ASSIGNMENT – 1

Assignment Date	10 September 2022
Student Name	Mukunthan Muthuraj
Student Roll Number	95071915027
Maximum Marks	2 Marks

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.
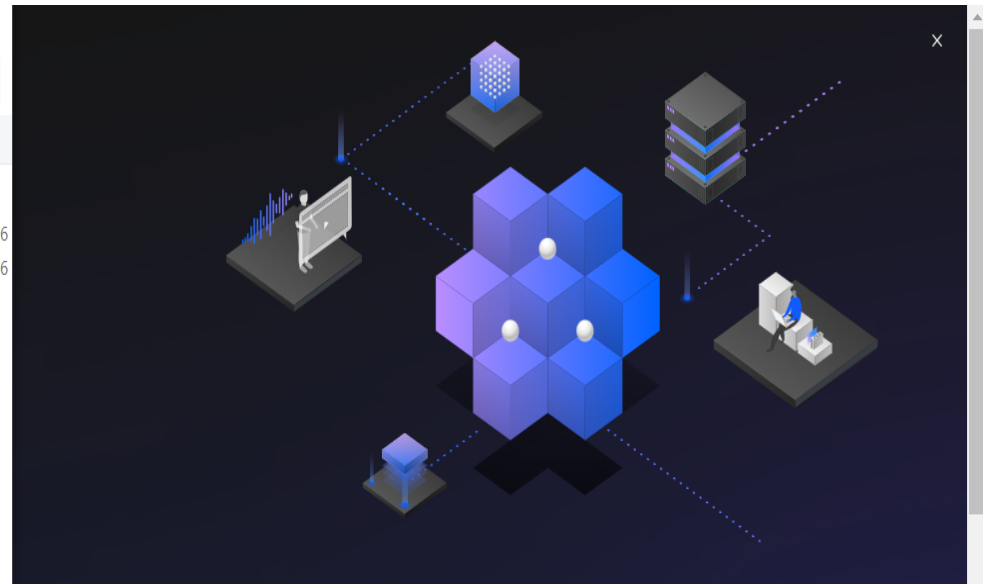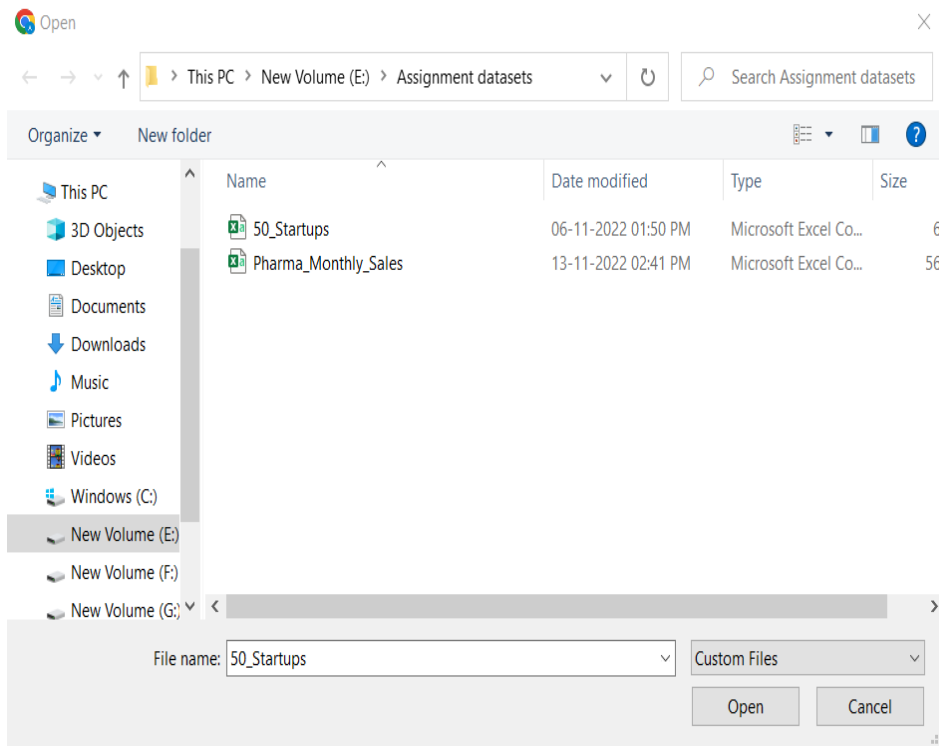
Dataset: 50-Startup-Dataset

Challenge:

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

Uploading the Dataset:

Step 1 :

Step 2 :

Analyzing 50_Startups.csv

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     ▸ # Row Id

     📊 R&D Spend

     📊 Administration

     📊 Marketing Spend

     ▸ 📍 State

     📊 Profit

⊞ Grid   ⊱ Relationships   ⊞ Custom tables

↑↓ Row Id	R&D Spend	Administration	Marketing Spend	State	Profit
1	165349.2	136897.8	471784.1	New York	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	New York	182901.99
5	142107.34	91391.77	366168.42	Florida	166187.94
6	131876.9	99814.71	362861.36	New York	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	New York	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
13	93863.75	127320.38	249839.44	Florida	141585.52
14	91992.39	135495.07	252664.93	California	134307.35

Add a data source to explore ✕

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Name	Type	Last Accessed
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⤒ IPL Matches 2008-2020.csv `CSV`	Uploaded file	11/9/2022, 8:54 PM
⤒ Olympic Events.xlsx `xlsx`	Uploaded file	11/3/2022, 12:06 PM
⤒ Olympic Medals.xlsx `xlsx`	Uploaded file	11/3/2022, 12:07 PM
⤒ Pharma_Monthly_Sales.csv `CSV`	Uploaded file	11/13/2022, 6:22 PM
⤒ sales.csv `CSV`	Uploaded file	11/2/2022, 12:26 PM
⤒ US Superstore data.xls `xls`	Uploaded file	11/6/2022, 10:13 AM

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Data Exploration :

Explore data relationships

50_Startups.csv

Reset to original

🔍 Profit   ✕   Edit diagram ⌄
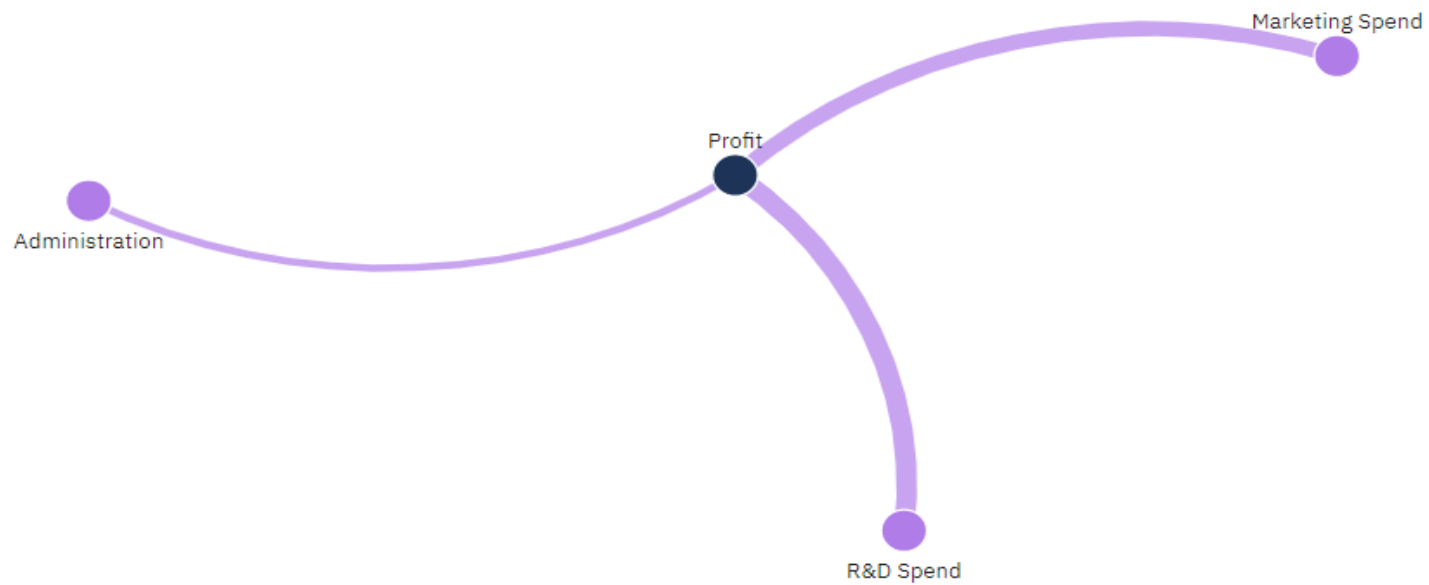
Relationship diagram ⓘ

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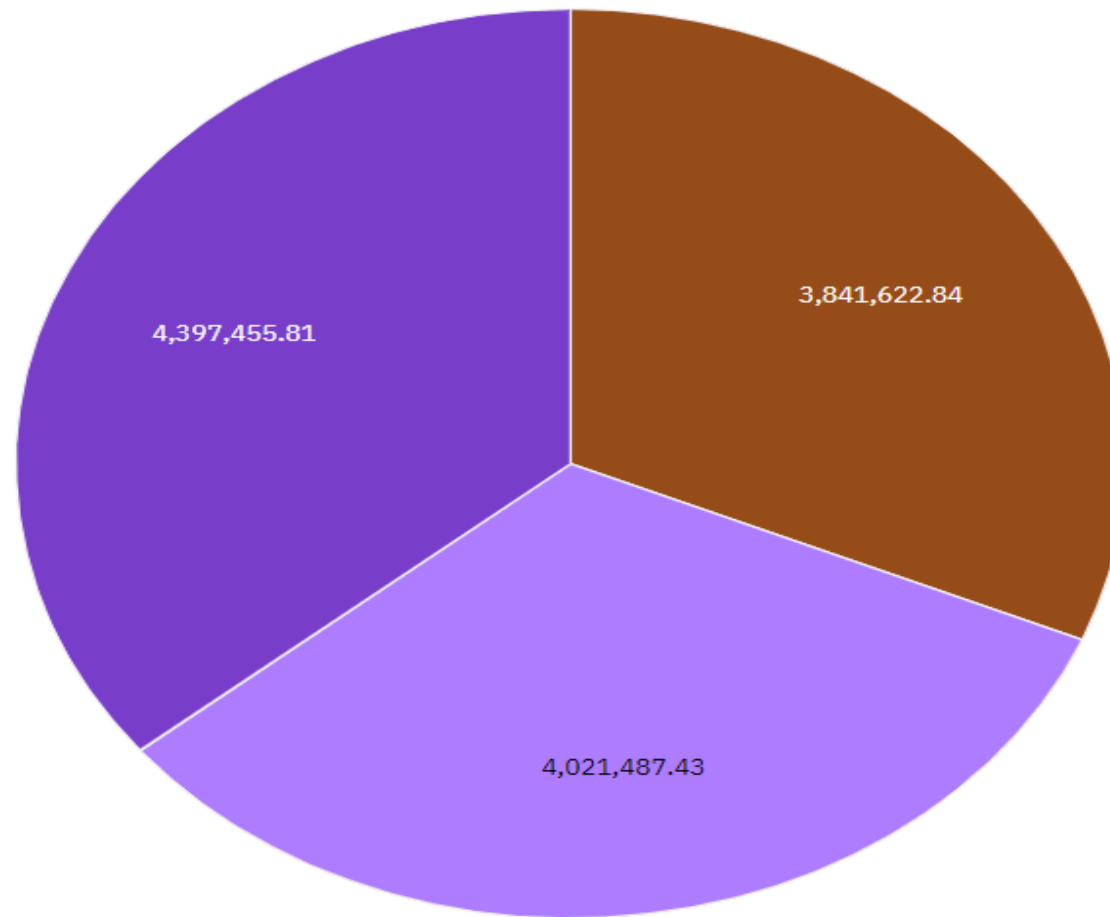
Marketing Spend and Profit by State

Measures
- Marketing Spend
- Profit
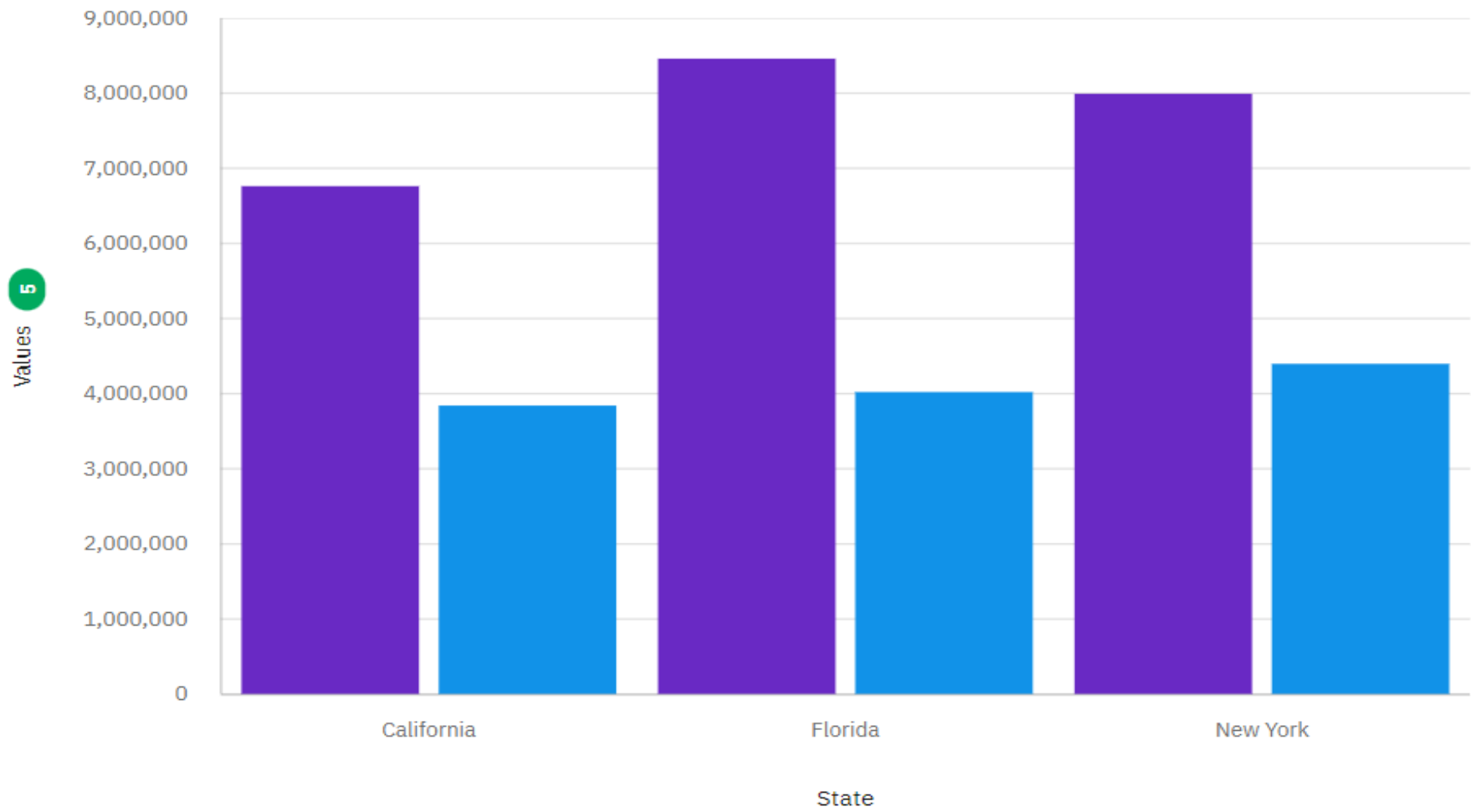
Profit by State 4

State
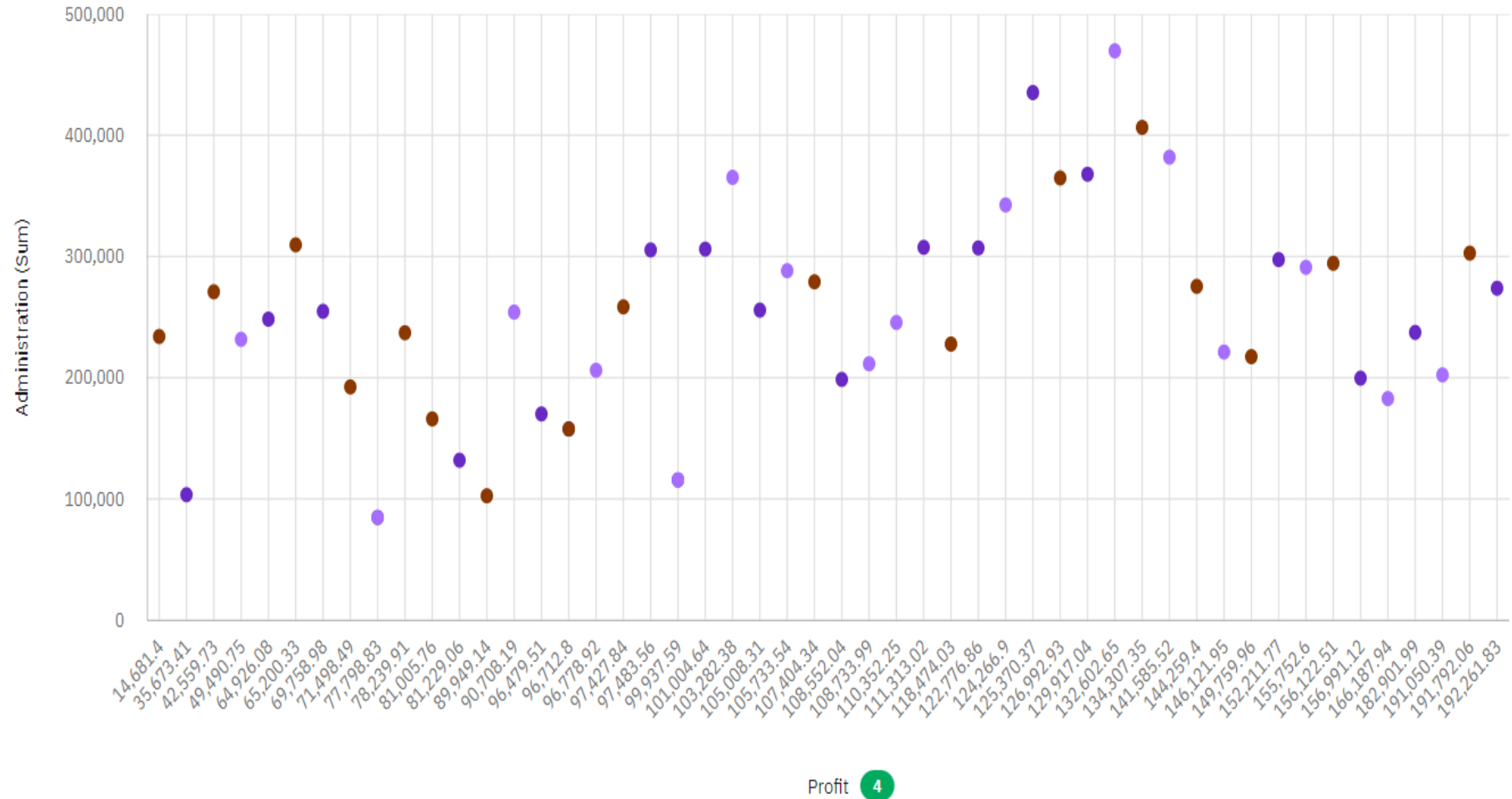- California
- Florida
- New York

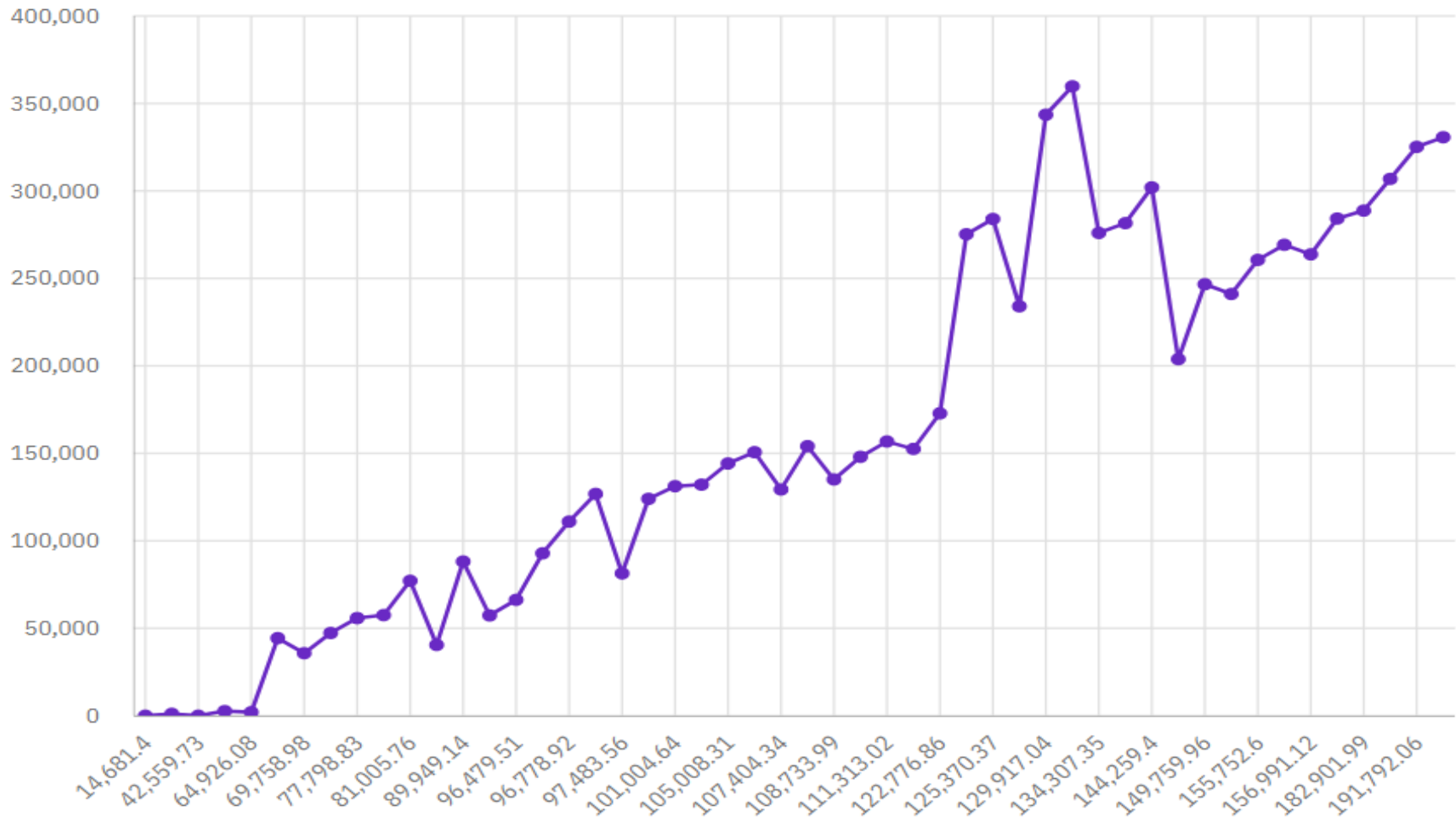Administration by Profit colored by State

R&D Spend by Profit

R&D Spend (Sum) **3**

Profit **4**

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

State	R&D Spend	Administration	Marketing Spend	Profit
California	2,422,612.31	4,296,570.55	6,762,349.47	3,841,622.84
Florida	2,798,837.27	4,094,296.26	8,460,023.62	4,021,487.43
New York	2,874,159	4,758,218.39	7,992,514.7	4,397,455.81
Summary	8,095,608.58	13,149,085.2	23,214,887.79	12,260,566.08

R&D Spend, Administration and Marketing Spend by State

Measures
● R&D Spend ● Administration ● Marketing Spend