# STARTUPS

About the 50 startups dataset :

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.

Challenge: Upload the dataset to Cognos Analytics, explore and visualize the dataset
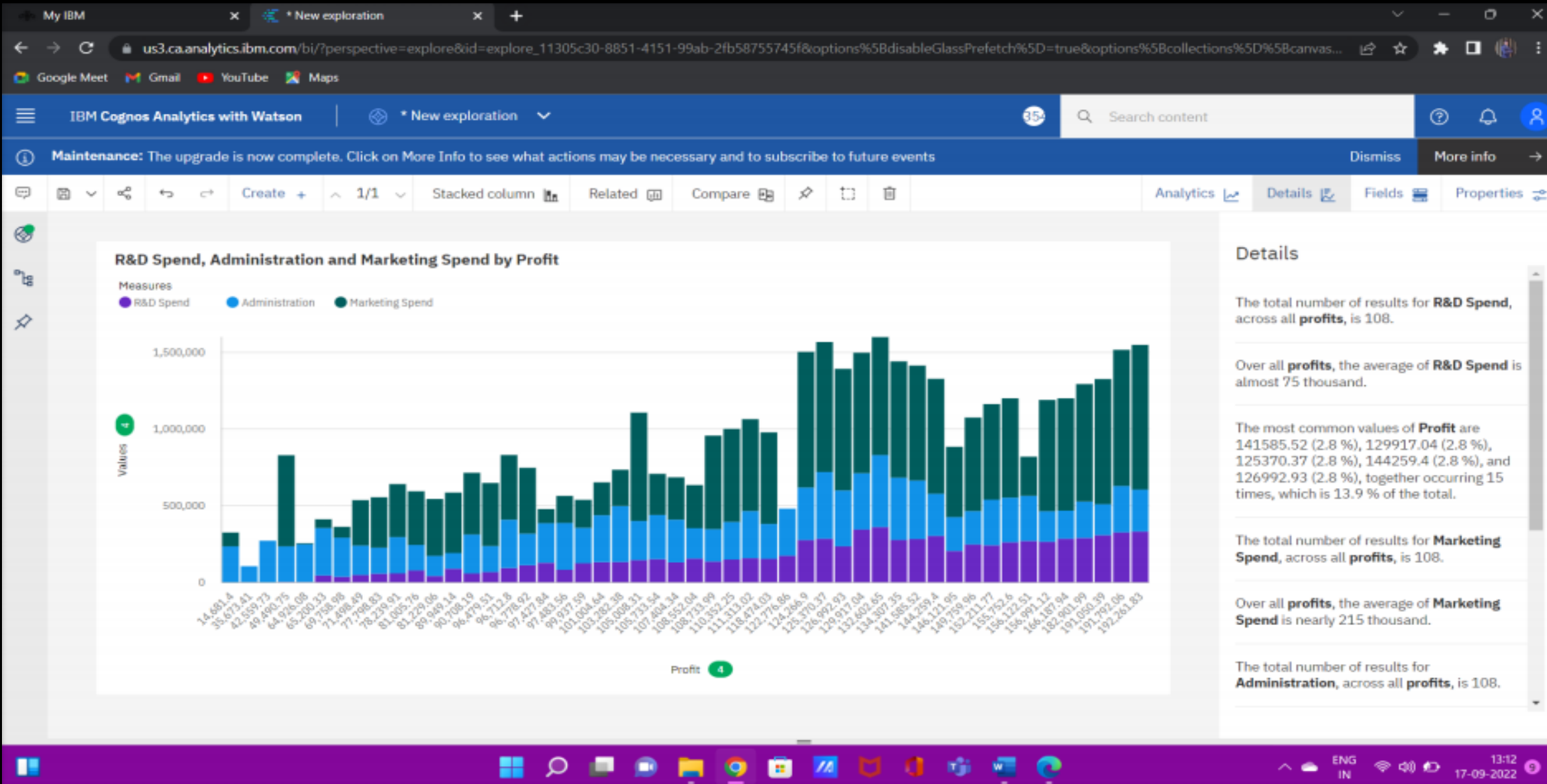
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Search content
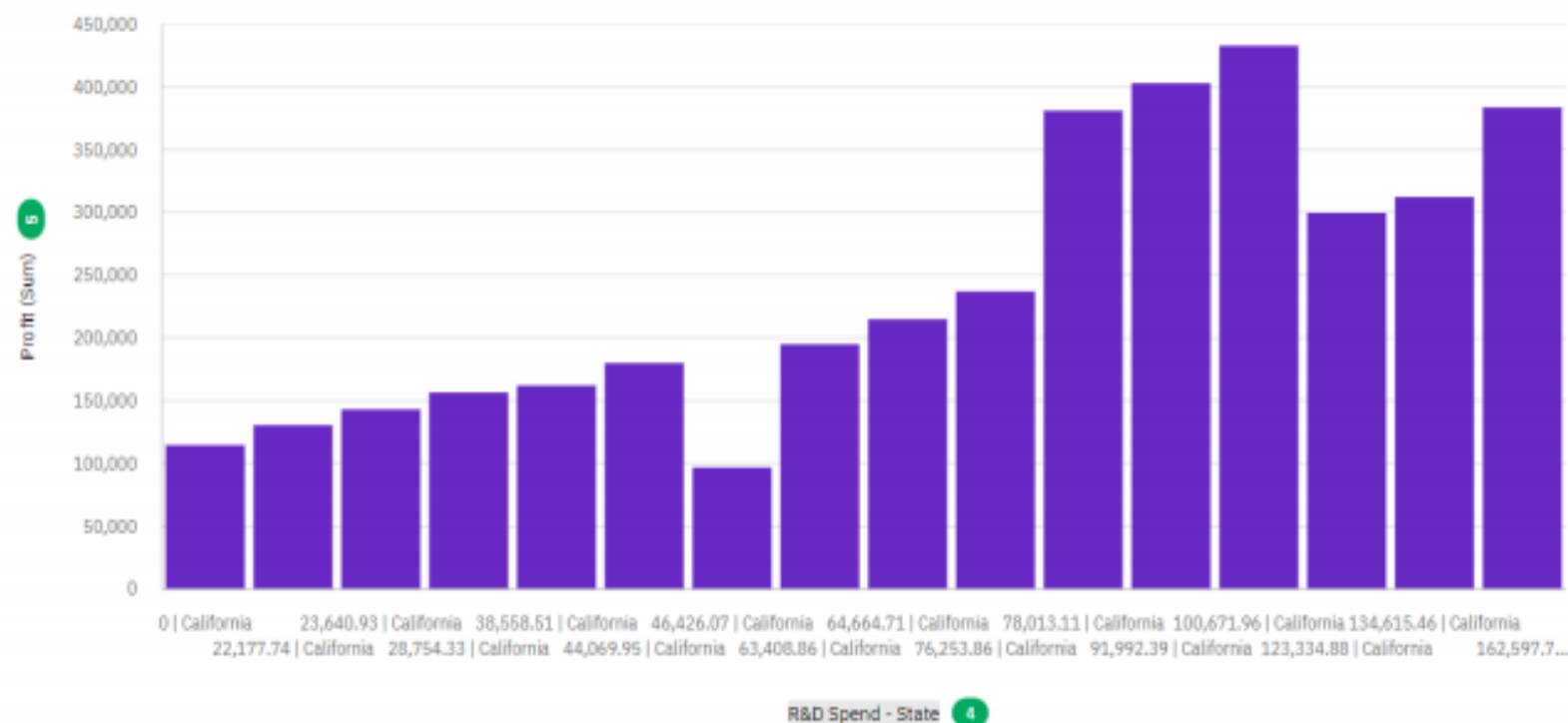
Maintenance: The upgrade is now complete. Click on More Info to see what actions may be necessary and to subscribe to future events   Dismiss   More info →

Create + | 1/1 | Stacked column | Related | Compare | Analytics | Details | Fields | Properties

R&D Spend, Administration and Marketing Spend by Profit

Measures
● R&D Spend   ● Administration   ● Marketing Spend

Values

Profit 4

Details

The total number of results for **R&D Spend**, across all **profits**, is 108.

Over all **profits**, the average of **R&D Spend** is almost 75 thousand.

The most common values of **Profit** are 141585.52 (2.8 %), 129917.04 (2.8 %), 125370.37 (2.8 %), 144259.4 (2.8 %), and 126992.93 (2.8 %), together occurring 15 times, which is 13.9 % of the total.

The total number of results for **Marketing Spend**, across all **profits**, is 108.

Over all **profits**, the average of **Marketing Spend** is nearly 215 thousand.

The total number of results for **Administration**, across all **profits**, is 108.

Create + ∧ 2/2 ∨ Pie ⏱ Related 📇 Compare 🖹 📌 🗑 Analytics 📈 Details 📊

Profit by State 5

State
● California ● New York ● Florida

121,863.26

106,711.76

112,755.28
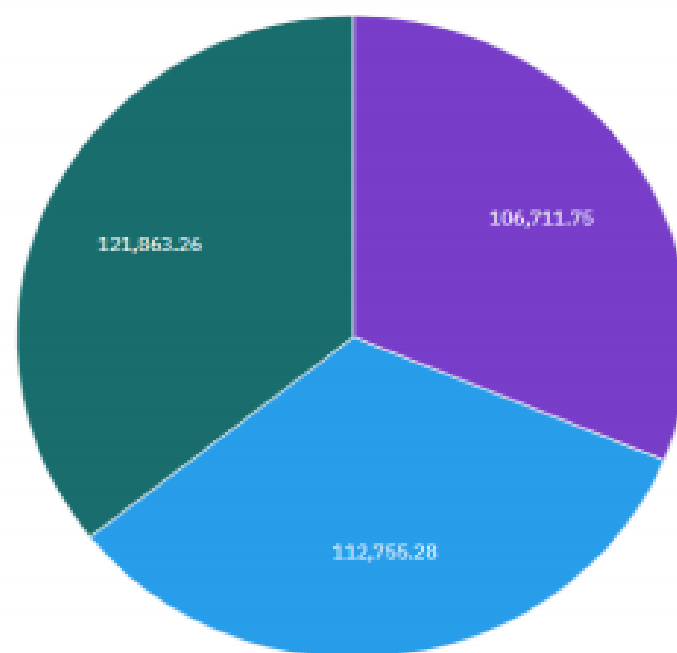
Details

The total number
all **states**, is 108.

The most commo
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together occurrin
of the total.

The total number
Spend, across al

Over all **states**, t
Spend is almost

The average valu
almost 107 thous
to nearly 122 tho

Marketing Spend
million, in Califor
Florida.

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💬   💾 ⌄   ⤴   ↶ ↷   Create +   ⌃ 1/1 ⌄   Column 📊   Related 🗔   📌 ⌗ 📊 🖼   Sync ⌄ 🗑   Analytics 📈   Details 📉   Filters 🔻   Fields 🖿   Properties ⇄

Chart A State - Includes: Florida
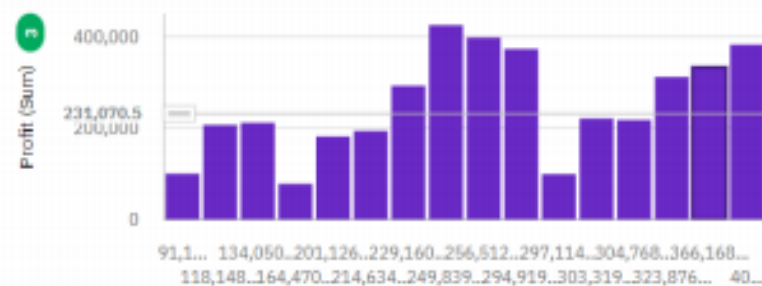
Chart B State - Includes: California

Profit by Marketing Spend and State   🔻 💡

Profit by Marketing Spend and State   🔻 💡

Marketing Spend - State 3

Marketing Spend - State
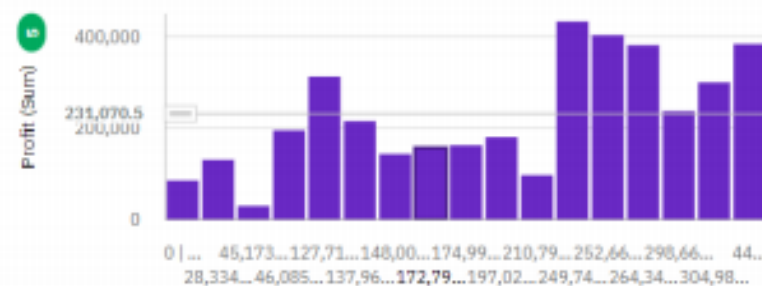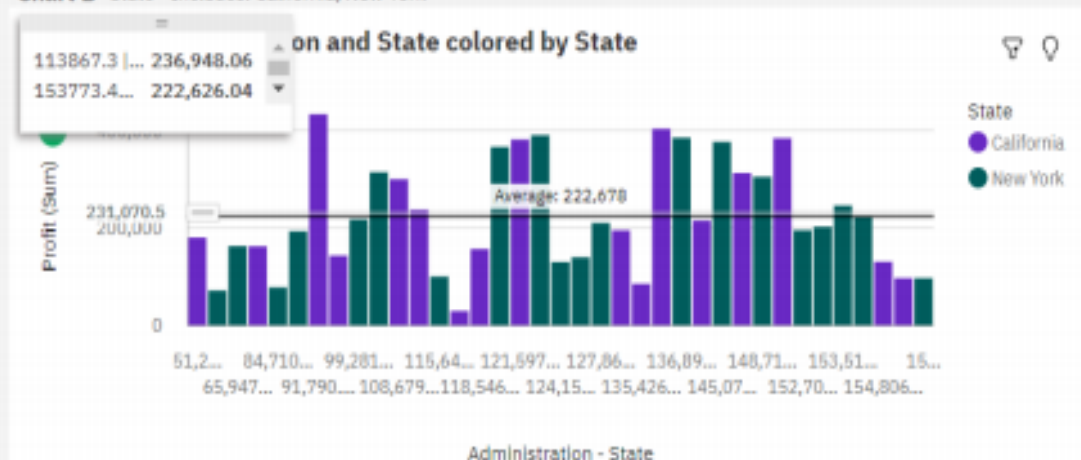
Summary	Chart A : Profit	Chart B : Profit	Combined
Chart percent of data set	32.8%	31.33%	64.13%
Chart percent displayed	51.14%	48.86%	100%
Average	251,342.96	225,977.81	238,276.07
Chart total	4,021,487.43	3,841,622.84	7,863,110.27
Difference of chart totals			179,864.59

Fields

📊 **Bars**

⠿ Marketing Spend   ⋮

⠿ **State**   ⋮
Includes: California   ①

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