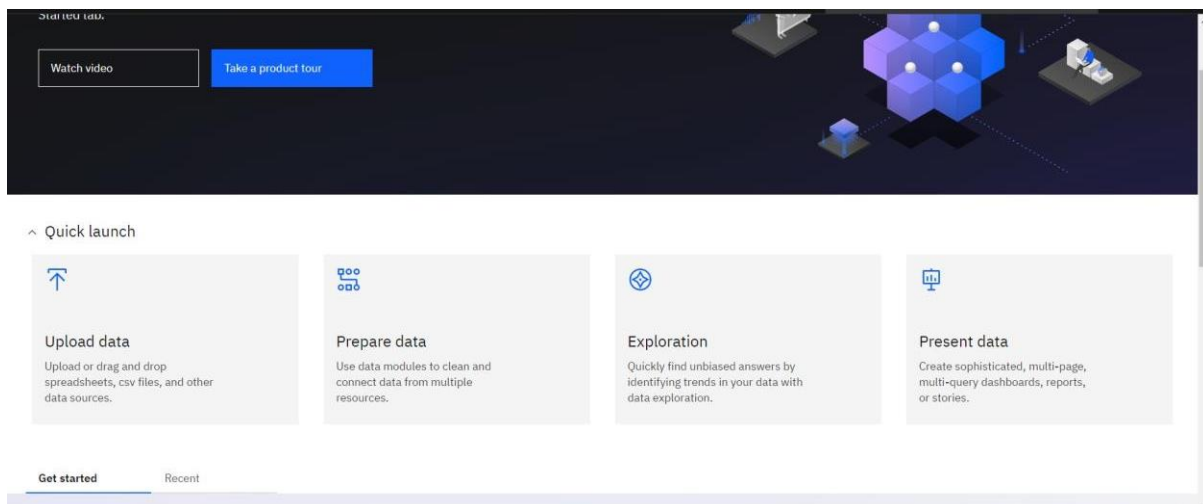
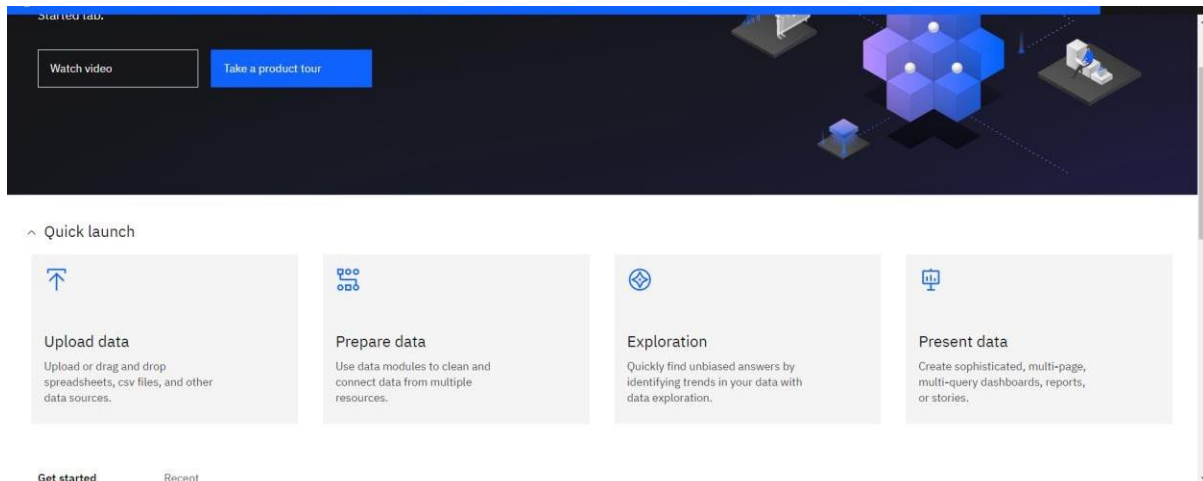


## Assignment - 1

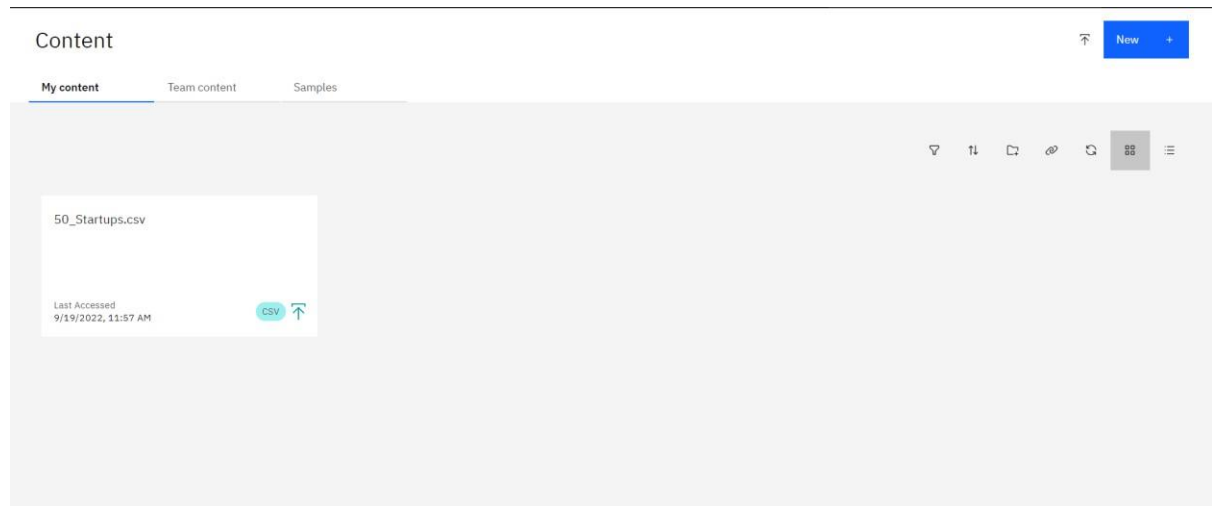
### The case of 50 Start-up's

**Dataset:** [50-Startup-Dataset](#)

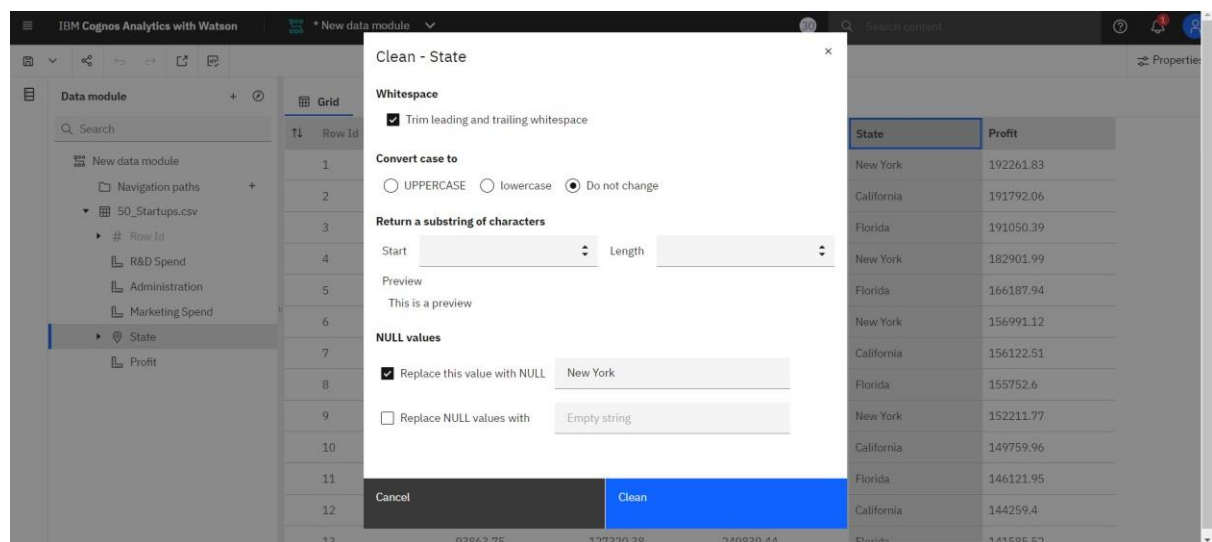
- ➔ Login to the IBM Cognos Analytics
- ➔ Select Launch from the product
- ➔ Upload the 50-startup dataset from the local system



- The uploaded dataset can be viewed in My Content page
- Or you can also upload the dataset directly in my content page



- Clean the data for attribute state: -
- Replace New York with null value



➔ Again, replacing Null with Los Vegas

**Clean - State**

**Whitespace**

☒ Trim leading and trailing whitespace

**Convert case to**

☐ UPPERCASE ☐ lowercase ☒ Do not change

**Return a substring of characters**

Start  Length

Preview  
This is a preview

**NULL values**

☒ Replace this value with NULL

☒ Replace NULL values with

Cancel Clean

State	Profit
Null	192261.83
California	191792.06
Florida	191050.39
Null	182901.99
Florida	166187.94
Null	156991.12
California	156122.51
Florida	155752.6
Null	152211.77
California	149759.96
Florida	146121.95
California	144259.4

**IBM Cognos Analytics with Watson**

**Data module**

**Grid**

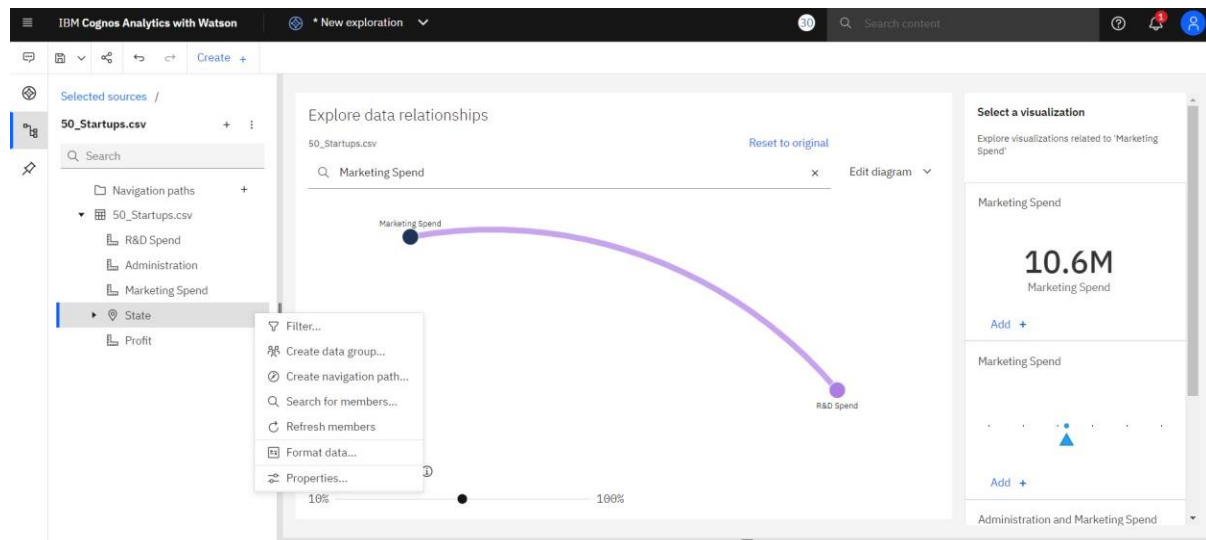
Row Id	R&D Spend	Administration	Marketing Spend	State	Profit
1	165349.2	136897.8	471784.1	Los Vegas	192261.83
2	162597.7	151377.59	443898.53	California	191792.06
3	153441.51	101145.55	407934.54	Florida	191050.39
4	144372.41	118671.85	383199.62	Los Vegas	182901.99
5	142107.34	91391.77	366168.42	Florida	166187.94
6	131876.9	99814.71	362861.36	Los Vegas	156991.12
7	134615.46	147198.87	127716.82	California	156122.51
8	130298.13	145530.06	323876.68	Florida	155752.6
9	120542.52	148718.95	311613.29	Los Vegas	152211.77
10	123334.88	108679.17	304981.62	California	149759.96
11	101913.08	110594.11	229160.95	Florida	146121.95
12	100671.96	91790.61	249744.55	California	144259.4

→ To save the module in newly created folder

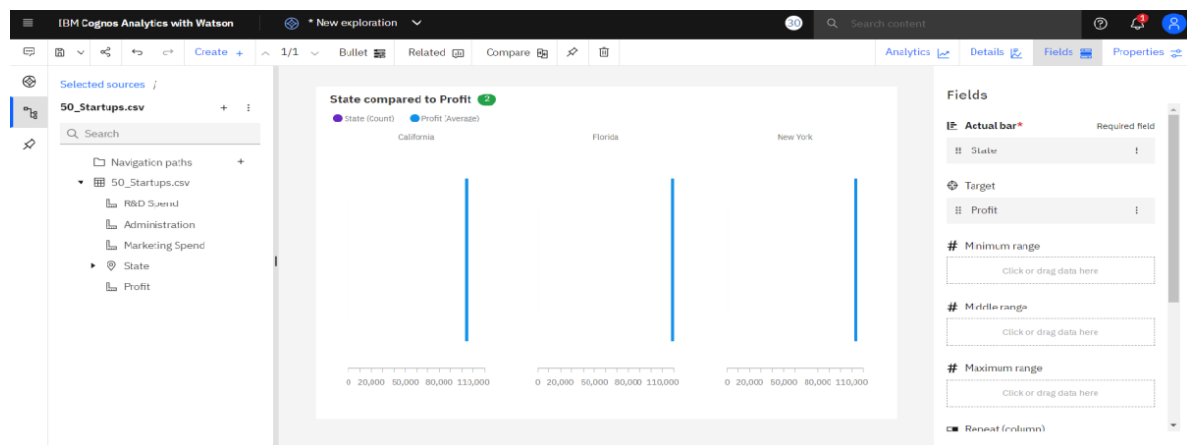
## DATA EXPLORATION

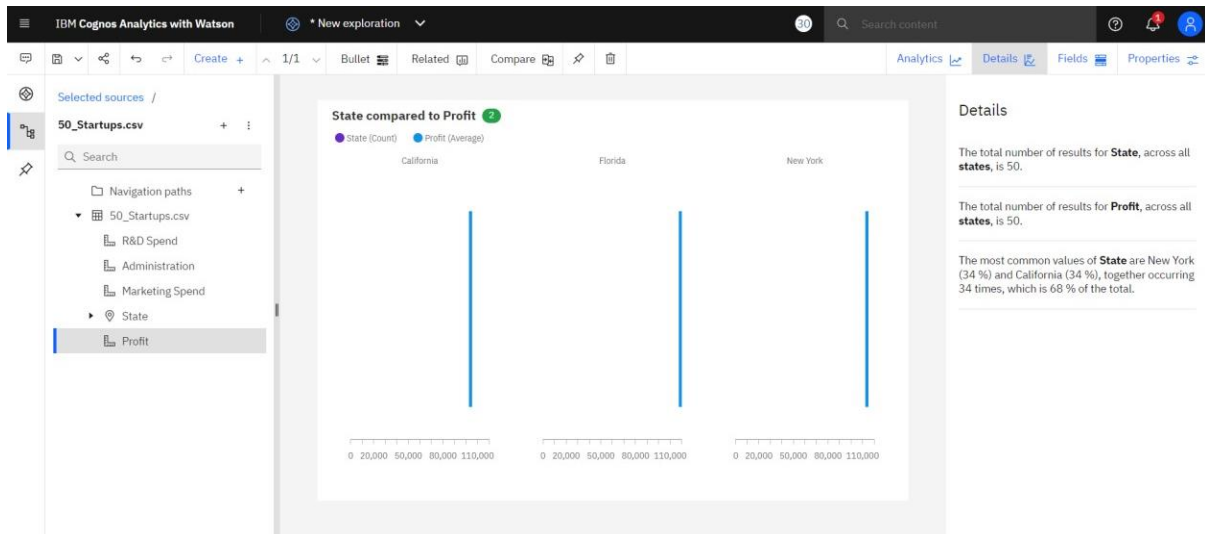
→ Exploring recommended attribute profit

## VISUALIZATION



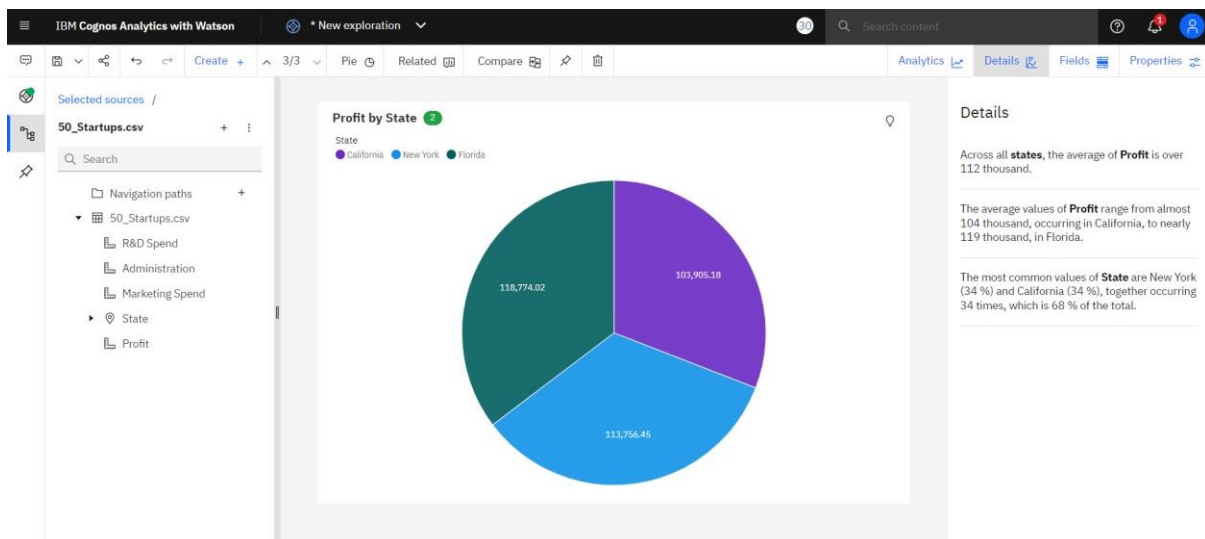
### 1. Bar Graph State compared to Profit



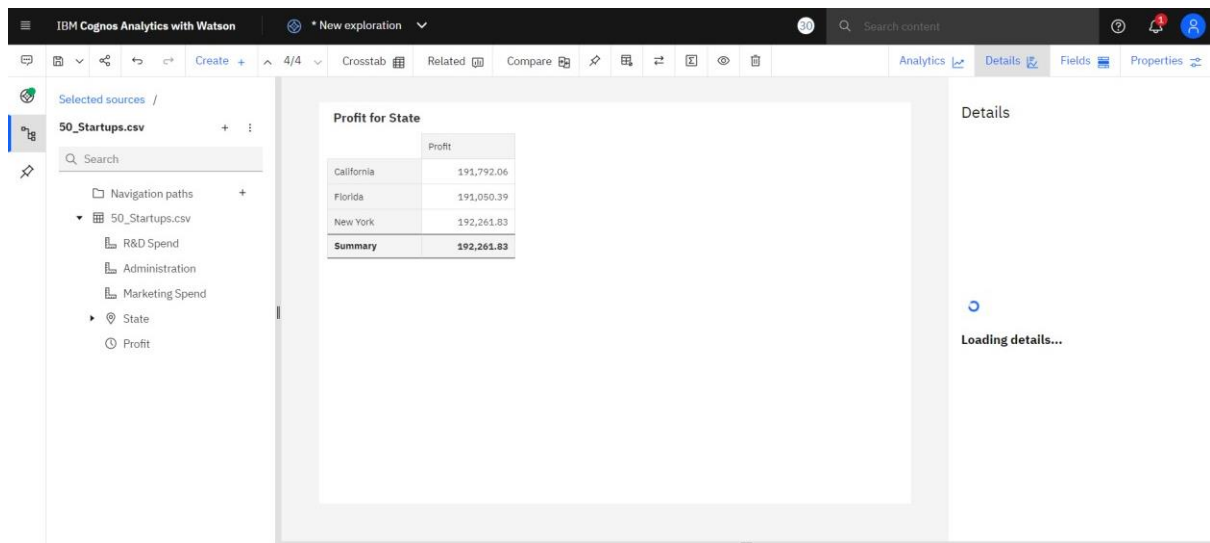


## 2. Pie Chart

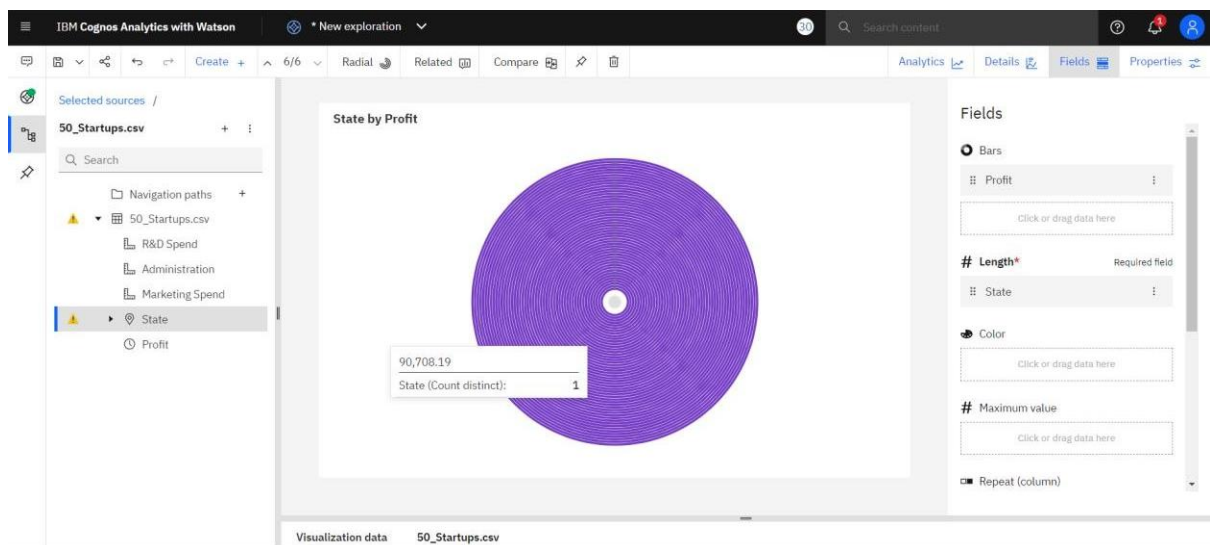
Profit by state



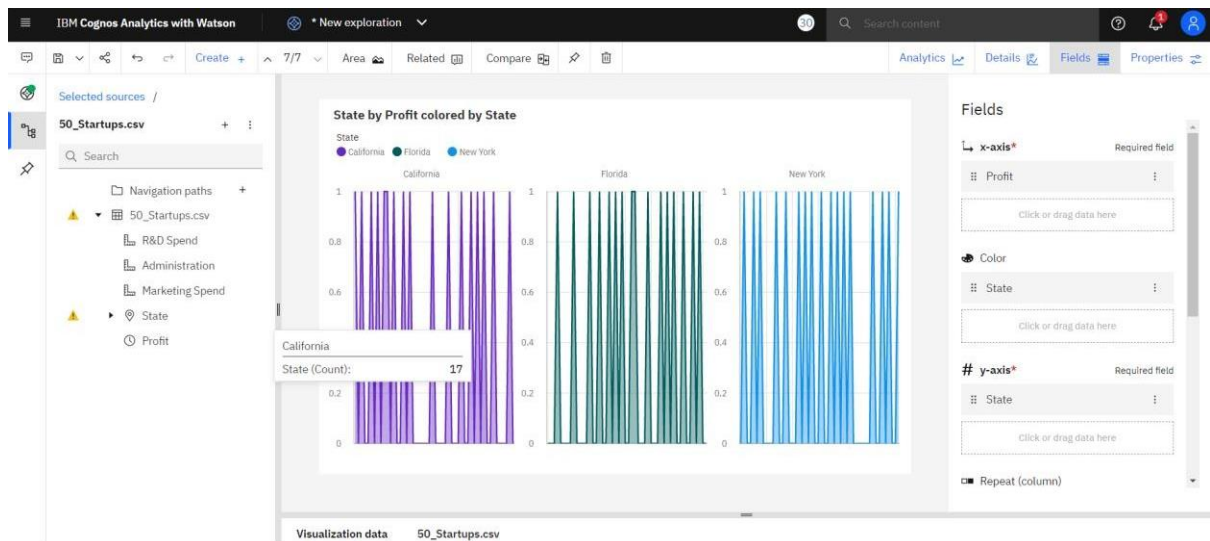
### 3. Crosstab



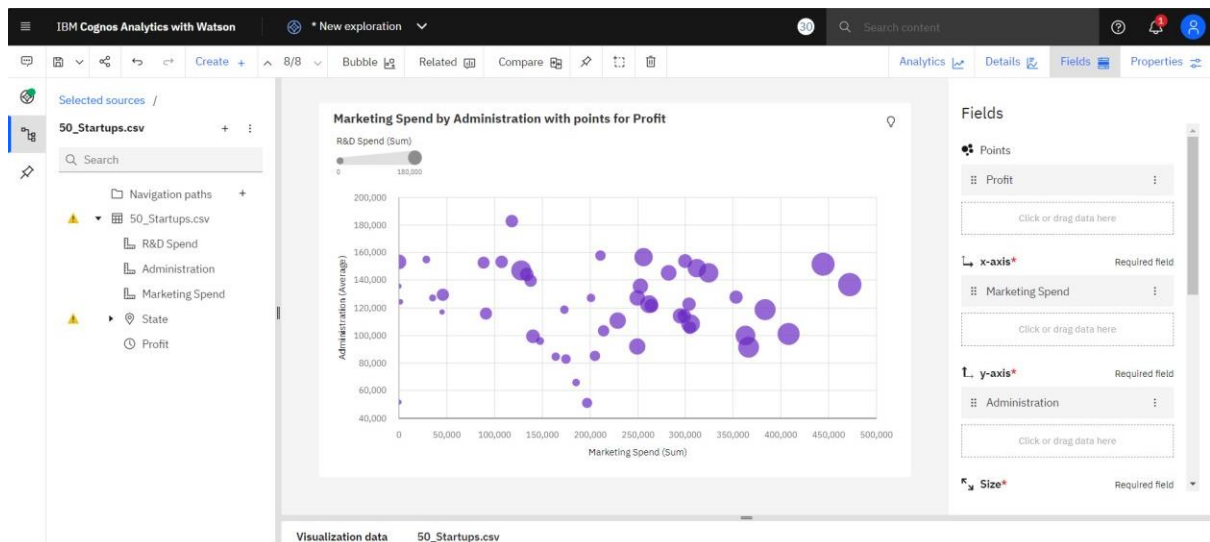
### 4. Radial



## 5. Area



## 6. Bubble



## 7. Line graph

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