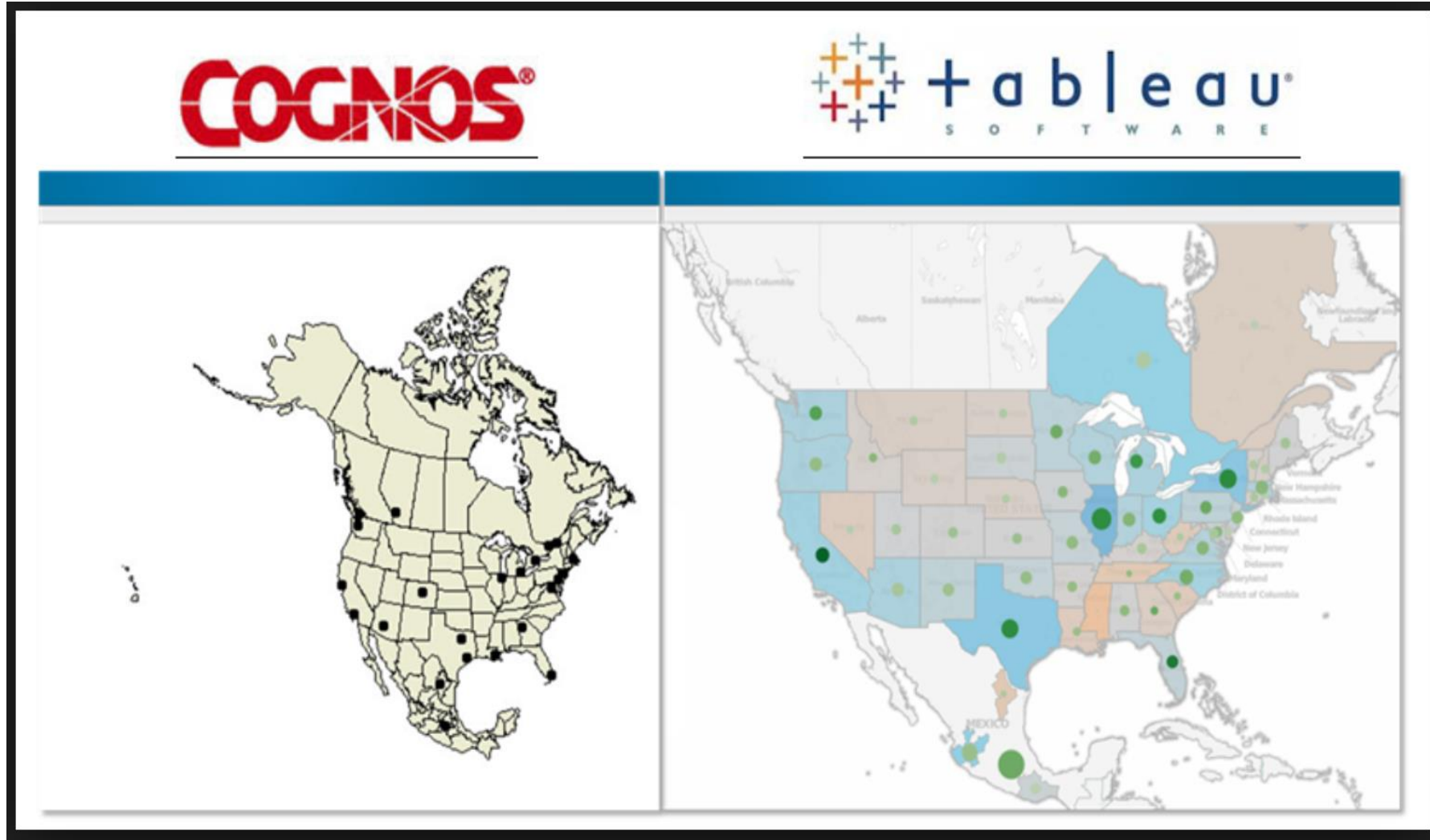**JULIE ANTRY**

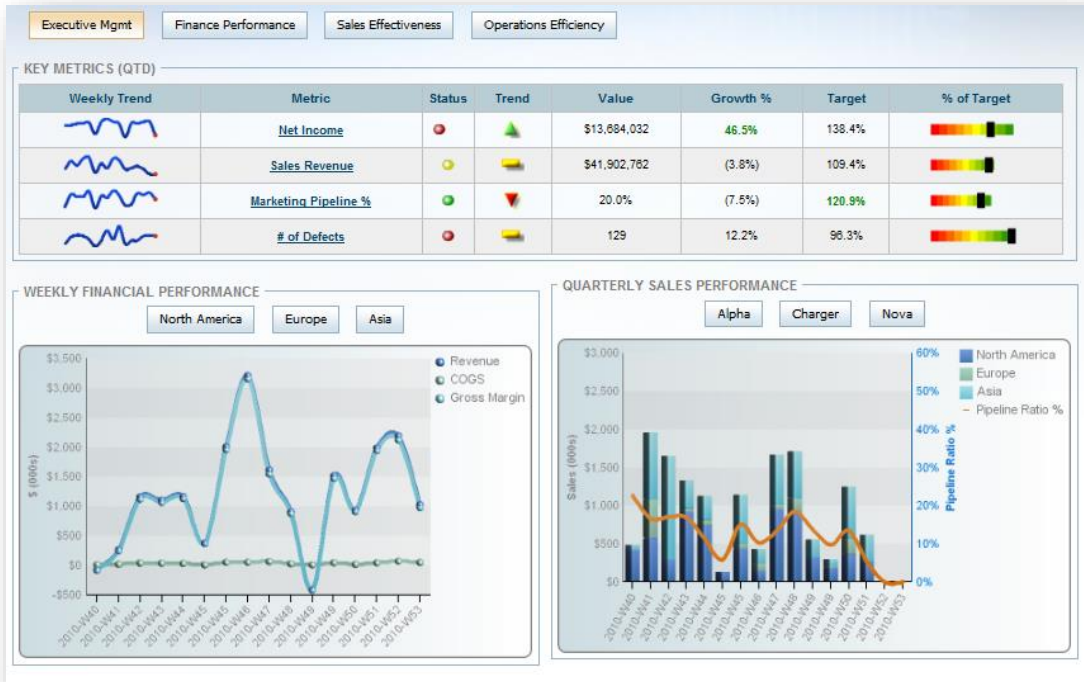IBM Analytics, Client Success

IBM Cognos Analytics
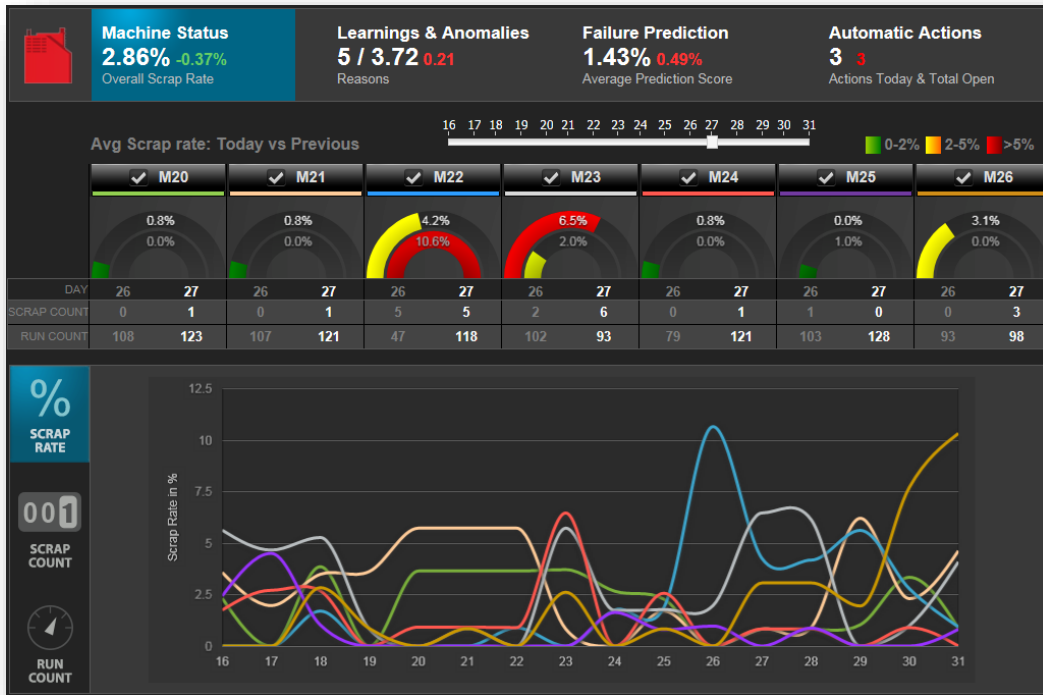
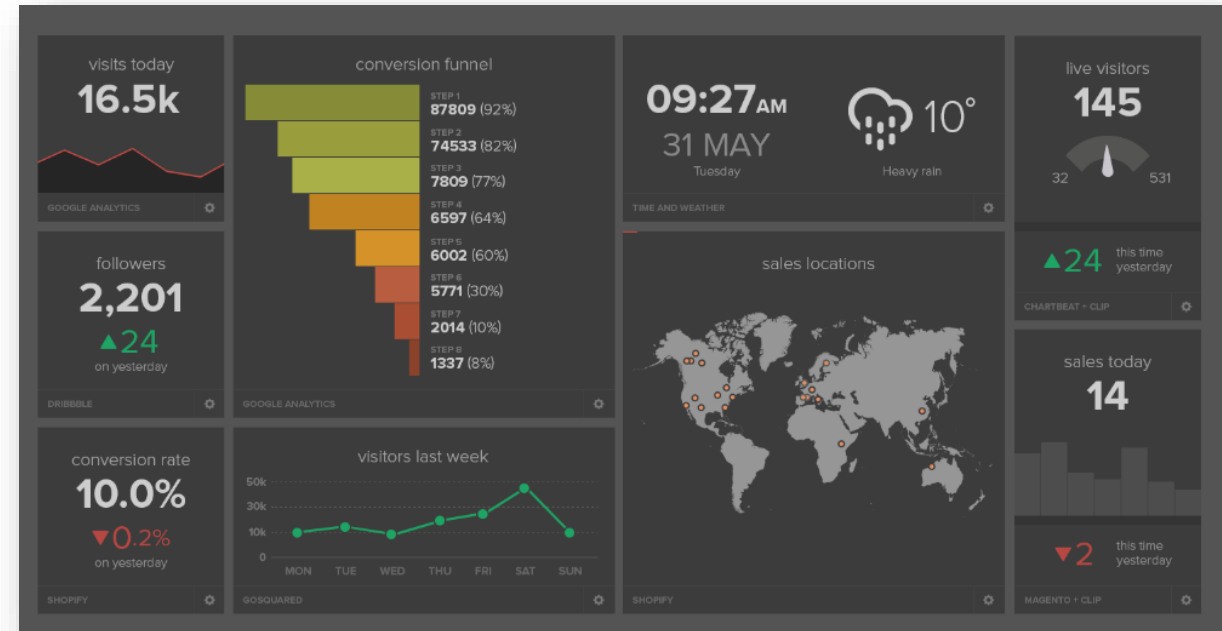Sample "Look Book" for CA11 vs Competition

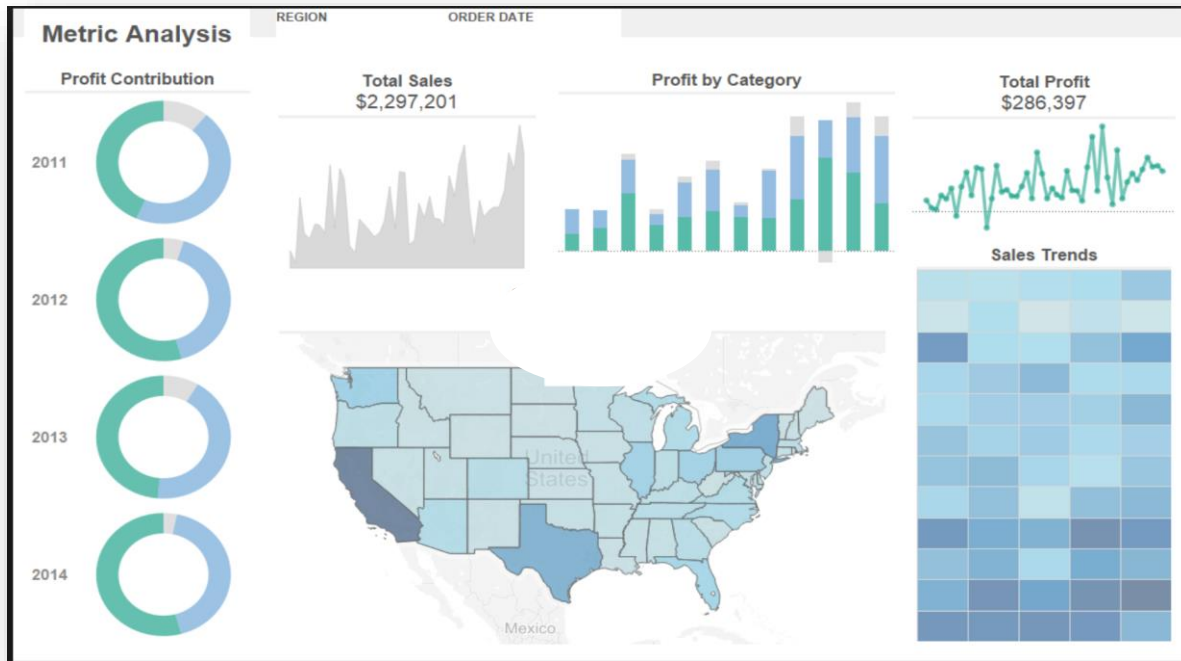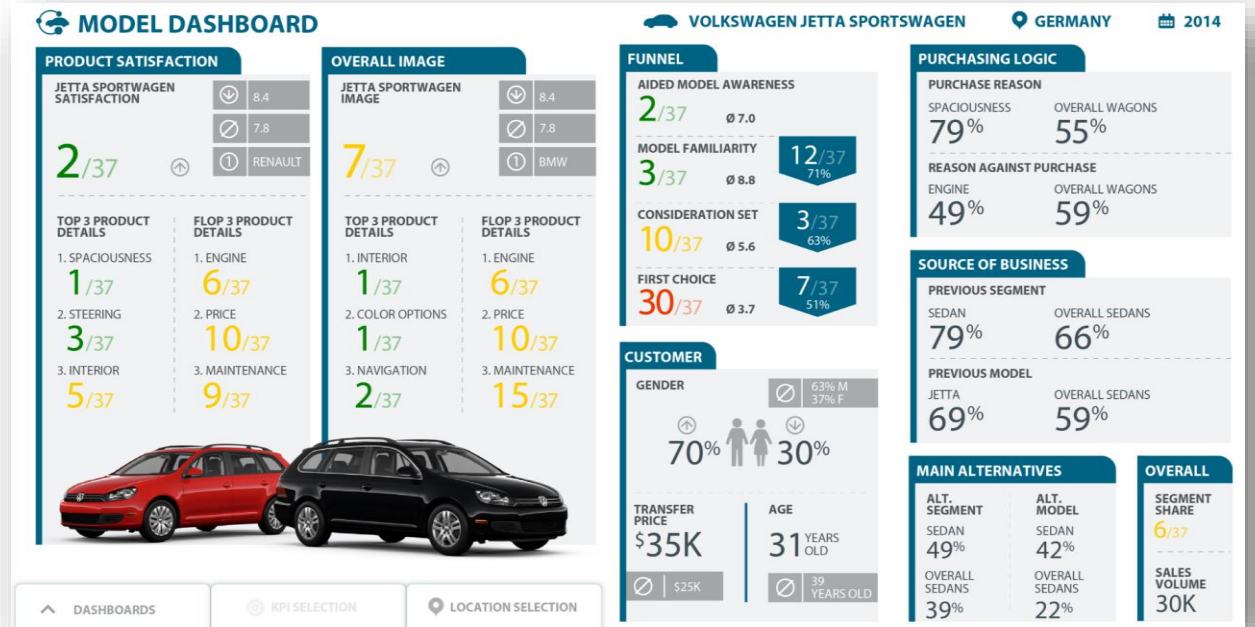# This is what they would have you believe.
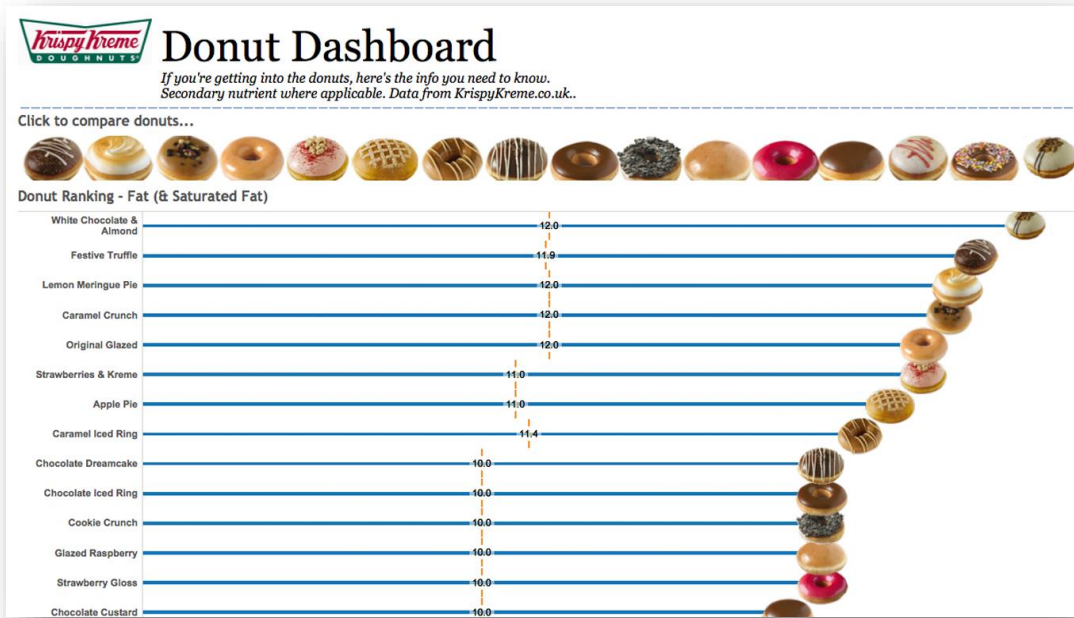
Which one is Cognos?

Which one is Cognos?

Which one is Cognos?

Which one is Cognos?

Which one is Cognos?

Which one is Cognos?

Worldwide Weather

Average High

Daily Max Temperature (F)
50.86 — 95.37

About Tableau maps: www.tableausoftware.com/mapdata

1 unknown

Precipitation and Temperature

Mumbai
Sao Paulo
Salvador
Yangon
Chennai
Abidjan
Milan
Recife
Kinshasa
Lagos
Belo Horizonte
Porto Alegre
Philadelphia
Montreal
Atlanta
Pune
Rio De Janeiro
Detroit
Toronto
Naples

0K 1K 2K 3K 4K 5K 6K 7K 8K
Hourly Precipitation (mm)

Top C Cities
47

Precipitation Over Time

36K
30K
25K
20K
15K
10K
5K
0K

April 2010   August 2010   December 2010   April 2011   August 2011
Month of Date

Running Sum of Hourly Precipitation (mm)

City
Santo Domingo
Philadelphia
Montreal
Atlanta
Chicago
Detroit
Toronto
Seattle
Houston
Dallas
Guadalajara
San Francisco
Monterrey
Denver
Los Angeles
Las Vegas

Daily Report

IN 30	OH 1072	PA 0
	WV 4	
KY 243		

Top 5 attendance Cities - Ohio

CINCINNATI	705
WEST CHESTER	49
HAMILTON	40
MASON	28
LOVELAND	26

Membership Admission	666
Child Admission	16
Education Program Admissions	12
Adult Admission	11
Group Sales Tickets	0

Top 10 Food Items

Chicken Tenders
Beer
Small Drink
Souvenir Drink
French Fries Basket
Ice Cream Cone
Whole Pepp
Medium Drink
Slice of Cheese
Slice of Pepp

$0 $50 $100 $150 $200 $250
Revenue Amount

Top 10 Retail items

Thermal Mens Wolf Br
Jacket Fleece Ladies
Tee Tdlr Flamingos W
Sweat Rhino /Tree Ki
Wolf Sitting 16" Pro
Giraffe Posh Purp 17
Tee Yth L/S MISCHIEF
Jacket Fleece Men's
Hoody Double Play Zo
Sweat 1-Cent Stamp C

$0 $20 $40 $60 $80 $100 $120 $140
Revenue Amount