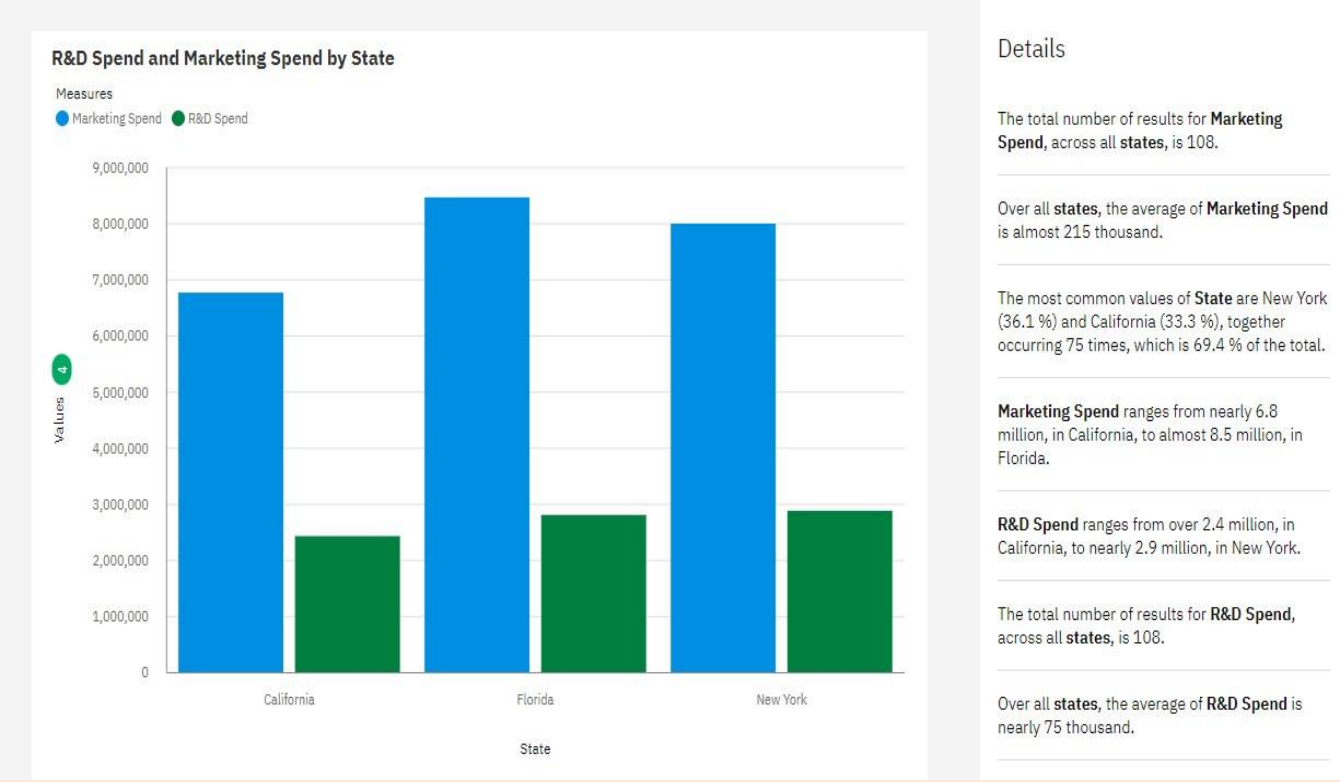
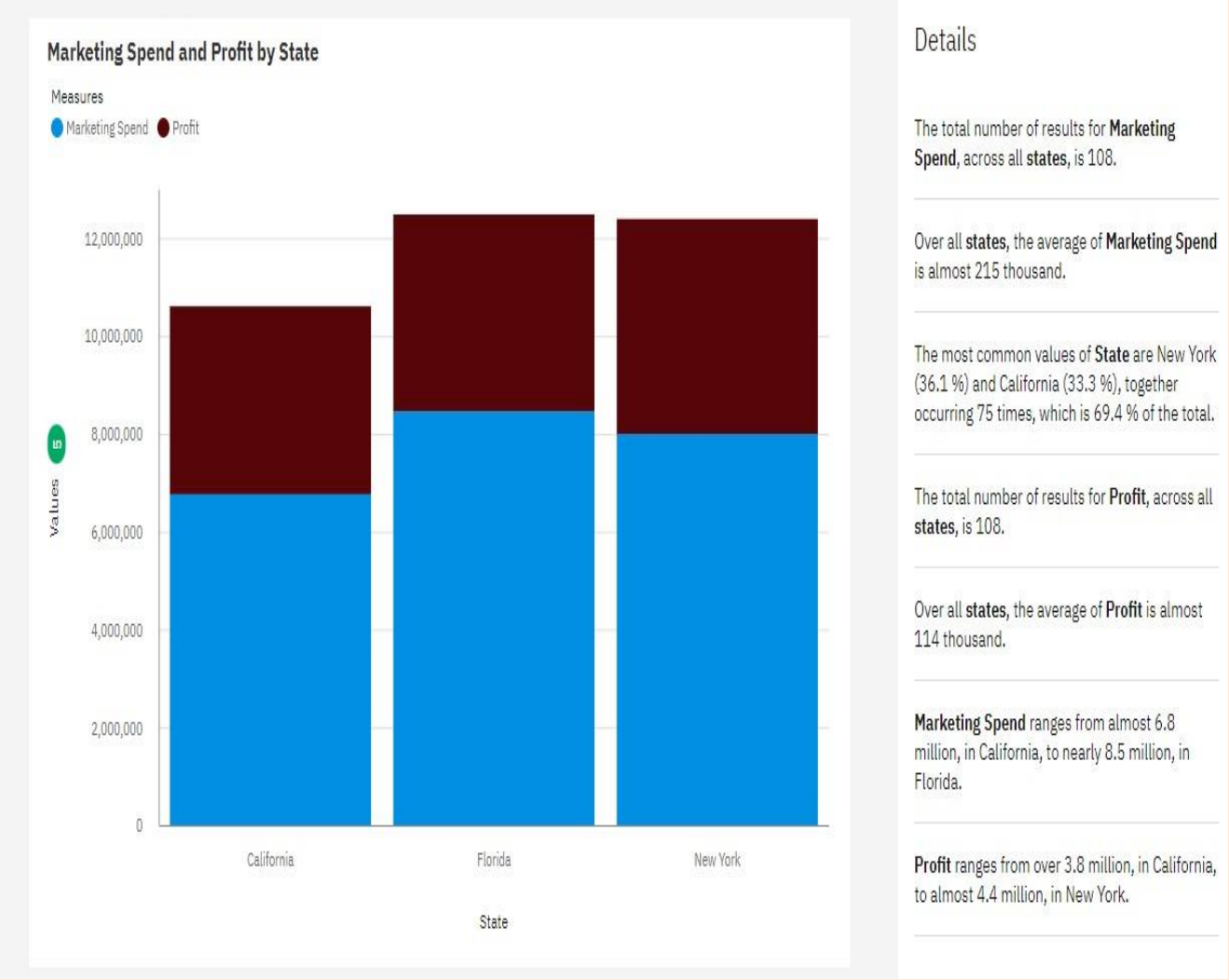
Assignment 1 : **The case of 50 Startups**

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

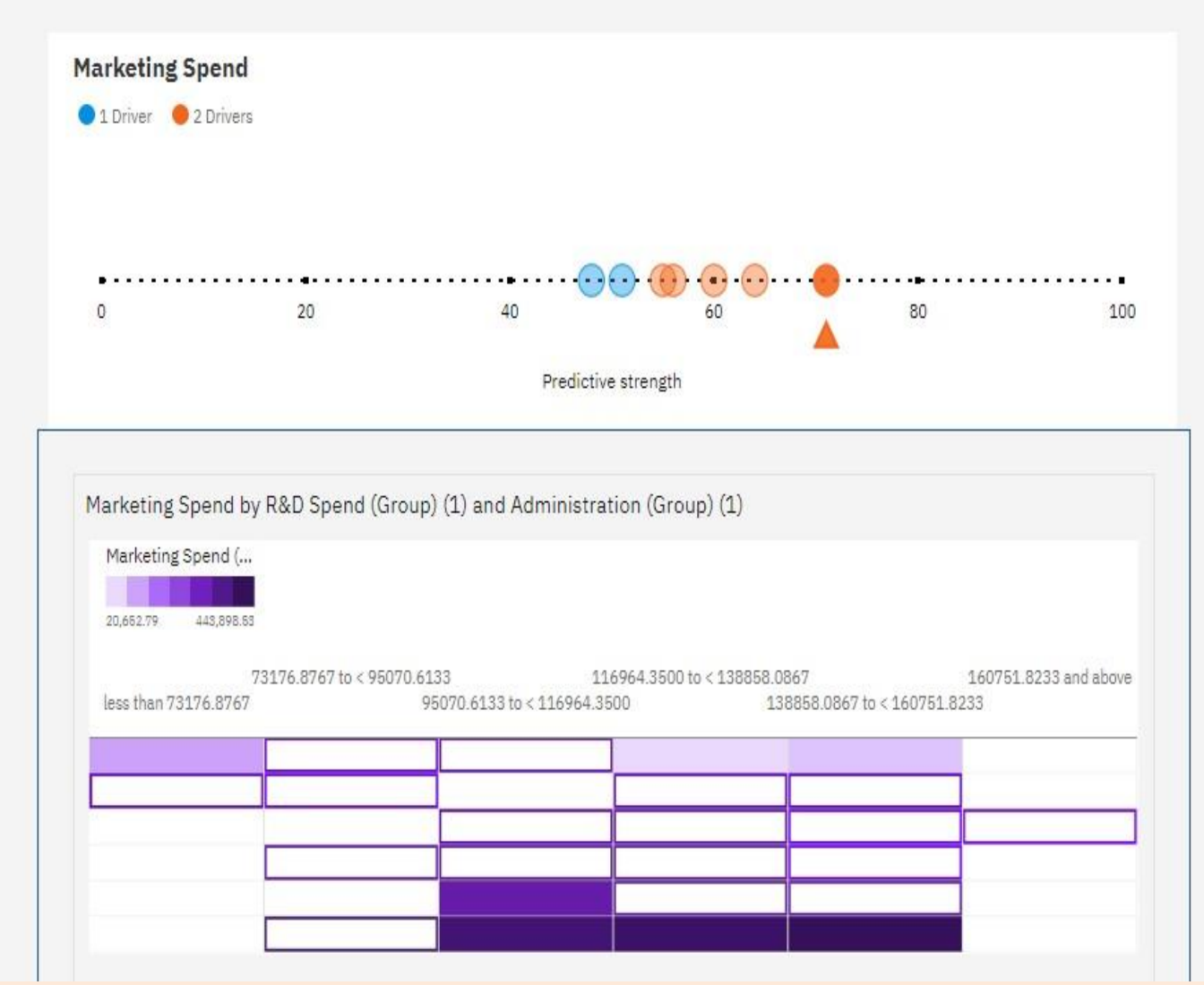
1.R&D Spend and Marketing Spend by State



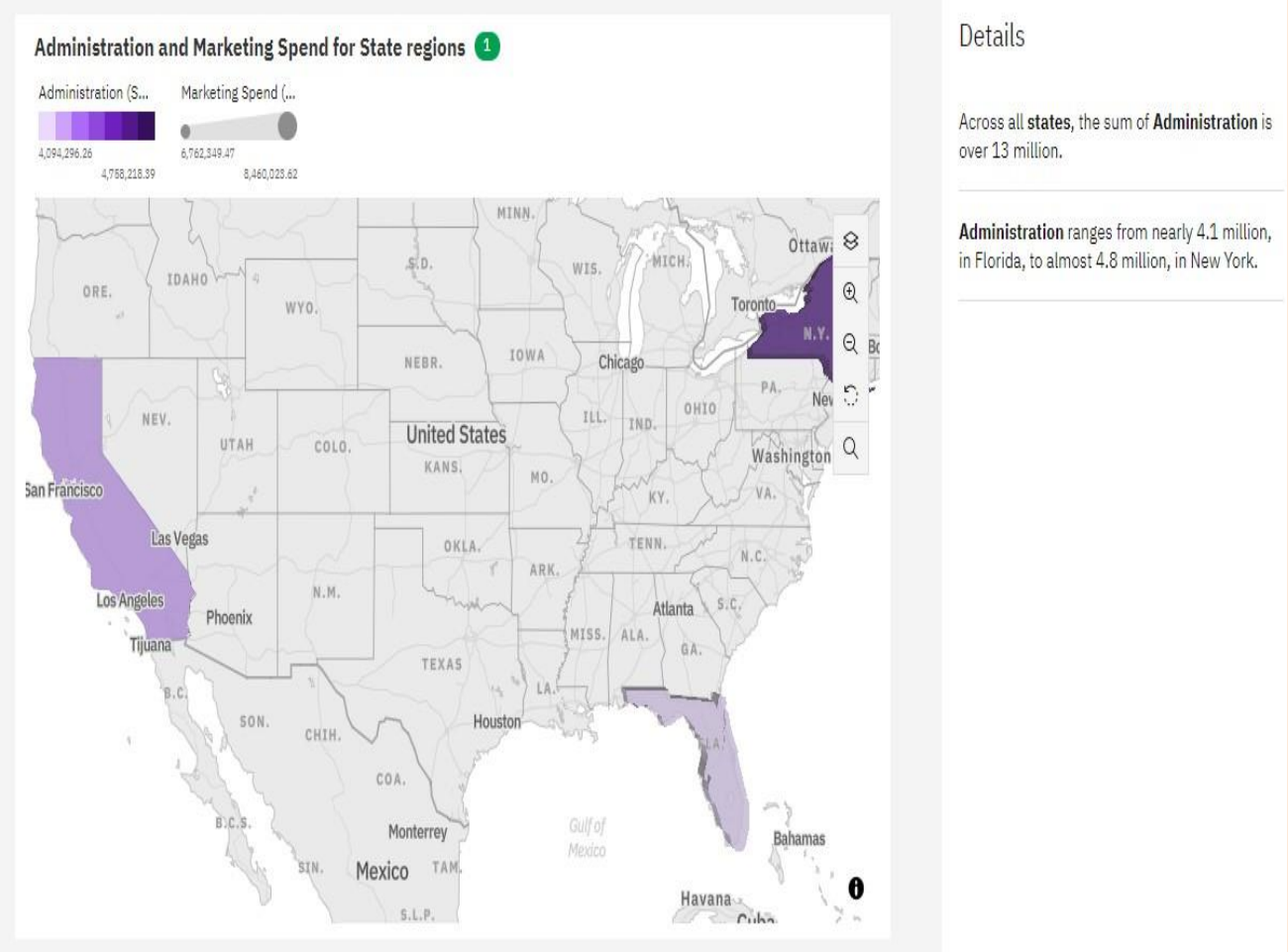
2.Marketing Spend and Profit by State



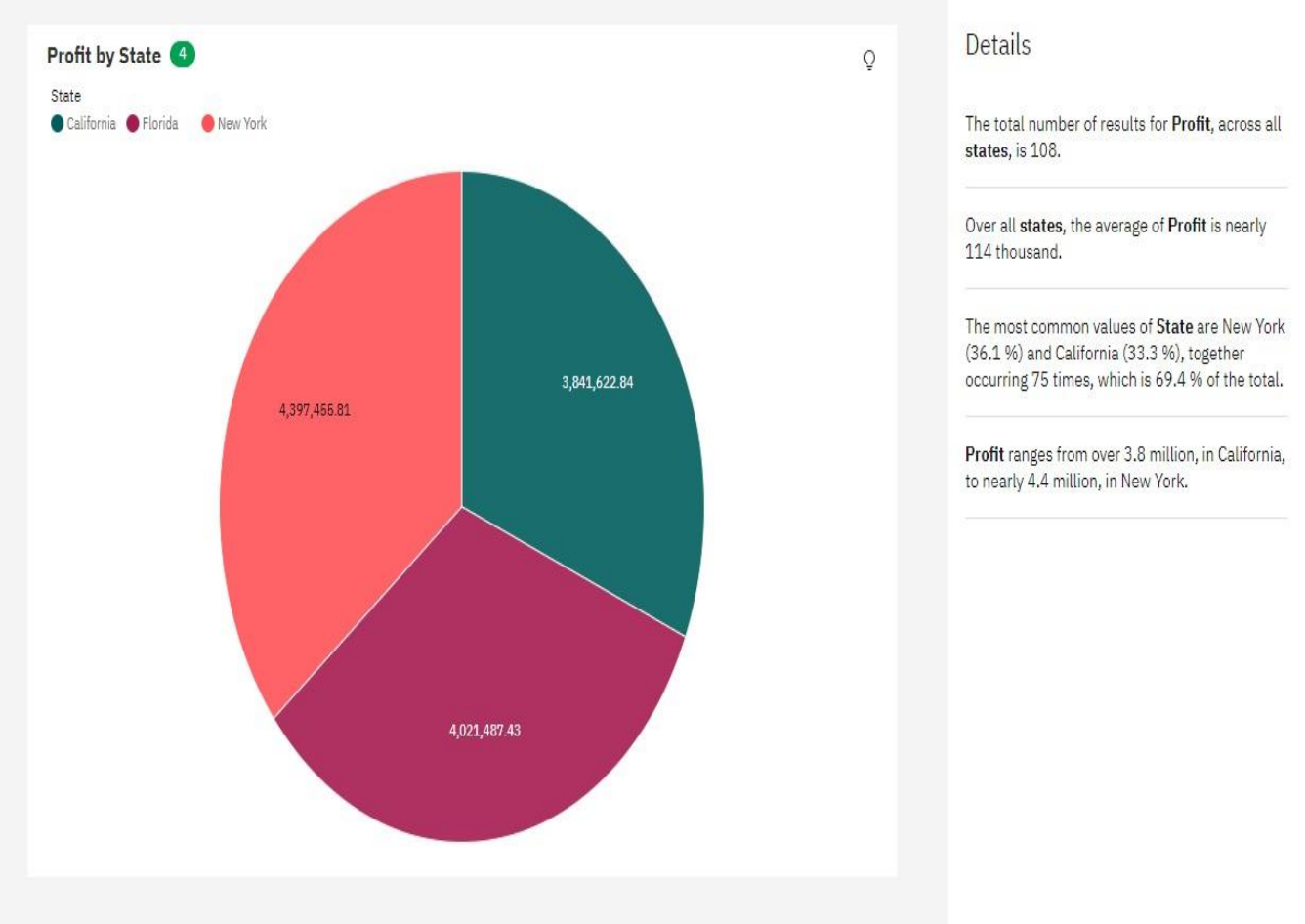
3.Marketing Spend



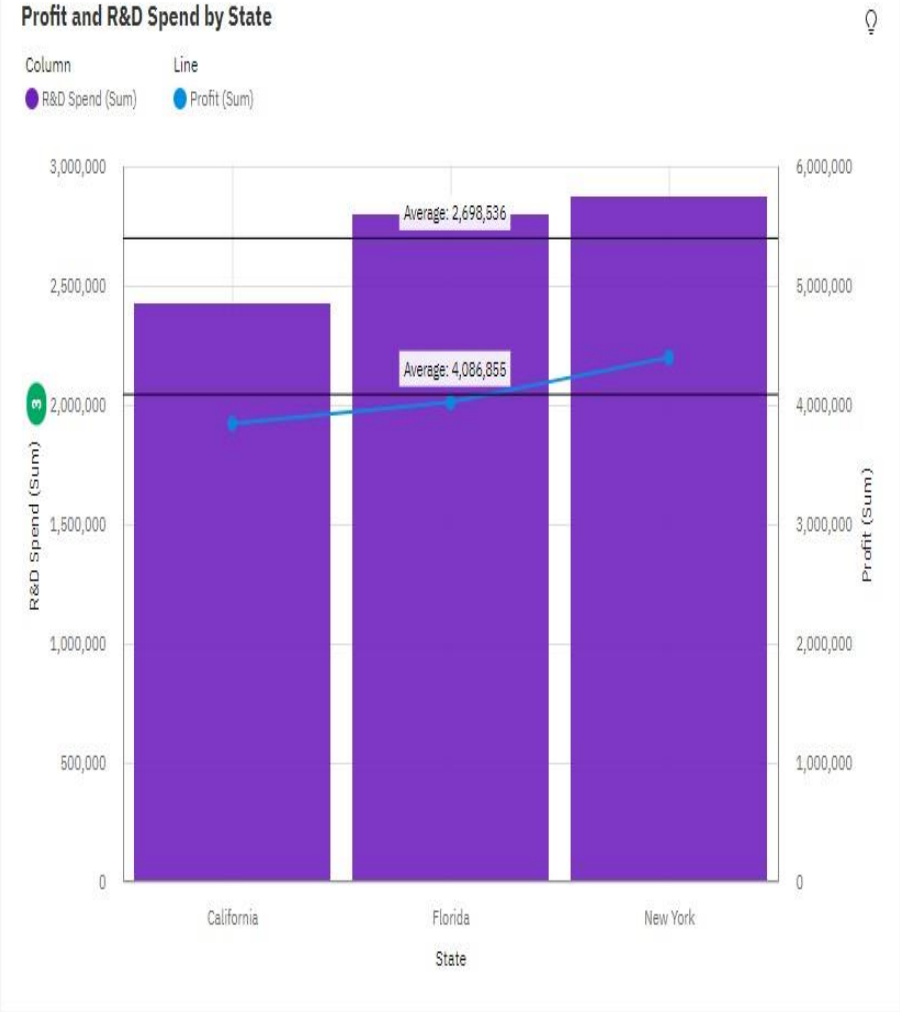
4.Administration and Marketing Spend for State regions



# 5.Profit by State



## 6.Profit and R&D Spend by State



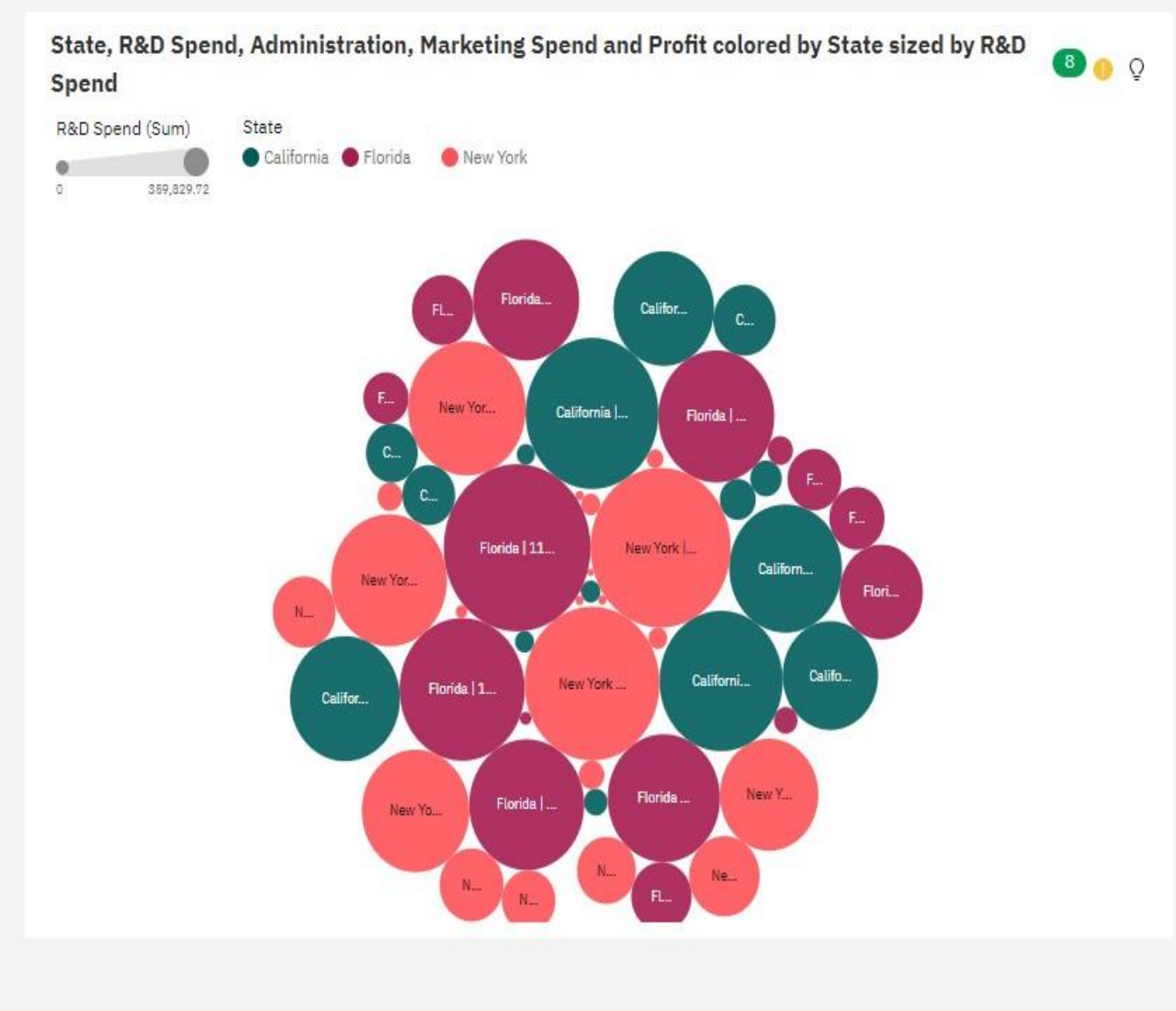

Details

Over all **states**, the sum of **R&D Spend** is nearly 8.1 million.

For **R&D Spend**, the most significant values of **State** are New York and Florida, whose respective **R&D Spend** values add up to nearly 5.7 million, or 70.1 % of the total.

**R&D Spend** ranges from over 2.4 million, in California, to almost 2.9 million, in New York.

Across all **states**, the sum of **Profit** is over 12 million.

**Profit** ranges from over 3.8 million, in California, to nearly 4.4 million, in New York.

7.State,R&D Spend,Administartion,Marketing Spend and Profit