VENKADA RAMANAN P
211719104156
IBM NALAIYA THIRAN
ASSIGNMENT - 1

The case of 50 Startups

Overview

In this article, we will be exploring the profit from the startup's dataset with the features available to us. We're using the 50-startups dataset for this problem statement

How do startups work?

Well, we can say that startups pipeline operates on the same principles which are similar to other MNCs the major difference between both of them is that on the one hand startups work to make products that are beneficial for the customers on a small scale while other established companies do that work on a large scale by re-doing something which is already being done. How startups are being funded?

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.**
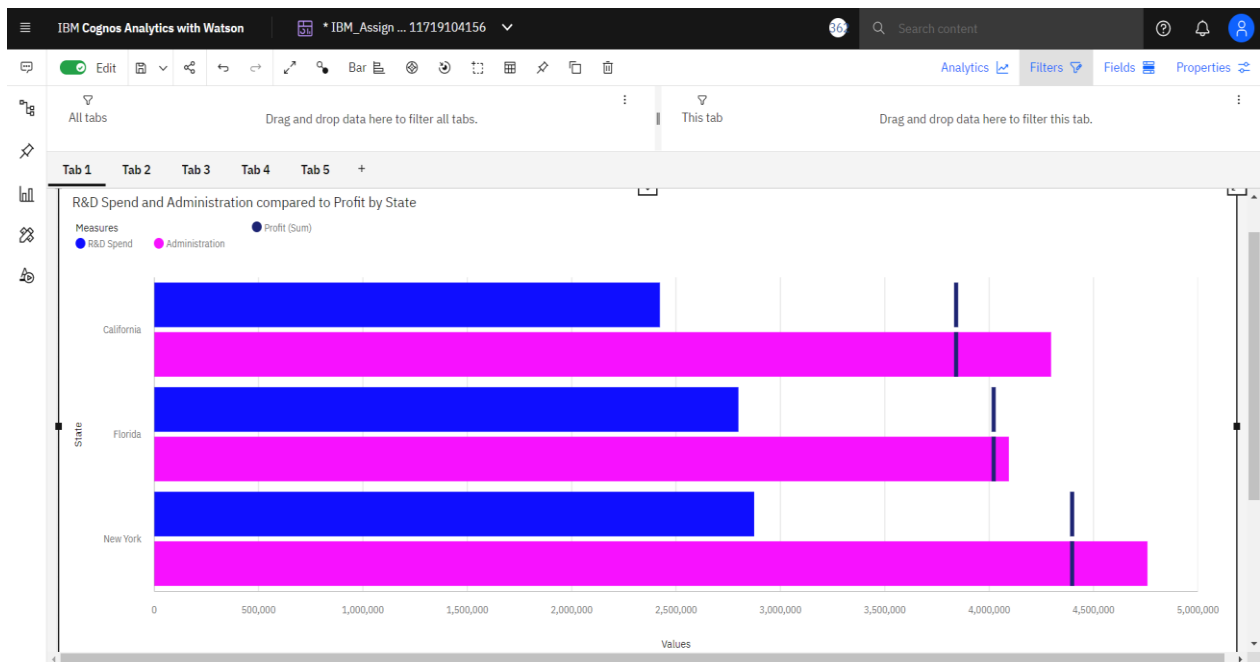
1. **R&D spending:** The amount which startups are spending on Research and development.

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.
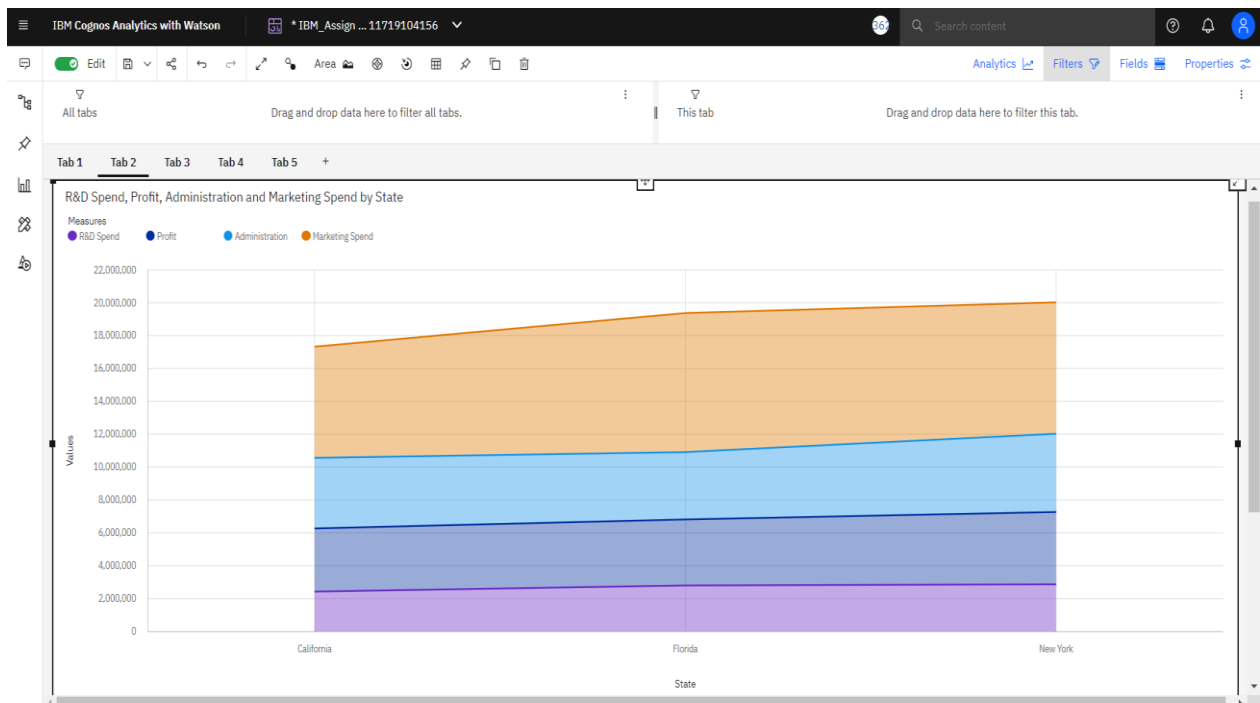
Dataset: 50-Startup-Dataset

Challenge:

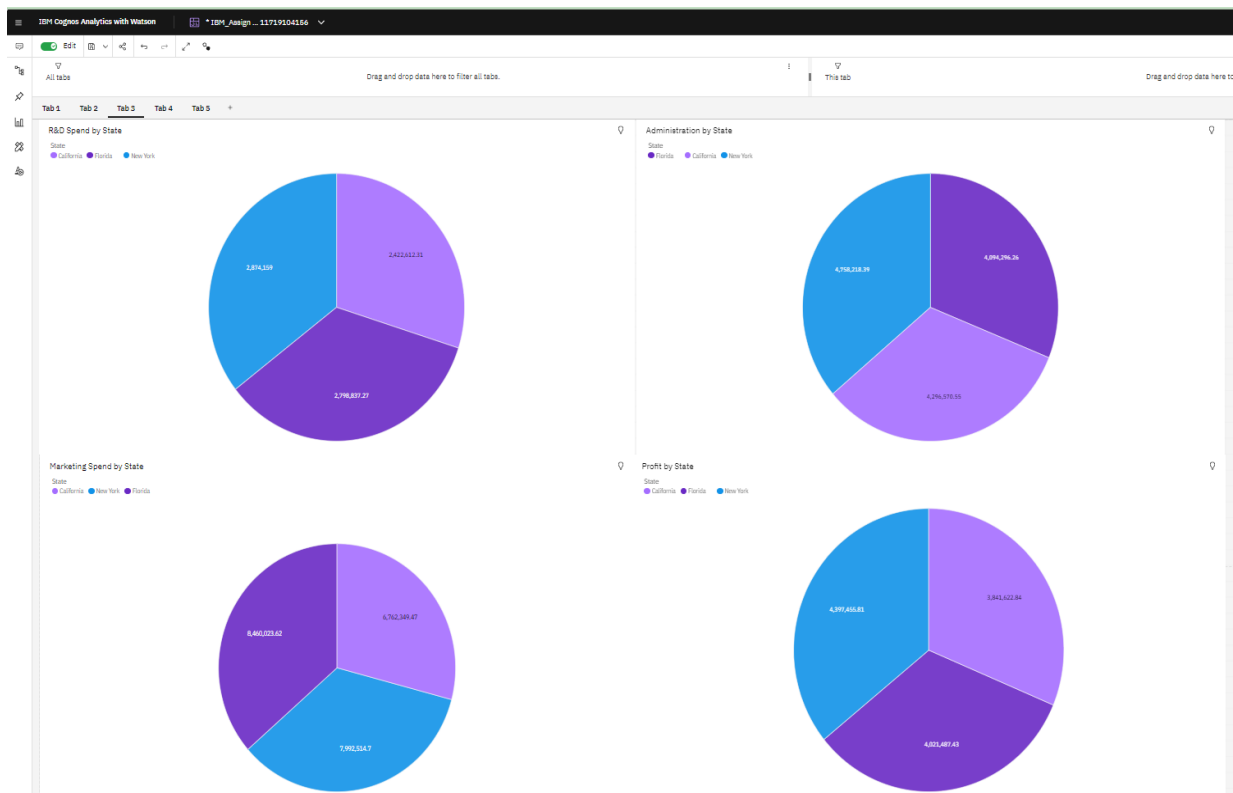Upload the dataset to Cognos Analytics, explore and visualize the dataset
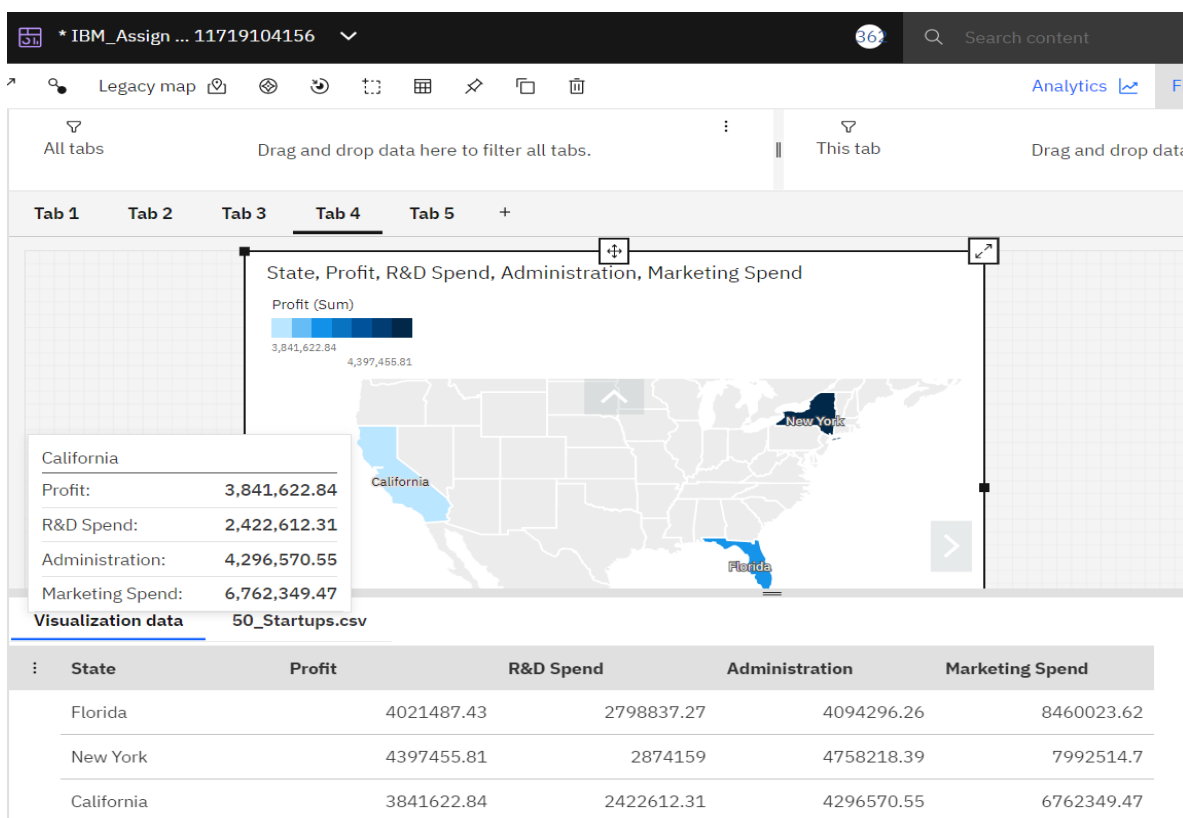
Visualizations:

In the above is a Bar visualization which has **R&D Spend** and **Administration** as X – Axis, **Details of States** are plotted in Y – Axis along with **Profit** as target.

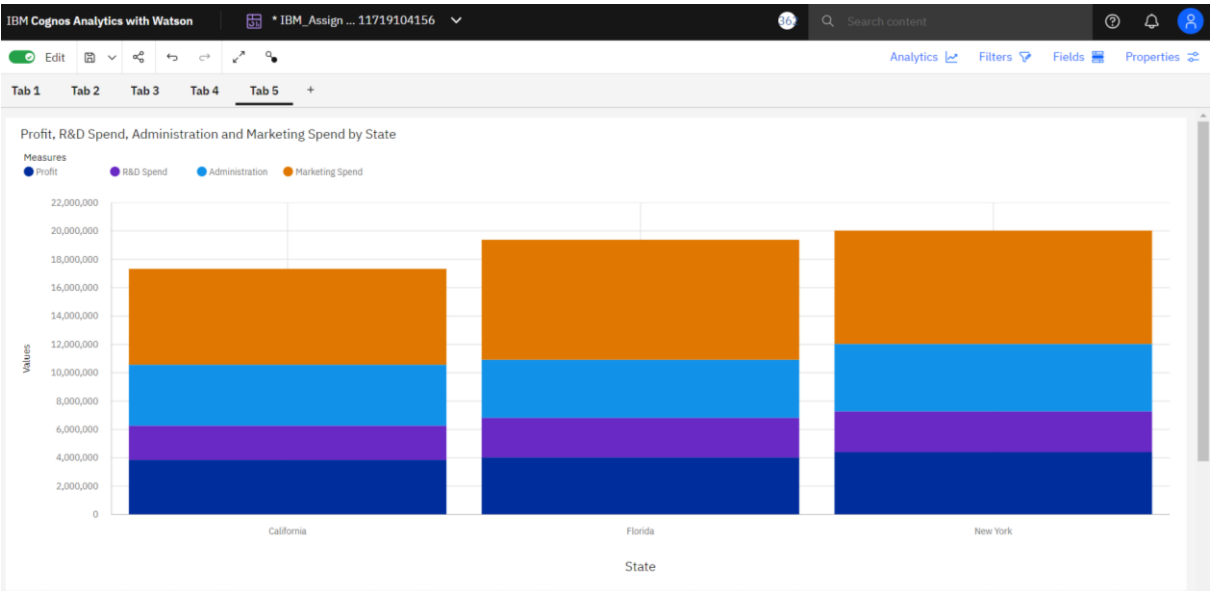

The following representation helps to understand the total spending of the Start-ups and analyse the spending on each sector state wise. **States** are plotted in X-axis and **R&D Spend, Administration, Marketing Spend** and **Profit** are plotted in Y- axis.

The following pie chart representation helps to understand the total spending of the Start-ups and analyze the spending on each sector. **States** are segments of each pie chart of different aspect like **R&D Spend, Administration, Marketing Spend** and **Profit**.

	State	Profit	R&D Spend	Administration	Marketing Spend
	Florida	4021487.43	2798837.27	4094296.26	8460023.62
	New York	4397455.81	2874159	4758218.39	7992514.7
	California	3841622.84	2422612.31	4296570.55	6762349.47

The following map representation shows the distribution of startups in the world. **States** that consist of the startup locations are highlighted based on **Profit** and shows different aspects like **R&D Spend, Administration, Marketing Spend,** and.

The following representation helps to understand the total spending of the Start-ups and analyze the spending on each sector state wise. **States** are plotted in X-axis and **R&D Spend, Administration, Marketing Spend** and **Profit** are plotted in Y- axis.