

ASSIGNMENT -1

**PROJECT NAME :A NEW HINT TO TRANSPORTATION – ANALYSIS
OF THE NYC BIKE SHARE SYSTEM**

PROJECT ID : PNT2022TMID16722

DATE : 17/10/2022

TASK:

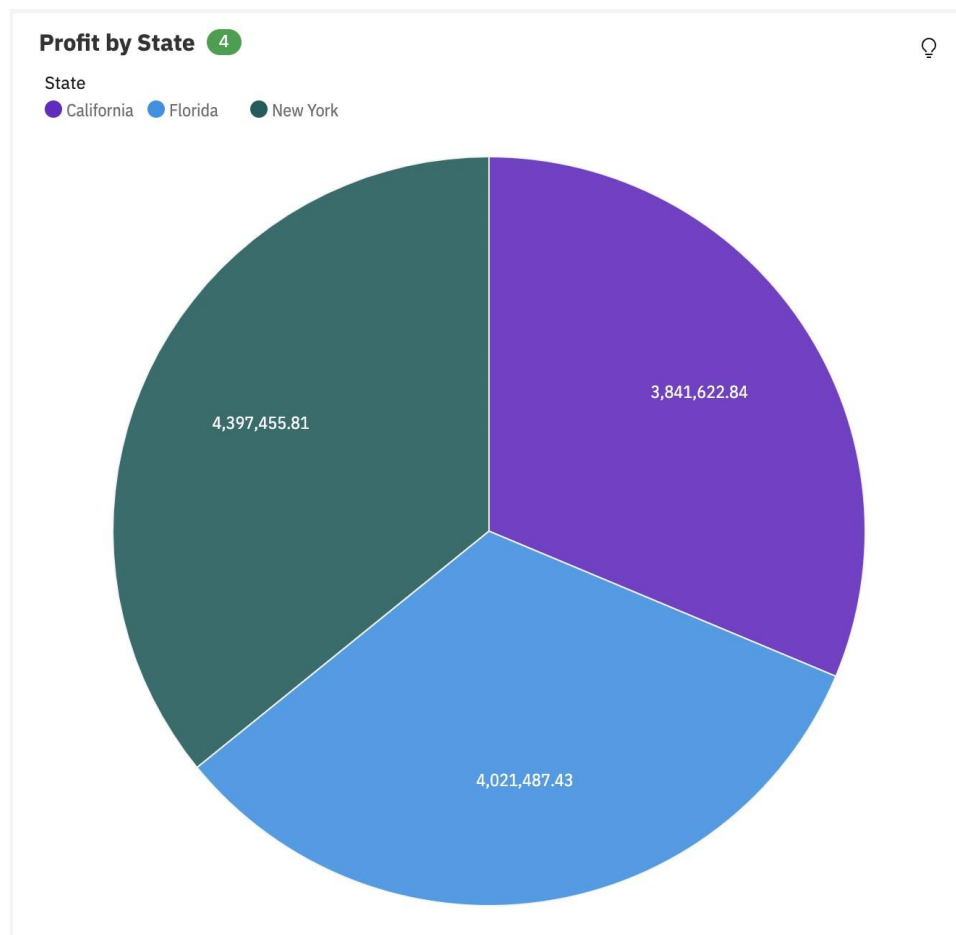
Upload the dataset to Cognos Analytics, Explore and Visualize the 50-startups dataset.

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.

Visualization -1:



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

Fields

 **Segments*** Required field

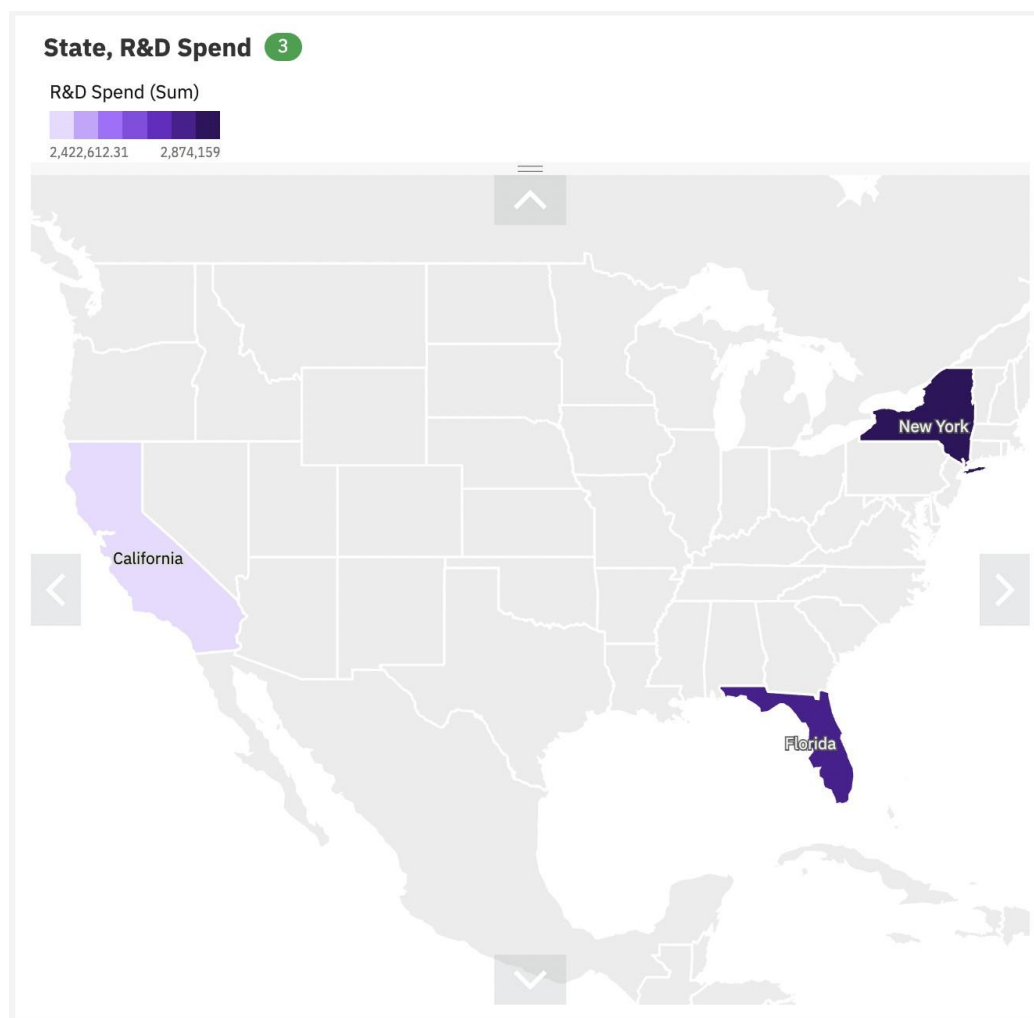
State

Click or drag data here

Size* Required field

Profit

Visualization -2:



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 spending the most (indicated by **dark purple**), while California spending the least in R&D (indicated by **lavender**).

Fields

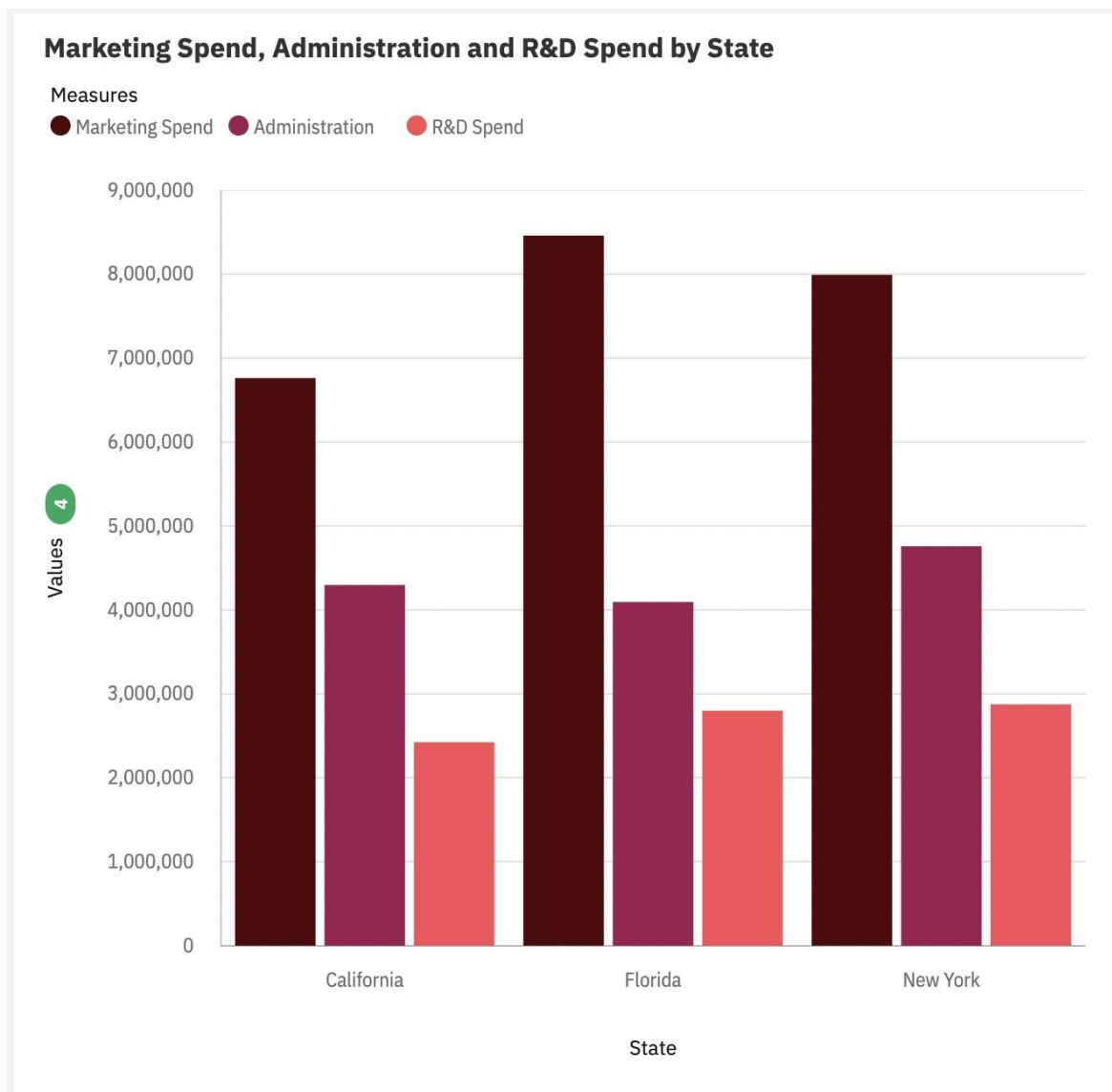
Regions* Required field

State

Regions heat

R&D Spend

Visualization -3:



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.

Fields

Bars

State

Click or drag data here

Length*

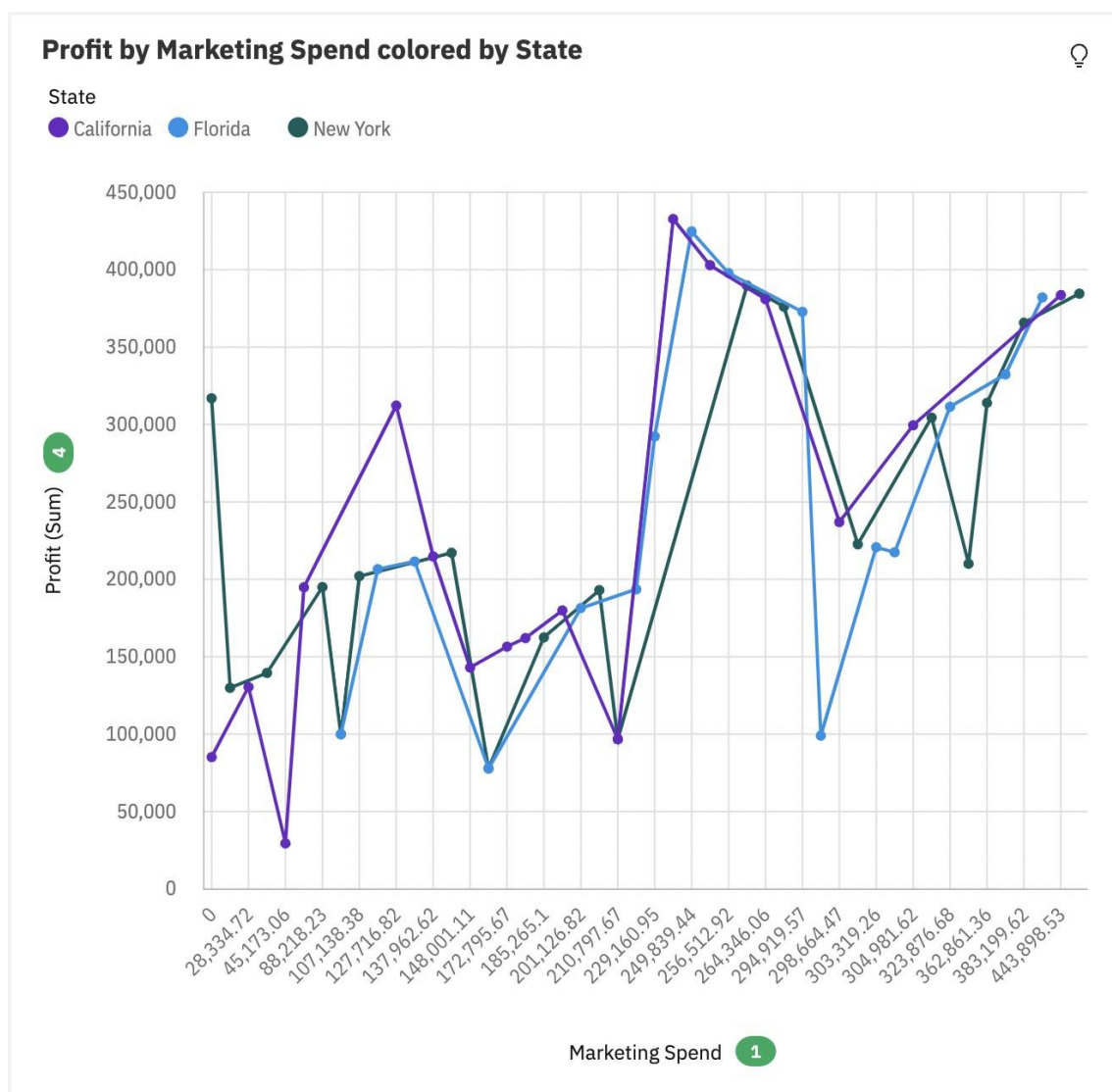
Required field

Marketing Spend

Administration

R&D Spend

Click or drag data here

Visualization -4:

This visualization provides insight regarding 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

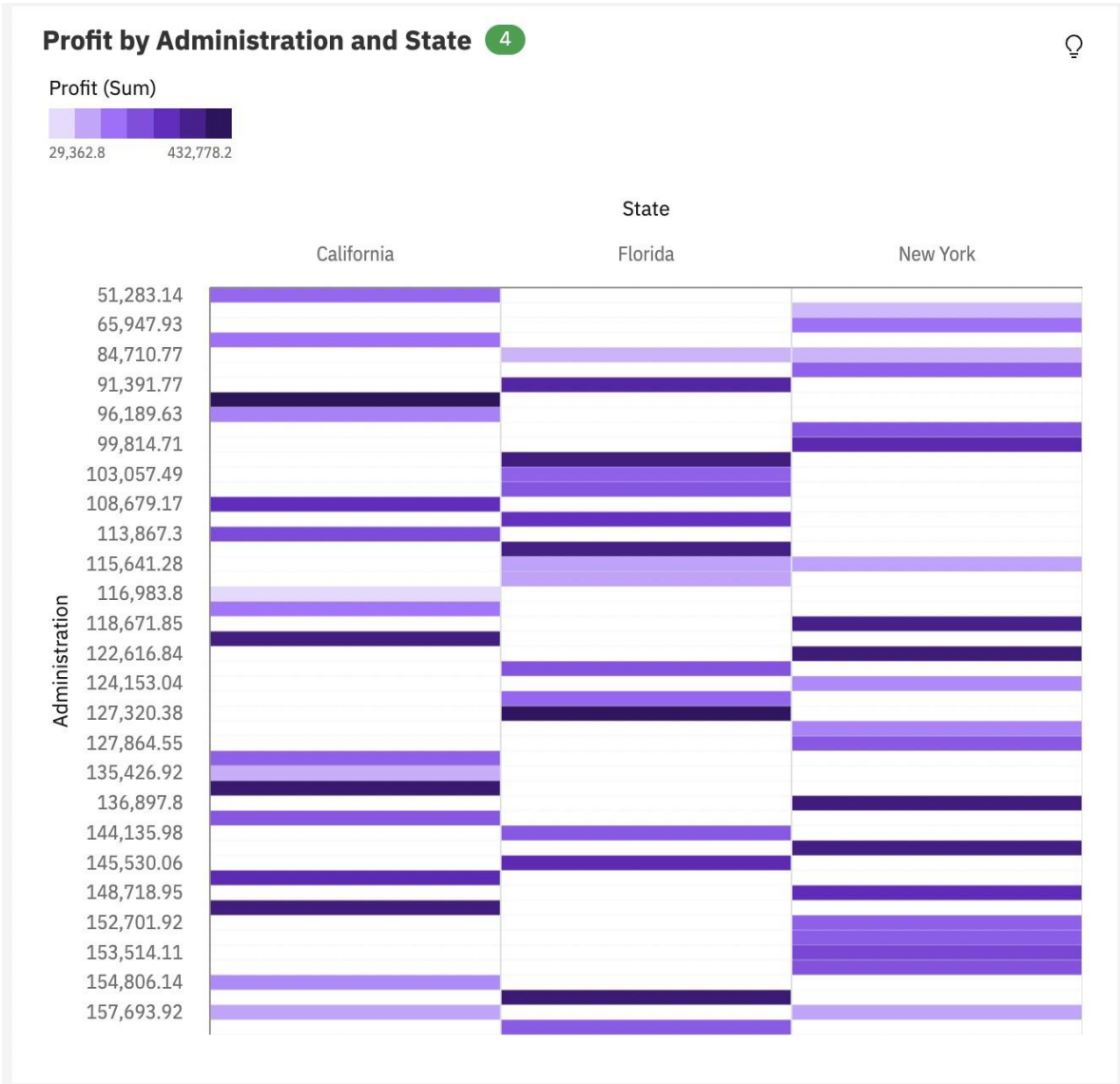
Click or drag data here

y-axis* Required field

Profit

Click or drag data here

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

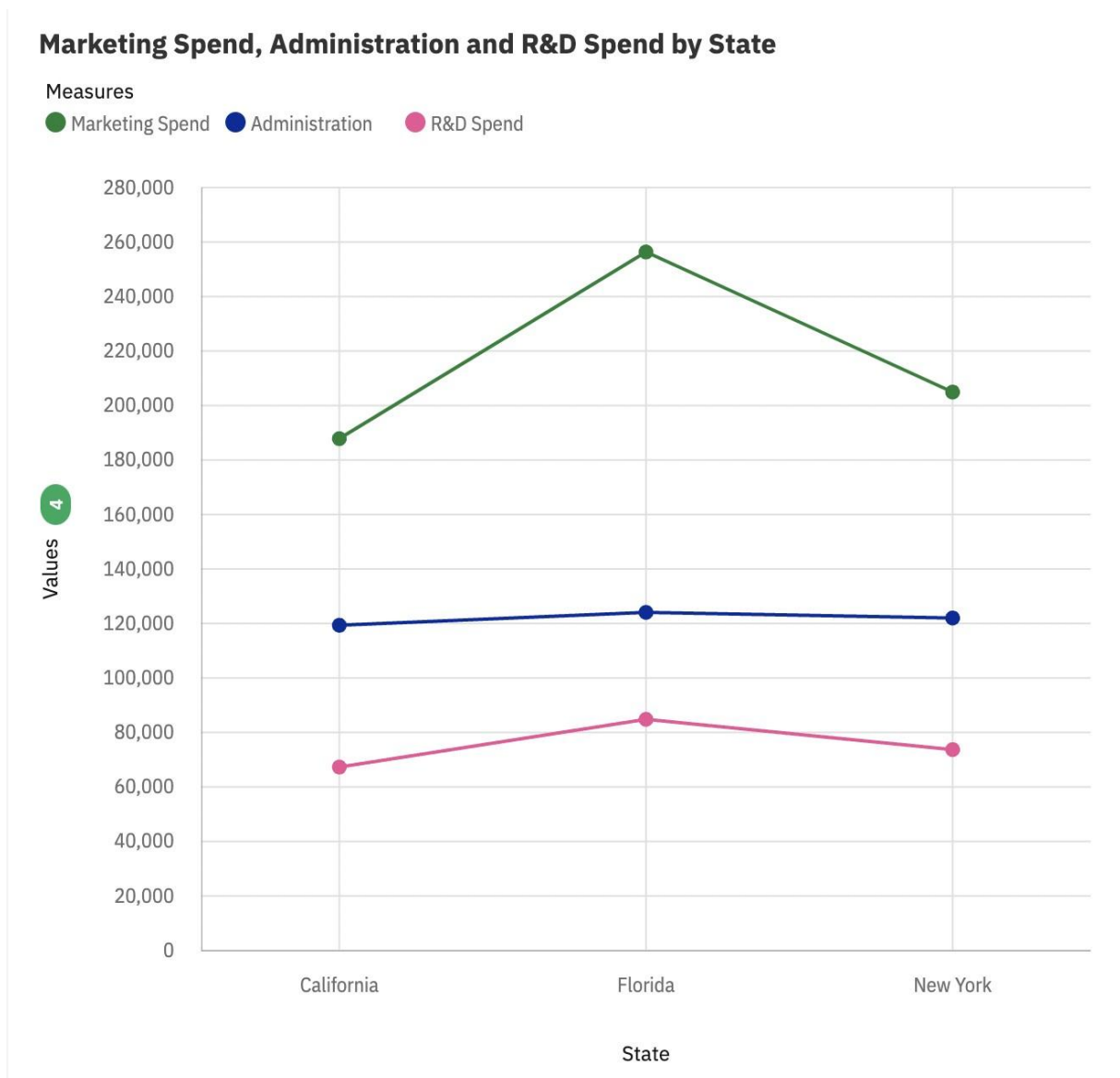
State

Click or drag data here

Heat*

Required field

Profit

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

Color

Measures group (3)

Click or drag data here

y-axis*

Required field

Marketing Spend

Administration

R&D Spend

Click or drag data here