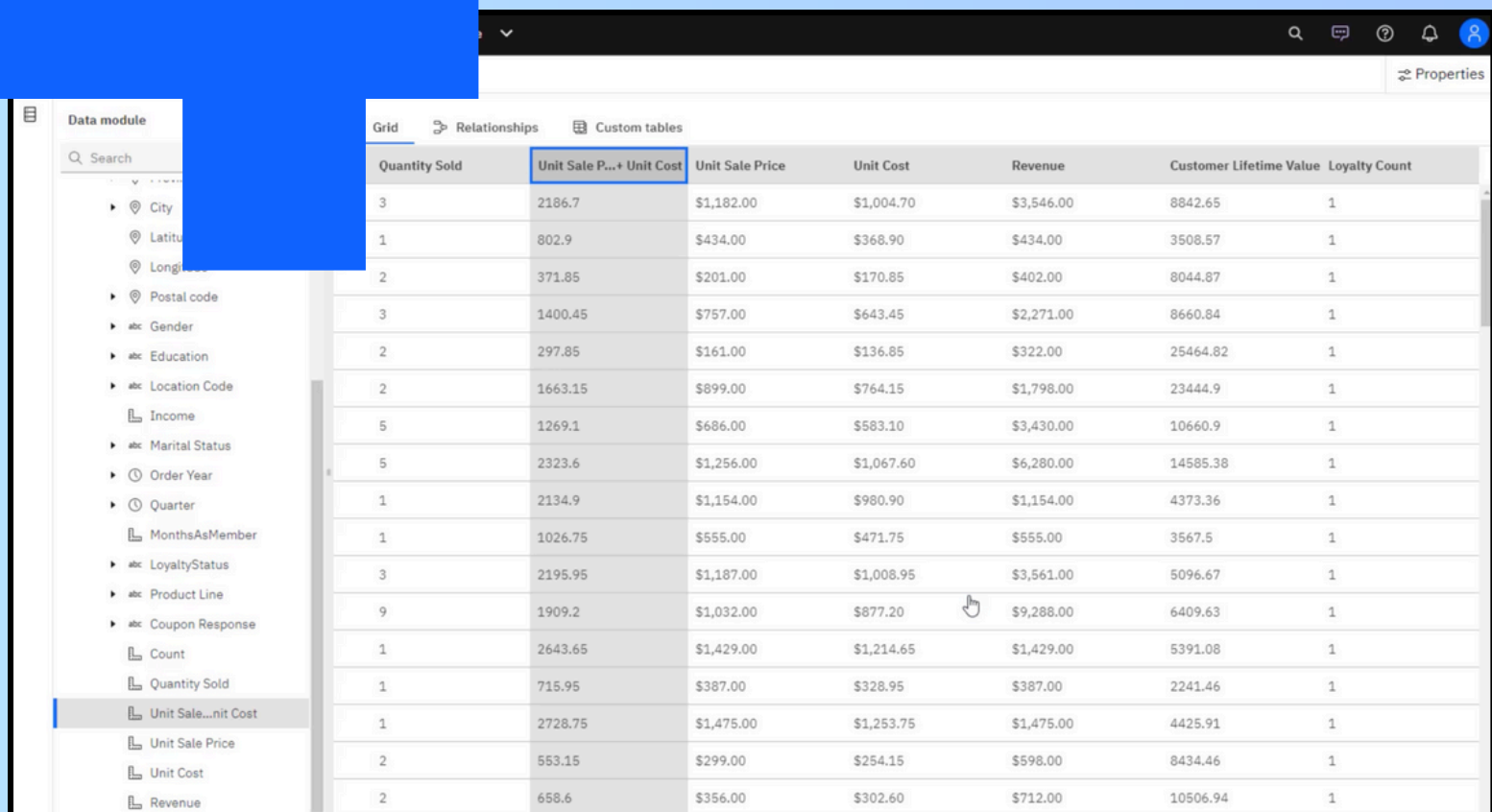


# 4 benefits of IBM Cognos Analytics

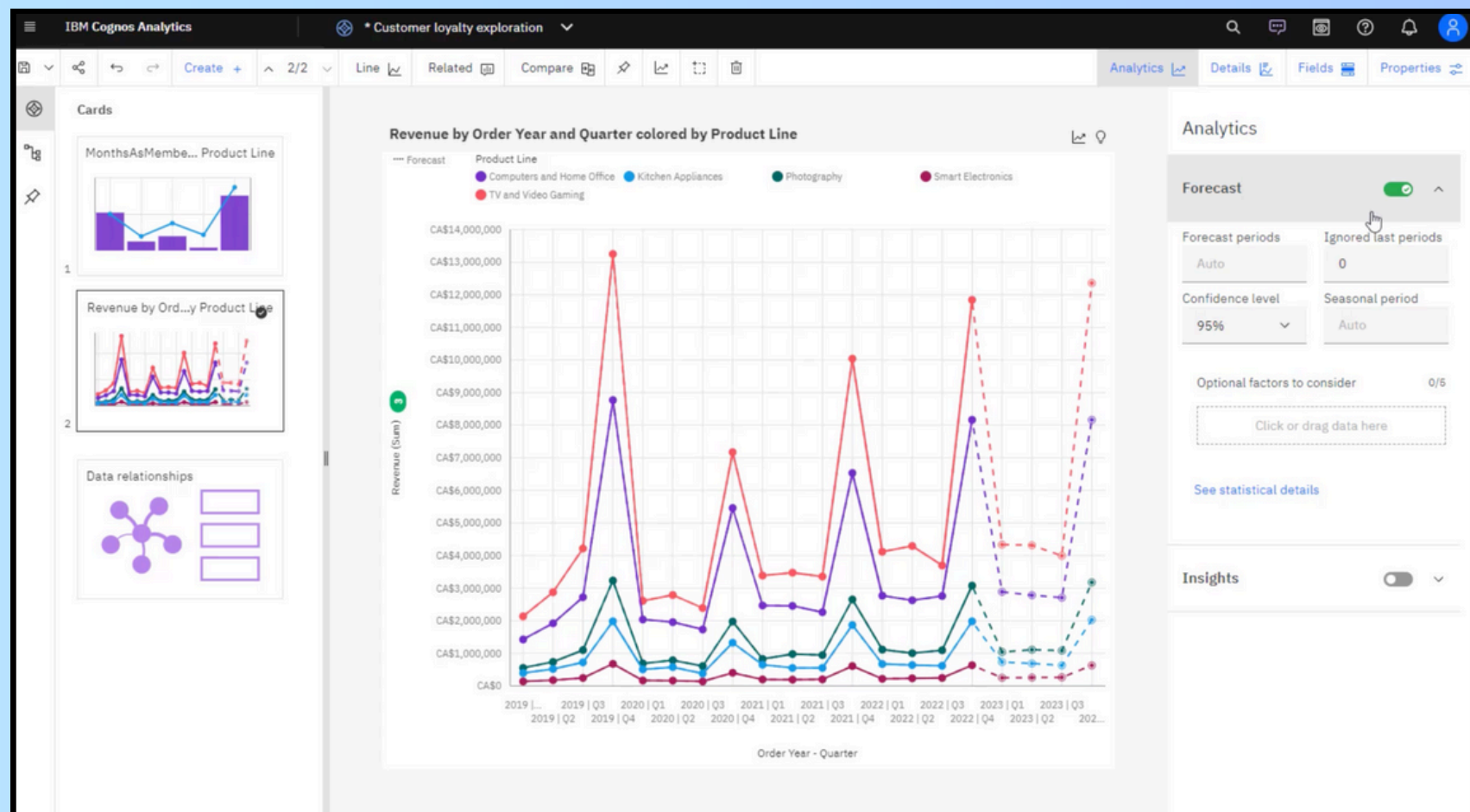


The screenshot displays the IBM Cognos Analytics interface. On the left, a 'Data module' sidebar lists various data sources including City, Latitude, Longitude, Postal code, Gender, Education, Location Code, Income, Marital Status, Order Year, Quarter, MonthsAsMember, LoyaltyStatus, Product Line, Coupon Response, Count, Quantity Sold, Unit Sale Price, Unit Cost, and Revenue. The main area shows a 'Grid' view of a data table. The table has columns: Quantity Sold, Unit Sale Price, Unit Cost, Revenue, Customer Lifetime Value, and Loyalty Count. The 'Unit Sale Price + Unit Cost' column is highlighted, showing the sum of the Unit Sale Price and Unit Cost for each row. A mouse cursor is visible over the 'Revenue' column.

Quantity Sold	Unit Sale Price + Unit Cost	Unit Sale Price	Unit Cost	Revenue	Customer Lifetime Value	Loyalty Count
3	2186.7	\$1,182.00	\$1,004.70	\$3,546.00	8842.65	1
1	802.9	\$434.00	\$368.90	\$434.00	3508.57	1
2	371.85	\$201.00	\$170.85	\$402.00	8044.87	1
3	1400.45	\$757.00	\$643.45	\$2,271.00	8660.84	1
2	297.85	\$161.00	\$136.85	\$322.00	25464.82	1
2	1663.15	\$899.00	\$764.15	\$1,798.00	23444.9	1
5	1269.1	\$686.00	\$583.10	\$3,430.00	10660.9	1
5	2323.6	\$1,256.00	\$1,067.60	\$6,280.00	14585.38	1
1	2134.9	\$1,154.00	\$980.90	\$1,154.00	4373.36	1
1	1026.75	\$555.00	\$471.75	\$555.00	3567.5	1
3	2195.95	\$1,187.00	\$1,008.95	\$3,561.00	5096.67	1
9	1909.2	\$1,032.00	\$877.20	\$9,288.00	6409.63	1
1	2643.65	\$1,429.00	\$1,214.65	\$1,429.00	5391.08	1
1	715.95	\$387.00	\$328.95	\$387.00	2241.46	1
1	2728.75	\$1,475.00	\$1,253.75	\$1,475.00	4425.91	1
2	553.15	\$299.00	\$254.15	\$598.00	8434.46	1
2	658.6	\$356.00	\$302.60	\$712.00	10506.94	1

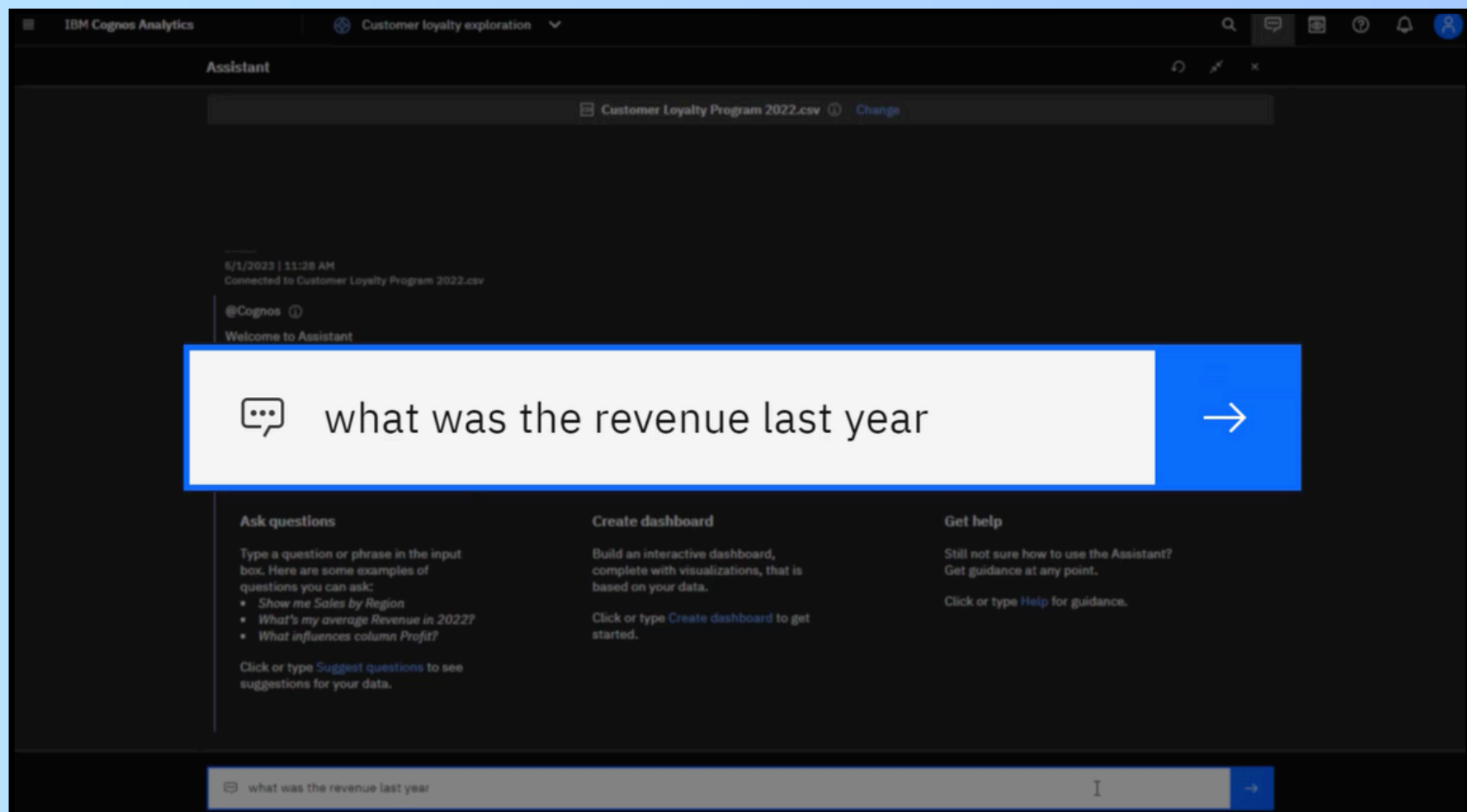
# 1. Spend less time preparing data

Built-in AI accelerates and improves blending data and optimizing model tables so you don't have to.



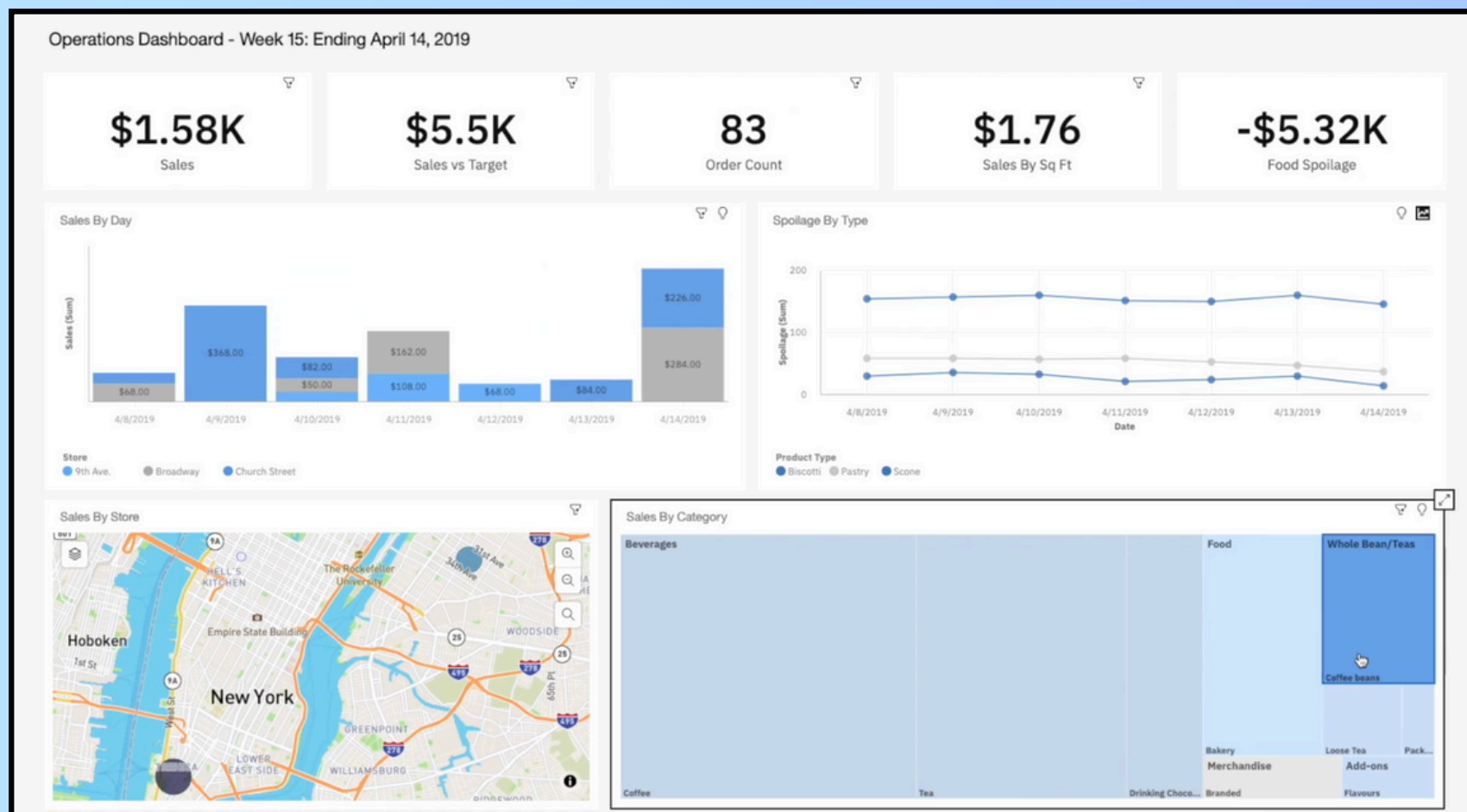
## 2. Get answers quickly with AI

Find hidden trends and drivers, and get the facts behind your data and deliver insights in real time.



### 3. Create stunning dashboards

Tell powerful stories with data visualizations and share insights via Slack, mobile, and email.



## 4. Manage data securely

Adapt your requirements and protect data from misuse with governed self-service analytics.

