Assignment -1

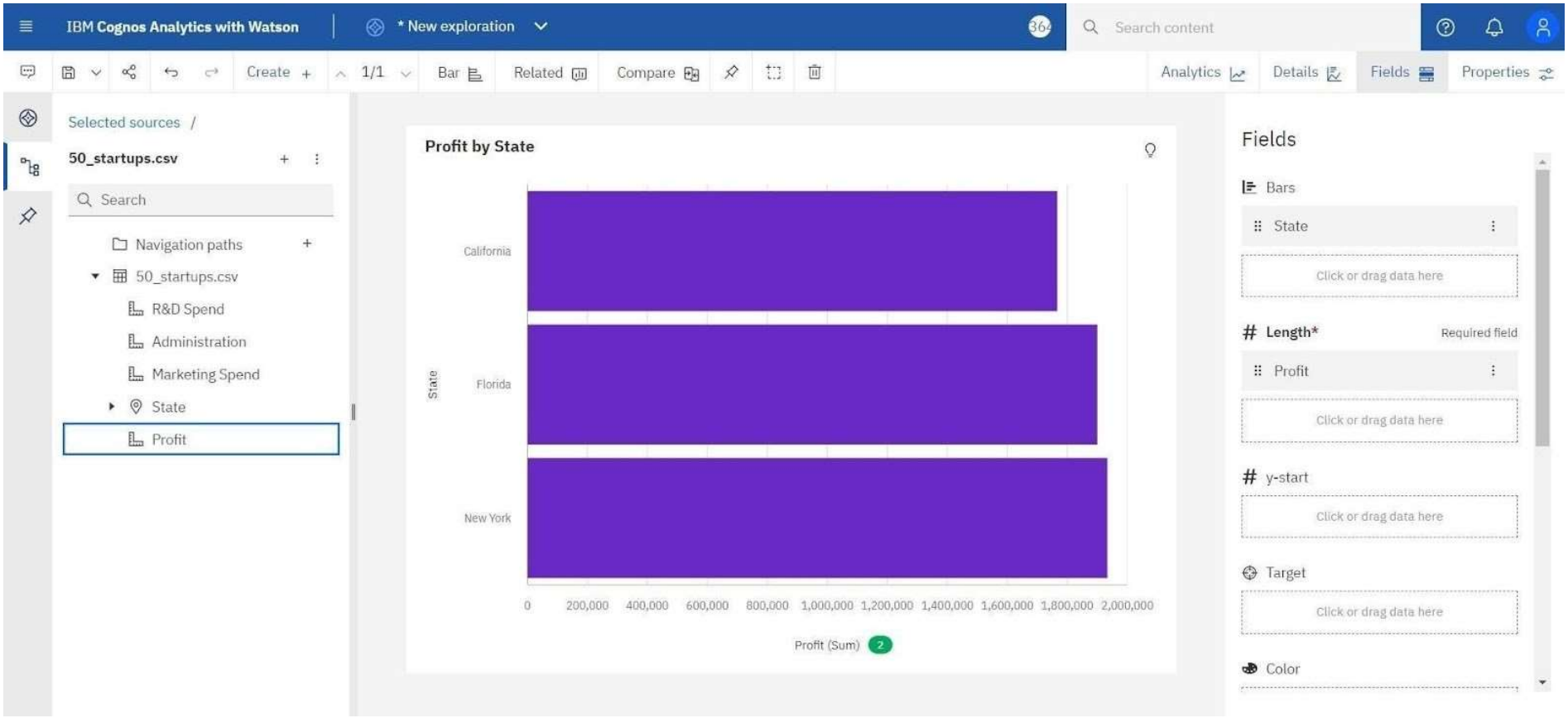
Data Analytics

Assignment Date	19 September 2022
Student Name	Mr.Giridhar Prashantth S
Student Roll Number	2127190801021
Maximum Marks	2 Marks

Question-1:

Upload the 50-Startup dataset to Cognos Analytics, explore and visualize the dataset

Solution:


IBM Cognos Analytics with Watson
* New exploration
Search content
Create
1/1
Bar
Related
Compare
Analytics
Details
Fields
Properties
Selected sources /
50_startups.csv
Search
Navigation paths
50_startups.csv
R&D Spend
Administration
Marketing Spend
State
Profit
Profit by State
California
Florida
New York
State
0
200,000
400,000
600,000
800,000
1,000,000
1,200,000
1,400,000
1,600,000
1,800,000
2,000,000
Profit (Sum)
2
Fields
Bars
State
Click or drag data here
Length*
Required field
Profit
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y-start
Click or drag data here
Target
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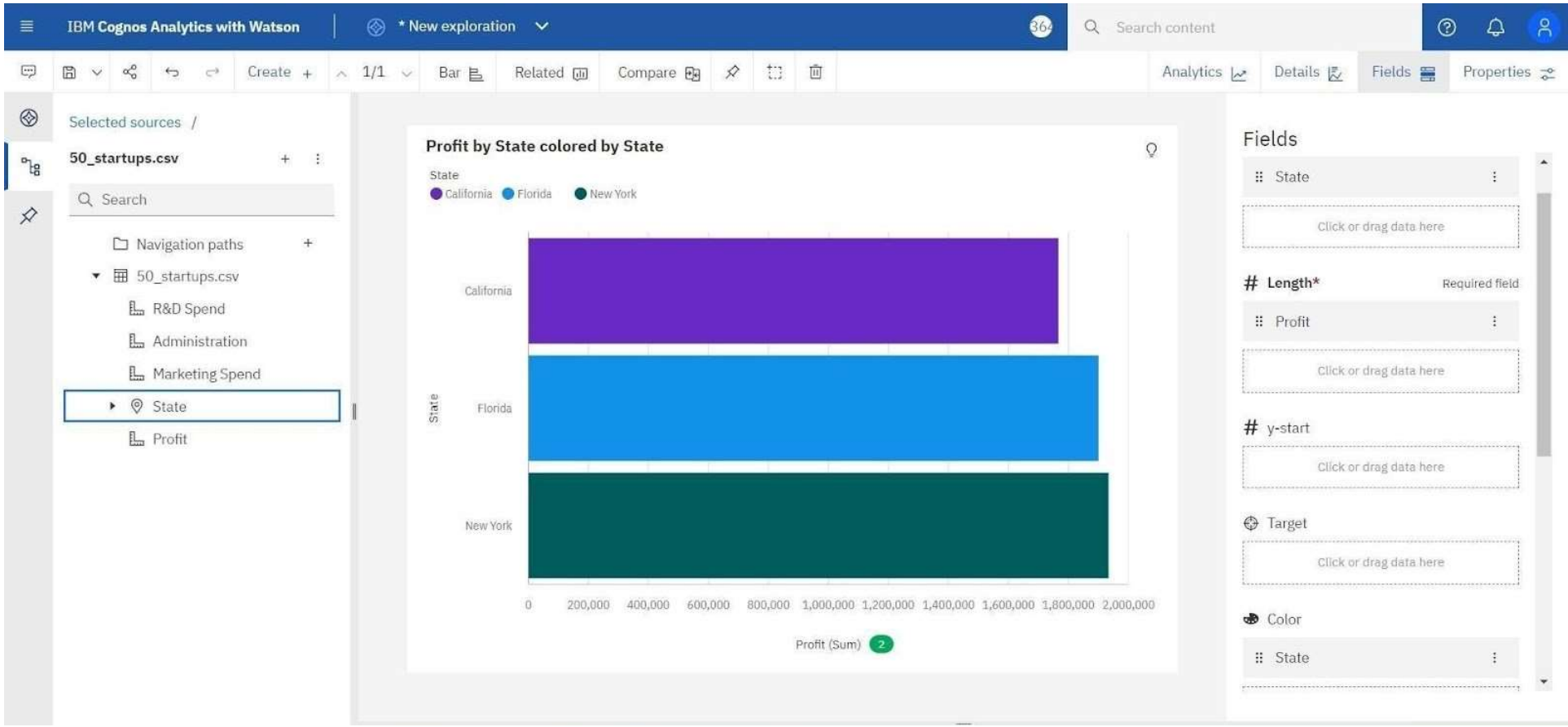
Color


IBM Cognos Analytics with Watson
* New exploration
Search content
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50_startups.csv
Search
Navigation paths
50_startups.csv
R&D Spend
Administration
Marketing Spend
State
Profit
Profit by State colored by State
State
California
Florida
New York
State
California
Florida
New York
0
200,000
400,000
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Profit (Sum)
2
Fields
State
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y-start
Click or drag data here
Target
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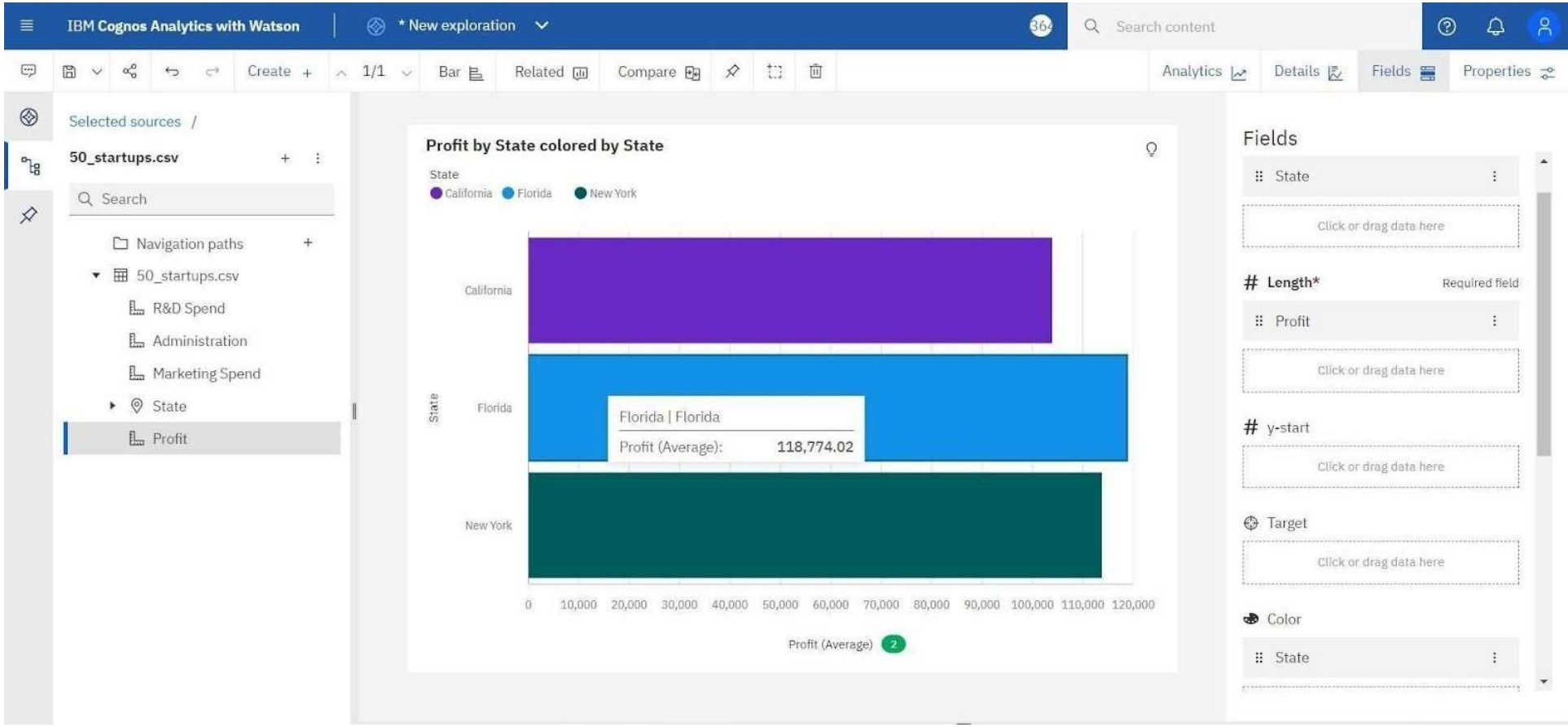
Color
State


IBM Cognos Analytics with Watson
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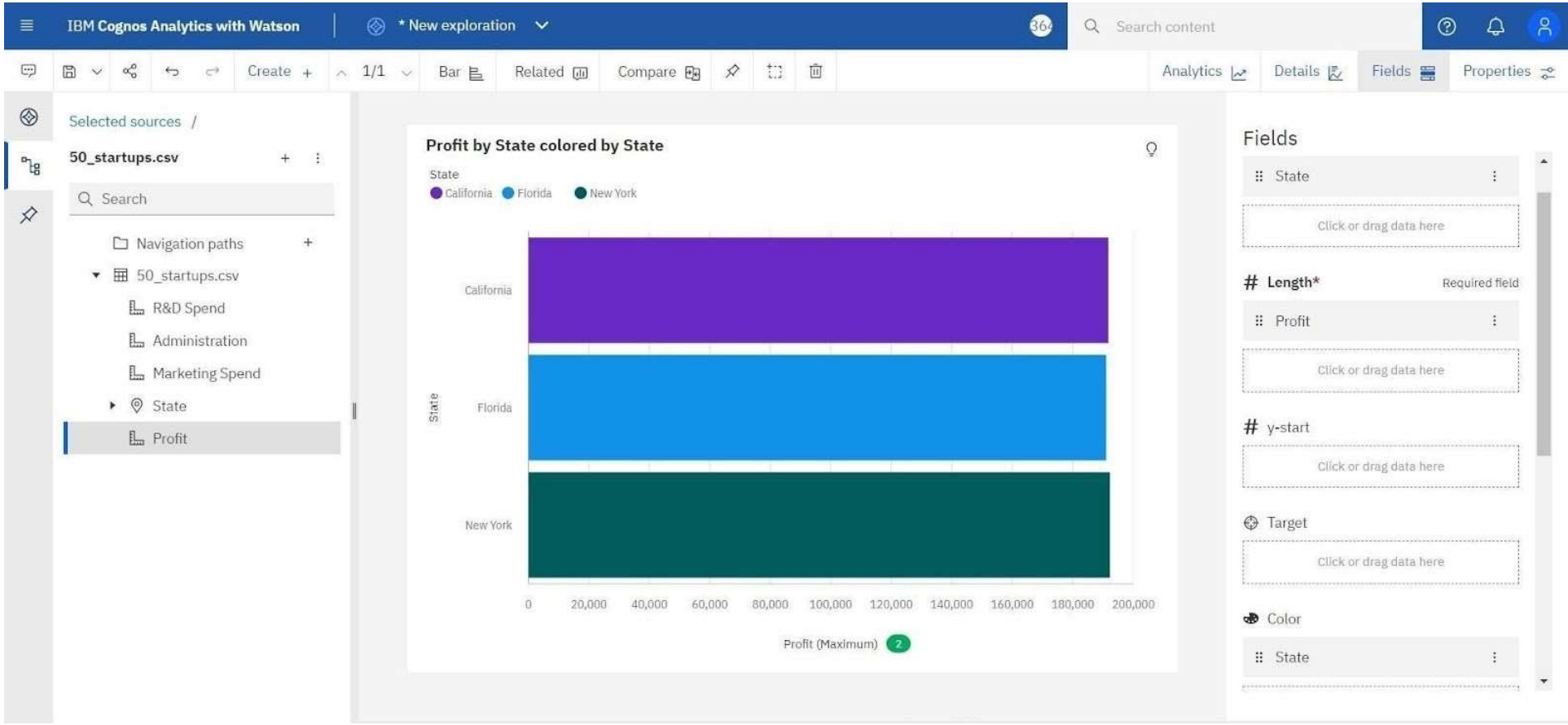
Related
Compare
Analytics
Details
Fields
Properties
Selected sources /
50_startups.csv
Search
Navigation paths
50_startups.csv
R&D Spend
Administration
Marketing Spend
State
Profit
Profit by State colored by State
State
California
Florida
New York
State
California
Florida
New York
Florida | Florida
Profit (Average): 118,774.02
0
10,000
20,000
30,000
40,000
50,000
60,000
70,000
80,000
90,000
100,000
110,000
120,000
Profit (Average)
2
Fields
State
Click or drag data here
Length*
Required field
Profit
Click or drag data here
y-start
Click or drag data here
Target
Click or drag data here
Color
State


IBM Cognos Analytics with Watson
* New exploration
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Create
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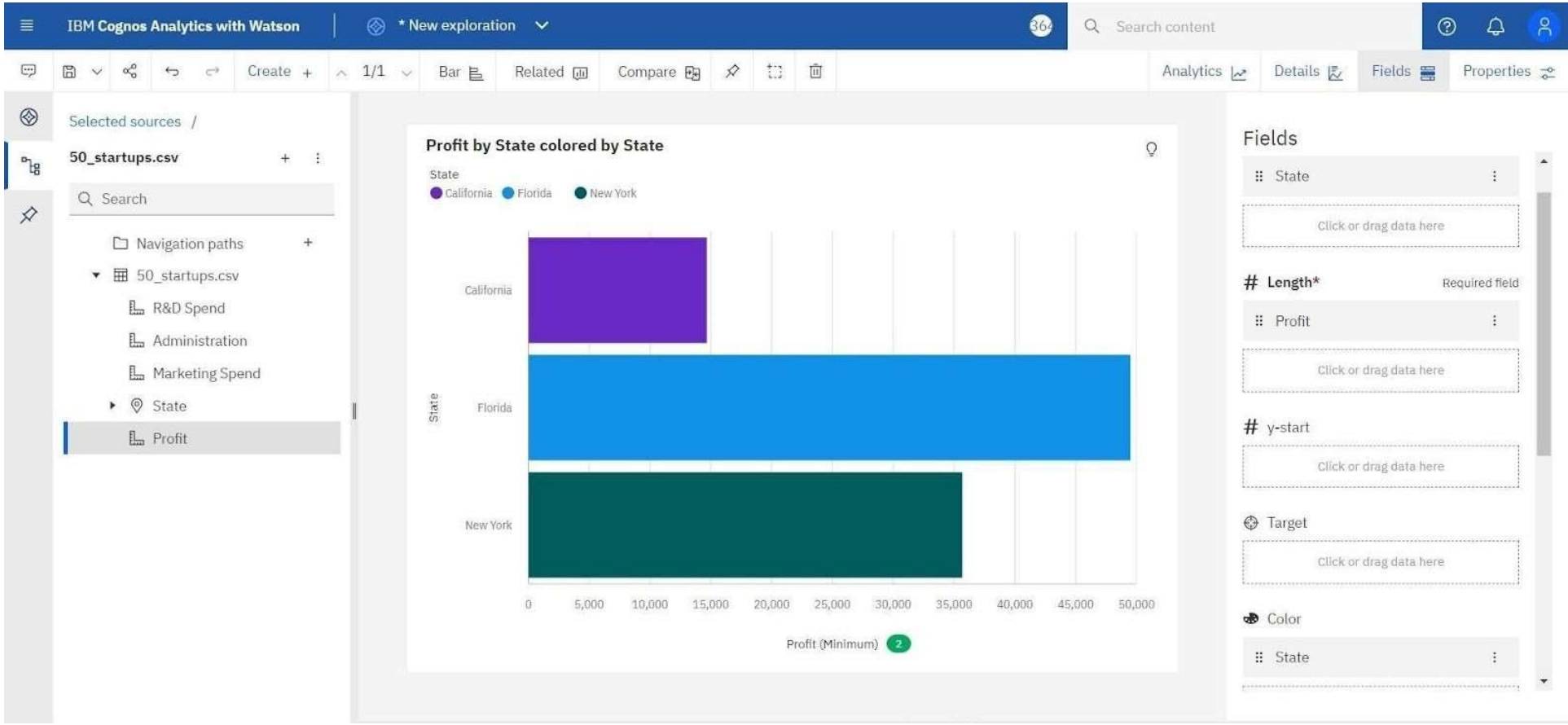
Compare
Analytics
Details
Fields
Properties
Selected sources /
50_startups.csv
Search
Navigation paths
50_startups.csv
R&D Spend
Administration
Marketing Spend
State
Profit
Profit by State colored by State
State
California
Florida
New York
State
California
Florida
New York
0
20,000
40,000
60,000
80,000
100,000
120,000
140,000
160,000
180,000
200,000
Profit (Maximum)
2
Fields
State
Click or drag data here
Length*
Required field
Profit
Click or drag data here
y-start
Click or drag data here
Target
Click or drag data here
Color
State


IBM Cognos Analytics with Watson
* New exploration
Search content
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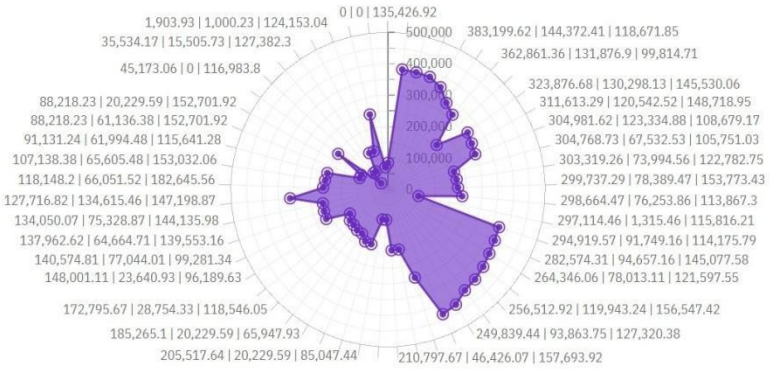
Related
Compare
Analytics
Details
Fields
Properties
Selected sources /
50_startups.csv
Search
Navigation paths
50_startups.csv
R&D Spend
Administration
Marketing Spend
State
Profit
Profit by State colored by State
State
California
Florida
New York
State
California
Florida
New York
0
5,000
10,000
15,000
20,000
25,000
30,000
35,000
40,000
45,000
50,000
Profit (Minimum)
2
Fields
State
Click or drag data here
Length*
Required field
Profit
Click or drag data here
y-start
Click or drag data here
Target
Click or drag data here
Color
State

R&D Spend, Administration, Marketing Spend, Profit
4
Measures
R&D Spend
Administration
Marketing Spend
Profit (Sum)
R&D Spend
Administration
Marketing Spend
Measures
0
2,000,000
4,000,000
6,000,000
8,000,000
10,000,000
12,000,000
14,000,000
16,000,000
18,000,000
20,000,000
22,000,000
24,000,000
Values
4

AdministrationR&D SpendMarketing Spend by Profit colored by Profit
Profit (Sum)
29,362.8
432,778.2
Profit (Sum)
400,000
200,000
0
Administration (Sum) - R&D Spend (Sum) - Marketing Spend (Sum)
4

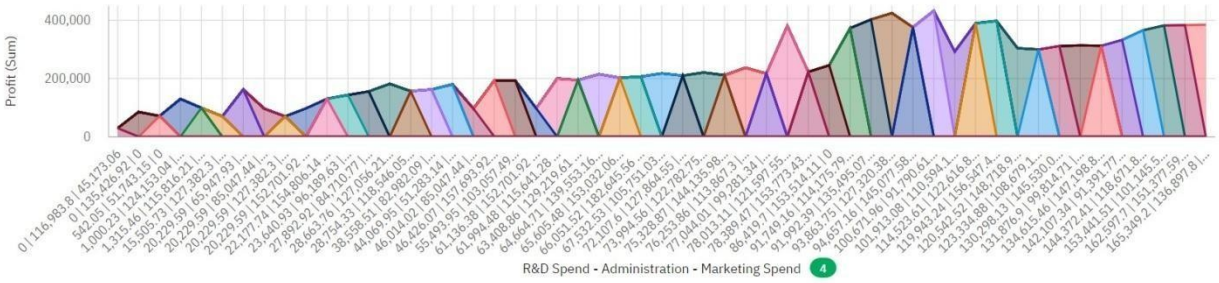
Profit by Marketing Spend, R&D Spend and Administration



Profit by R&D Spend, Administration and Marketing Spend colored by Profit 4

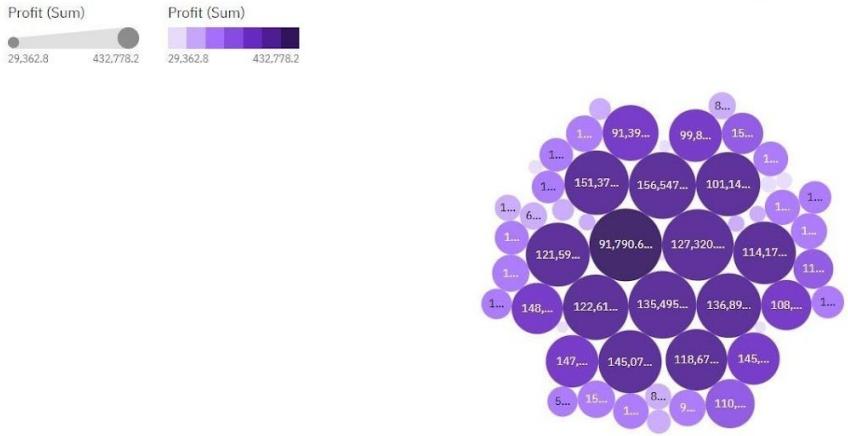
Profit

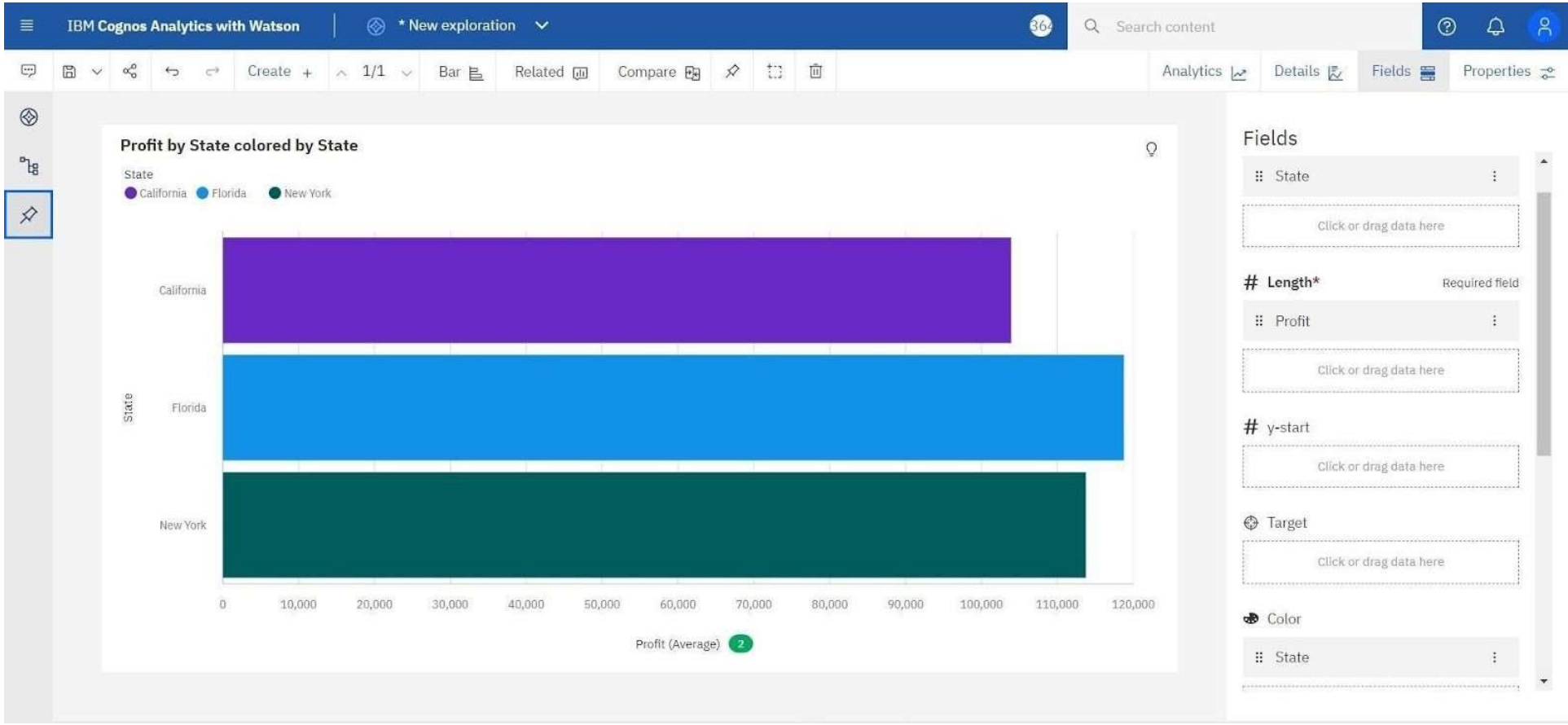
14,681.4 | 35,673.41 | 42,559.73 | 49,490.75 | 64,926.08 | 65,200.33 | 69,758.98 | 71,498.49 | 77,798.83 | 78,239.91 | 81,005.76 | 81,229.06 | 89,949.14 | 90,708.19 | 96,479.51 | 96,712.8 | 96,778.92 | 97,427.84 | 97,483.56 | 99,937.59 | 101,004.64 | 103,282.38 | 105,008.31 | 105,733.54 | 107,404.34 | 108,552.04 | 108,733.99 | 110,352.25 | 111,313.02 | 118,474.03 | 122,776.86 | 124,266.9 | 125,370.37 | 126,992.93 | 129,917.04 | 132,602.65 | 134,307.35 | 141,585.52 | 144,259.4 | 146,121.95 | 149,759.96 | 152,211.77 | 155,752.6 | 156,122.51 | 156,991.12 | 166,187.94 | 182,901.99 | 191,050.39 | 191,792.06 | 192,261.83

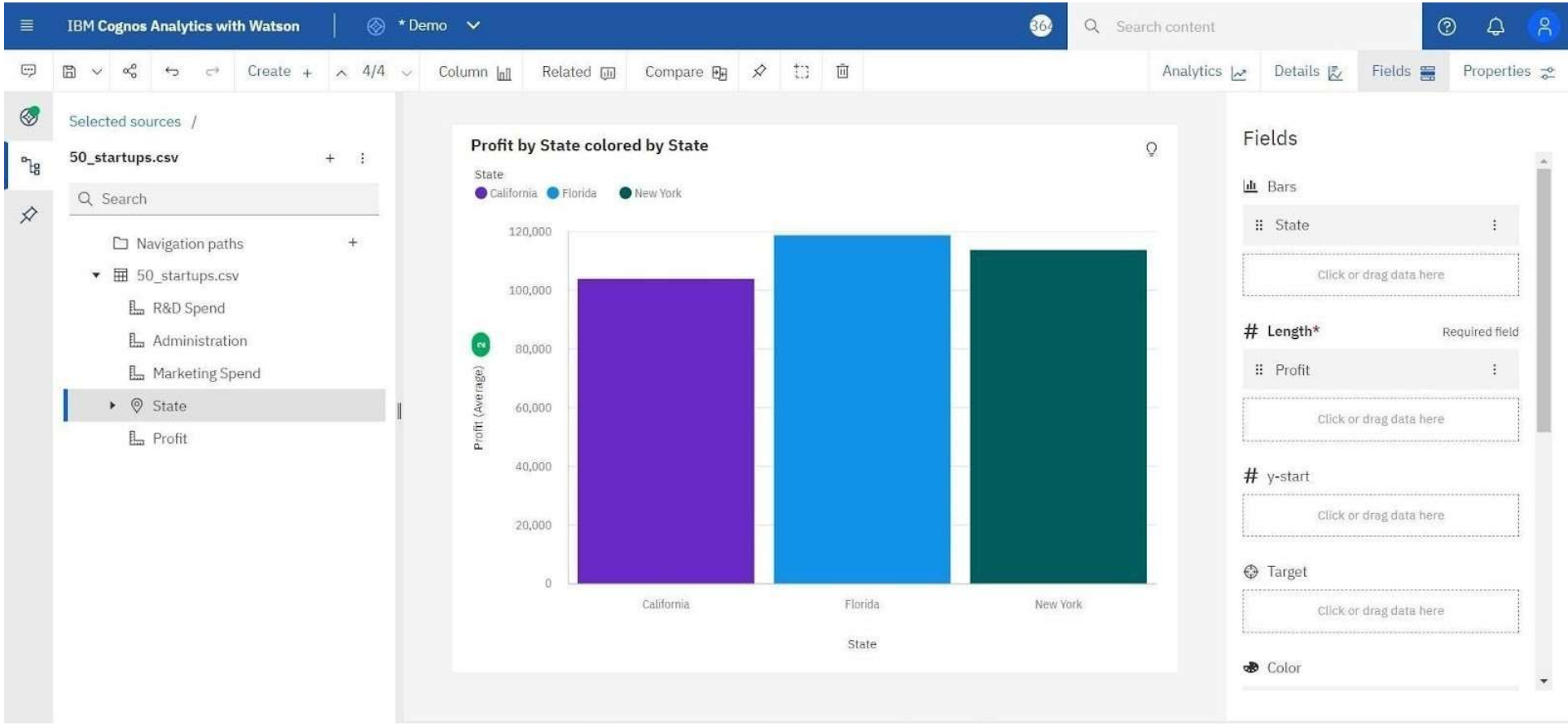


Marketing Spend hierarchy colored by Administration and sized by R&D Spend 8

Administration, Marketing Spend and R&D Spend colored by Profit sized by Profit 8




IBM Cognos Analytics with Watson
* New exploration
Search content
Create
1/1
Bar
Related
Compare
Analytics
Details
Fields
Properties
Profit by State colored by State
State
California
Florida
New York
State
California
Florida
New York
0
10,000
20,000
30,000
40,000
50,000
60,000
70,000
80,000
90,000
100,000
110,000
120,000
Profit (Average)
2
Fields
State
Click or drag data here
Length*
Required field
Profit
Click or drag data here
y-start
Click or drag data here
Target
Click or drag data here
Color
State


IBM Cognos Analytics with Watson
* Demo
Search content
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Column
Related
Compare
Analytics
Details
Fields
Properties
Selected sources /
50_startups.csv
Search
Navigation paths
50_startups.csv
R&D Spend
Administration
Marketing Spend
State
Profit
Profit by State colored by State
State
California
Florida
New York
120,000
100,000
80,000
60,000
40,000
20,000
0
Profit (Average)
California
Florida
New York
State
Fields
Bars
State
Click or drag data here
Length*
Required field
Profit
Click or drag data here
y-start
Click or drag data here
Target
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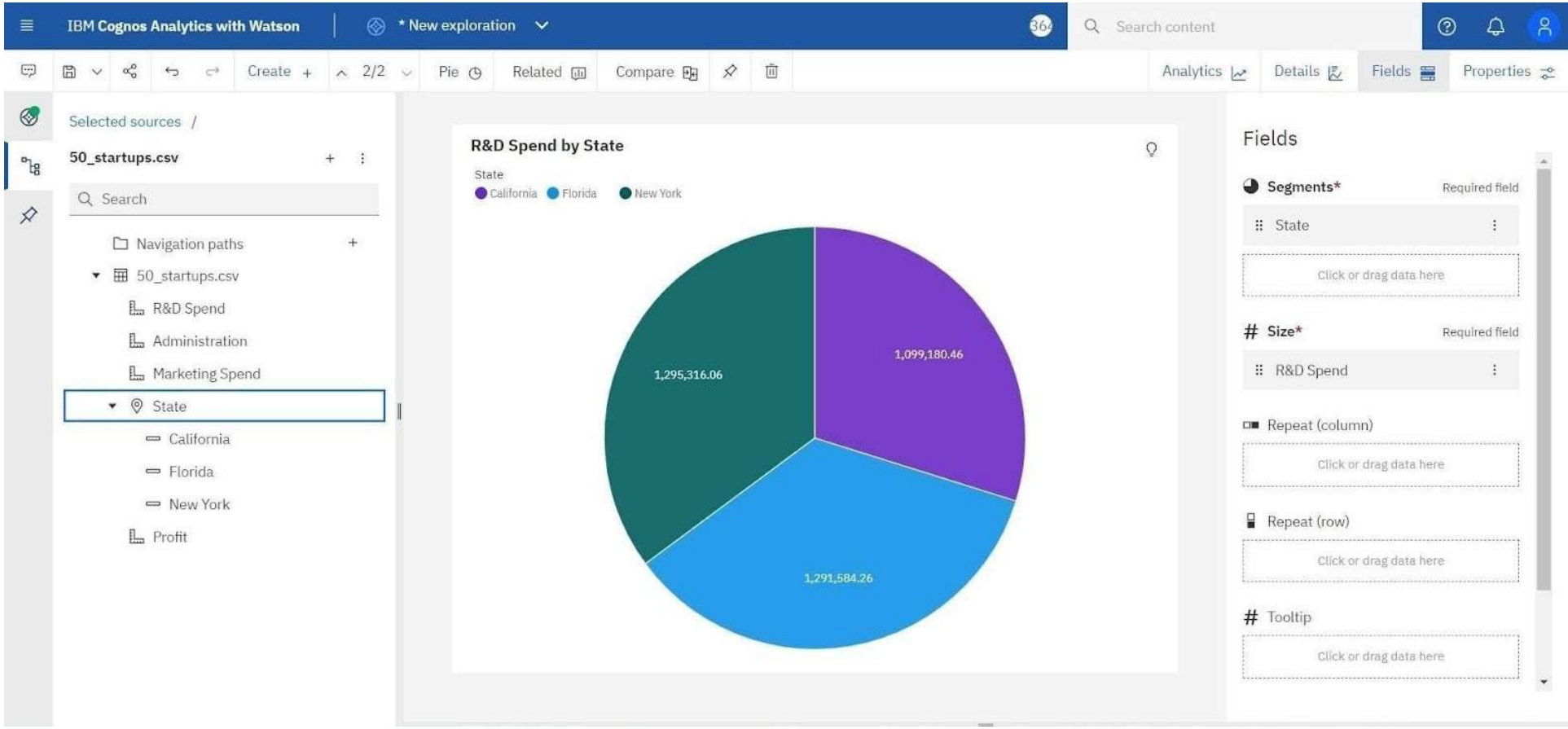
IBM Cognos Analytics with Watson
* New exploration
Search content
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Related
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Analytics
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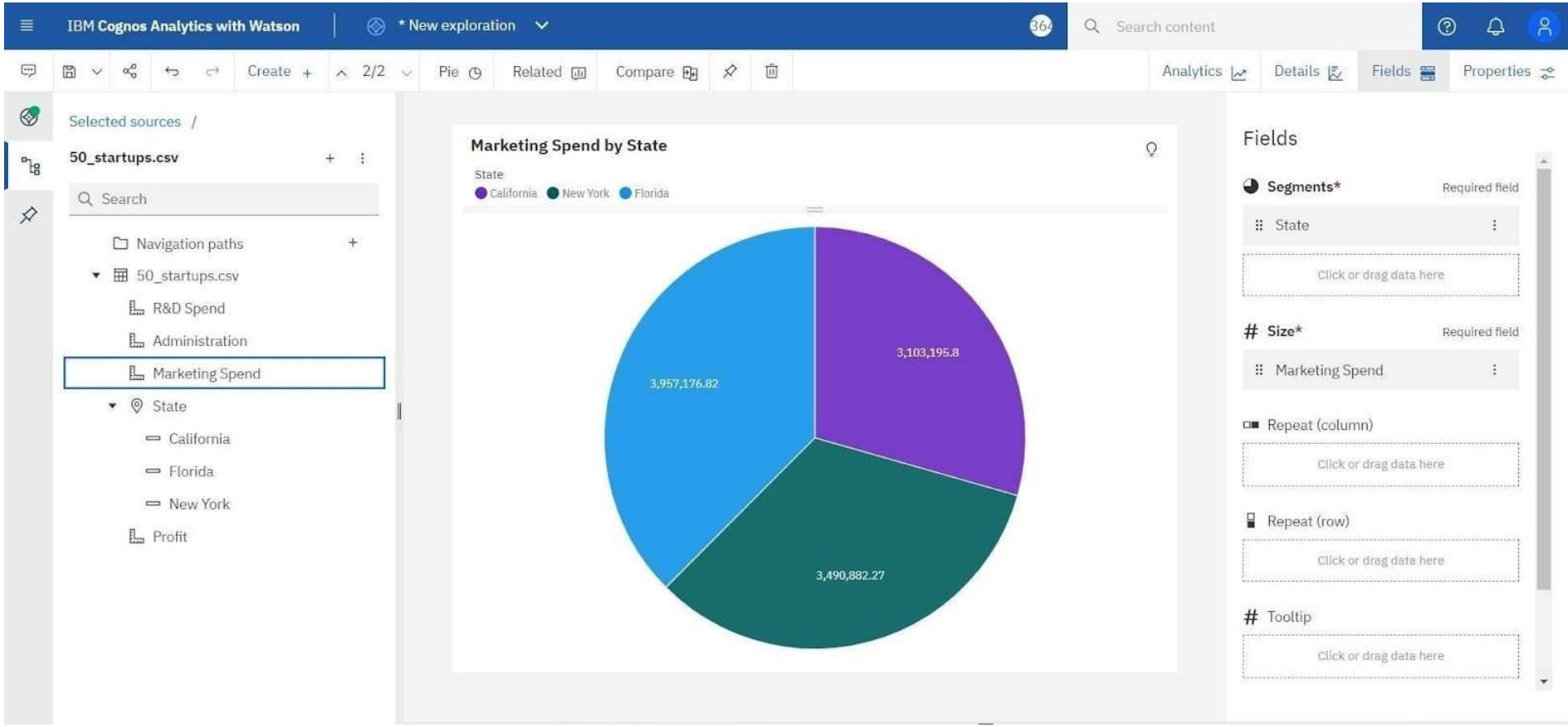
50_startups.csv
Search
Navigation paths
50_startups.csv
R&D Spend
Administration
Marketing Spend
State
California
Florida
New York
Profit
R&D Spend by State
State
California
Florida
New York
1,099,180.46
1,295,316.06
1,291,584.26
Fields
Segments*
Required field
State
Click or drag data here
Size*
Required field
R&D Spend
Repeat (column)
Click or drag data here
Repeat (row)
Click or drag data here
Tooltip
Click or drag data here


IBM Cognos Analytics with Watson
* New exploration
Search content
Create
2/2
Pie
Related
Compare
Analytics
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Fields
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Selected sources /
50_startups.csv
Search
Navigation paths
50_startups.csv
R&D Spend
Administration
Marketing Spend
State
California
Florida
New York
Profit
Marketing Spend by State
State
California
New York
Florida
3,103,195.8
3,957,176.82
3,490,882.27
Fields
Segments*
Required field
State
Click or drag data here
Size*
Required field
Marketing Spend
Repeat (column)
Click or drag data here
Repeat (row)
Click or drag data here
Tooltip
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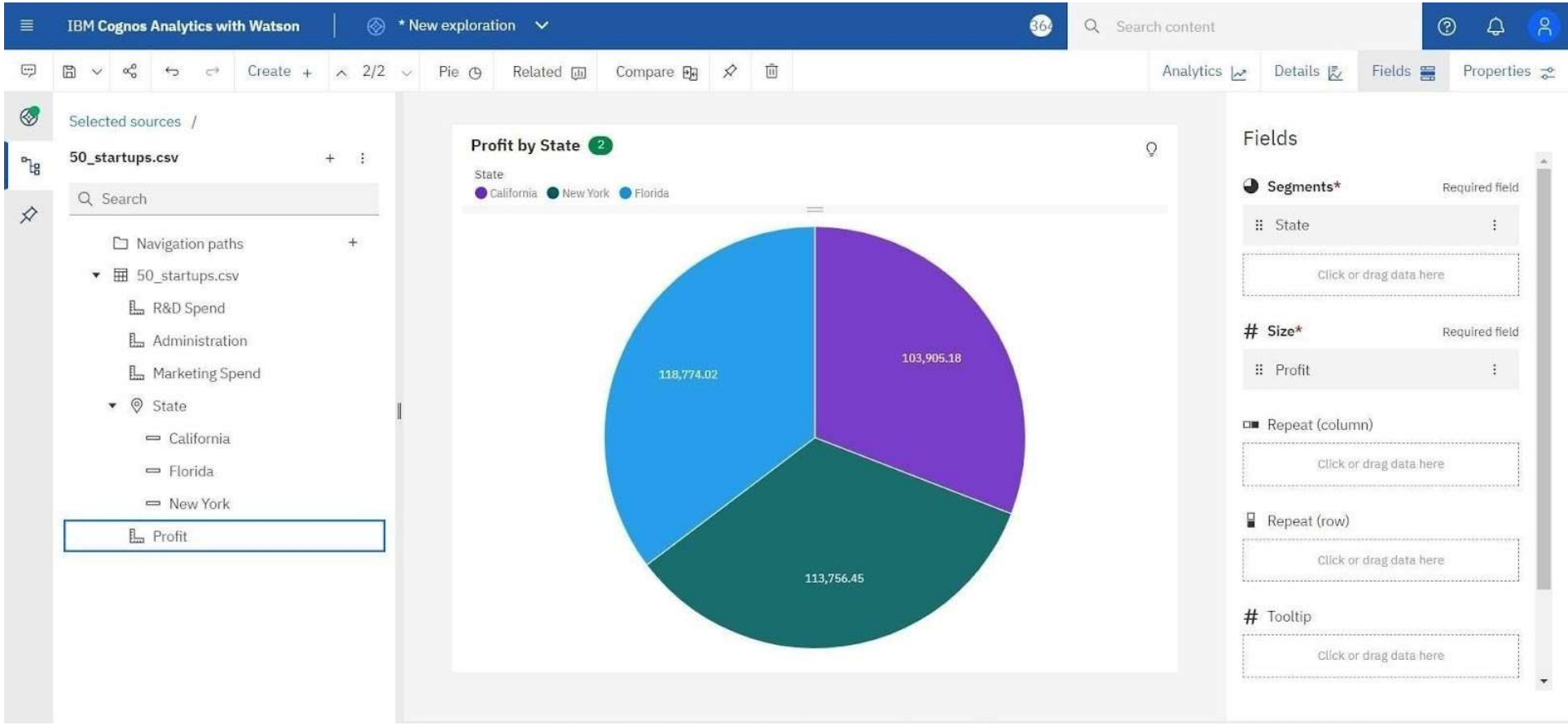
IBM Cognos Analytics with Watson
* New exploration
Search content
Create
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Fields
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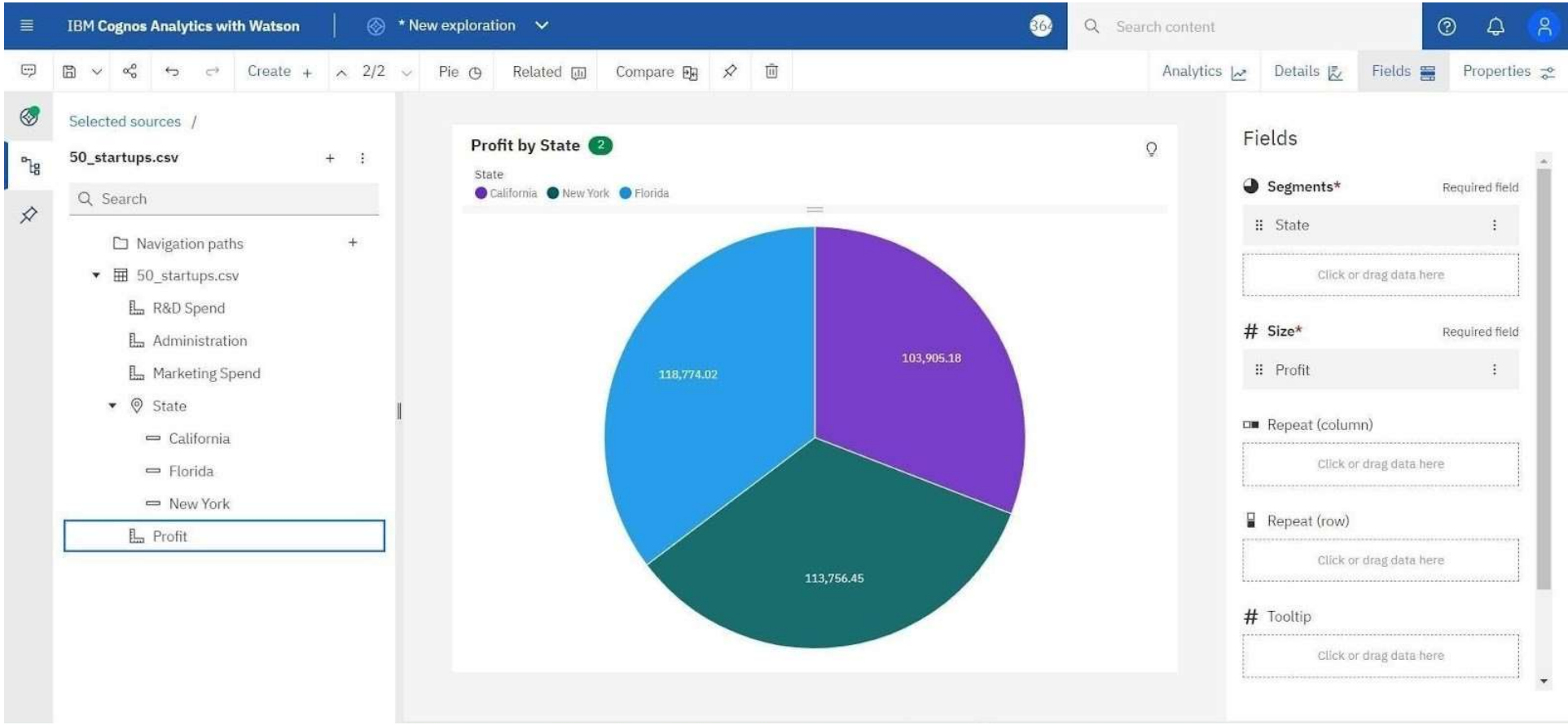
Selected sources /
50_startups.csv
Search
Navigation paths
50_startups.csv
R&D Spend
Administration
Marketing Spend
State
California
Florida
New York
Profit
Profit by State
2
State
California
New York
Florida
103,905.18
118,774.02
113,756.45
Fields
Segments*
Required field
State
Click or drag data here
Size*
Required field
Profit
Repeat (column)
Click or drag data here
Repeat (row)
Click or drag data here
Tooltip
Click or drag data here


IBM Cognos Analytics with Watson
* New exploration
Search content
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Related
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Fields
Properties
Selected sources /
50_startups.csv
Search
Navigation paths
50_startups.csv
R&D Spend
Administration
Marketing Spend
State
California
Florida
New York
Profit
Profit by State
2
State
California
New York
Florida
103,905.18
118,774.02
113,756.45
Fields
Segments*
Required field
State
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Size*
Required field
Profit
Repeat (column)
Click or drag data here
Repeat (row)
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Tooltip
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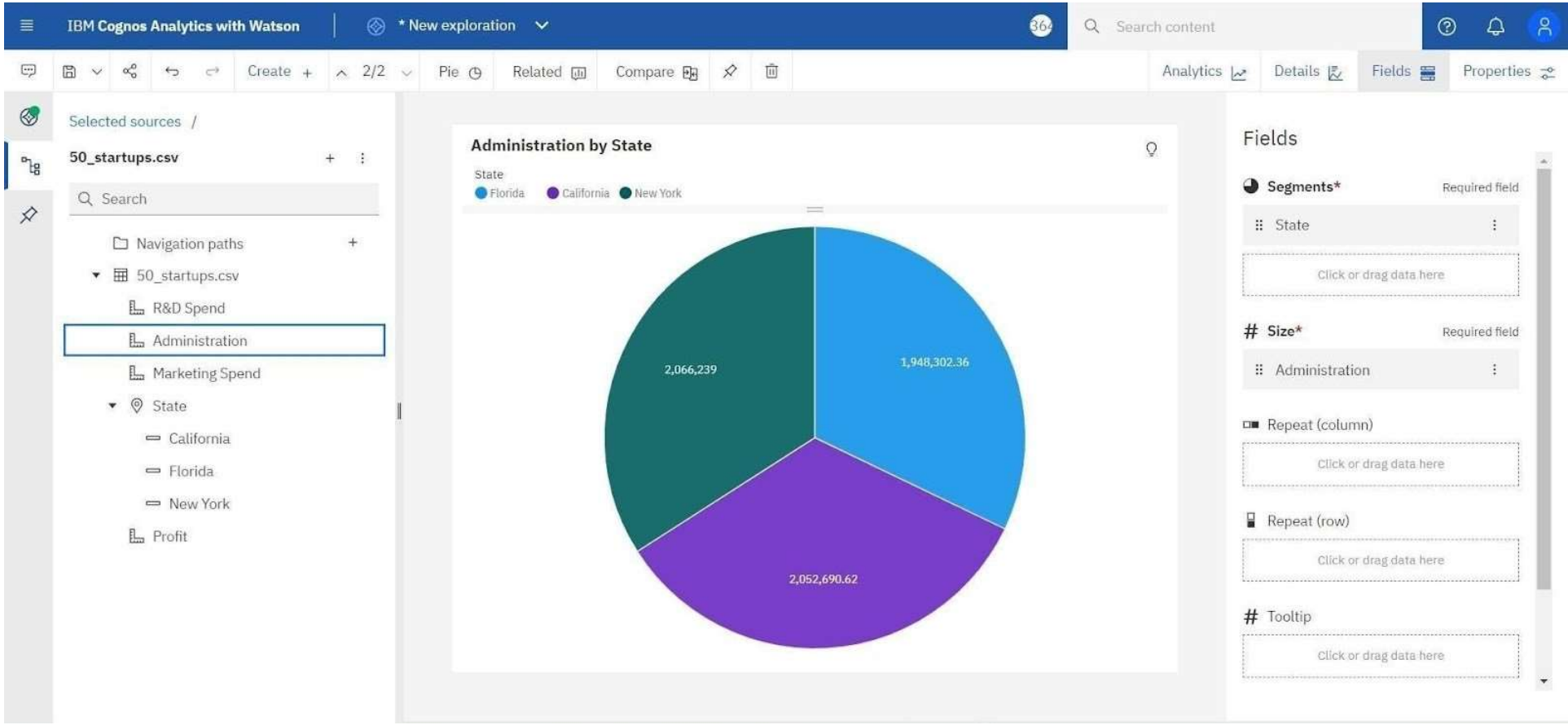
IBM Cognos Analytics with Watson
* New exploration
Search content
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50_startups.csv
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Navigation paths
50_startups.csv
R&D Spend
Administration
Marketing Spend
State
California
Florida
New York
Profit
Administration by State
State
Florida
California
New York
2,066,239
1,948,302.36
2,052,690.62
Fields
Segments*
Required field
State
Click or drag data here
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Administration
Repeat (column)
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Tooltip
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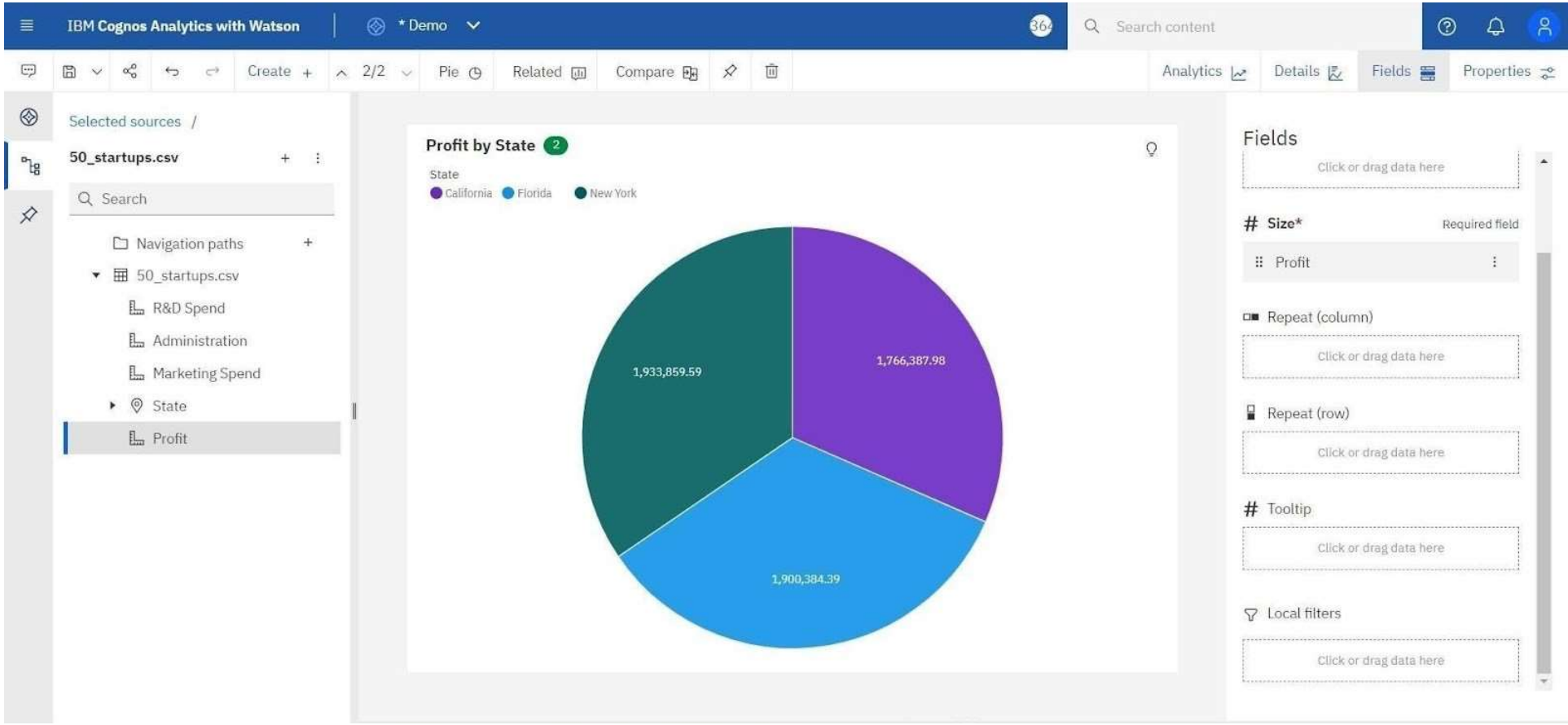
IBM Cognos Analytics with Watson
* Demo
Search content
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Related
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50_startups.csv
Search
Navigation paths
50_startups.csv
R&D Spend
Administration
Marketing Spend
State
Profit
Profit by State
2
State
California
Florida
New York
1,766,387.98
1,933,859.59
1,900,384.39
Fields
Click or drag data here
Size*
Required field
Profit
Repeat (column)
Click or drag data here
Repeat (row)
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Tooltip
Click or drag data here
Local filters
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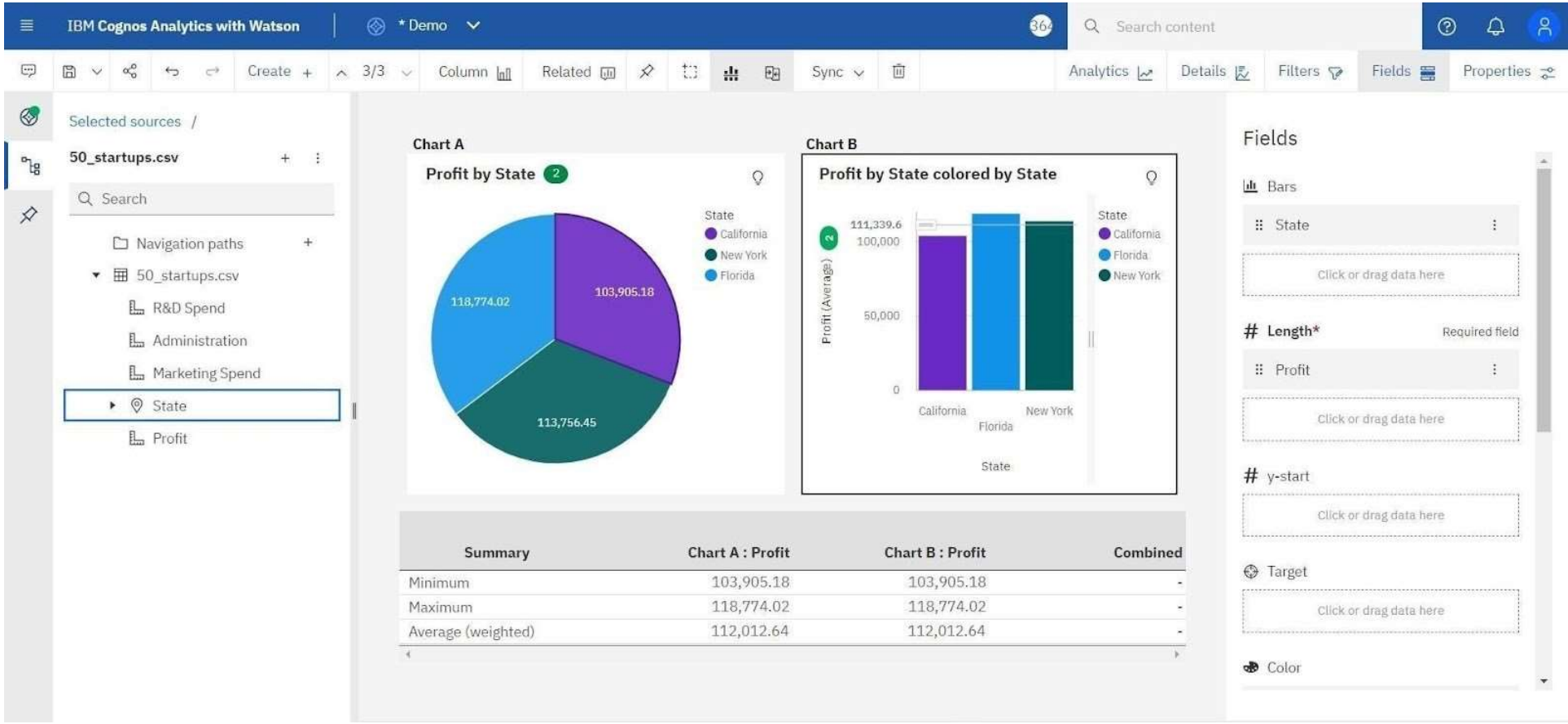
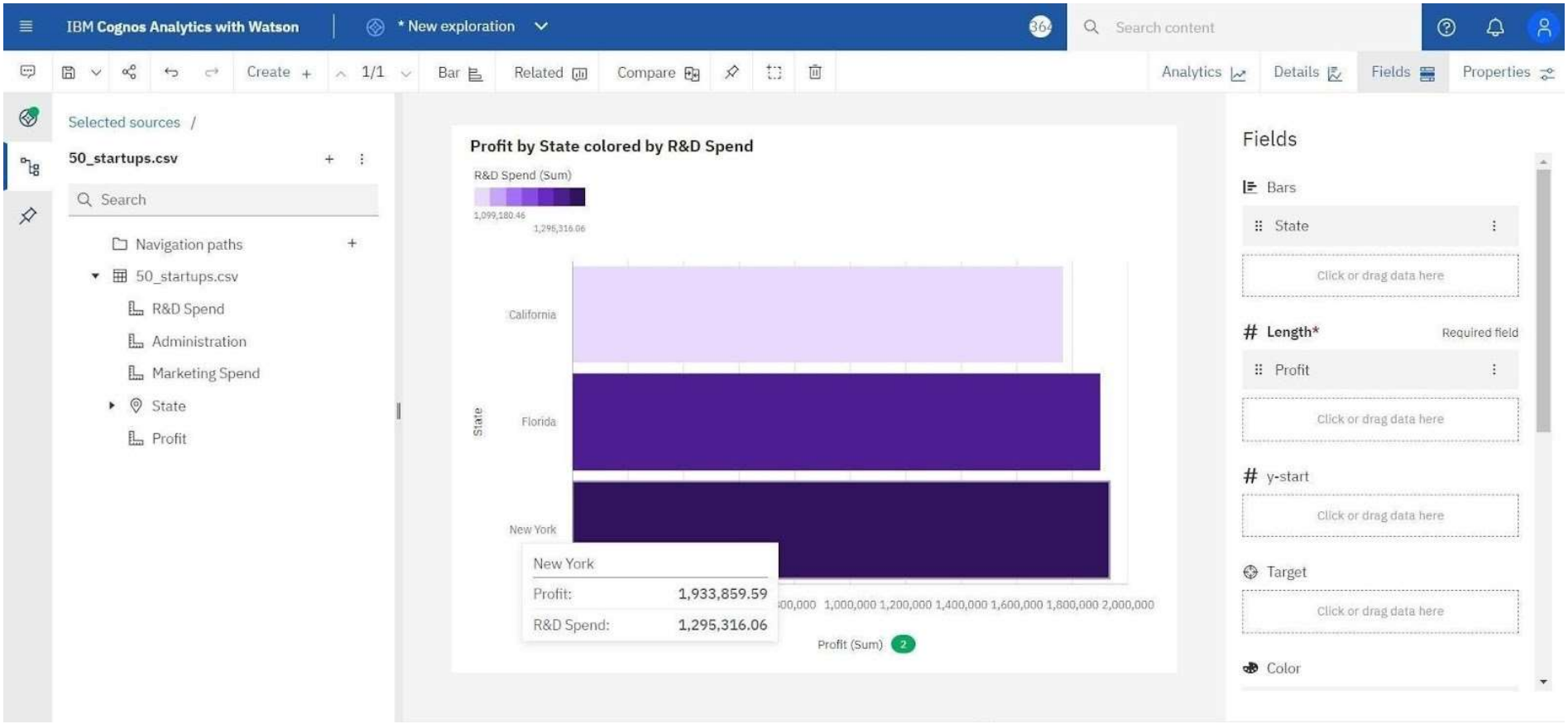


Summary	Chart A : Profit	Chart B : Profit	Combined
Minimum	103,905.18	103,905.18	-
Maximum	118,774.02	118,774.02	-
Average (weighted)	112,012.64	112,012.64	-


IBM Cognos Analytics with Watson
* New exploration
Search content
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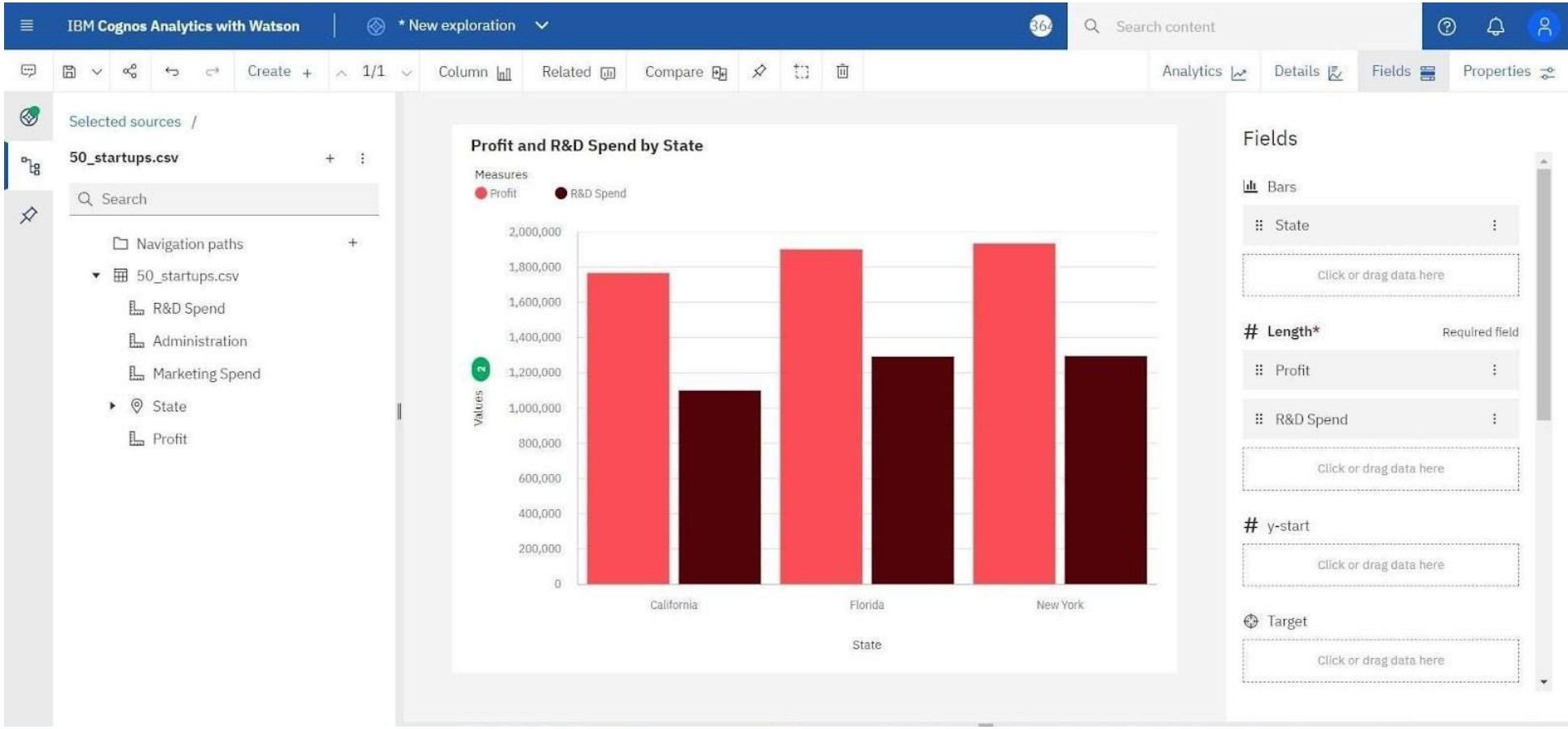
Selected sources /
50_startups.csv
Search
Navigation paths
50_startups.csv
R&D Spend
Administration
Marketing Spend
State
Profit
Profit by State colored by R&D Spend
R&D Spend (Sum)
1,099,180.46
1,296,316.06
California
Florida
New York
State
New York
Profit: 1,933,859.59
R&D Spend: 1,295,316.06
1,000,000 1,200,000 1,400,000 1,600,000 1,800,000 2,000,000
Profit (Sum)
Fields
Bars
State
Click or drag data here
Length*
Required field
Profit
Click or drag data here
y-start
Click or drag data here
Target
Click or drag data here
Color


IBM Cognos Analytics with Watson
* New exploration
Search content
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Column
Related
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Analytics
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Fields
Properties
Selected sources /
50_startups.csv
Search
Navigation paths
50_startups.csv
R&D Spend
Administration
Marketing Spend
State
Profit
Profit and R&D Spend by State
Measures
Profit
R&D Spend
2,000,000
1,800,000
1,600,000
1,400,000
1,200,000
1,000,000
800,000
600,000
400,000
200,000
0
Values
California
Florida
New York
State
Fields
Bars
State
Click or drag data here
Length*
Required field
Profit
R&D Spend
Click or drag data here
y-start
Click or drag data here
Target
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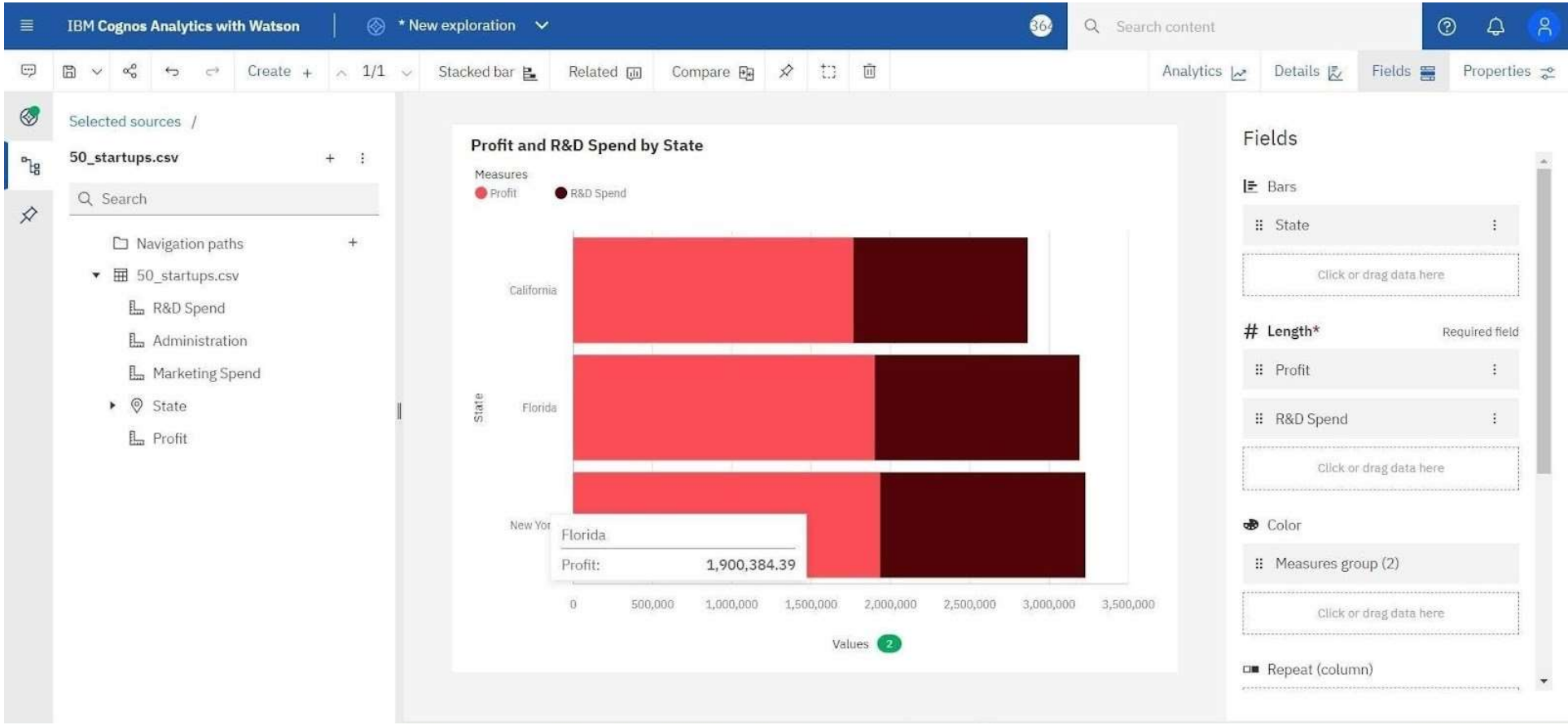
IBM Cognos Analytics with Watson
* New exploration
Search content
Create
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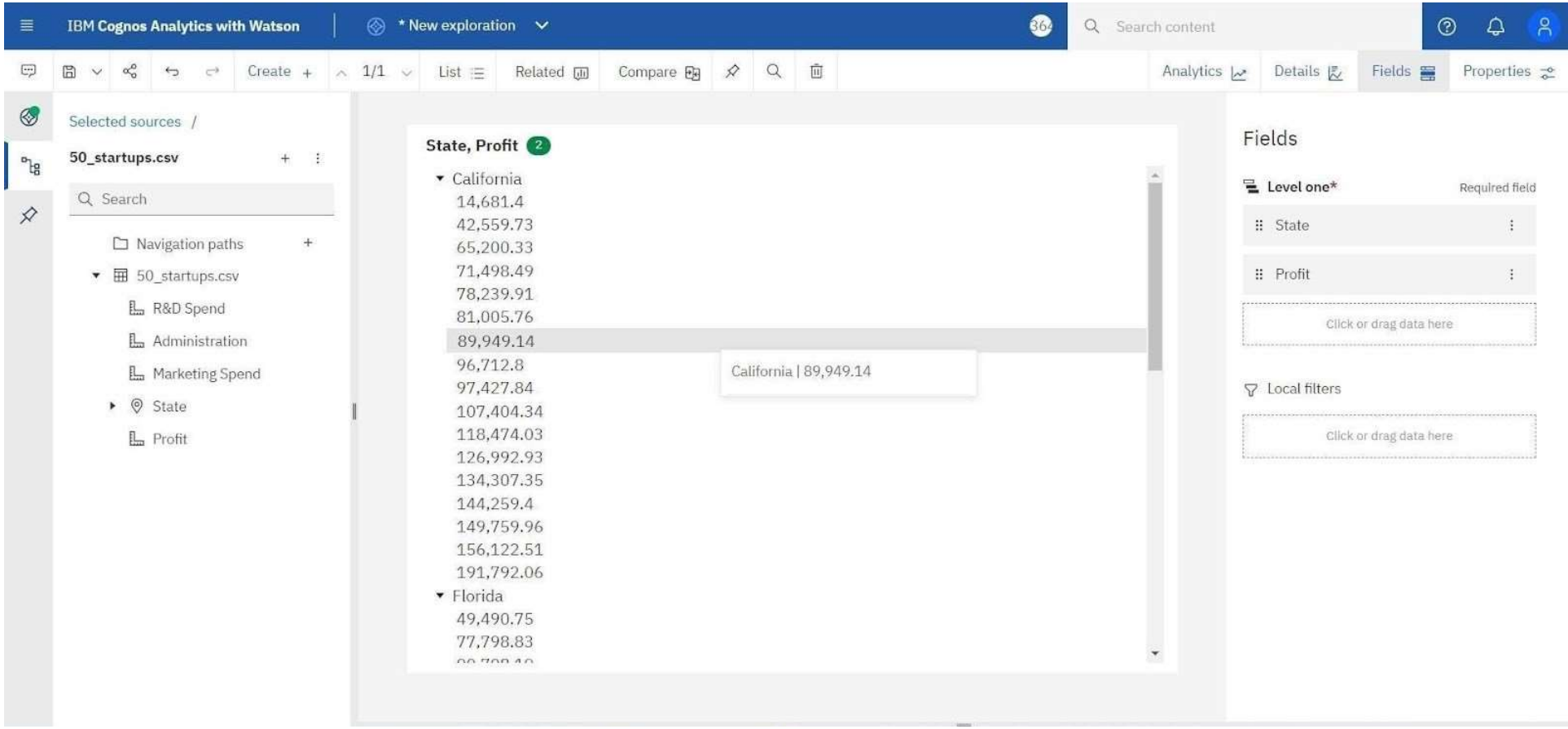
Stacked bar
Related
Compare
Analytics
Details
Fields
Properties
Selected sources /
50_startups.csv
Search
Navigation paths
50_startups.csv
R&D Spend
Administration
Marketing Spend
State
Profit
Profit and R&D Spend by State
Measures
Profit
R&D Spend
California
Florida
New Yor
State
Florida
Profit: 1,900,384.39
0
500,000
1,000,000
1,500,000
2,000,000
2,500,000
3,000,000
3,500,000
Values 2
Fields
Bars
State
Click or drag data here
Length*
Required field
Profit
R&D Spend
Click or drag data here
Color
Measures group (2)
Click or drag data here
Repeat (column)


IBM Cognos Analytics with Watson
* New exploration
Search content
Create
1/1
List
Related
Compare
Analytics
Details
Fields
Properties
Selected sources /
50_startups.csv
Search
Navigation paths
50_startups.csv
R&D Spend
Administration
Marketing Spend
State
Profit
State, Profit 2
California
14,681.4
42,559.73
65,200.33
71,498.49
78,239.91
81,005.76
89,949.14
96,712.8
97,427.84
107,404.34
118,474.03
126,992.93
134,307.35
144,259.4
149,759.96
156,122.51
191,792.06
Florida
49,490.75
77,798.83
California | 89,949.14
Fields
Level one*
Required field
State
Profit
Click or drag data here
Local filters
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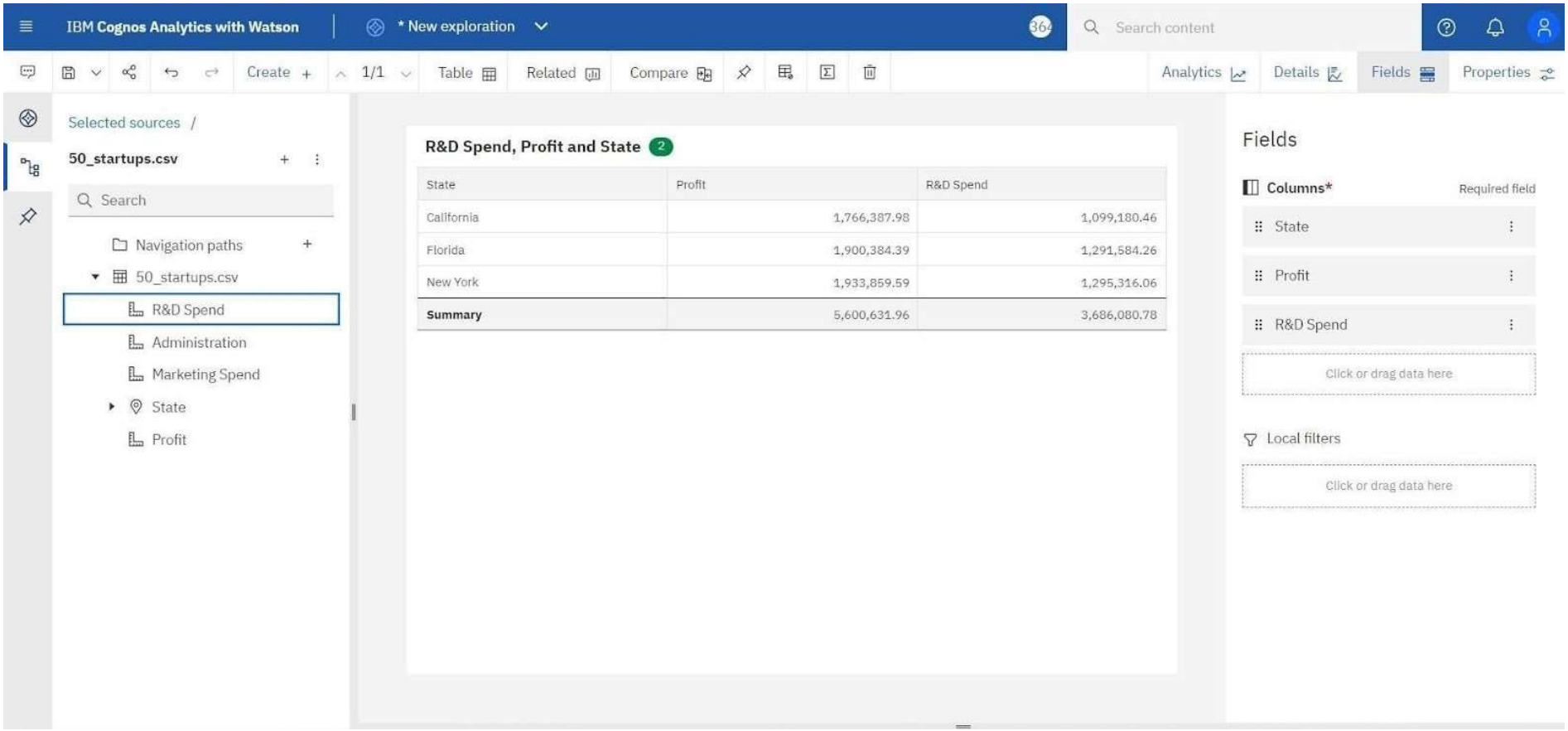
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Florida
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1,291,584.26
New York
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Summary
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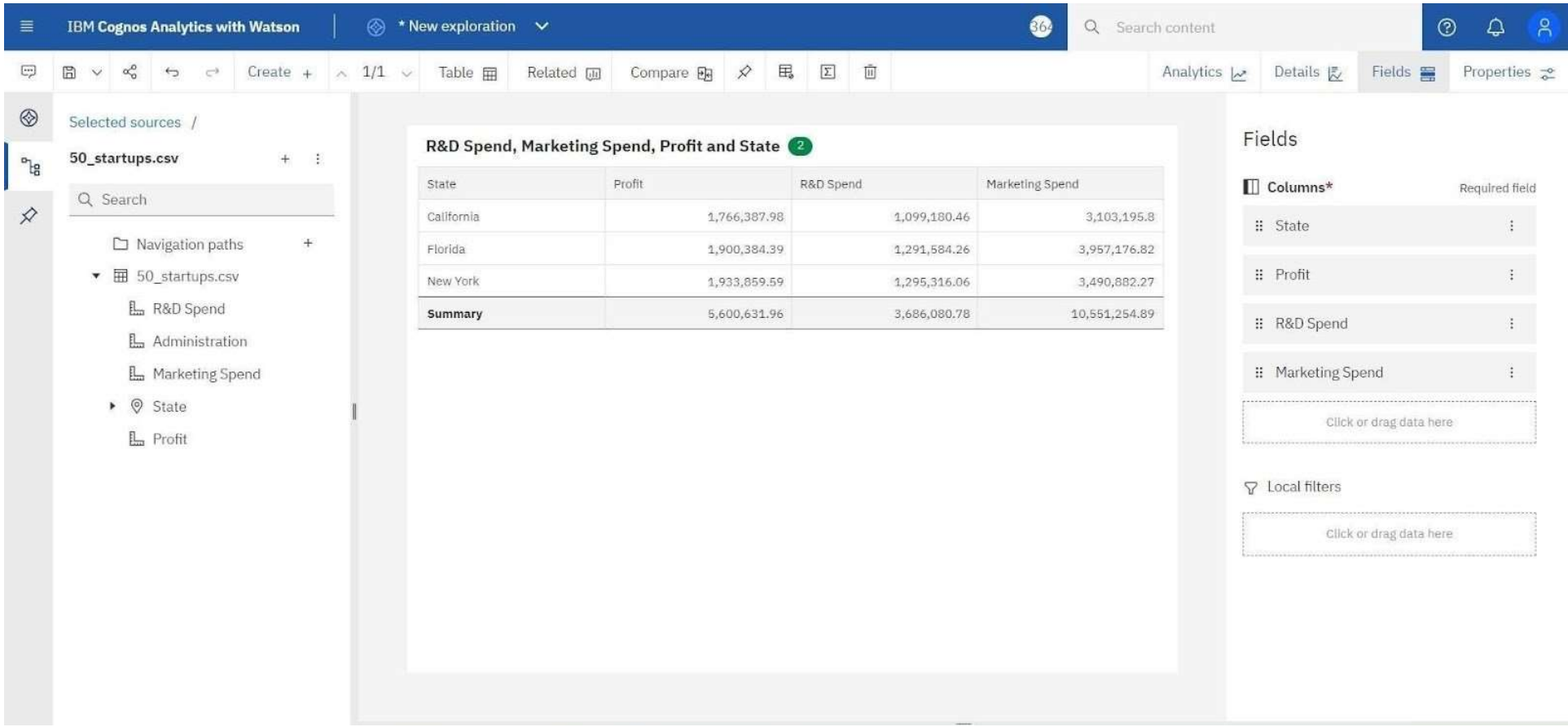
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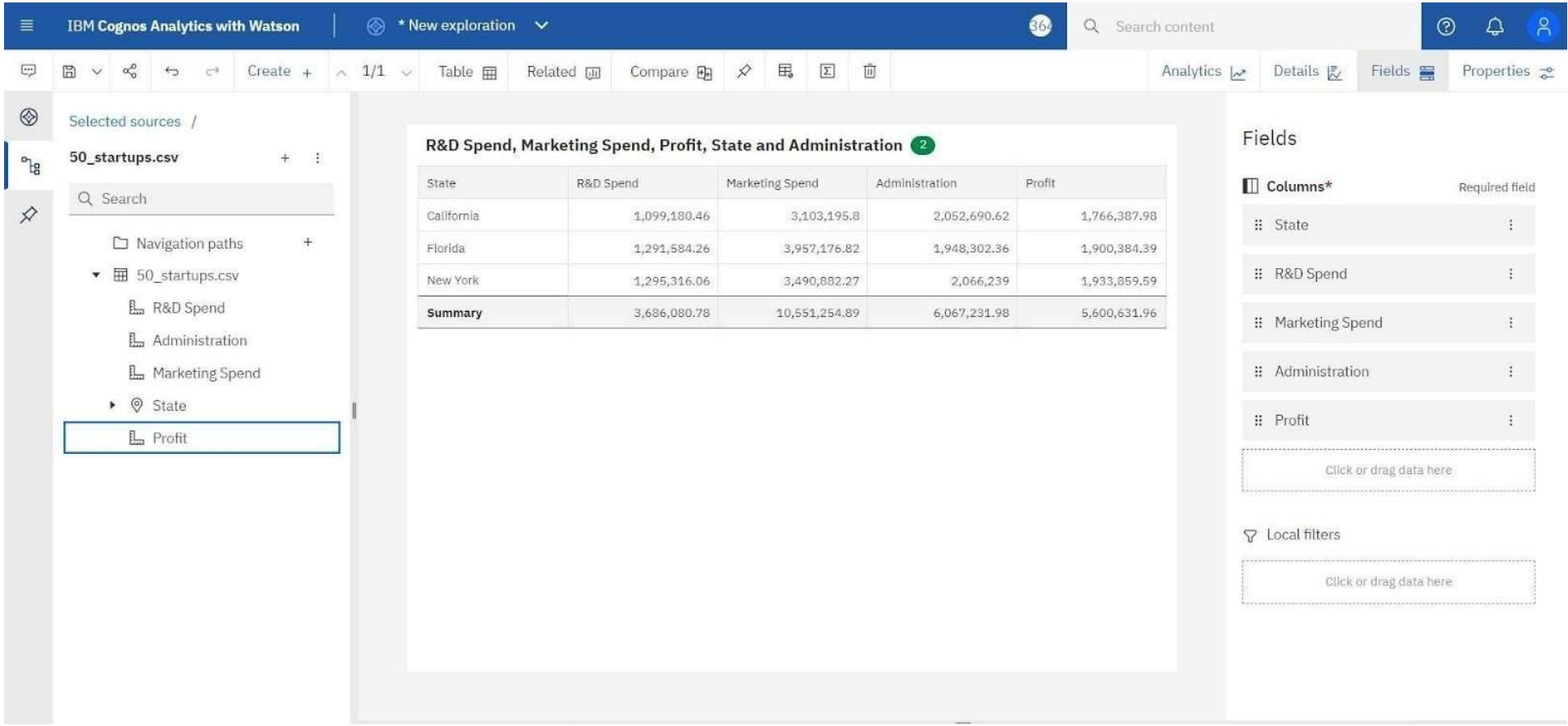
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