

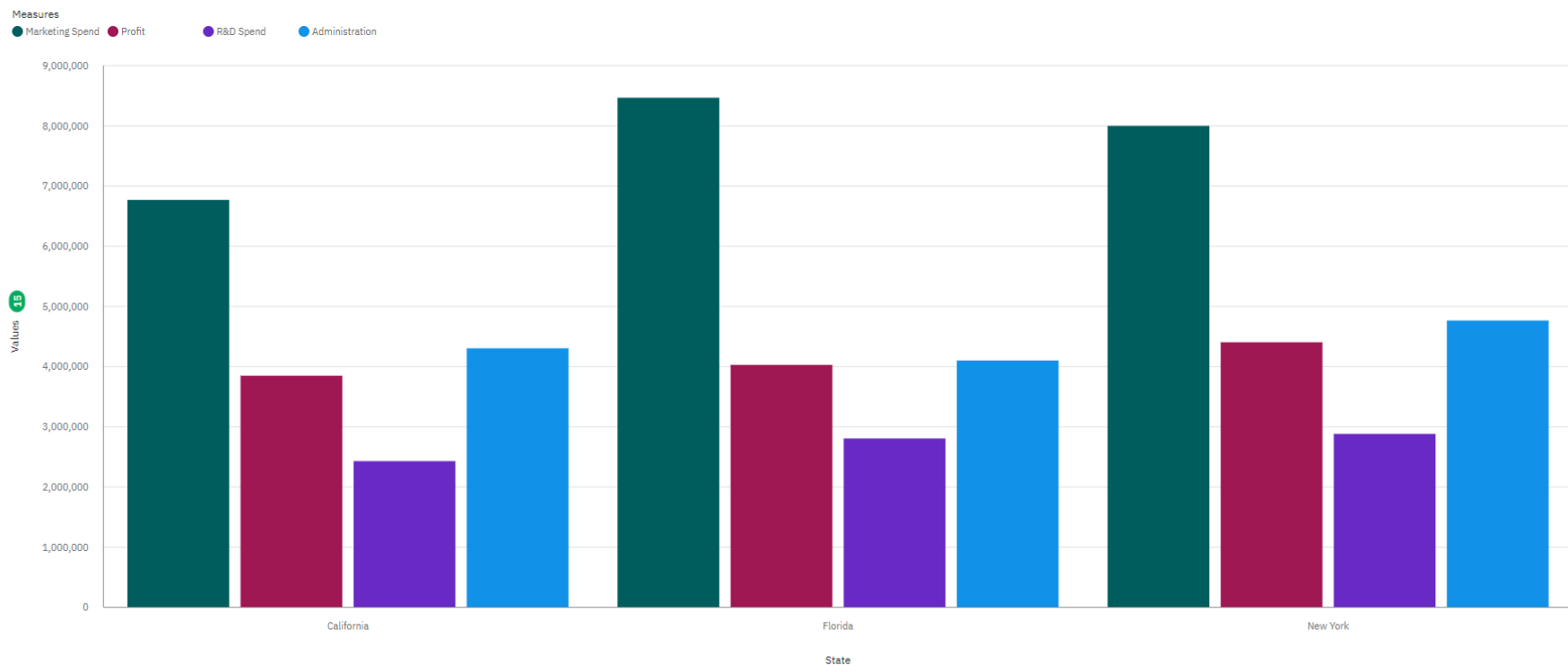
ASSIGNMENT 1

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

Dataset → [Startup dataset](#)



Marketing Spend, Profit, R&D Spend and Administration by State





Measures

● R&D Spend ● Administration ● Marketing Spend

- R&D Spend

- Administration

- Marketing Spend

California

State

Florida

New York

0	1,000,000	2,000,000	3,000,000	4,000,000	5,000,000	6,000,000	7,000,000	8,000,000	9,000,000
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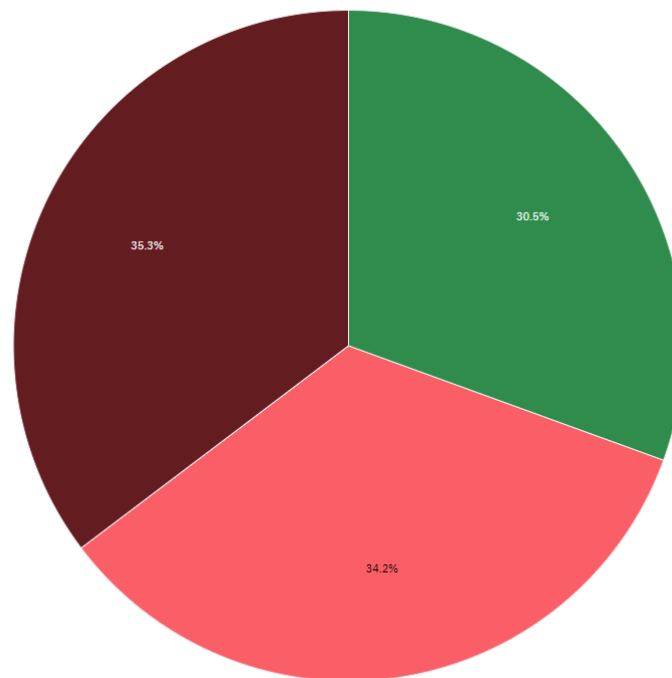
Values

State	Value
California	13,481,832.33
Florida	17,323,188.17
New York	15,383,197.15
California	19,974,644.58
Florida	15,624,892.09
New York	20,022,347.9

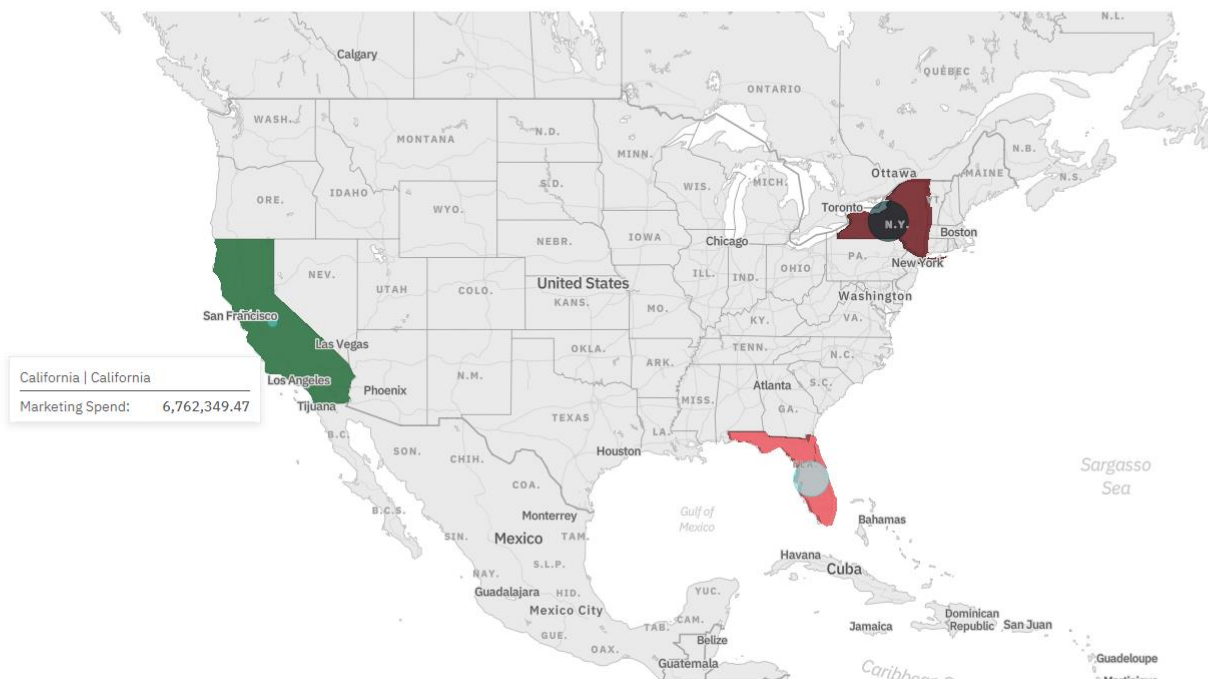
returns by State 10

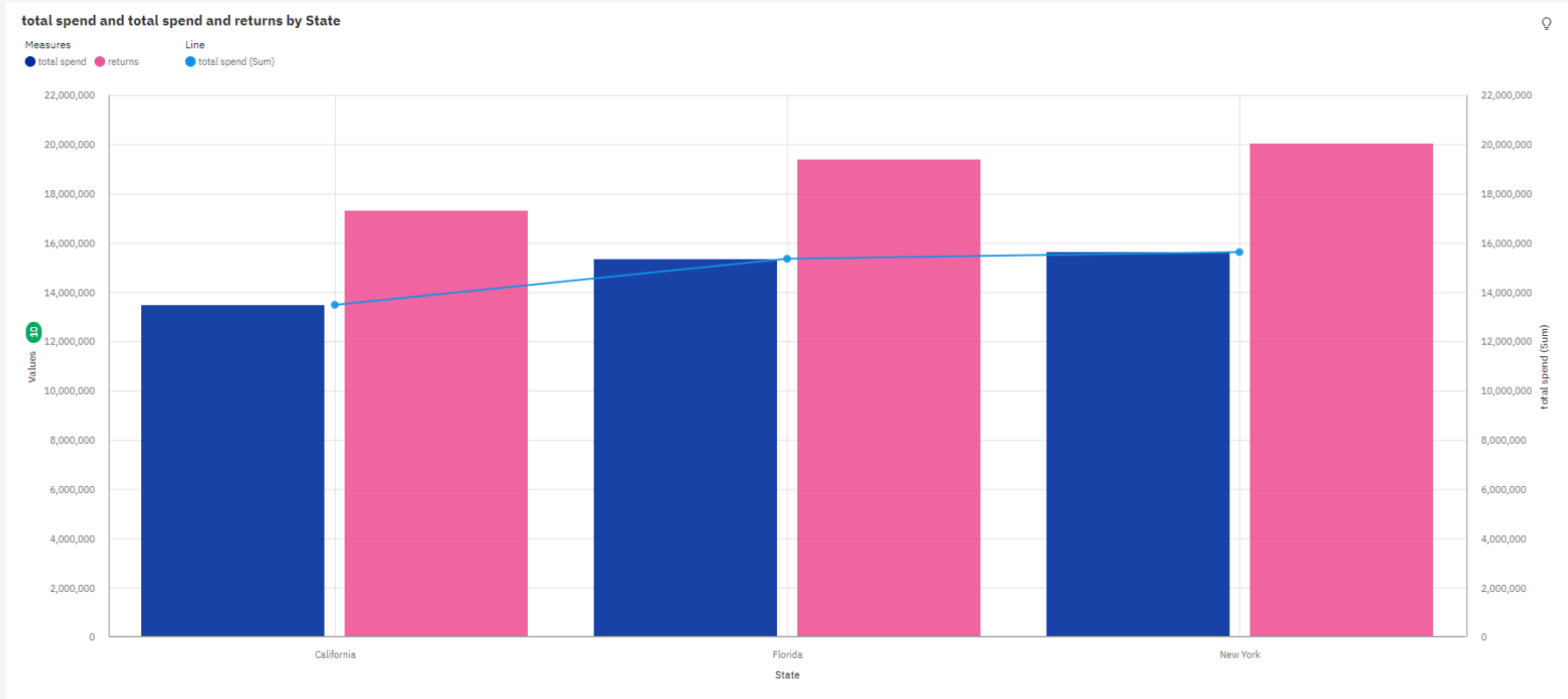
State

● California ● Florida ● New York



State and Marketing Spend for State regions and Administration and R&D Spend for State points 40





LINK TO OPEN THIS VISUALIZATION IN COGNOS TOOL



https://us3.ca.analytics.ibm.com/bi/?perspective=explore&pathRef=.my_folders%2FAssignment&subView=model0000018331602e44_00000004