

IBM

ASSIGNMENT - 1

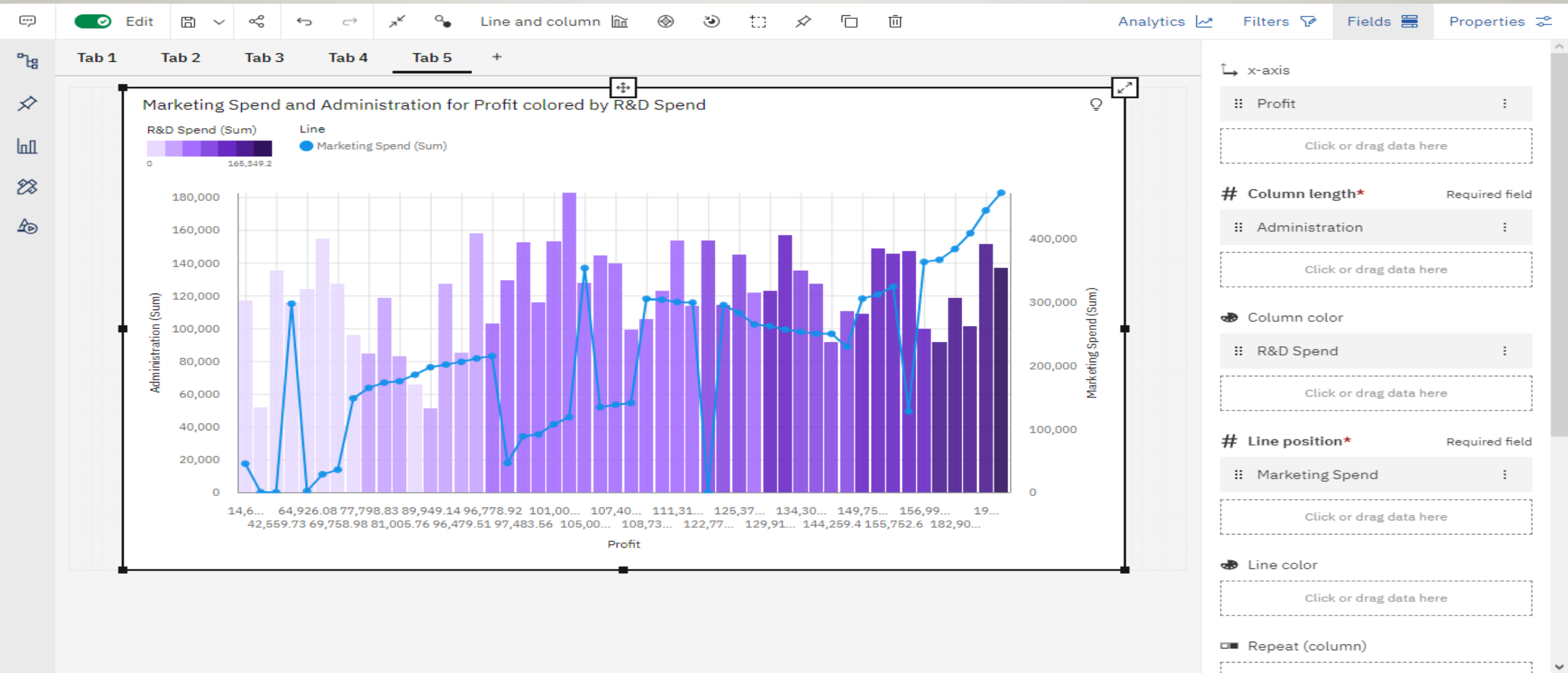
RAHAMATHULLA S

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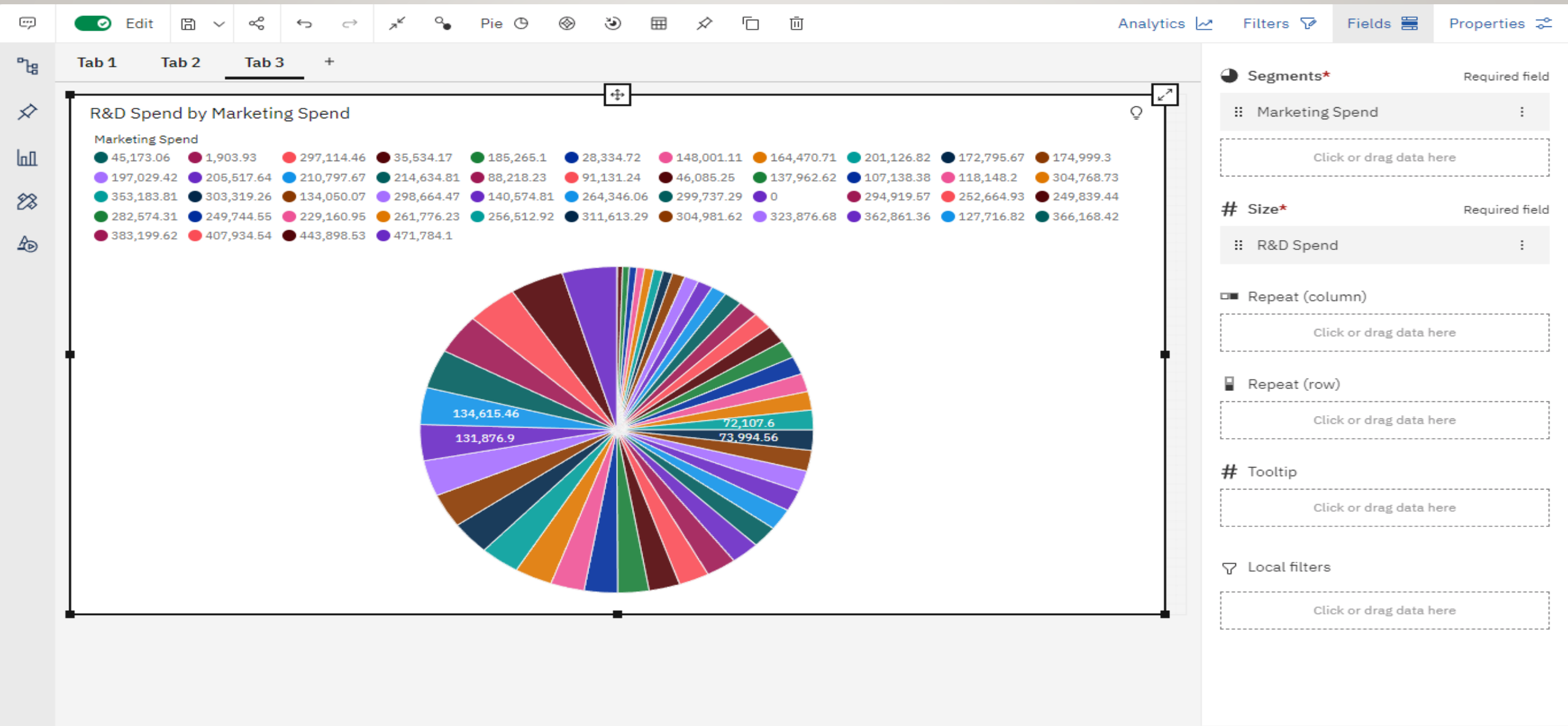
IBM CGNOS ANALYTICS WITH WATSON

- ❖ Marketing Spend and Administration for Profit Colored by R&D Spend
- ❖ R&D Spend by Marketing Spend
- ❖ R&D Spend by Administration Colored by Marketing Spend
- ❖ Marketing Spend for R&D Spend
- ❖ Marketing Spend Compared to Marketing Spend Administration

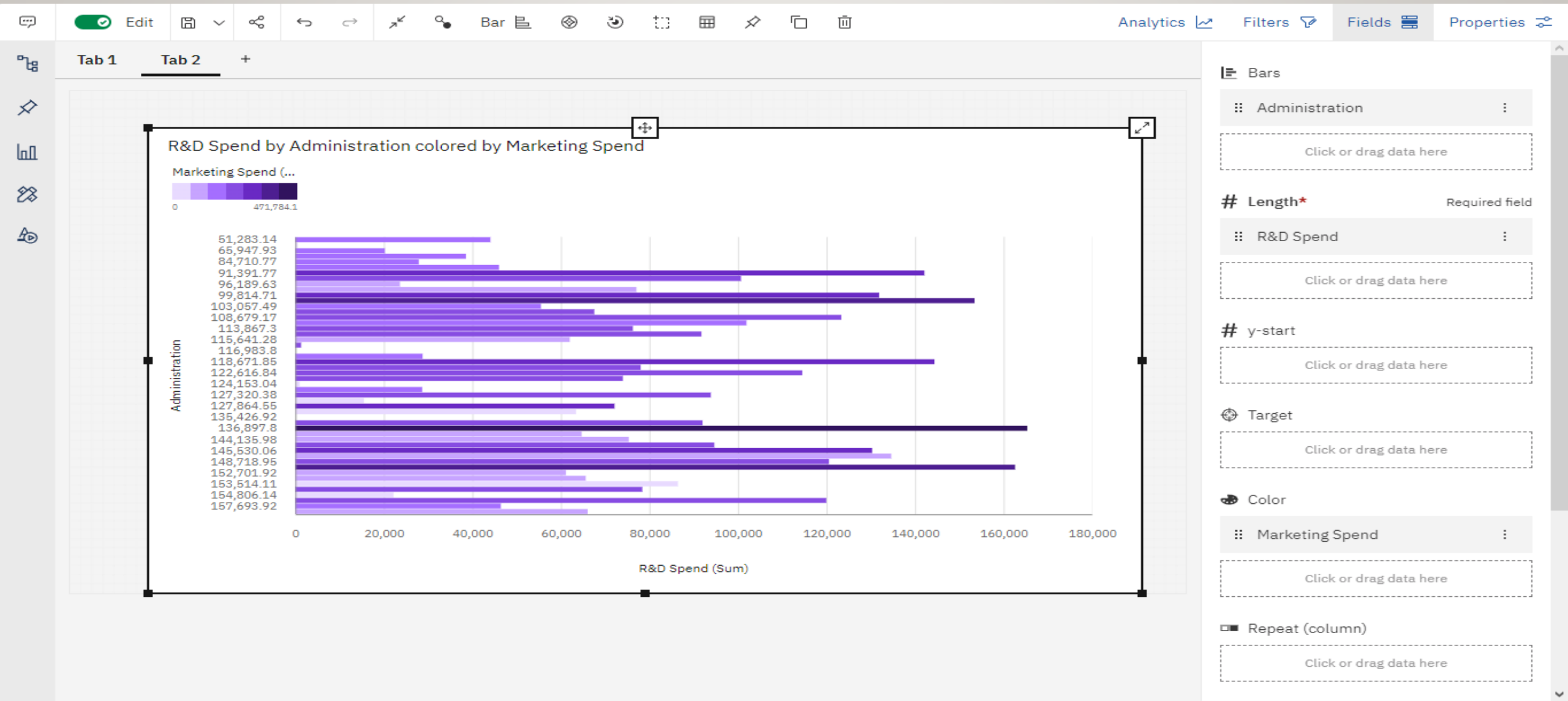
MARKETING SPEND AND ADMINISTRATION FOR PROFIT COLORED BY R&D SPEND



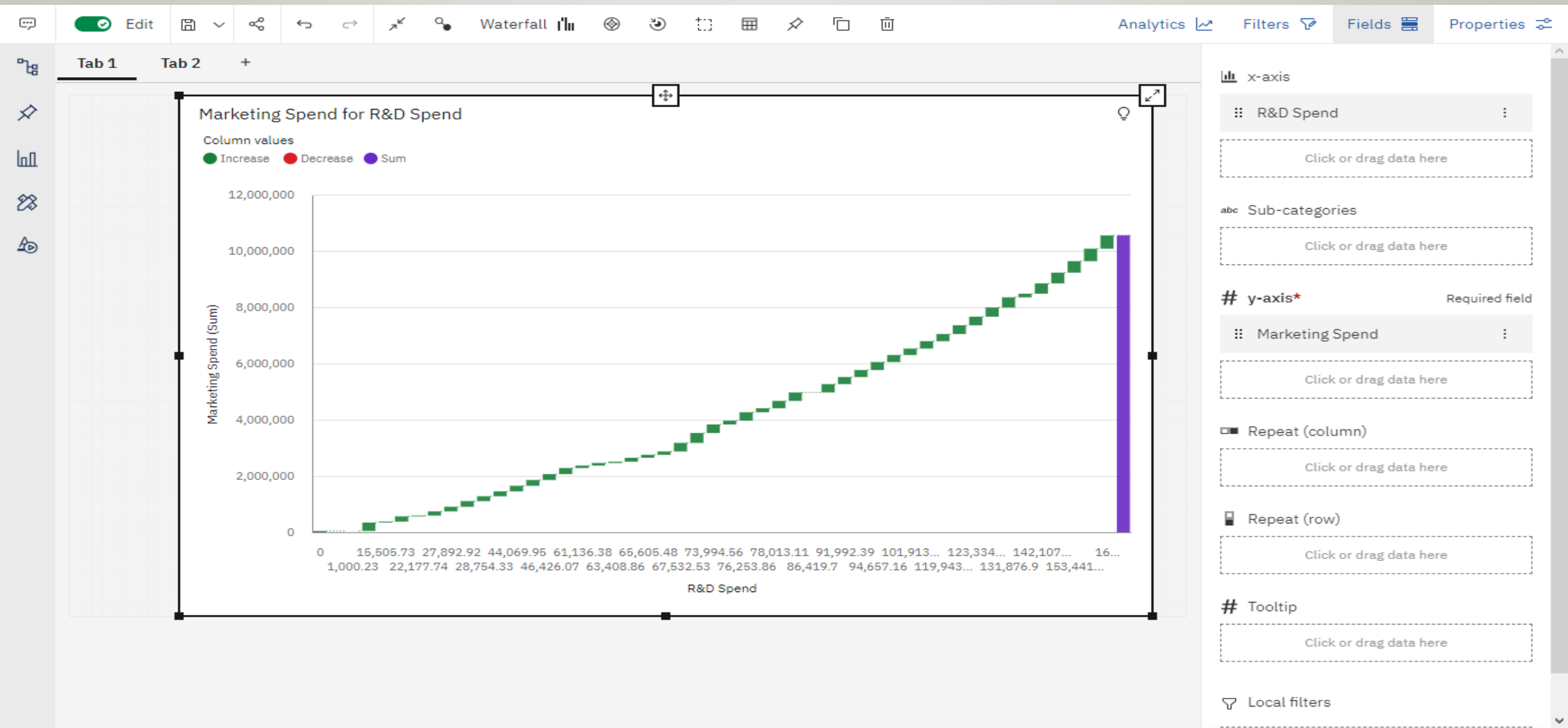
R&D SPEND BY MMARKETING SPEND



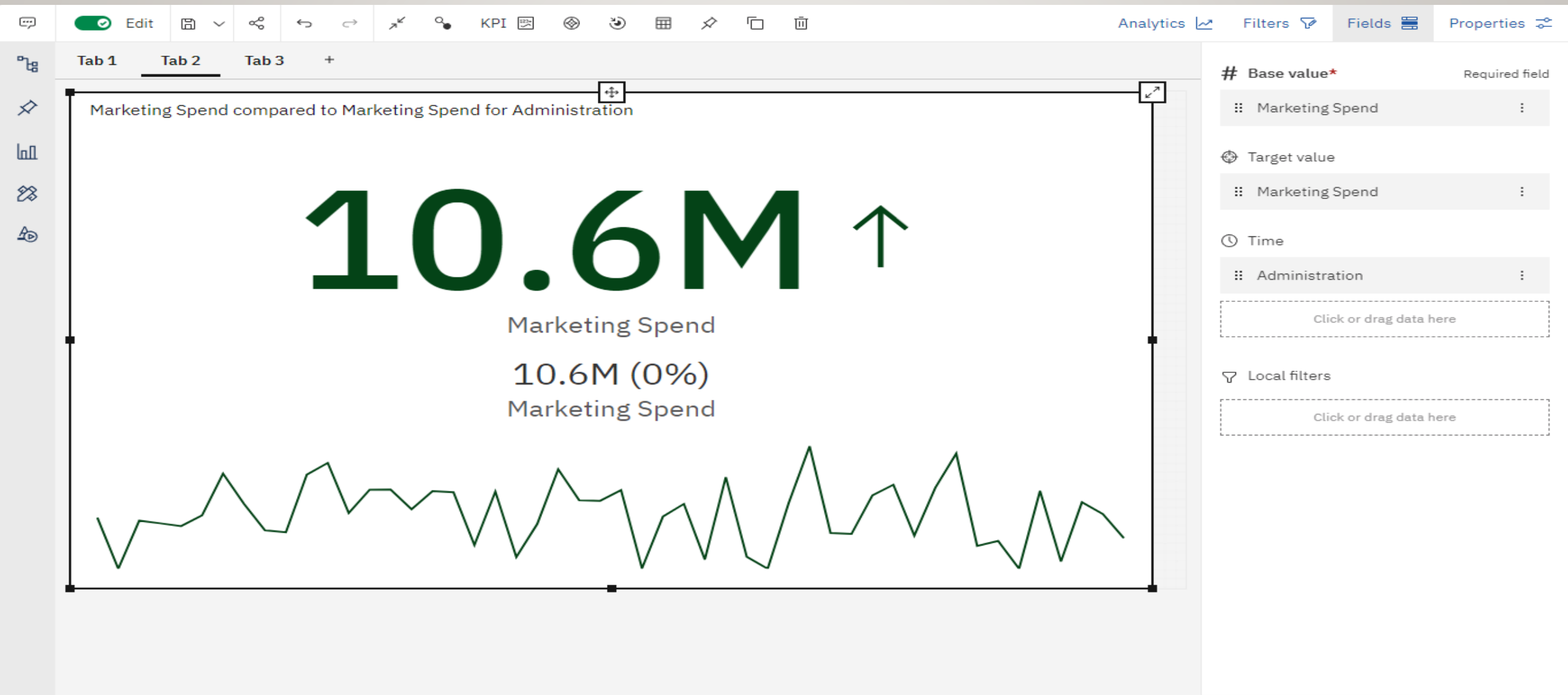
R&D Spend by Administration Colored by Marketing Spend



MARKETING SPEND FOR R&D SPEND



MARKETING SPEND COMPARED TO MARKETING SPEND ADMINISTRATION



LINK TO OPEN MY DATA VISUALIZATION IN THE COGNOS ANALYTICS

- https://us3.ca.analytics.ibm.com/bi/?perspective=dashboard&pathRef=.my_folders%2Fassignment%2BI&action=view&mode=dashboard&subView=model000001834f98ed63_00000000