



Lloyd Business School, Greater Noida

Workshop on Introduction to LMS – IBM, Introduction to Cognos Analytics

Event Report

Event Name: Introduction to LMS – IBM, Introduction to Cognos Analytics	Event Date: 15 th Dec 2023
Faculty Coordinators: Dr. Neetu Kamra & Ms. Neha Issar	Event Timings: 11:00 AM – 3:00 PM
Number of Participants: 25	Venue: IBM lab
Guest Speakers: Mr. Gagan Agrawal, Head - Academic Partnerships for IBM's Career Education Program. Ms. Khushbu Datwani, Subject Matter Expert-Analytics & Application Development	MOC: Offline

Expected Outcomes:

To provide students with a comprehensive understanding of data analytics and get to understand the real world is going around the data and hands-on story behind making of Cognitive dress.

Detailed Report:

On 15th Dec 2023, Lloyd Business School, Greater Noida organized a session on IBM –LMS. The session was conducted where students of PGDM course learned about the importance of data where each industry is getting the advantage of data and how this is giving the valuable

insight to the business. The most common example were discussed are how the Amazon or Flipkart is using the data to transform their businesses and to provide better experience to customer, The story behind IBM Cognitive dress and how it reacts after behaving of an attitude of an individual and the technology of waston-x has been made this more effective.

The session continues with a workshop on IBM Cognos Analytics tool. The HR Attrition dataset was used to demonstrate Cognos capabilities. The session covered **Reports including** developing attrition analysis reports, incorporating relevant data items and visualizations, advanced reporting techniques. Data representation using charts, graphs to analyze attrition numbers and identifying and using appropriate visualizations. The session further covers **dashboards covering** building interactive dashboards showing attrition insights, adding charts, image and other visualizations and connecting to HR Attrition data modules. It further covers **stories** developing stories to showcase attrition insights, adding text, visualizations, images from reports and dashboards

Learning Outcomes:

By the end of the workshop, students gained hands-on expertise in using Cognos Analytics capabilities like Dashboards, Reports, Visualizations and Stories for HR Attrition analysis. insights into leveraging innovation through IPR.

Report Prepared by

(Dr. Neetu Kamra)