

IBM Cognos Consumer Insight Curriculum

Our IBM Cognos Consumer Insight curriculum is comprised of courses from IBM Cognos Consumer Insight 1.1. The following courses will help you quickly master the skills needed to productively work with your IBM Cognos software.

Click on the course codes to access a course description, view its schedule and enroll.

Job Role	Definition
Analyst	Understands and analyzes marketing trends. Determines how well a company's products and services are received by customers. Analyzes how products are discussed on social media. Uses statistical calculations and dashboards to determine public sentiment about goods and services and to compare to those of a competitor. Marketing analysts and members of the office of the Chief Marketing Officer of a company are included in this role.

Job Role	Analyst
P8117 (1 Hour) IBM Cognos Consumer Insight: Overview (v1.1) - eLearning Recording	<ul style="list-style-type: none"> •