ASSIGNMENT – 1

Assignment Date	10 September 2022
Student Name	Manoj Godwin M
Student Roll Number	95071915025
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.

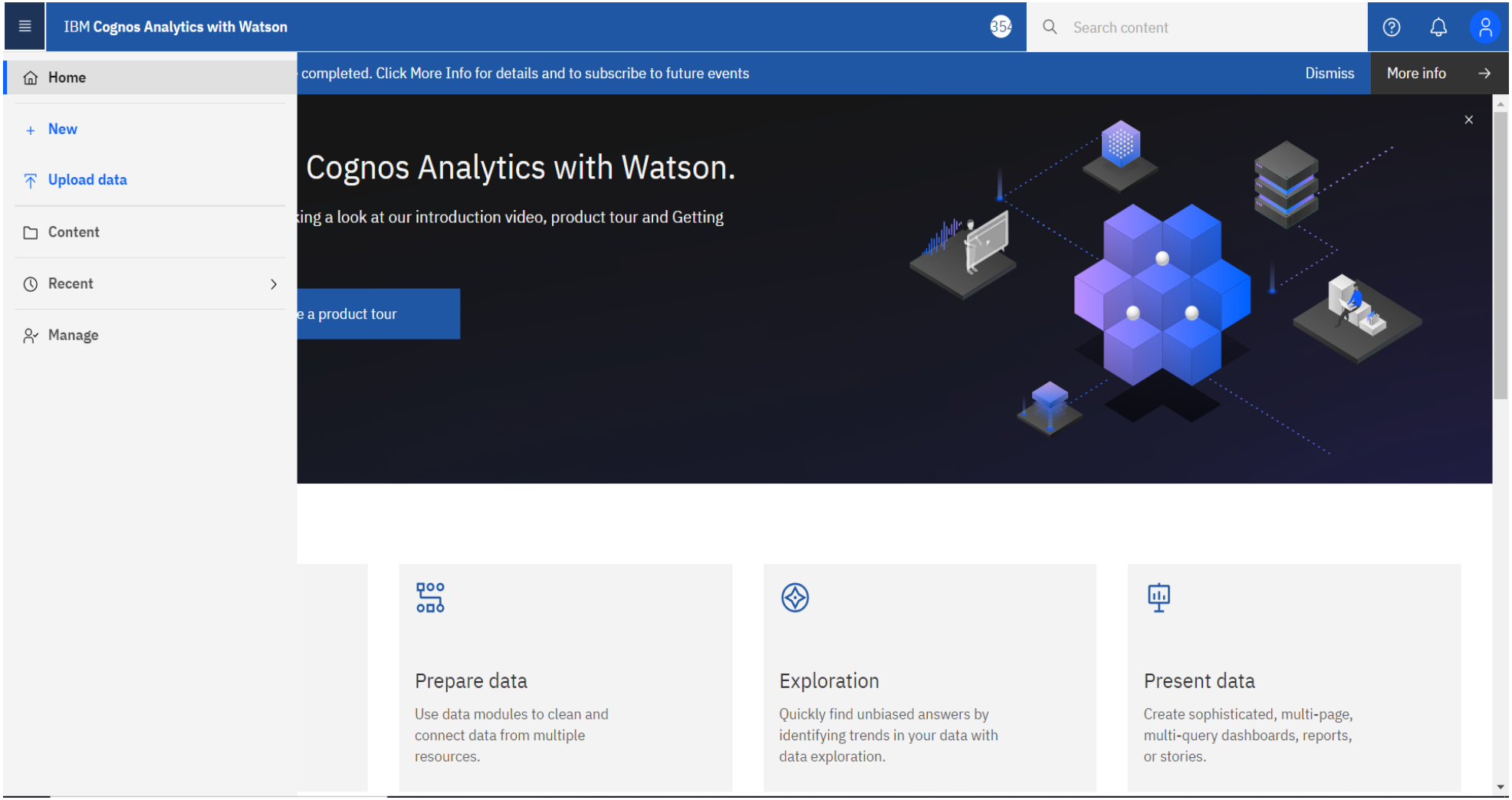
Dataset: 50-Startup-Dataset

Challenge:

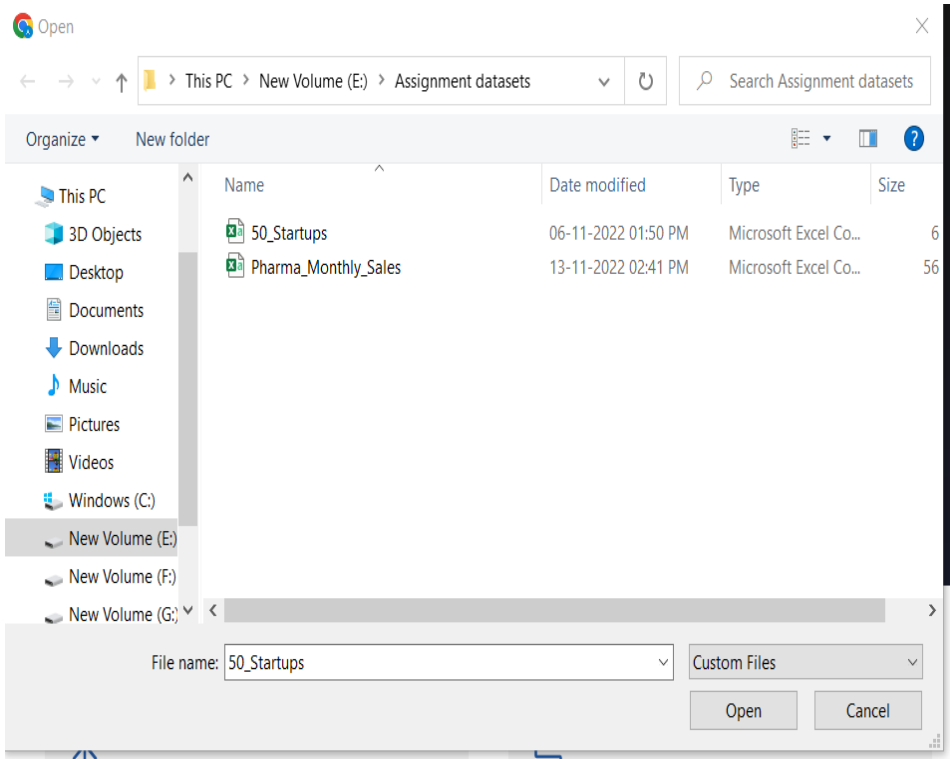
Upload the dataset to Cognos Analytics, explore and visualize the dataset

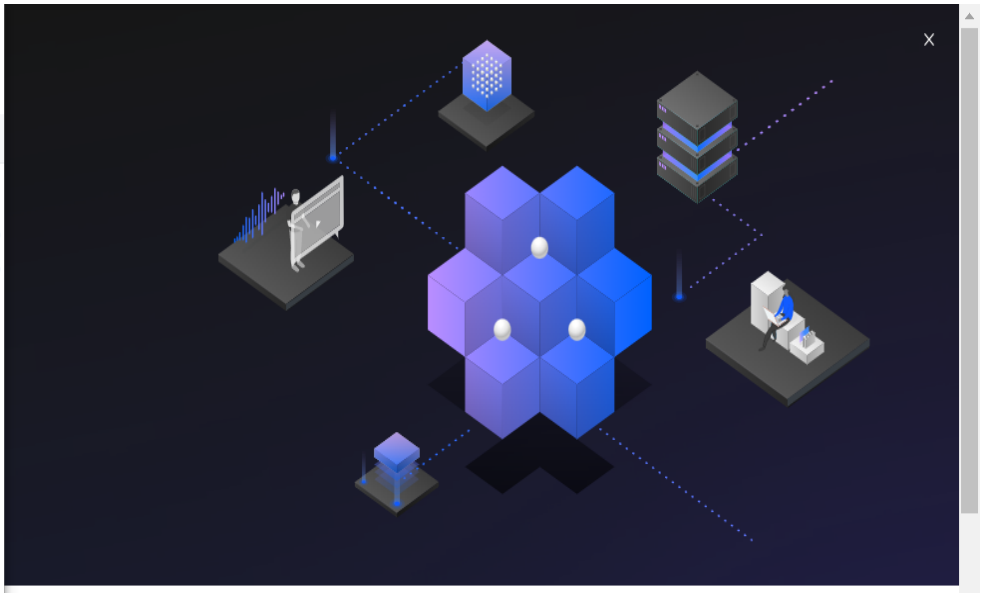
Uploading the Dataset:

Step 1 :



Step 2 :





Upload data

Upload or drag and drop spreadsheets, csv files, and other data sources.

Prepare data

Use data modules to clean and connect data from multiple resources.

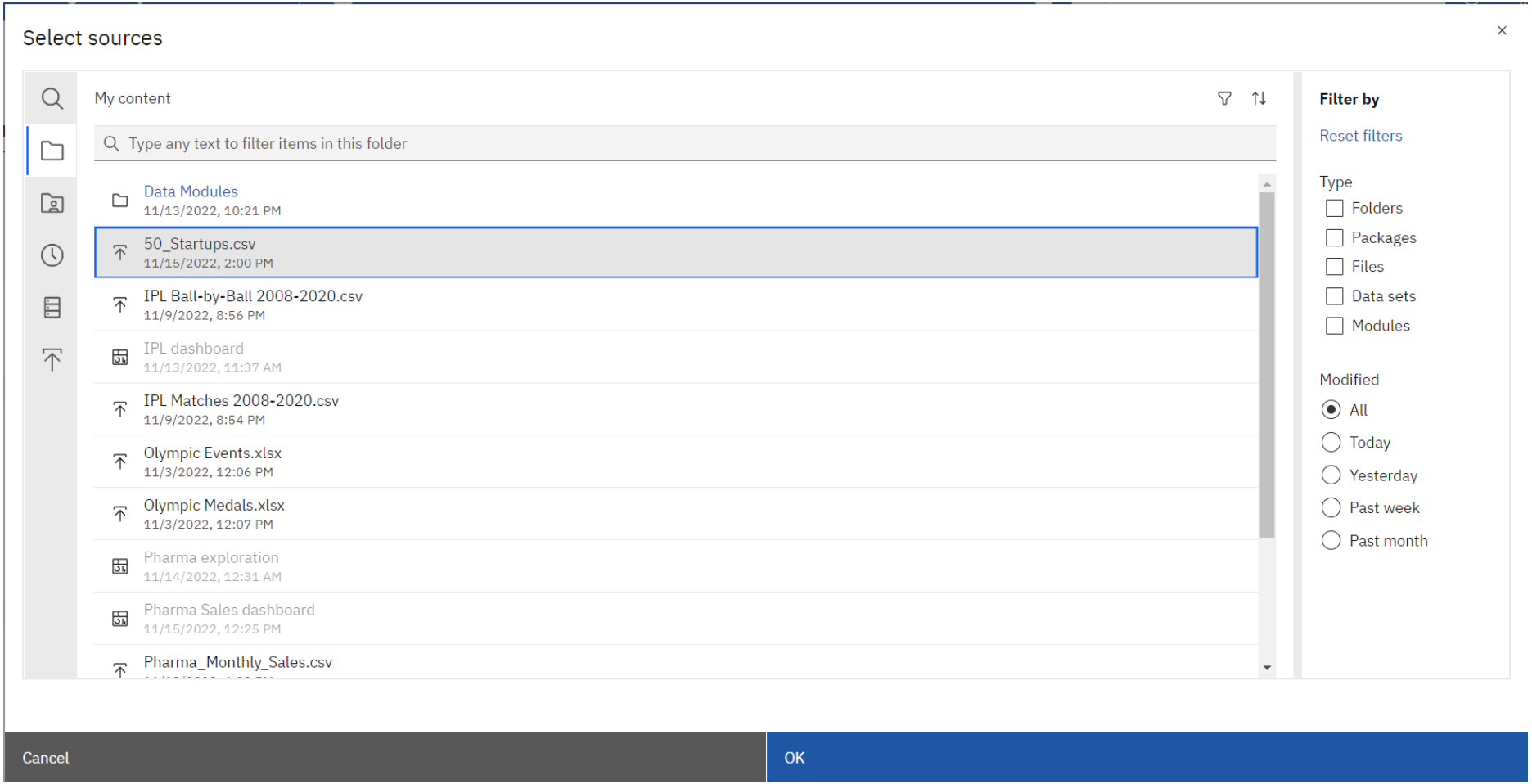
Exploration

Quickly find unbiased answers by identifying trends in your data with data exploration.

Present data

Create sophisticated, multi-page, multi-query dashboards, reports, or stories.

Analyzing 50_Startups.csv
Cancel
Details


Select sources
My content
Type any text to filter items in this folder
Data Modules
11/13/2022, 10:21 PM
50_Startups.csv
11/15/2022, 2:00 PM
IPL Ball-by-Ball 2008-2020.csv
11/9/2022, 8:56 PM
IPL dashboard
11/13/2022, 11:37 AM
IPL Matches 2008-2020.csv
11/9/2022, 8:54 PM
Olympic Events.xlsx
11/3/2022, 12:06 PM
Olympic Medals.xlsx
11/3/2022, 12:07 PM
Pharma exploration
11/14/2022, 12:31 AM
Pharma Sales dashboard
11/15/2022, 12:25 PM
Pharma_Monthly_Sales.csv
Filter by
Reset filters
Type
Folders
Packages
Files
Data sets
Modules
Modified
All
Today
Yesterday
Past week
Past month
Cancel
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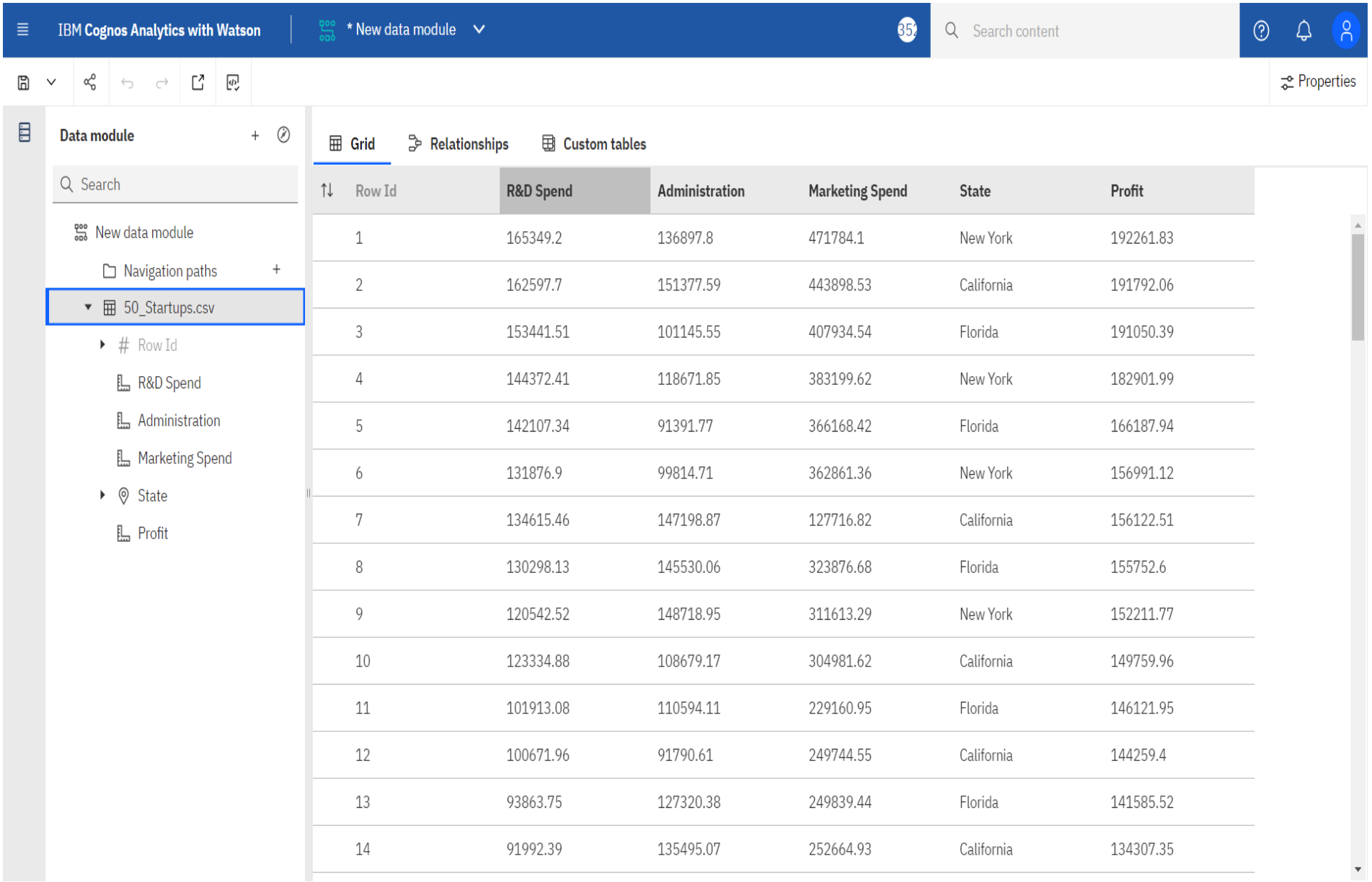
IBM Cognos Analytics with Watson
* New data module
Search content
Properties
Data module
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New data module
Navigation paths
50_Startups.csv
Row Id
R&D Spend
Administration
Marketing Spend
State
Profit
Grid
Relationships
Custom tables
Row Id
R&D Spend
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

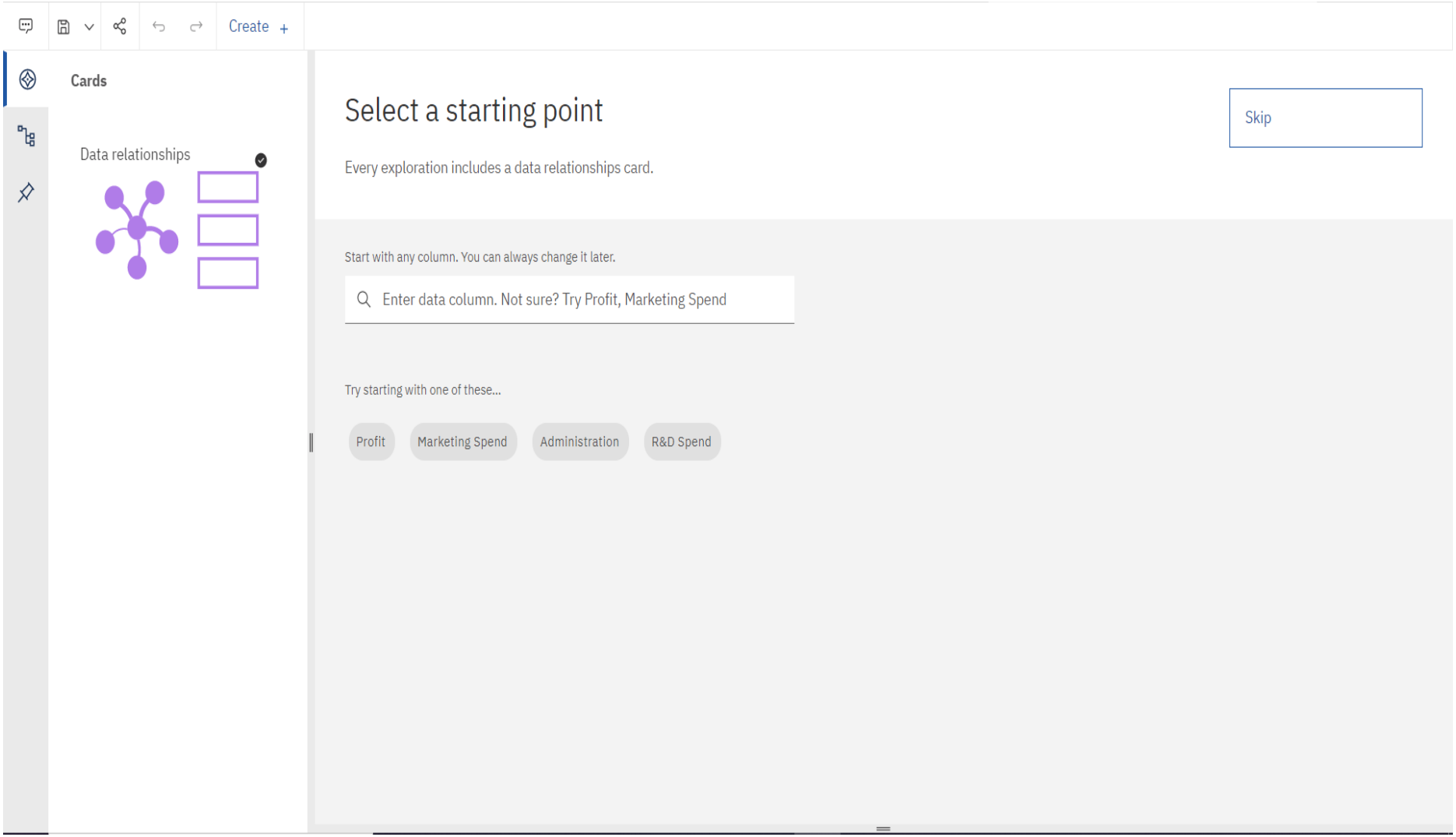
Add a data source to explore

My content | Team content

Name	Type	Last Accessed
Data Modules	Folder	11/13/2022, 10:21 PM
50_Startups.csv CSV	Uploaded file	11/15/2022, 2:00 PM
IPL Ball-by-Ball 2008-2020.csv CSV	Uploaded file	11/9/2022, 8:56 PM
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

Cancel | Add

Data Exploration :



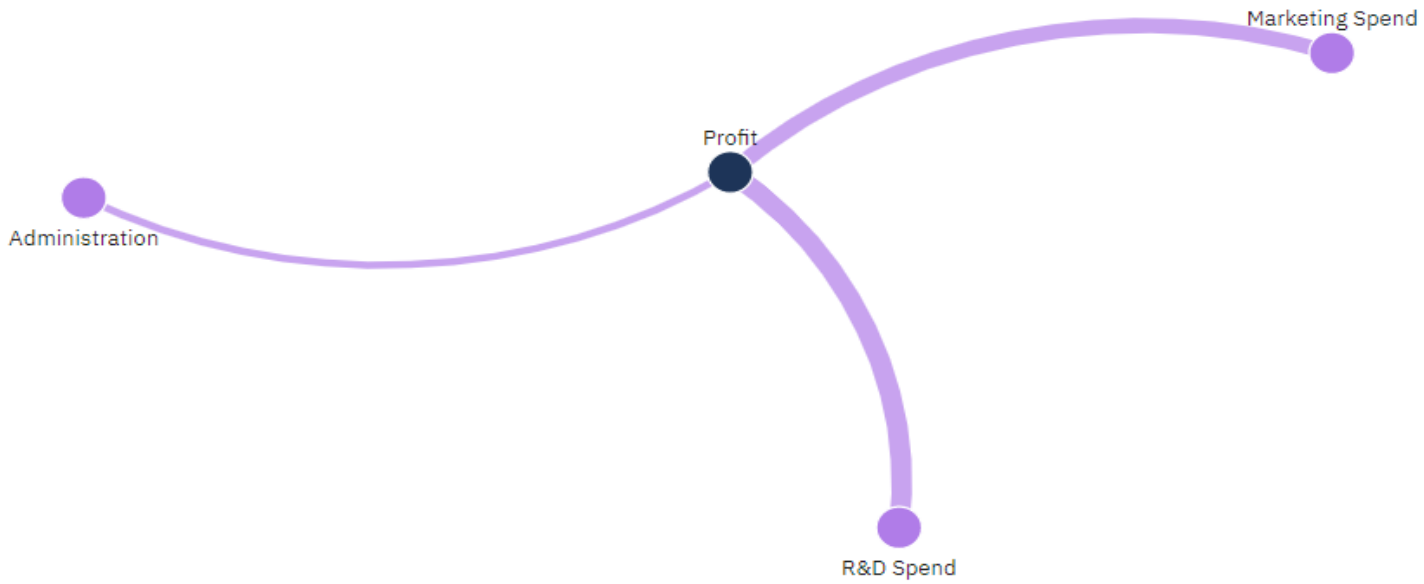
Explore data relationships

50_Startups.csv

Reset to original

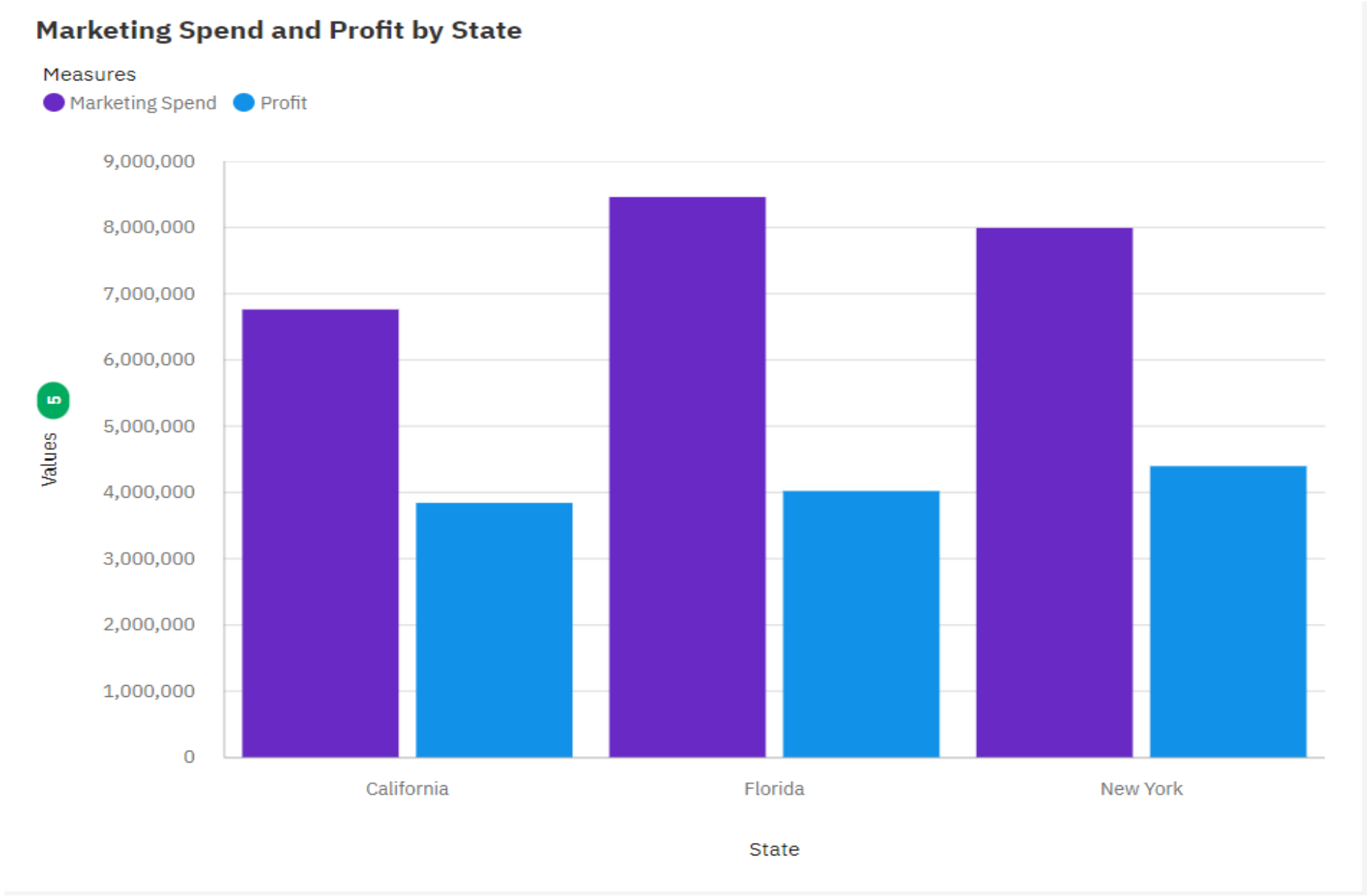
Profit

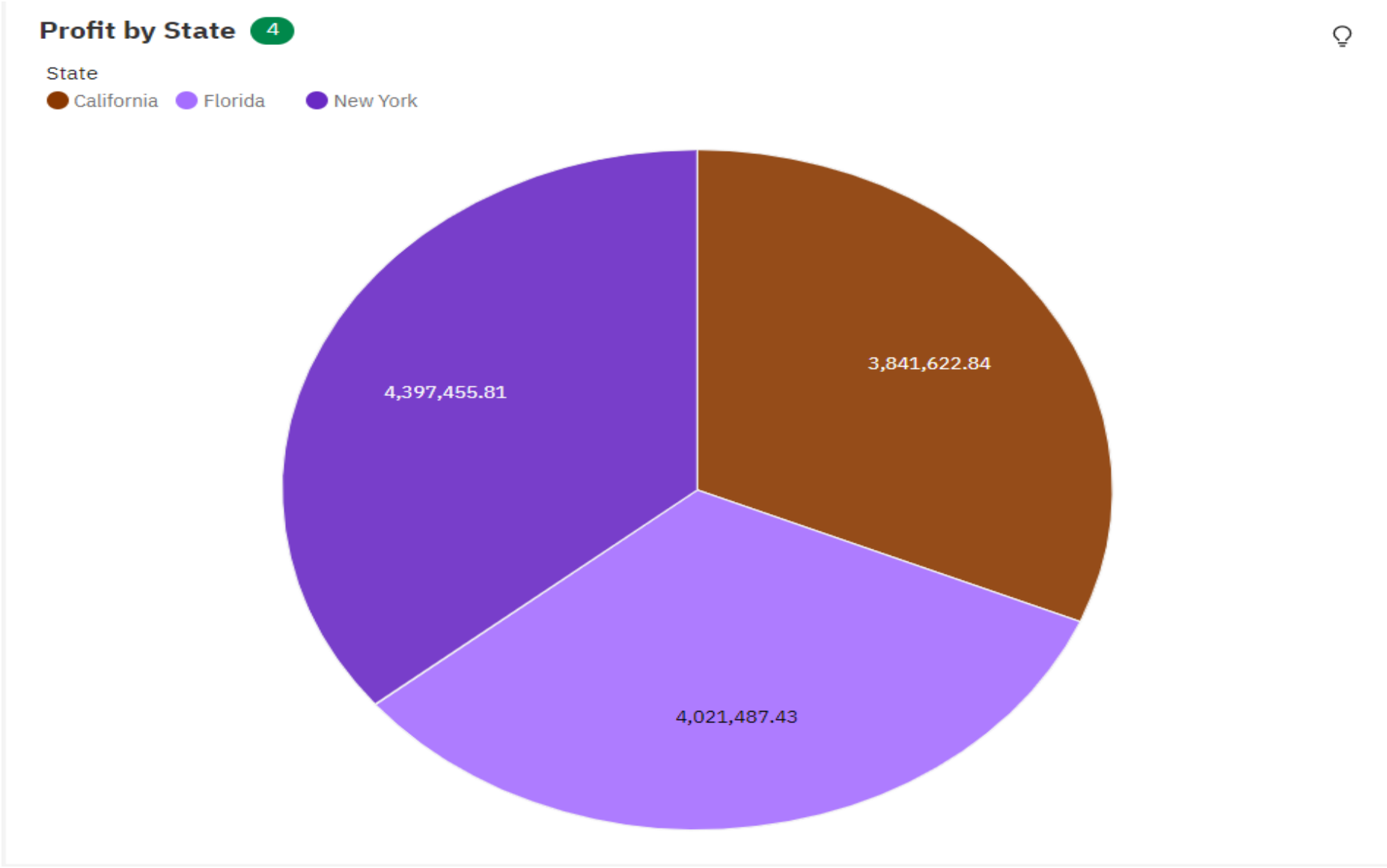
Edit diagram

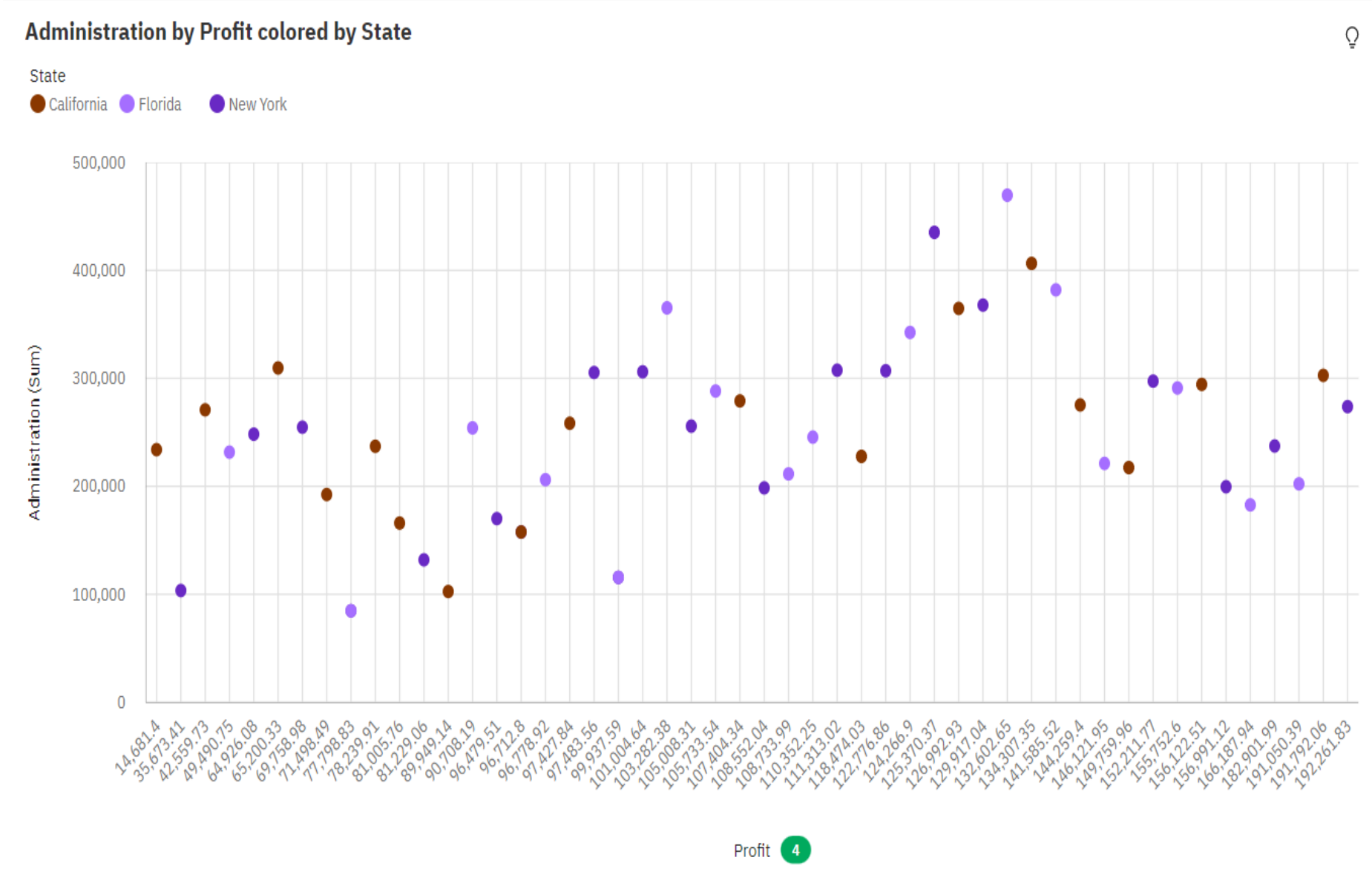


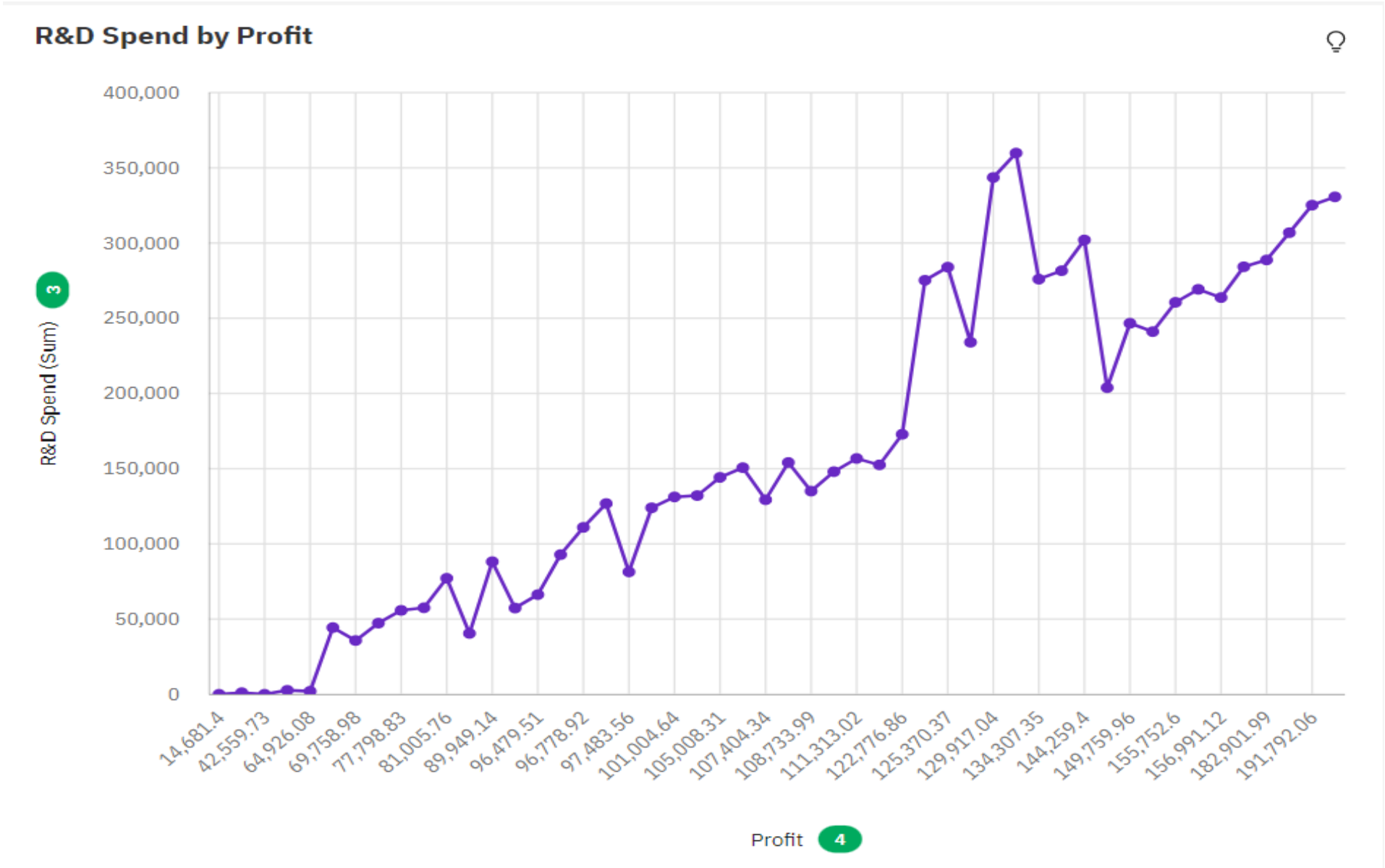
Relationship diagram

10% 100%


Marketing Spend and Profit by State
Measures
Marketing Spend
Profit
9,000,000
8,000,000
7,000,000
6,000,000
5,000,000
4,000,000
3,000,000
2,000,000
1,000,000
0
Values
5
California
Florida
New York
State

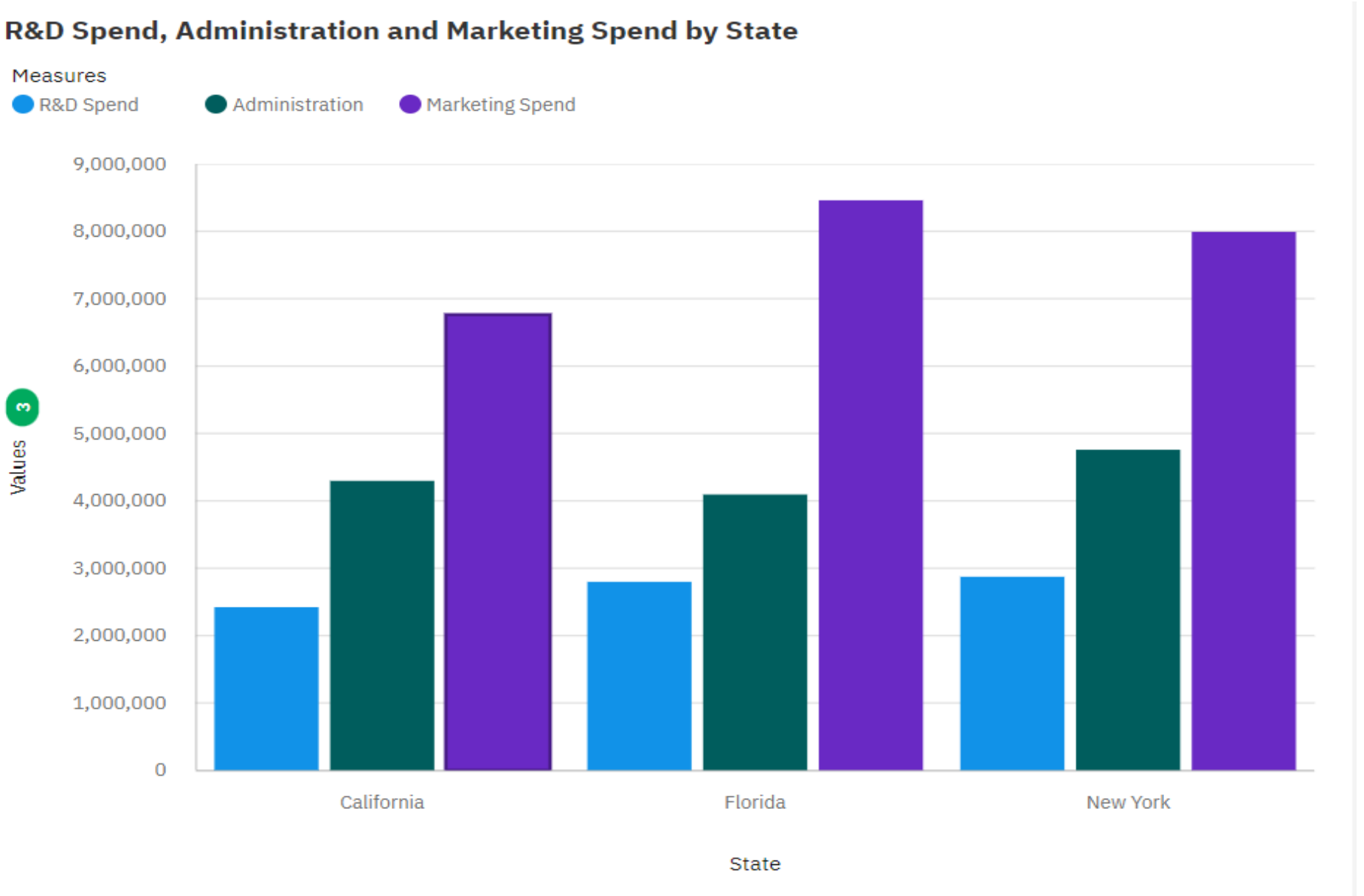

Profit by State
4
State
California
Florida
New York
3,841,622.84
4,397,455.81
4,021,487.43


Administration by Profit colored by State
State
California
Florida
New York
Administration (Sum)
500,000
400,000
300,000
200,000
100,000
0
14,681.4
35,673.41
42,559.73
49,490.75
64,926.08
65,200.33
69,758.98
71,498.49
77,798.83
78,239.91
81,005.76
81,229.06
89,949.14
90,708.19
96,479.51
96,712.8
96,778.92
97,427.84
97,483.56
99,937.59
101,004.64
103,282.38
105,008.31
105,733.54
107,404.34
108,552.04
108,733.99
110,352.25
111,313.02
118,474.03
122,776.86
124,266.9
125,370.37
126,992.93
129,917.04
132,602.65
134,307.35
141,585.52
144,259.4
146,121.95
149,759.96
152,211.77
155,752.6
156,122.51
156,991.12
166,187.94
182,901.99
191,050.39
191,792.06
192,261.83
Profit
4


R&D Spend by Profit
R&D Spend (Sum)
3
400,000
350,000
300,000
250,000
200,000
150,000
100,000
50,000
0
14,681.4
42,559.73
64,926.08
69,758.98
77,798.83
81,005.76
89,949.14
96,479.51
96,778.92
97,483.56
101,004.64
105,008.31
107,404.34
108,733.99
111,313.02
122,776.86
125,370.37
129,917.04
134,307.35
144,259.4
149,759.96
155,752.6
156,991.12
182,901.99
191,792.06
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
9,000,000
8,000,000
7,000,000
6,000,000
5,000,000
4,000,000
3,000,000
2,000,000
1,000,000
0
Values
3
California
Florida
New York
State