

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

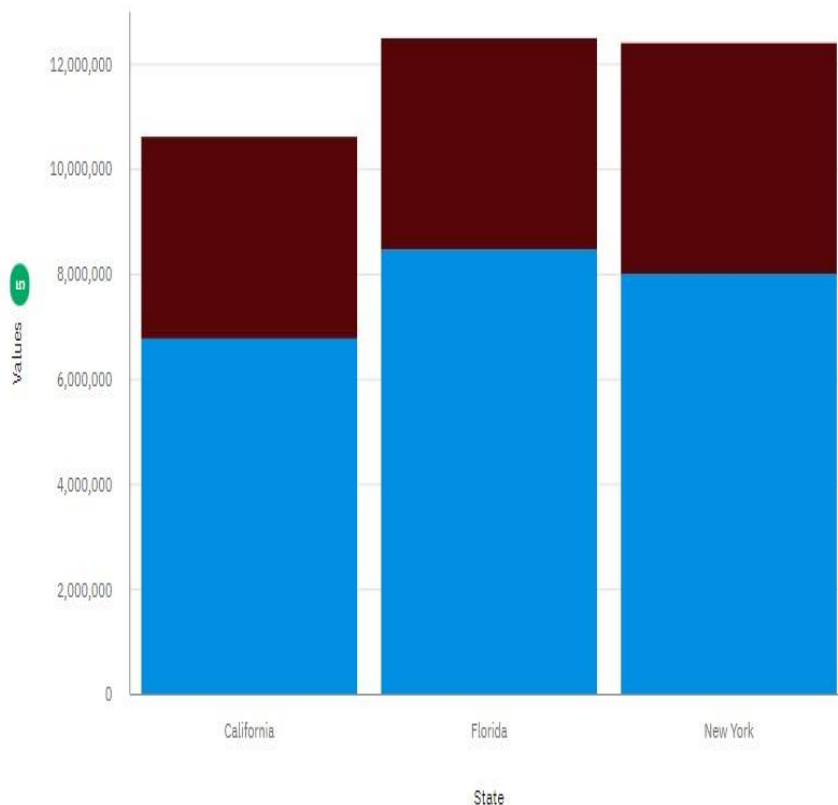


2. Marketing Spend and Profit by State

Marketing Spend and Profit by State

Measures

Marketing Spend Profit



Details

The total number of results for **Marketing Spend**, across all **states**, is 108.

Over all **states**, the average of **Marketing Spend** is almost 215 thousand.

The most common values of **State** are New York (36.1 %) and California (33.3 %), together occurring 75 times, which is 69.4 % of the total.

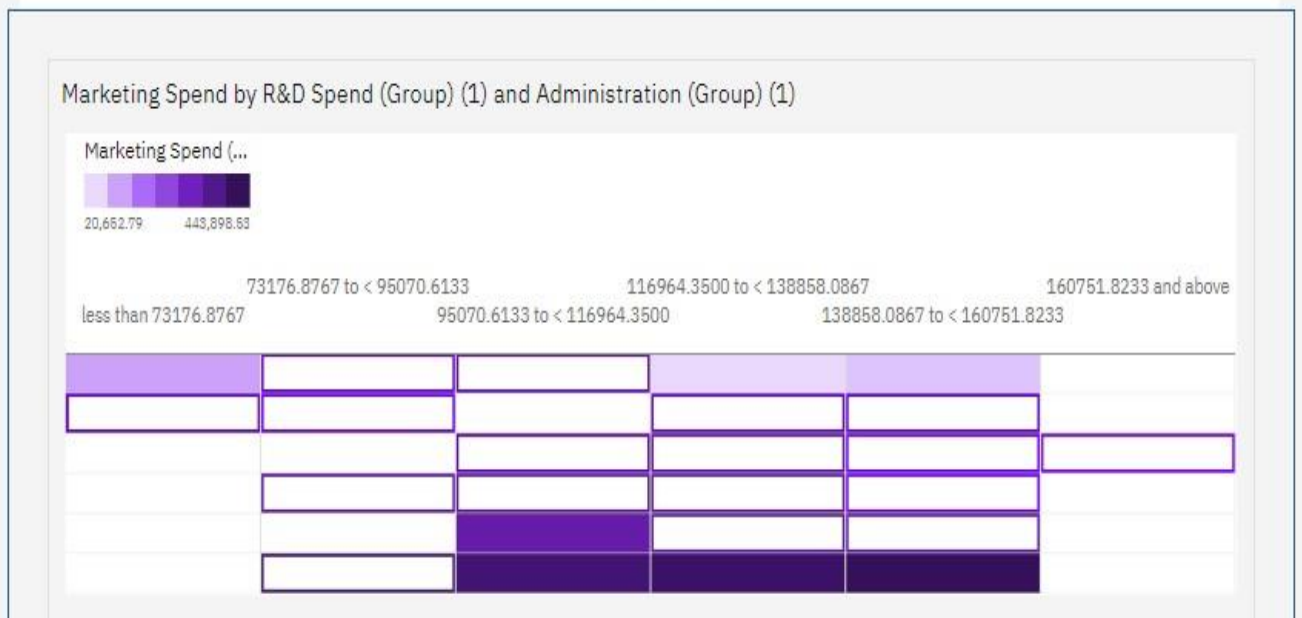
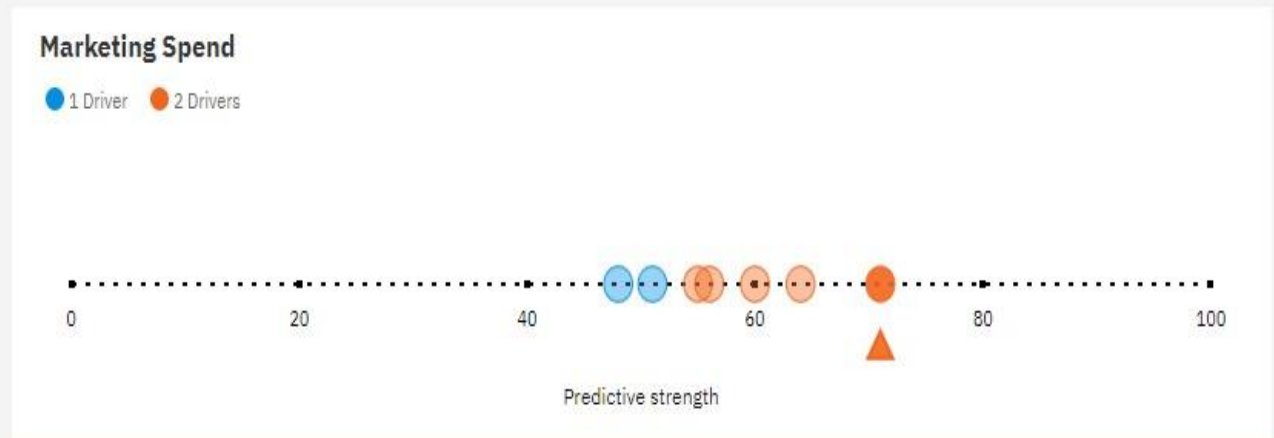
The total number of results for **Profit**, across all **states**, is 108.

Over all **states**, the average of **Profit** is almost 114 thousand.

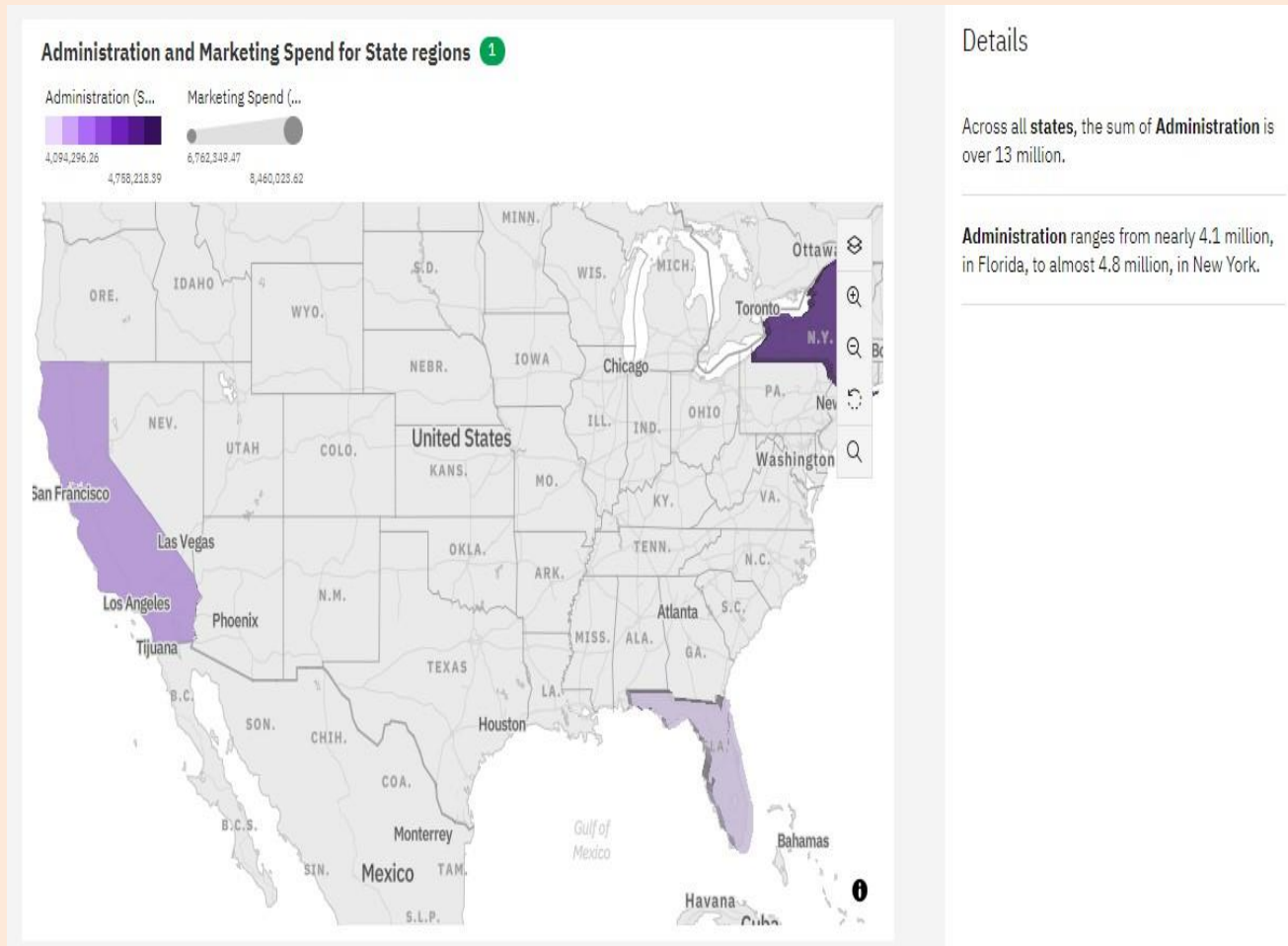
Marketing Spend ranges from almost 6.8 million, in California, to nearly 8.5 million, in Florida.

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

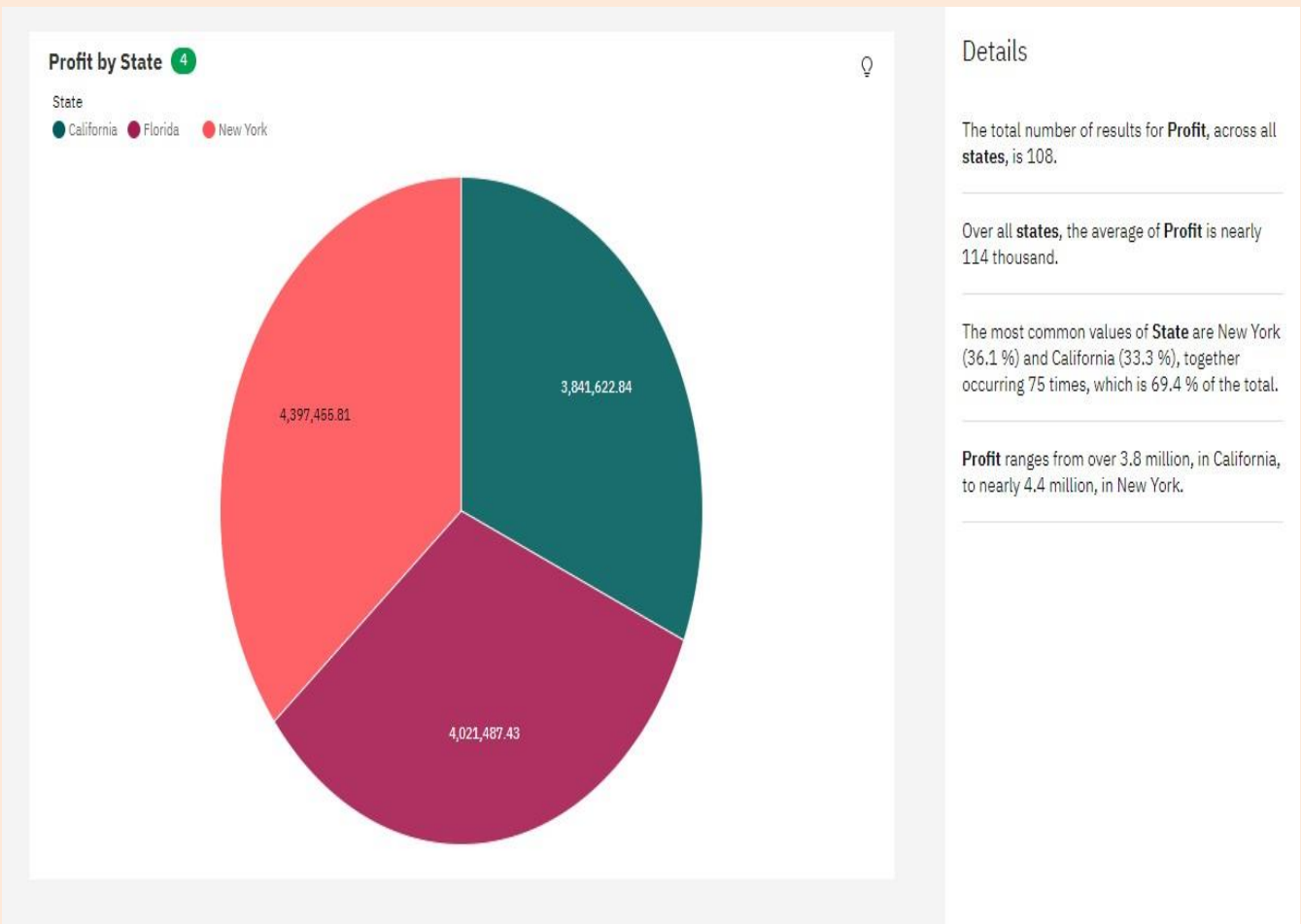
3. Marketing Spend



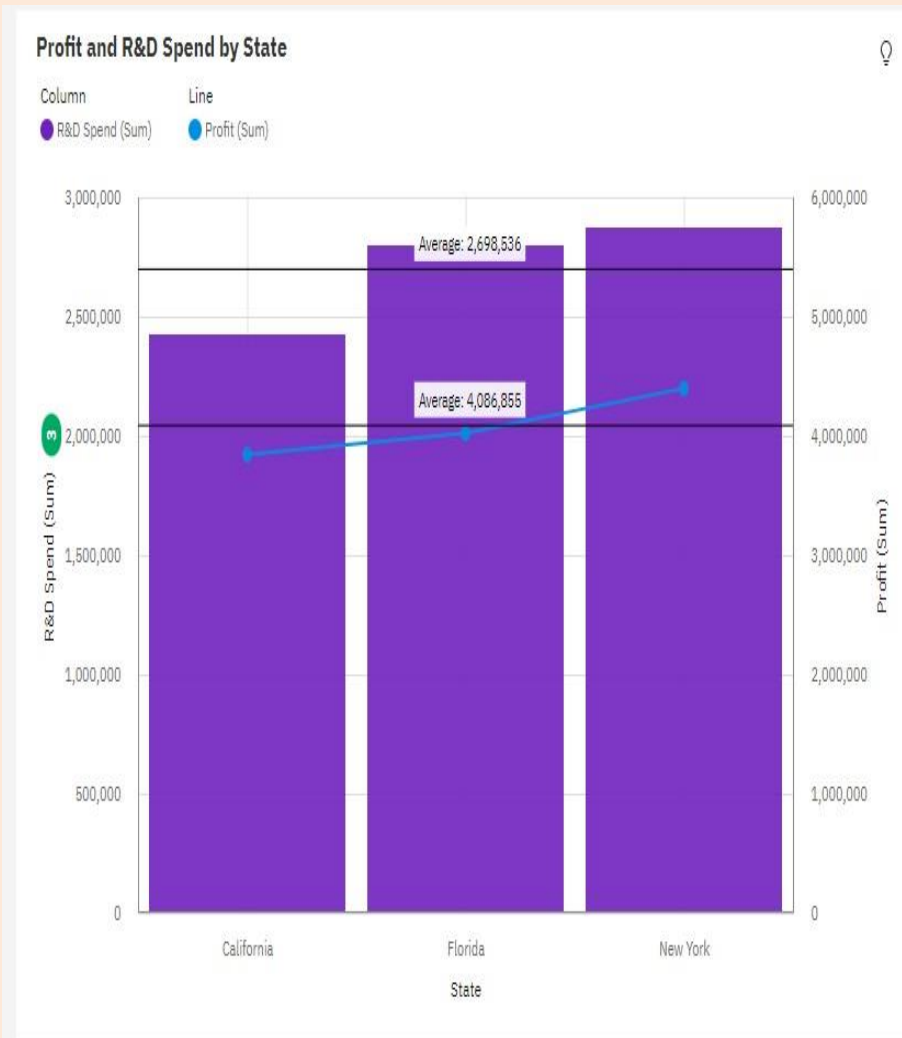
4.Administration and Marketing Spend for State regions



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

