

The case of 50 Startups

Overview

In this article, we will be exploring the profit from the startup's dataset with the features available to us. We're using the 50-startups dataset for this problem statement

How do startups work?

Well, we can say that startups pipeline operates on the same principles which are similar to other MNCs the major difference between both of them is that on the one hand startups work to make products that are beneficial for the customers on a small scale while other established companies do that work on a large scale by re-doing something which is already being done. How startups are being funded?

About the 50 startups dataset

This particular dataset holds data from **50 startups in New York, California, and Florida**. The features in this dataset are **R&D spending, Administration Spending, Marketing Spending, and location features**, while the target variable is: **Profit**.

1. **R&D spending:** The amount which startups are spending on Research and development.
2. **Administration spending:** The amount which startups are spending on the Admin panel.
3. **Marketing spending:** The amount which startups are spending on marketing strategies.
4. **State:** To which state that particular startup belongs.
5. **Profit:** How much profit that particular startup is making.

Dataset: [50-Startup-Dataset](#)

Challenge:

Upload the dataset to Cognos Analytics, explore and visualize the dataset

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50_Startups (1).csv

Row Id	R&D Spend	Administration	Marketing Spend	State
14	91992.39	135495.07	252664.93	Calif
15	119943.24	156547.42	256512.92	Flori
16	114523.61	122616.84	261776.23	New
17	78013.11	121597.55	264346.06	Calif
18	94657.16	145077.58	282574.31	New
19	91749.16	114175.79	294919.57	Flori
20	86419.7	153514.11	214952.664722223	New
21	76253.86	113867.3	298664.47	Calif
22	78389.47	153773.43	299737.29	New
23	73994.56	122782.75	303319.26	Flori

Properties: General | Label: Marketing Spend | Hide from users: ☐ | Expression: View or edit > | Usage: Measure | Aggregate: Total | Data type: Decimal | Represents: Default | Lookup reference: None

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Row Id	R&D Spend	Administration	Marketing Spend	State
17	78013.11	121597.55	264346.06	Calif
18	94657.16	145077.58	282574.31	New
19	91749.16	114175.79	294919.57	Flori
20	86419.7	153514.11	0	New
21	76253.86	113867.3	298664.47	Calif
22	78389.47	153773.43	299737.29	New
23	73994.56	122782.75	303319.26	Flori
24	67532.53	105751.03	304768.73	Flori
25	77044.01	99281.34	140574.81	New
26	64664.71	139553.16	137962.62	Calif

Properties: General | Label: Marketing Spend | Hide from users: ☐ | Expression: View or edit > | Usage: Measure | Aggregate: Total | Data type: Decimal | Represents: Default | Lookup reference: None

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Edit calculation

Name: Marketing Spend

Components

- Operators
- Summaries
- Statistical functions
 - aggregate
 - average
 - count
 - maximum
 - median
 - minimum
 - moving-average
 - moving-total

Expression

```
1 IF ( Marketing_Spend =0 ) THEN ( average (Marketing_Spend ) ) ELSE ( Marketing_Spend )
```

Validation Results

✓ The expression is valid.

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* New exploration

Analytics | Details | Fields | Properties

Assistant

50_Startups (1).csv

Profit and Marketing Spend by State

Measures: Marketing Spend, Profit

Ask a question

Marketing Spend by Profit

Profit	Marketing Spend (Sum)
14,681.4	~100,000
64,926.08	~150,000
77,798.83	~200,000
89,949.14	~250,000
96,778.92	~300,000
101,004.64	~350,000
107,404.34	~400,000
111,313.02	~450,000
125,370.37	~500,000
134,307.35	~550,000
149,769.96	~600,000
166,991.12	~650,000
191,792.06	~700,000

Fields

Bars

- Profit
- Marketing Spend

Length* Required field

y-start

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