

PROFESSIONAL READINESS FOR INNOVATION,  
EMPLOYMENTABILITY AND ENTREPRENEURSHIP

ASSIGNMENT-1

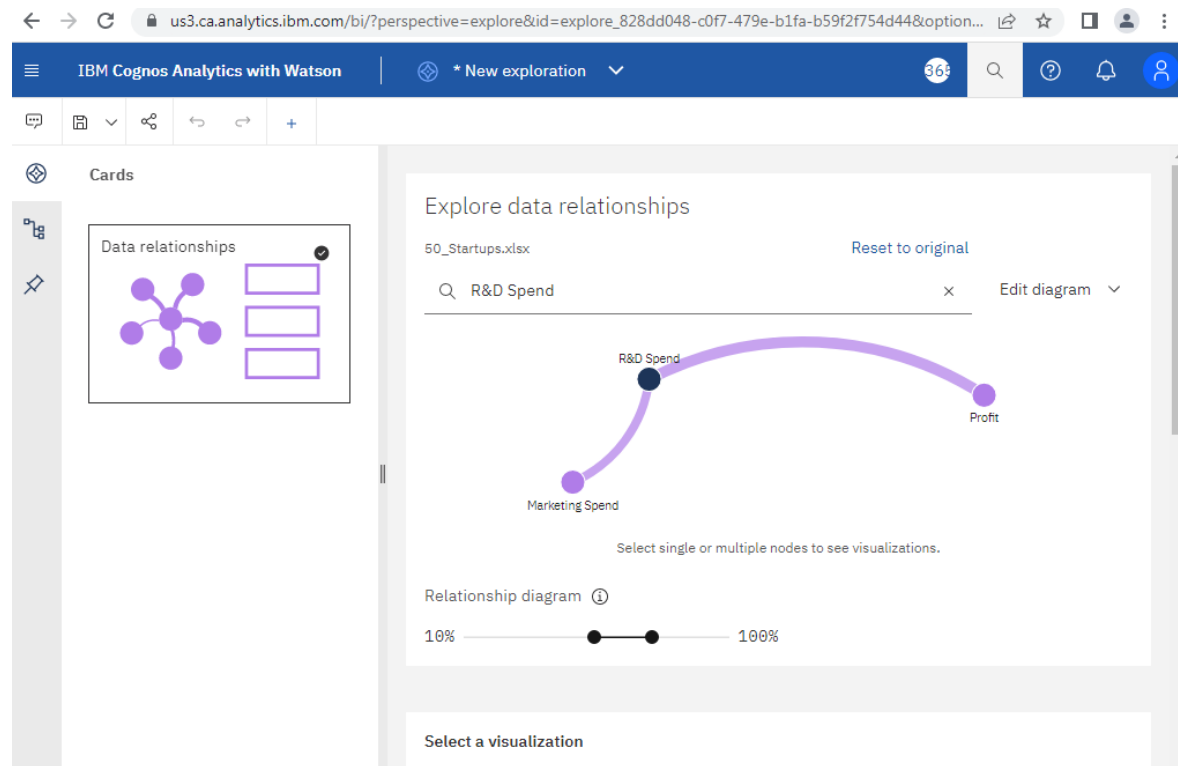
TEAM ID: PNT2022TMID42755

**PROJECT TITLE: GLOBAL SALES DATA ANALYTICS**

NAME: NAVEEN P

# Explore data relationship

## R&D Spend



# Administration

us3.ca.analytics.ibm.com/bi/?perspective=explore&id=explore\_828dd048-c0f7-479e-b1fa-b59f2f754d44&option...

IBM Cognos Analytics with Watson

\* New exploration

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Cards

Data relationships

50\_Startups.xlsx

Reset to original

Q Administration

✕

Edit diagram

State

Administration

Marketing Spend

Profit

Select single or multiple nodes to see visualizations.

Relationship diagram ⓘ

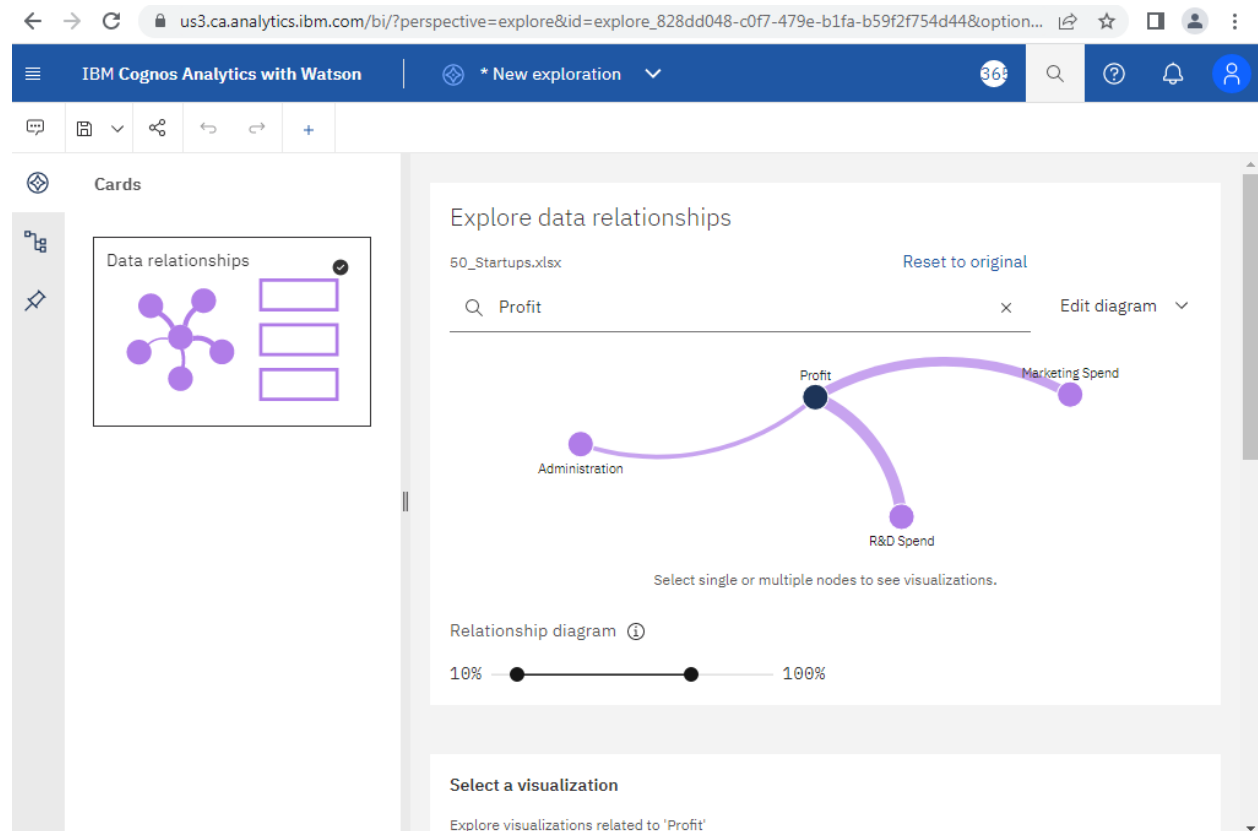
10% —●●— 100%

Select a visualization

Explore visualizations related to 'Administration'

The screenshot displays the IBM Cognos Analytics web interface. The top navigation bar includes the IBM Cognos Analytics with Watson logo, a 'New exploration' button, and a user profile icon. Below the navigation bar is a toolbar with icons for chat, save, share, undo, redo, and a plus sign. The main content area is divided into two panels. The left panel, titled 'Cards', contains a 'Data relationships' card with a network diagram icon and three empty input boxes. The right panel, titled 'Explore data relationships', shows a network diagram for the file '50\_Startups.xlsx'. The diagram has four nodes: 'State', 'Administration' (the central node), 'Marketing Spend', and 'Profit'. Curved lines connect 'State' to 'Administration', 'Administration' to 'Marketing Spend', and 'Administration' to 'Profit'. Above the diagram is a search bar containing 'Administration' and a 'Reset to original' link. Below the diagram is a zoom slider set to 10% and a 'Select a visualization' section with the text 'Explore visualizations related to 'Administration''.

# Profit



# Marketing Spend

us3.ca.analytics.ibm.com/bi/?perspective=explore&id=explore\_828dd048-c0f7-479e-b1fa-b59f2f754d44&option...

IBM Cognos Analytics with Watson | \* New exploration

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Cards

Data relationships

50\_Startups.xlsx

Reset to original

Q Marketing Spend

x

Edit diagram

Administration

Marketing Spend

Profit

R&D Spend

State

Select single or multiple nodes to see visualizations.

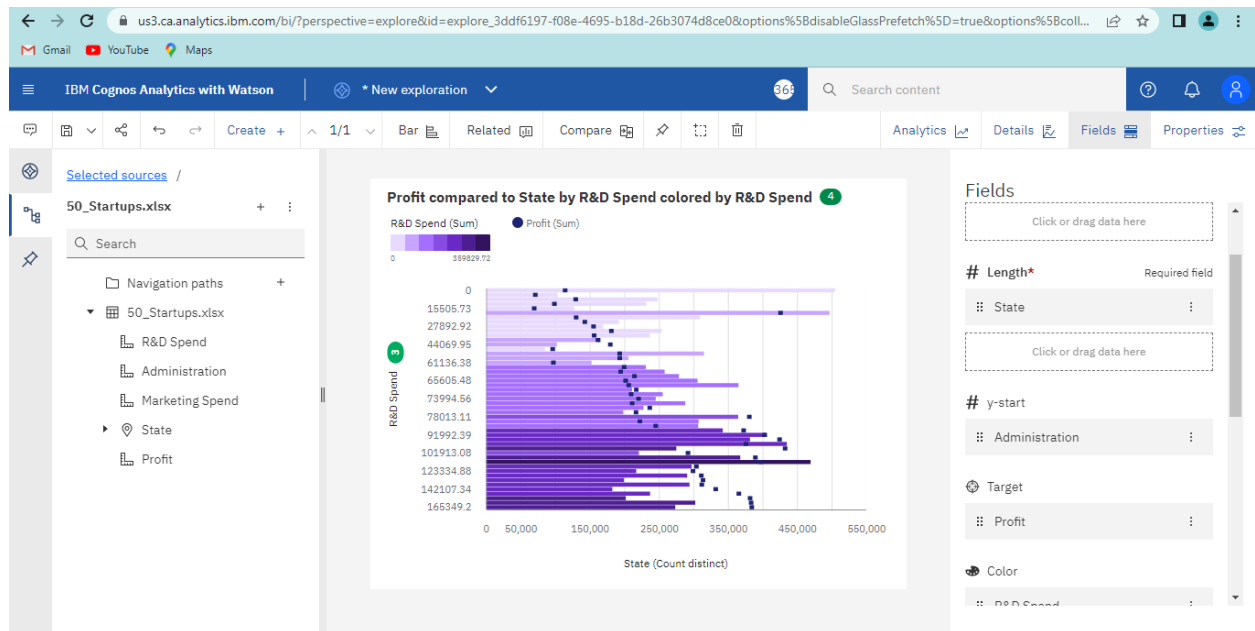
Relationship diagram ⓘ

10% ——— 100%

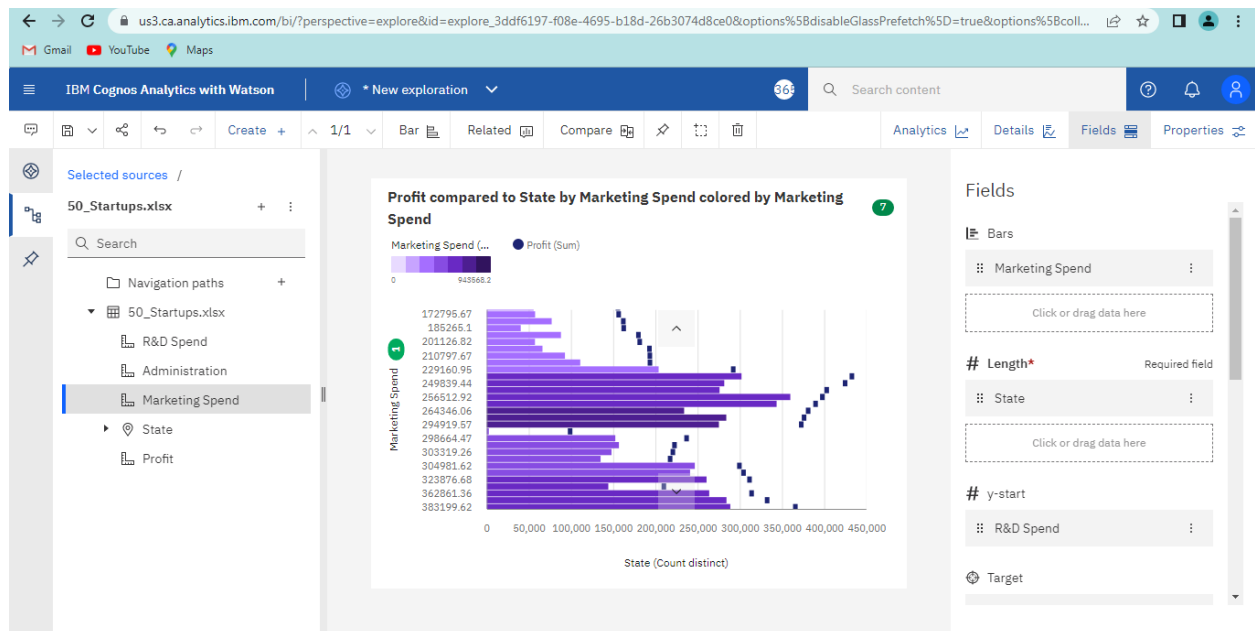
Select a visualization

Explore visualizations related to 'Marketing Spend'

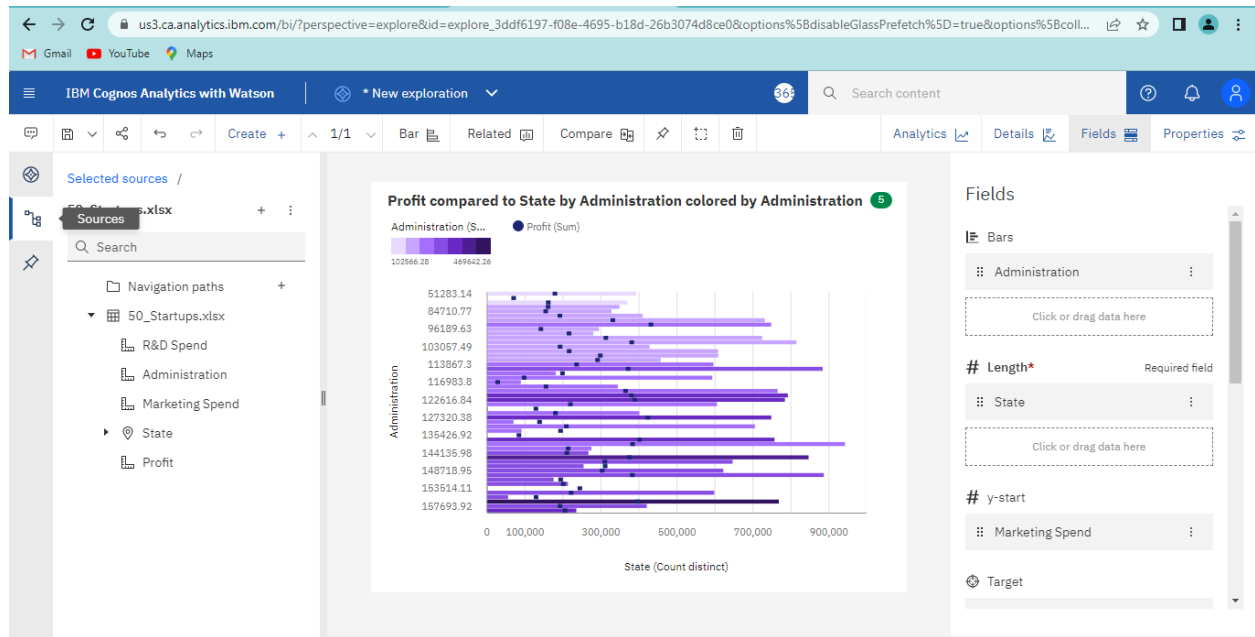
## Profit compared to State by R&D Spend colored by R&D Spend



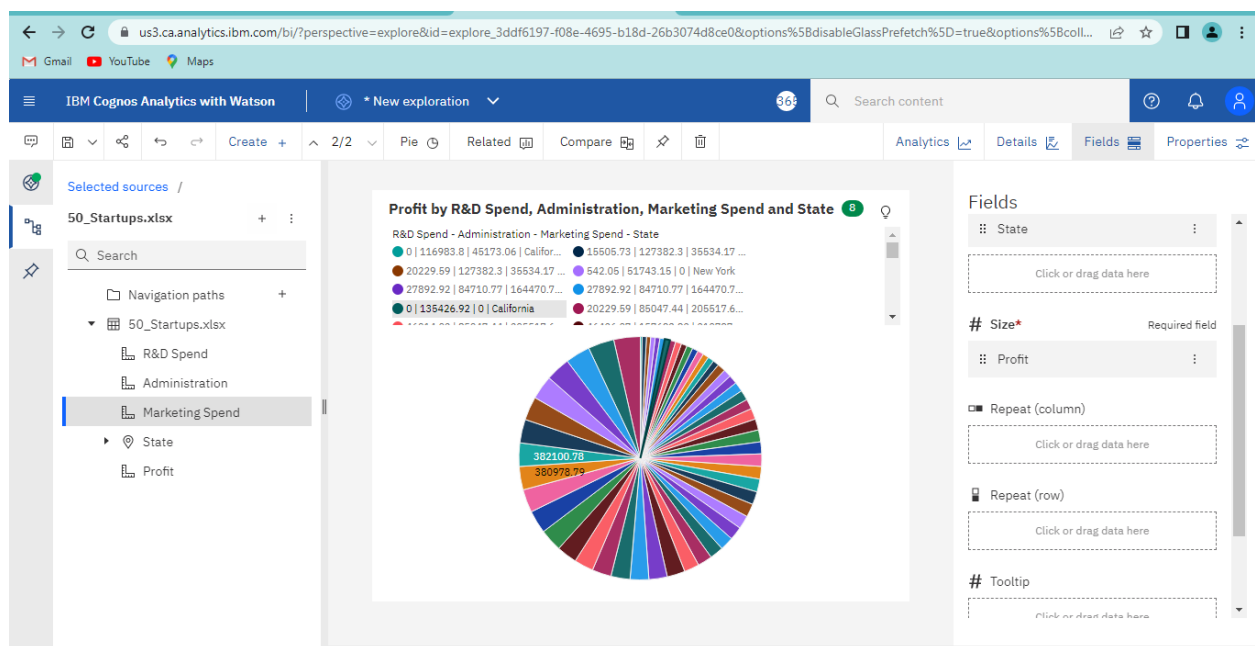
## Profit compared to Administration by Marketing spend colored by Marketing spend



## Profit compared to State by Administration colored by Administration



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



## Profit for R&D spend and Administration

The screenshot shows the IBM Cognos Analytics interface. The main view is a pivot table titled "Profit for R&D Spend and Administration". The table has four columns: Profit, 0, 542.05, 1000.23, and 1315.46. The rows are labeled with various values, including 51283.14, 51743.15, 65947.93, 82982.09, 84710.77, 85047.44, 91391.77, 91790.61, 96189.63, and 99281.34. The interface includes a left sidebar with "Selected sources" and a right sidebar with "Fields".

Profit	0	542.05	1000.23	1315.46
51283.14	(no value)	(no value)	(no value)	(r)
51743.15	(no value)	71346.82	(no value)	(r)
65947.93	(no value)	(no value)	(no value)	(r)
82982.09	(no value)	(no value)	(no value)	(r)
84710.77	(no value)	(no value)	(no value)	(r)
85047.44	(no value)	(no value)	(no value)	(r)
91391.77	(no value)	(no value)	(no value)	(r)
91790.61	(no value)	(no value)	(no value)	(r)
96189.63	(no value)	(no value)	(no value)	(r)
99281.34	(no value)	(no value)	(no value)	(r)

## Profit for Administration and Marketing Spend

The screenshot shows the IBM Cognos Analytics interface. The main view is a pivot table titled "Profit for Administration and Marketing Spend". The table has four columns: Profit, 51283.14, 51743.15, 65947.93, and 82982.09. The rows are labeled with various values, including 0, 1903.93, 28334.72, 35634.17, 45173.06, 46085.25, 88218.23, 91131.24, 107138.38, and 118148.2. The interface includes a left sidebar with "Selected sources" and a right sidebar with "Fields".

Profit	51283.14	51743.15	65947.93	82982.09
0	(no value)	71346.82	(no value)	(r)
1903.93	(no value)	(no value)	(no value)	(r)
28334.72	(no value)	(no value)	(no value)	(r)
35634.17	(no value)	(no value)	(no value)	(r)
45173.06	(no value)	(no value)	(no value)	(r)
46085.25	(no value)	(no value)	(no value)	(r)
88218.23	(no value)	(no value)	(no value)	(r)
91131.24	(no value)	(no value)	(no value)	(r)
107138.38	(no value)	(no value)	(no value)	(r)
118148.2	(no value)	(no value)	(no value)	(r)



## Profit for Marketing Spend and State

The screenshot shows the IBM Cognos Analytics interface. On the left, the 'Selected sources' pane shows a file named '50\_Startups.xlsx' with a tree view containing 'Navigation paths', '50\_Startups.xlsx', 'R&D Spend', 'Administration', 'Marketing Spend', 'State', and 'Profit'. The main area displays a pivot table titled 'Profit for Marketing Spend and State'. The table has 'Profit' as the row label and 'Marketing Spend' as the column labels. The data is as follows:

Profit	0	1903.93	28334.72	35534.17
California	85119.46	(no value)	130400.66	(no v
Florida	(no value)	(no value)	(no value)	(no v
New York	316900.54	129852.16	(no value)	13951
Summary	402020	129852.16	130400.66	13951

On the right, the 'Fields' pane shows 'Marketing Spend' in the Columns section and 'State' in the Rows section. The 'Values' section shows 'Profit'.

## Profit for State and R&D Spend

The screenshot shows the IBM Cognos Analytics interface. On the left, the 'Selected sources' pane shows a file named '50\_Startups.xlsx' with a tree view containing 'Navigation paths', '50\_Startups.xlsx', 'R&D Spend', 'Administration', 'Marketing Spend', 'State', and 'Profit'. The main area displays a pivot table titled 'Profit for State and R&D Spend'. The table has 'Profit' as the row label and 'State' as the column labels. The data is as follows:

Profit	California	Florida	New York	Summary
0	114482.26	(no value)	(no value)	114
542.05	(no value)	(no value)	71346.82	71
1000.23	(no value)	(no value)	129852.16	129
1315.46	(no value)	98981.5	(no value)	9
15505.73	(no value)	(no value)	69758.98	69
20229.59	(no value)	(no value)	426180.17	426
22177.74	130400.66	(no value)	(no value)	130
23640.93	142996.98	(no value)	(no value)	142
27892.92	(no value)	77798.83	77798.83	155
28663.76	(no value)	181416.38	(no value)	181

On the right, the 'Fields' pane shows 'State' in the Columns section and 'R&D Spend' in the Rows section. The 'Values' section shows 'Profit'.

