

A NEW HINT TO TRANSPORTATION - ANALYSIS OF THE NYC BIKE SHARE SYSTEM

TASK:

Upload the dataset to Cognos Analytics, Explore and Visualize the 50-startups dataset.

DATASET USED:

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.

SOLUTION:

UPLOADING THE DATA:



 IBM Cognos Analytics with Watson

 Content 

Content


My content

Team content

Samples

50_Startups.csv

Last Accessed
19/09/2022, 12:55

CSV 

Row Id	R&D Spend	Administration	Marketing Spend	State	Profit
1	165349.2	136897.8	471784.1	New York	192261.83
2	162597.7	151377.59	443898.53	California	191792.06
3	153441.51	101145.55	407934.54	Florida	191050.39
4	144372.41	118671.85	383199.62	New York	182901.99
5	142107.34	91391.77	366168.42	Florida	166187.94
6	131876.9	99814.71	362861.36	New York	156991.12
7	134615.46	147198.87	127716.82	California	156122.51
8	130298.13	145530.06	323876.68	Florida	155752.6
9	120542.52	148718.95	311613.29	New York	152211.77
10	123334.88	108679.17	304981.62	California	149759.96
11	101913.08	110594.11	229160.95	Florida	146121.95
12	100671.96	91790.61	249744.55	California	144259.4
13	93863.75	127320.38	249839.44	Florida	141585.52

EXPLORING THE DATA:

IBM Cognos Analytics with Watson * New exploration

Cards

Data relationships

Select a starting point

Every exploration includes a data relationships card.

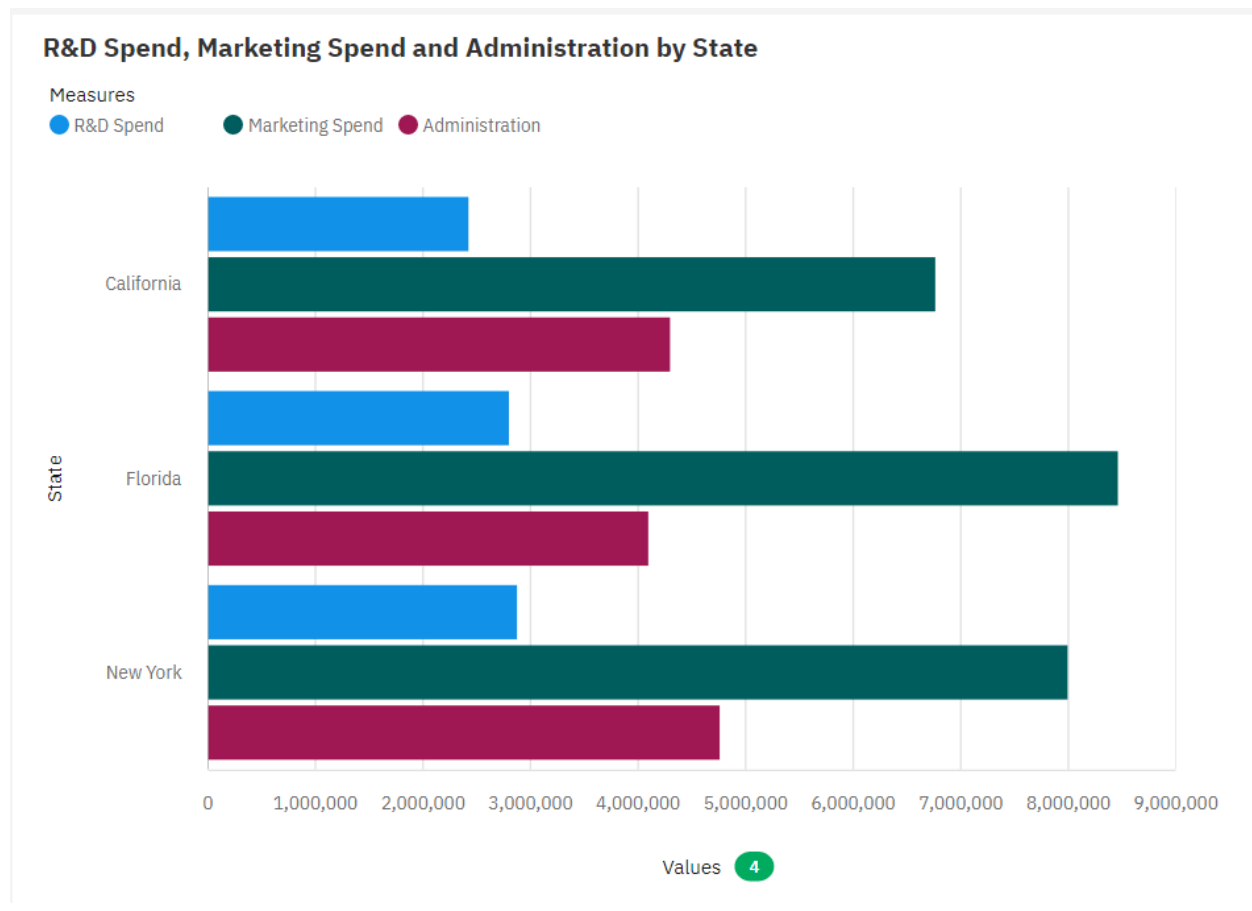
Start with any column. You can always change it later.

Enter data column. Not sure? Try Profit, Marketing Spend

Try starting with one of these...

Profit Marketing Spend Administration R&D Spend

Visualization #1:



Fields

Bars

State

Click or drag data here

Length*

Required field

R&D Spend

Marketing Spend

Administration

This visualization shows the category-wise expenditure by startups belonging to the states of California, Florida, and New York. This will instantly provide insight with regard

to the amount of money spent for each category, bearing in mind the location of the startups.

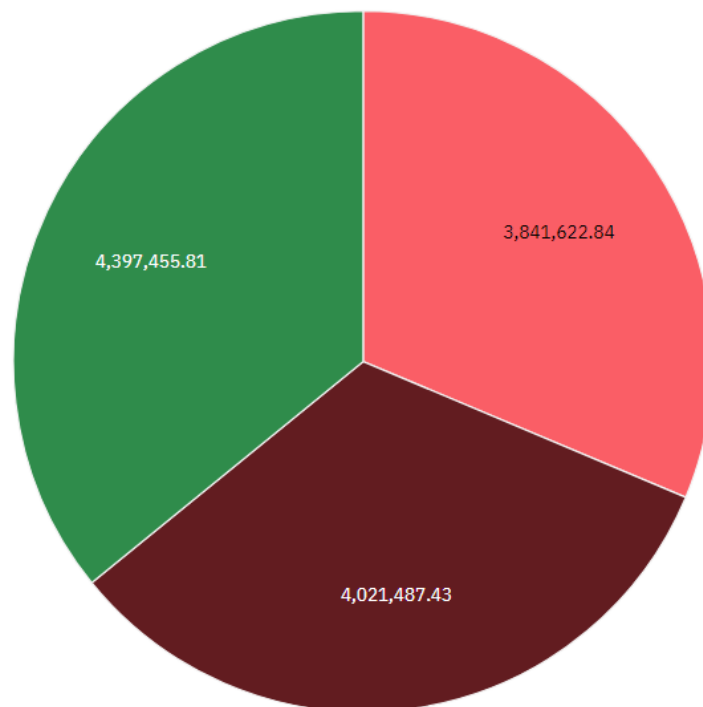
Visualization #2:

Profit by State 4



State

California Florida New York



Fields

Segments* Required field

State

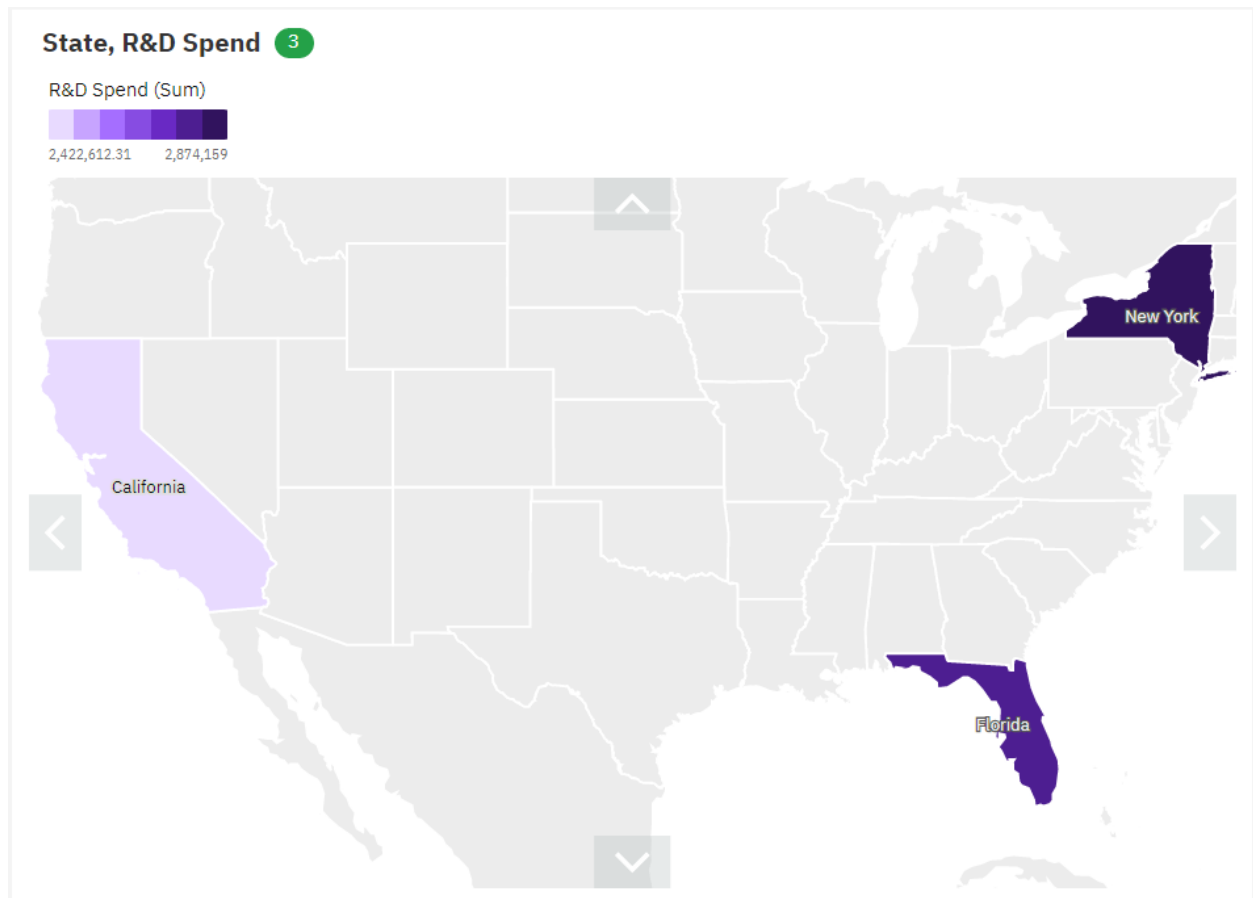
Click or drag data here

Size* Required field

Profit

This Pie chart visualization depicts the total profit earned by startups belonging to each state present in the Dataset.

Visualization #3:



Fields

📍 **Regions*** Required field

⋮ State ⋮

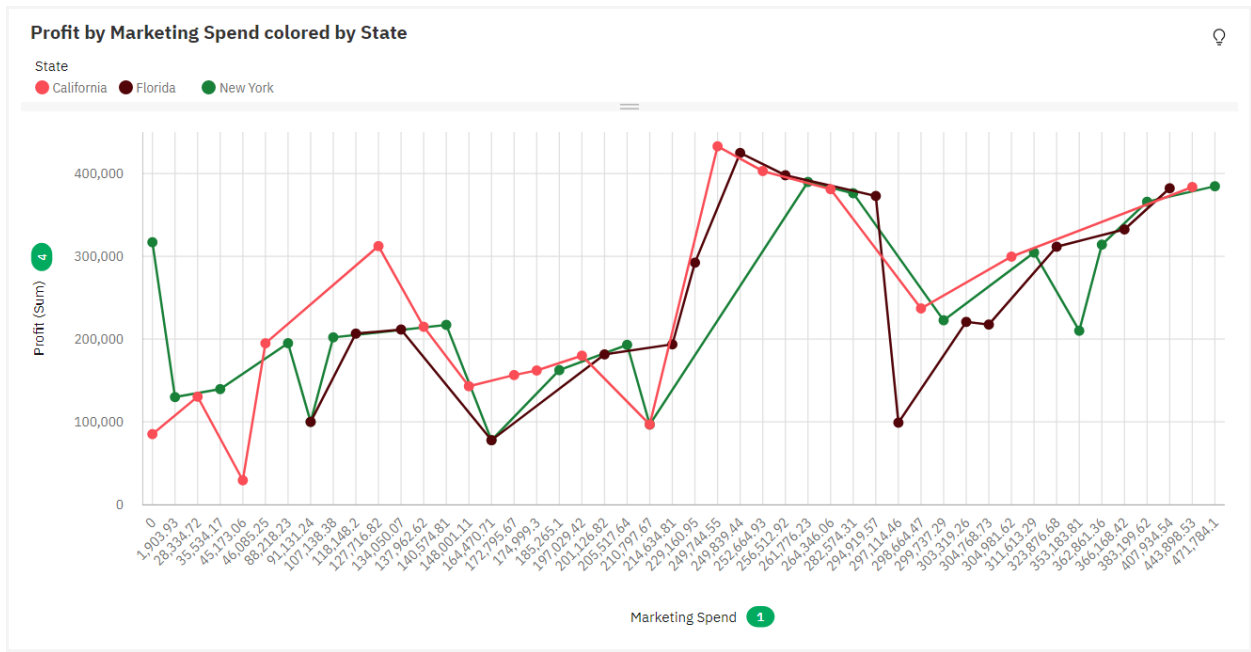
■ Regions heat

⋮ R&D Spend ⋮

This Geospatial Map (Geolocation) visualization shows the State-wise startup expenditure towards Research and Development field.

The color gradient indicates the amount startups in the states spent, with the startups in New York spent the most (indicated by dark purple), while California spent the least in R&D (indicated by lavender).

Visualization #4:



This visualization provides insight into the profit made by comparing it with the Marketing Spend - for the startups in all three states as indicated by different colored lines.

Fields

↶ x-axis* Required field

⋮ Marketing Spend ⋮

Click or drag data here

🎨 Color

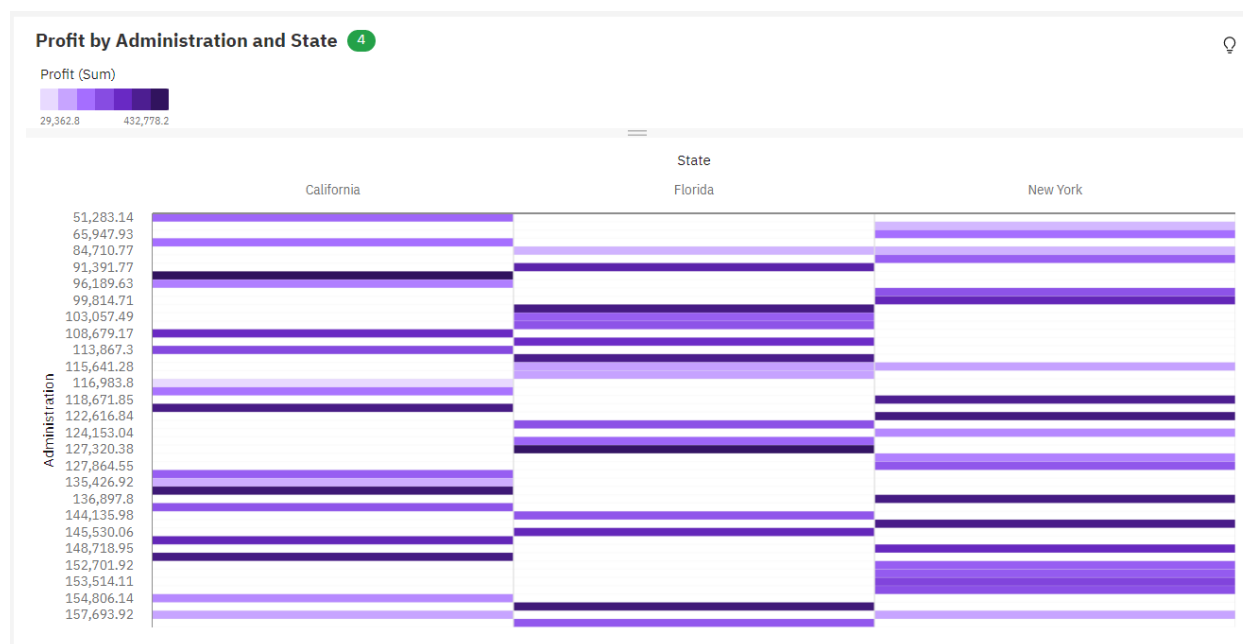
⋮ State ⋮

Click or drag data here

y-axis* Required field

⋮ Profit ⋮

Visualization #5:



This visualization represents a heatmap that bases its gradient color on the profit earned - Statewise with regards to Administration spending of companies in each state.

Fields

Rows

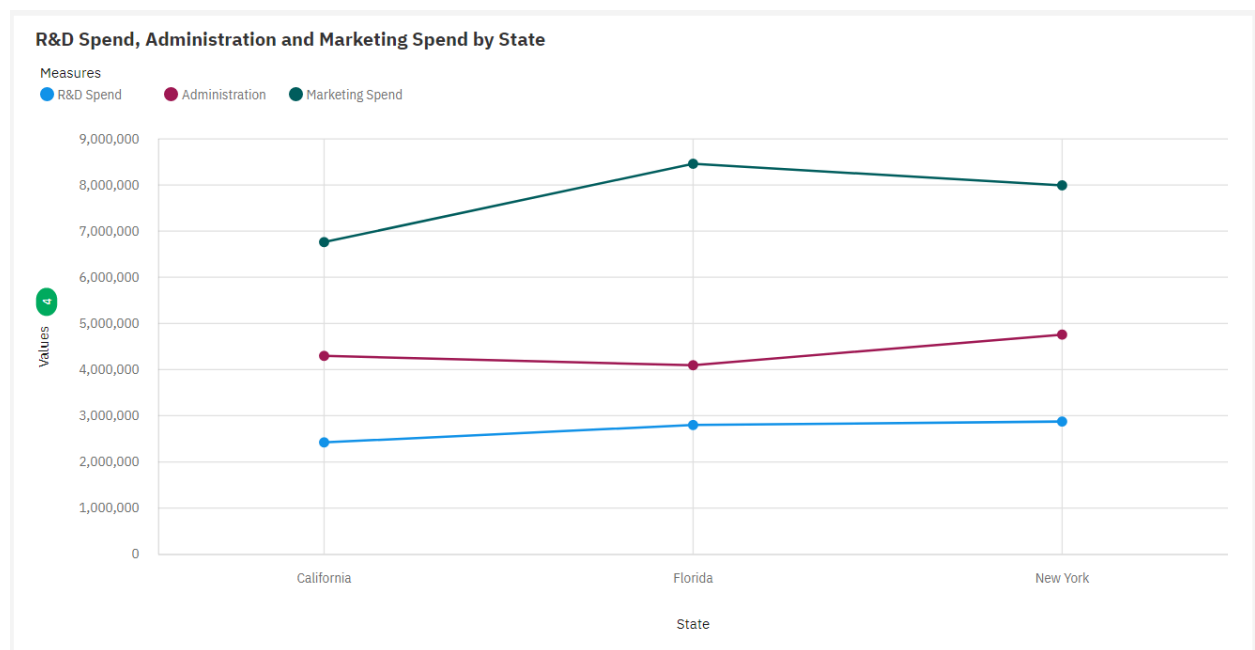
Administration

Click or drag data here

Columns


State

Visualization #6:




This visualization represents the average count of each expenditure for a startup - Marketing spend, Administration, and R&D Spend - mapped state-wise.

Fields

 **x-axis*** Required field

State

Click or drag data here

 Color

Measures group (3)

Click or drag data here

y-axis* Required field

R&D Spend

Administration

Marketing Spend