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COLLEGE: SSN COLLEGE OF ENGINEERING

PROJECT: GLOBAL SALES DATA ANALYTICS

ASSIGNMENT - 1

The case of 50 Startups

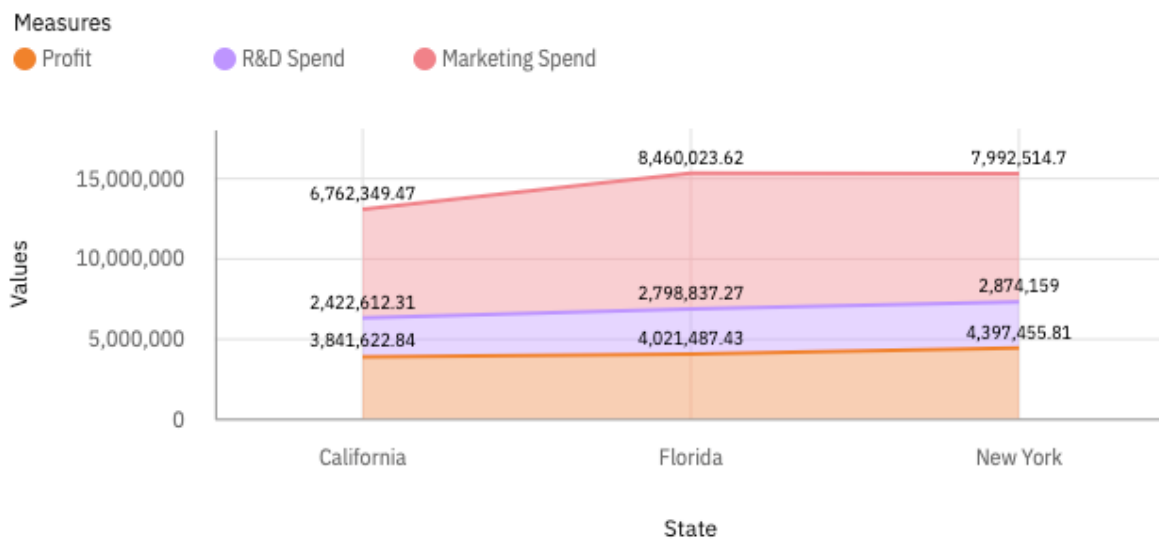
Challenge:

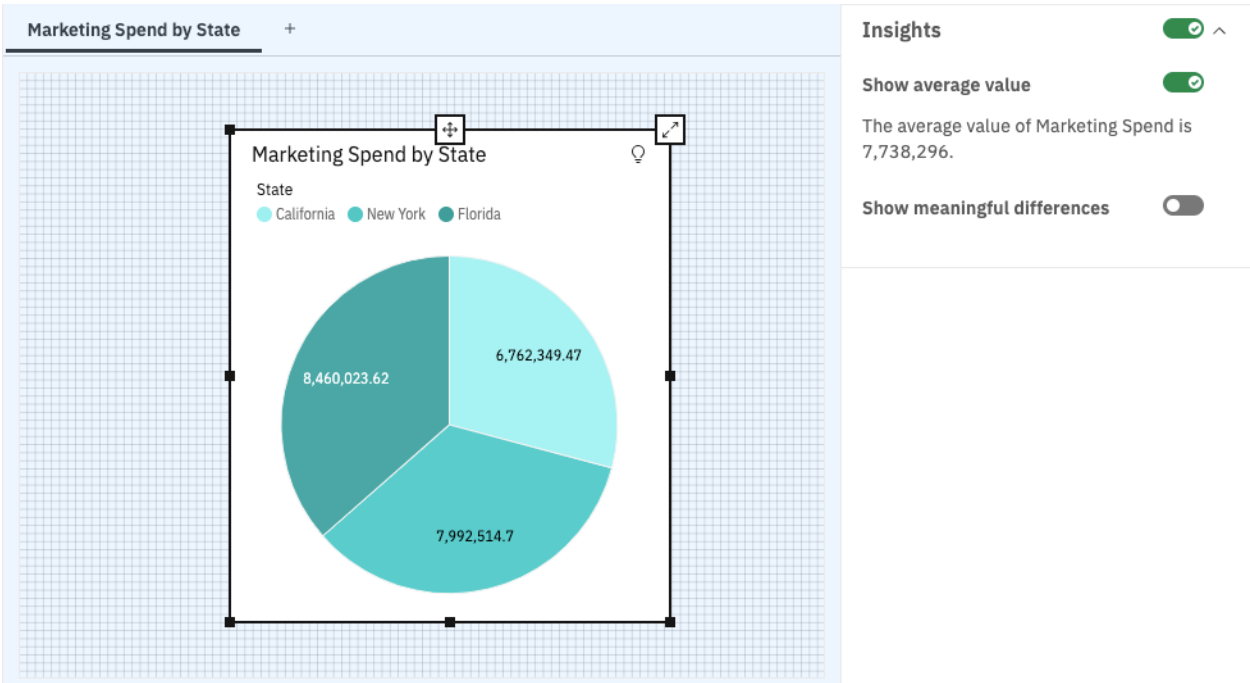
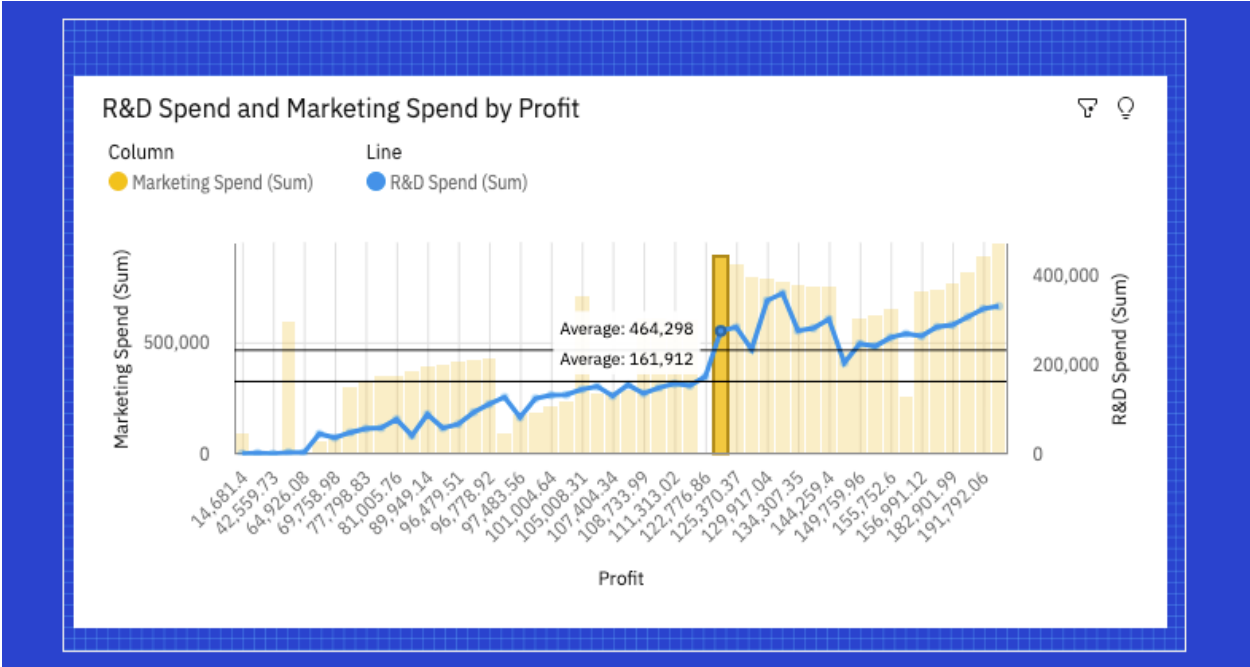
Upload the dataset to Cognos Analytics, explore and visualize the dataset.

Visualizations:

The six data visualizations are as shown below:

Profit, R&D Spend and Marketing Spend by State

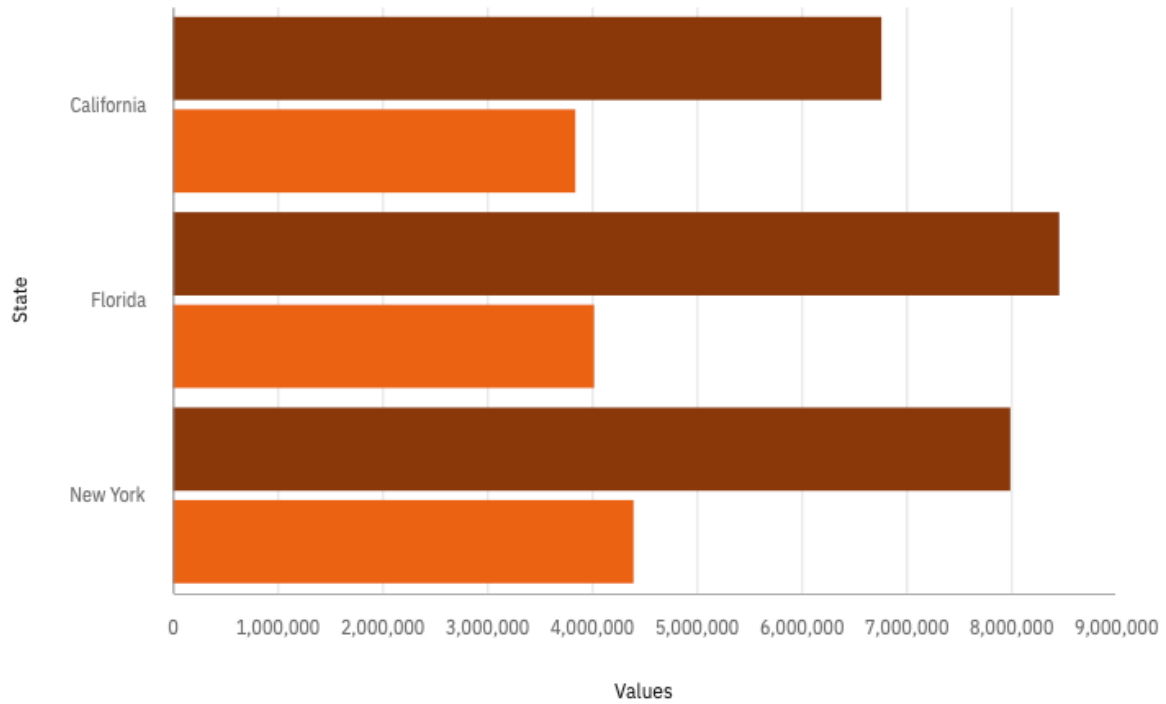




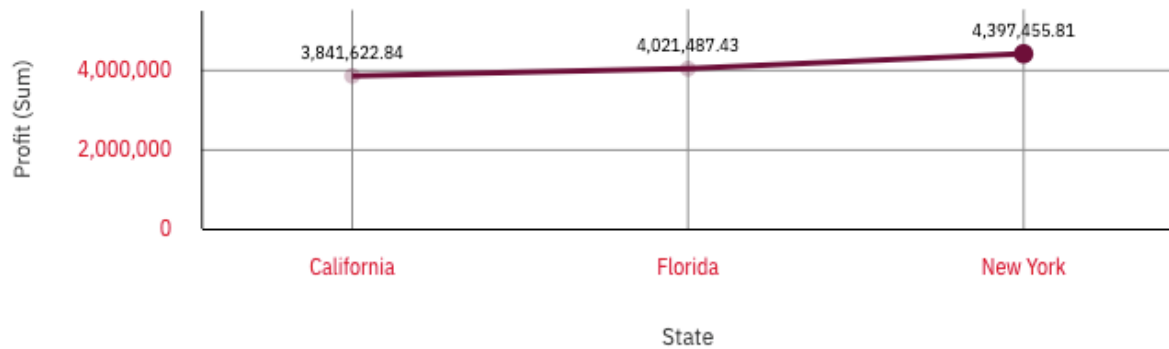
Marketing Spend and Profit by State

Measures

● Marketing Spend ● Profit



Profit by State



Marketing Spend by R&D Spend and Administration



Marketing Spend (...)

