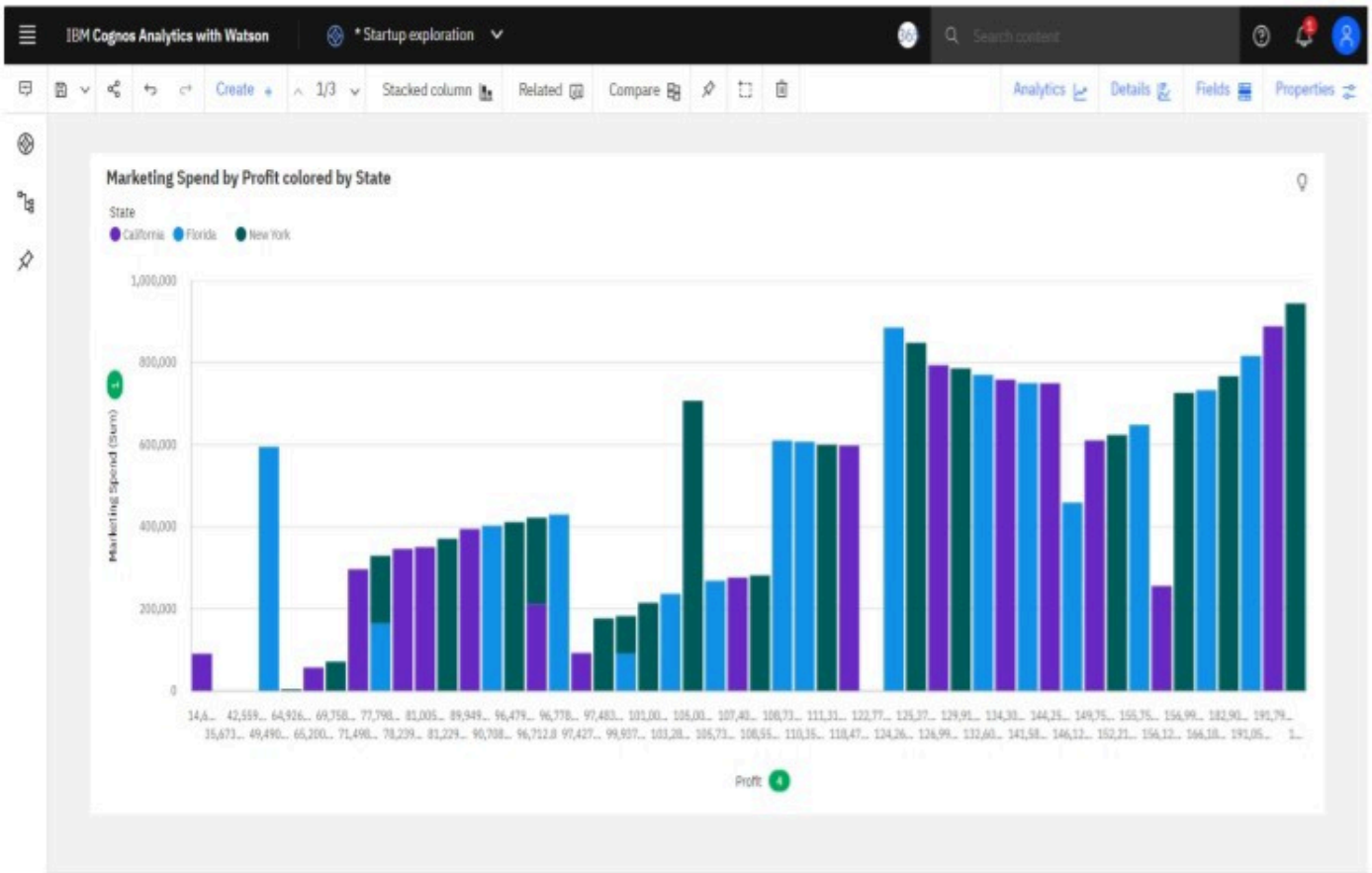
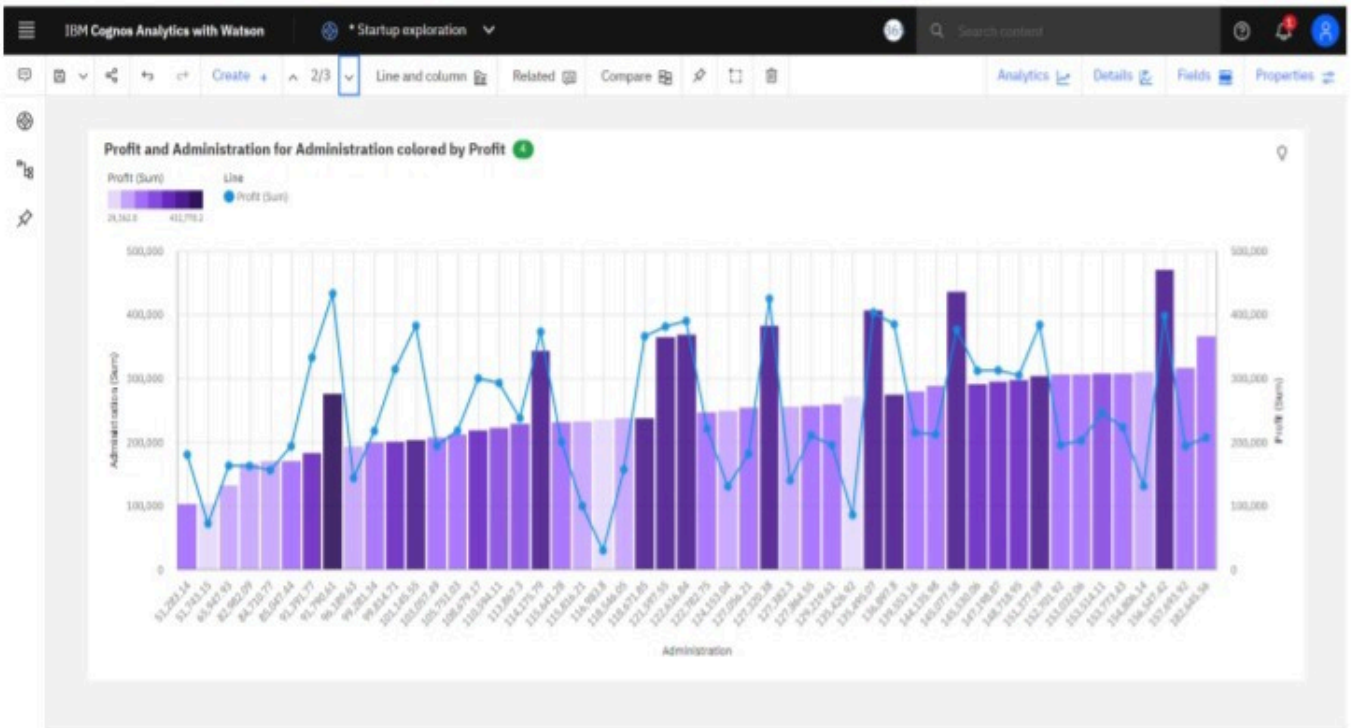
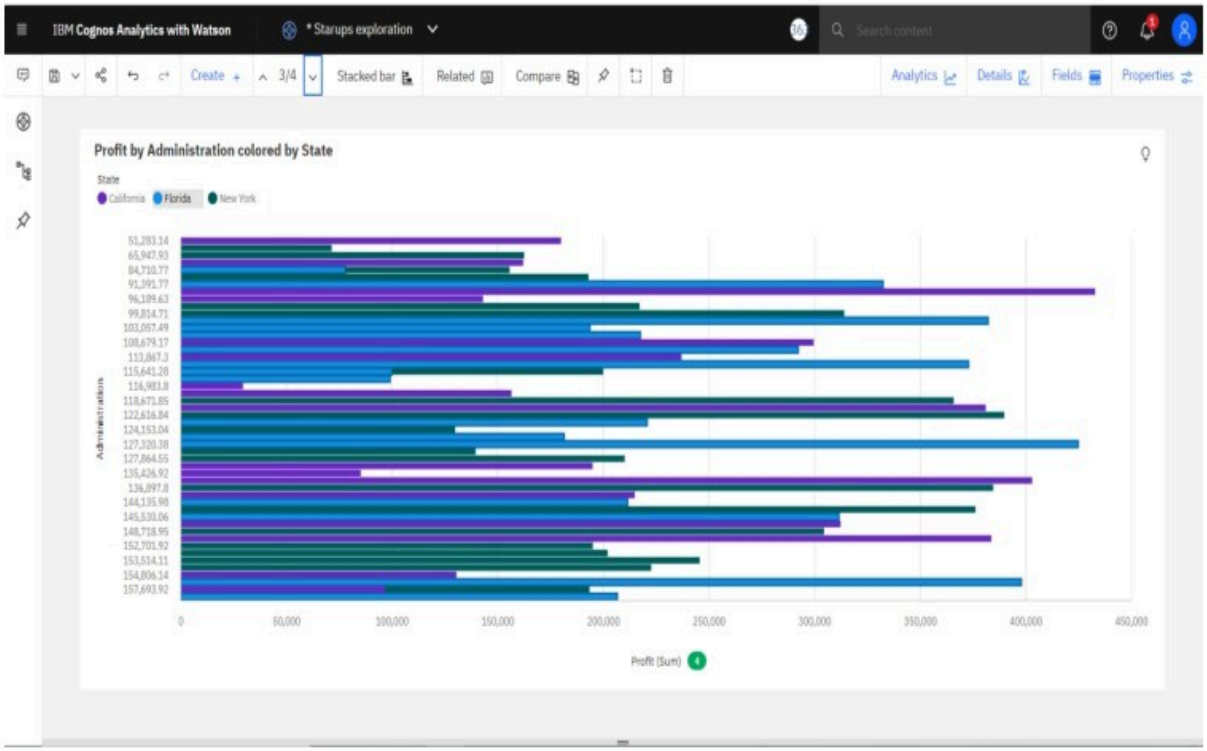
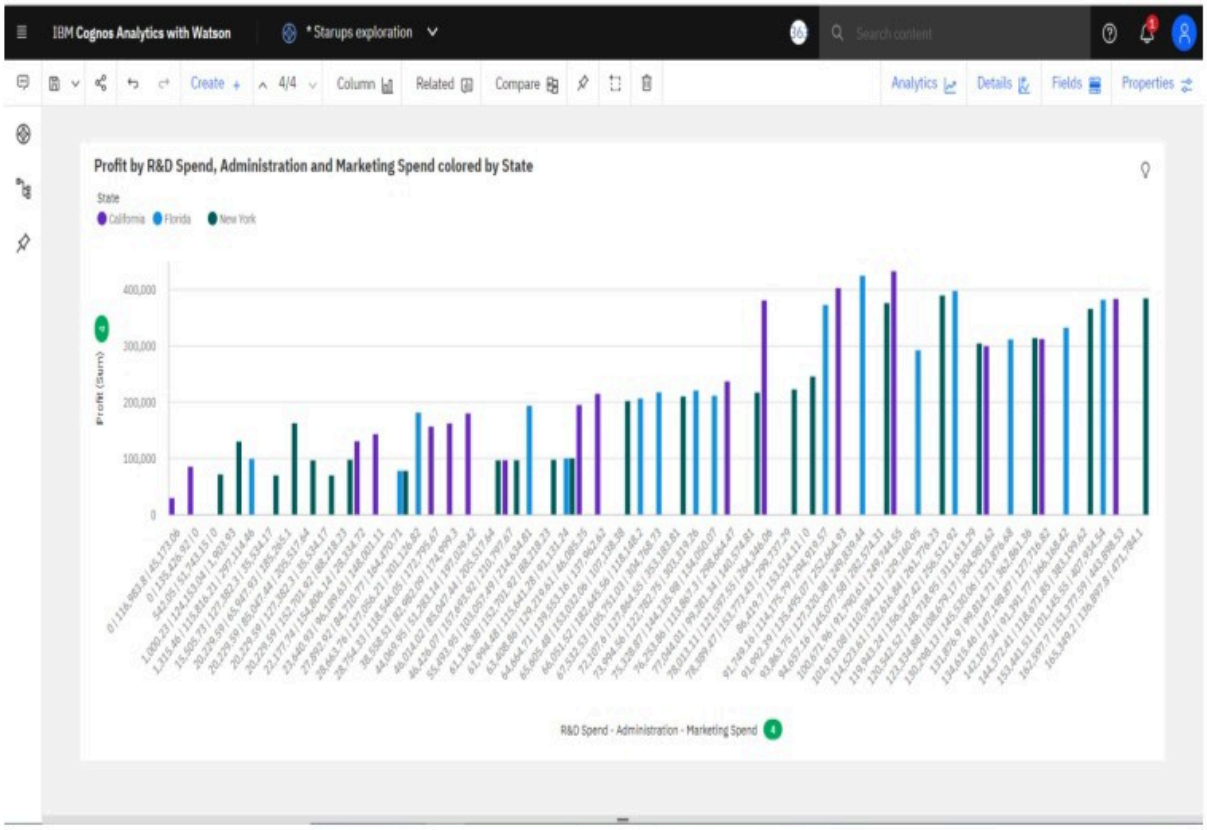

IBM Cognos Analytics with Watson
* Startup exploration
Create
1/3
Stacked column
Related
Compare
Analytics
Details
Fields
Properties
Marketing Spend by Profit colored by State
State
California
Florida
New York
1,000,000
800,000
600,000
400,000
200,000
0
Marketing Spend (Sum)
Profit


IBM Cognos Analytics with Watson
* Startup exploration
Create
2/3
Line and column
Related
Compare
Analytics
Details
Fields
Properties
Profit and Administration for Administration colored by Profit
Profit (Sum)
Line
Profit (Sum)
500,000
400,000
300,000
200,000
100,000
0
Administration


IBM Cognos Analytics with Watson
* Starups exploration
Create
3/4
Stacked bar
Related
Compare
Analytics
Details
Fields
Properties
Profit by Administration colored by State
State
California
Florida
New York
Administration
0
50,000
100,000
150,000
200,000
250,000
300,000
350,000
400,000
450,000
Profit (Sum)


IBM Cognos Analytics with Watson
* Starups exploration
Create
4/4
Column
Related
Compare
Analytics
Details
Fields
Properties
Profit by R&D Spend, Administration and Marketing Spend colored by State
State
California
Florida
New York
Profit (Sum)
400,000
300,000
200,000
100,000
0
R&D Spend - Administration - Marketing Spend