

## **ASSIGNMENT-1**

**The case of 50 Startups**

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## Profit and Marketing Spend by State

Measures

Profit

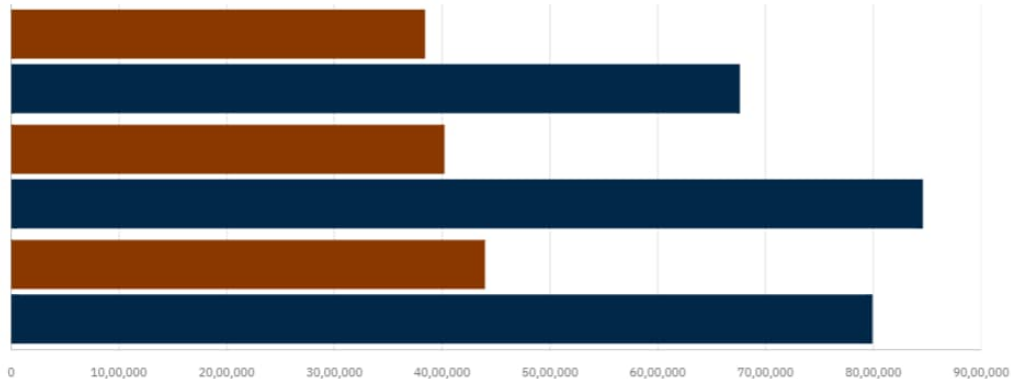
Marketing Spend

State

California

Florida

New York



Values 5

## Details

**Profit** ranges from over 3.8 million, in California, to almost 4.4 million, in New York.

**Marketing Spend** ranges from almost 6.8 million, in California, to nearly 8.5 million, in Florida.

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

Over all **states**, the average of **Marketing Spend** is almost 215 thousand.

The most common values of **State** are New York (36.1 %) and California (33.3 %), together occurring 75 times, which is 69.4 % of the total.

The total number of results for **Profit**, across all **states**, is 108.

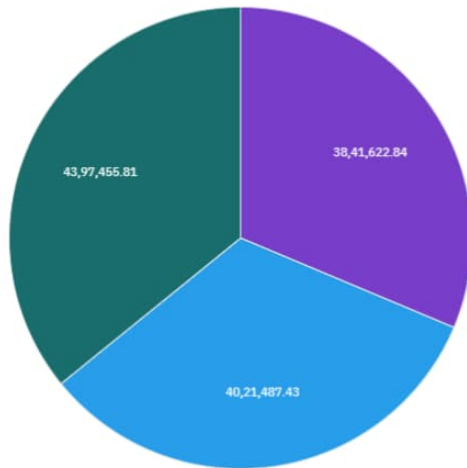
## Profit by State 4

State

California

Florida

New York



## Details

Across all **states**, the sum of **Profit** is over 12 million.

**Profit** ranges from over 3.8 million, in California, to nearly 4.4 million, in New York.

## R&D Spend



### Tree sunburst

### Tree diagram

### Rules

R&D Spend

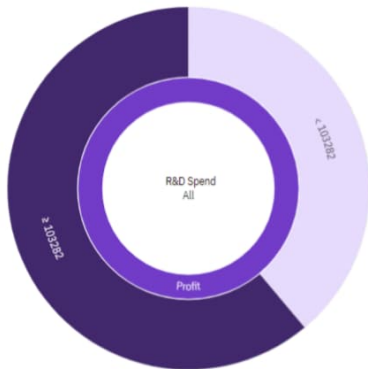


29,592.7

1,03,829

Nodes

All



## Details

**Profit** predicts **R&D Spend** with a strength of 65.3%.

Profit, R&D Spend, Marketing Spend and Administration for State 8

	California	Florida	New York	Summary
Profit	38,41,622.84	40,21,487.43	43,97,455.81	1,22,60,566.08
R&D Spend	24,22,612.31	27,98,837.27	28,74,159	80,95,608.58
Marketing Spend	67,62,349.47	84,60,023.62	79,92,514.7	2,32,14,887.79
Administration	42,96,570.55	40,94,296.26	47,58,218.39	1,31,49,085.2

Details

The total number of results for **Marketing Spend**, across all **states**, is 3.

Across all **states**, the average of **Marketing Spend** is over 7.7 million.

**Profit** ranges from over 3.8 million, in California, to almost 4.4 million, in New York.

**R&D Spend** ranges from over 2.4 million, in California, to almost 2.9 million, in New York.

**Marketing Spend** ranges from nearly 6.8 million, in California, to nearly 8.5 million, in Florida.

**Administration** ranges from almost 4.1 million, in Florida, to nearly 4.8 million, in New York.

The total number of results for **Profit**, across all **states**, is 3.

Over all **states**, the average of **Profit** is almost 4.1 million.

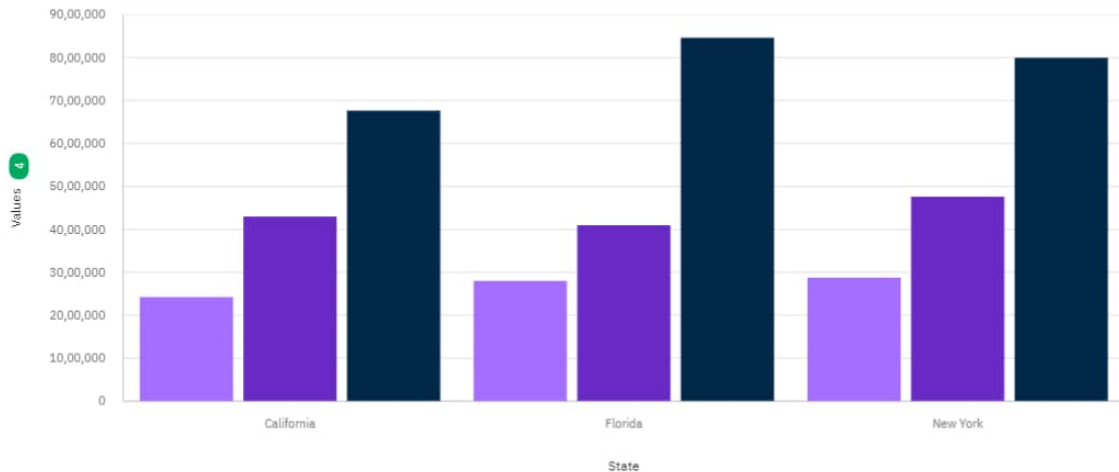
## R&D Spend, Administration and Marketing Spend by State

### Measures

R&D Spend

Administration

Marketing Spend



## Details

**R&D Spend** ranges from over 2.4 million, in California, to nearly 2.9 million, in New York.

**Administration** ranges from almost 4.1 million, in Florida, to nearly 4.8 million, in New York.

**Marketing Spend** ranges from almost 6.8 million, in California, to almost 8.5 million, in Florida.

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

Over all **states**, the average of **Marketing Spend** is almost 215 thousand.

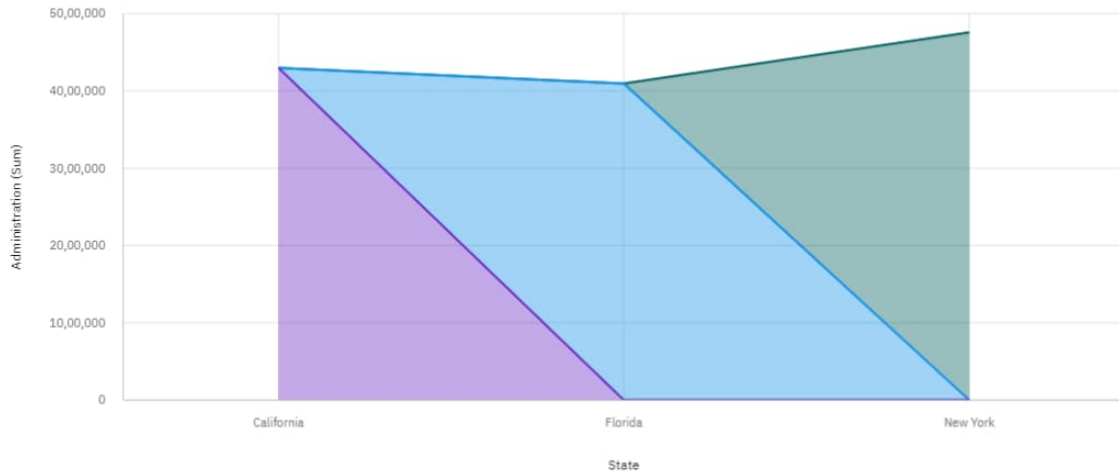
The most common values of **State** are New York (36.1 %) and California (33.3 %), together occurring 75 times, which is 69.4 % of the total.

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

## Administration by State colored by State

State

California Florida New York



## Details

Across all **states** and **states**, the sum of **Administration** is over 13 million.

For **Administration**, the most significant value of **State** is New York, whose respective **Administration** values add up to nearly 4.8 million, or 36.2 % of the total.

The summed values of **Administration** range from nearly 4.1 million to almost 4.8 million.