

ASSIGNMENT – 1

Assignment Date	10 September 2022
Student Name	Mari Priya B
Student Roll Number	95071915026
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 :

The screenshot displays the IBM Cognos Analytics with Watson user interface. At the top, a dark blue header bar contains the text "IBM Cognos Analytics with Watson" on the left, a notification badge with the number "354" in the center, and a search bar with the placeholder text "Search content" on the right. To the right of the search bar are icons for help, notifications, and user profile. Below the header, a light gray sidebar on the left lists navigation options: "Home", "+ New", "Upload data" (highlighted with a blue arrow icon), "Content", "Recent", and "Manage". The main content area features a large dark blue banner with the text "Cognos Analytics with Watson." and an illustration of a data cube and server racks. Below the banner, three light gray cards are visible: "Prepare data" (with a data cube icon), "Exploration" (with a magnifying glass icon), and "Present data" (with a bar chart icon). Each card contains a brief description of its function.

IBM Cognos Analytics with Watson 354 Search content

Home + New Upload data Content Recent Manage

completed. Click More Info for details and to subscribe to future events Dismiss More info →

Cognos Analytics with Watson.

ing a look at our introduction video, product tour and Getting

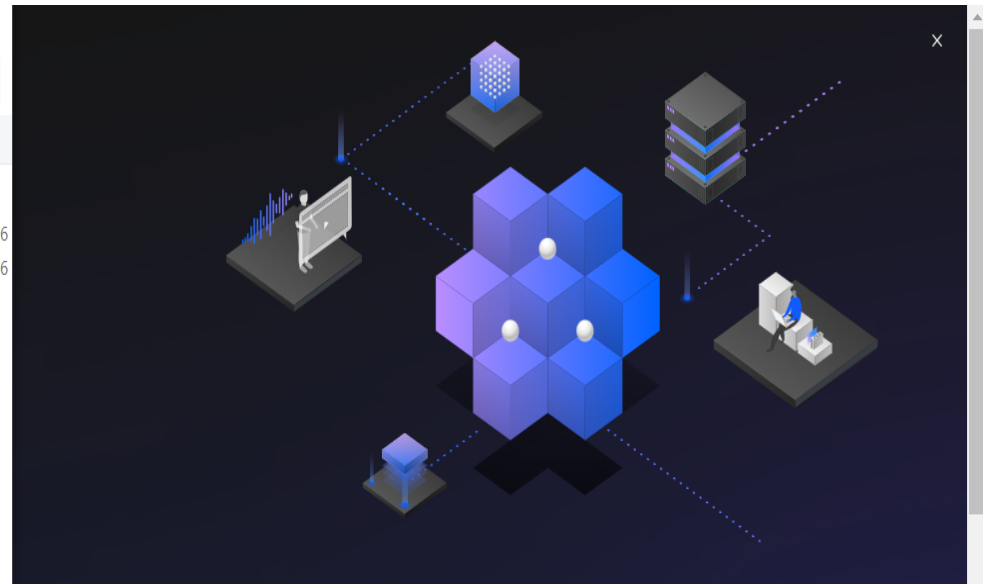
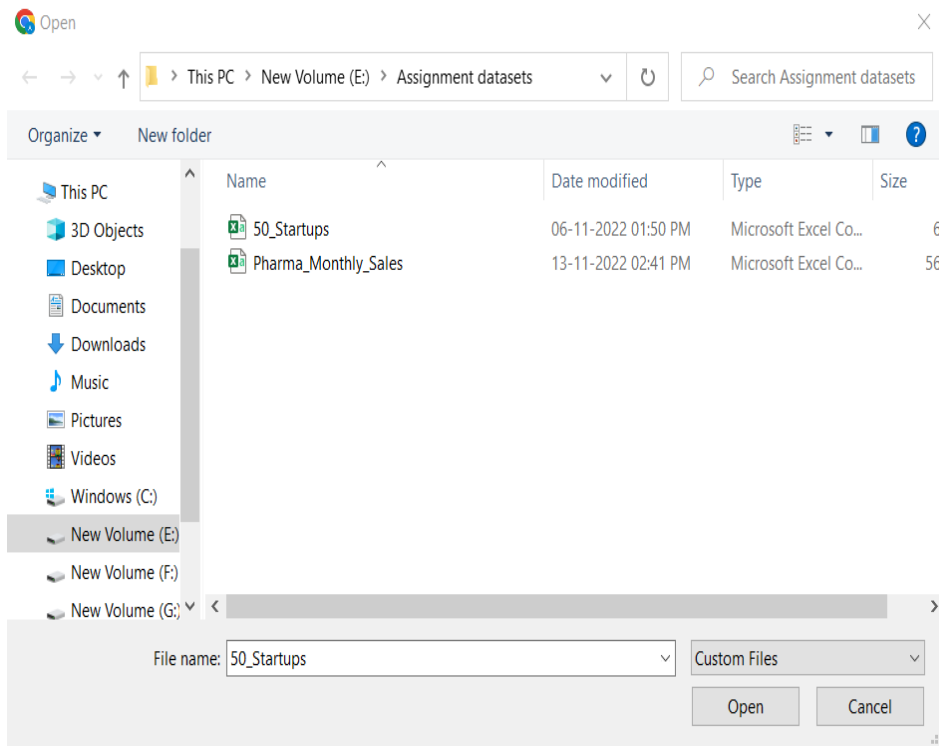
Product tour

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.

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

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☐ Data sets

☐ Modules

Modified

☒ All

☐ Today

☐ Yesterday

☐ Past week

☐ Past month

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OK

IBM Cognos Analytics with Watson

New data module

35

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Properties

Data module

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🔍 Search

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 :

Create +

Cards

Data relationships

Select a starting point

Skip

Start with any column. You can always change it later.

Q

Enter data column. Not sure? Try Profit, Marketing Spend

Try starting with one of these...

Profit

Marketing Spend

Administration

R&D Spend

Explore data relationships

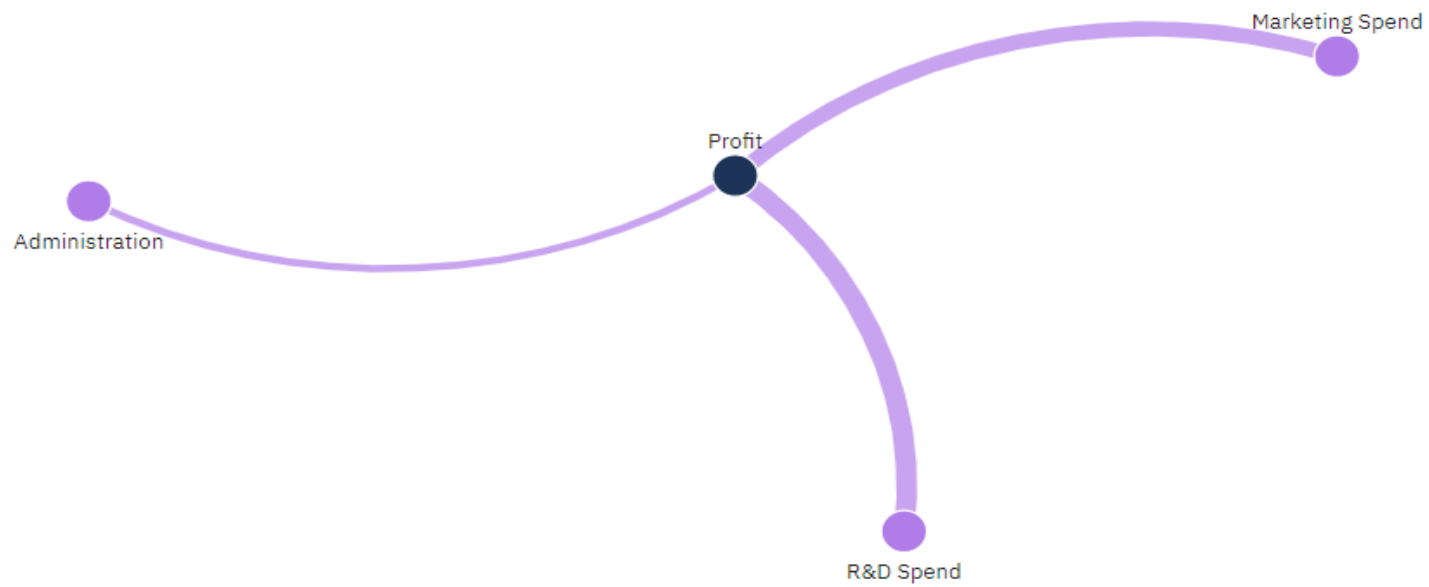
50_Startups.csv

[Reset to original](#)

🔍 Profit

×

Edit diagram ▾



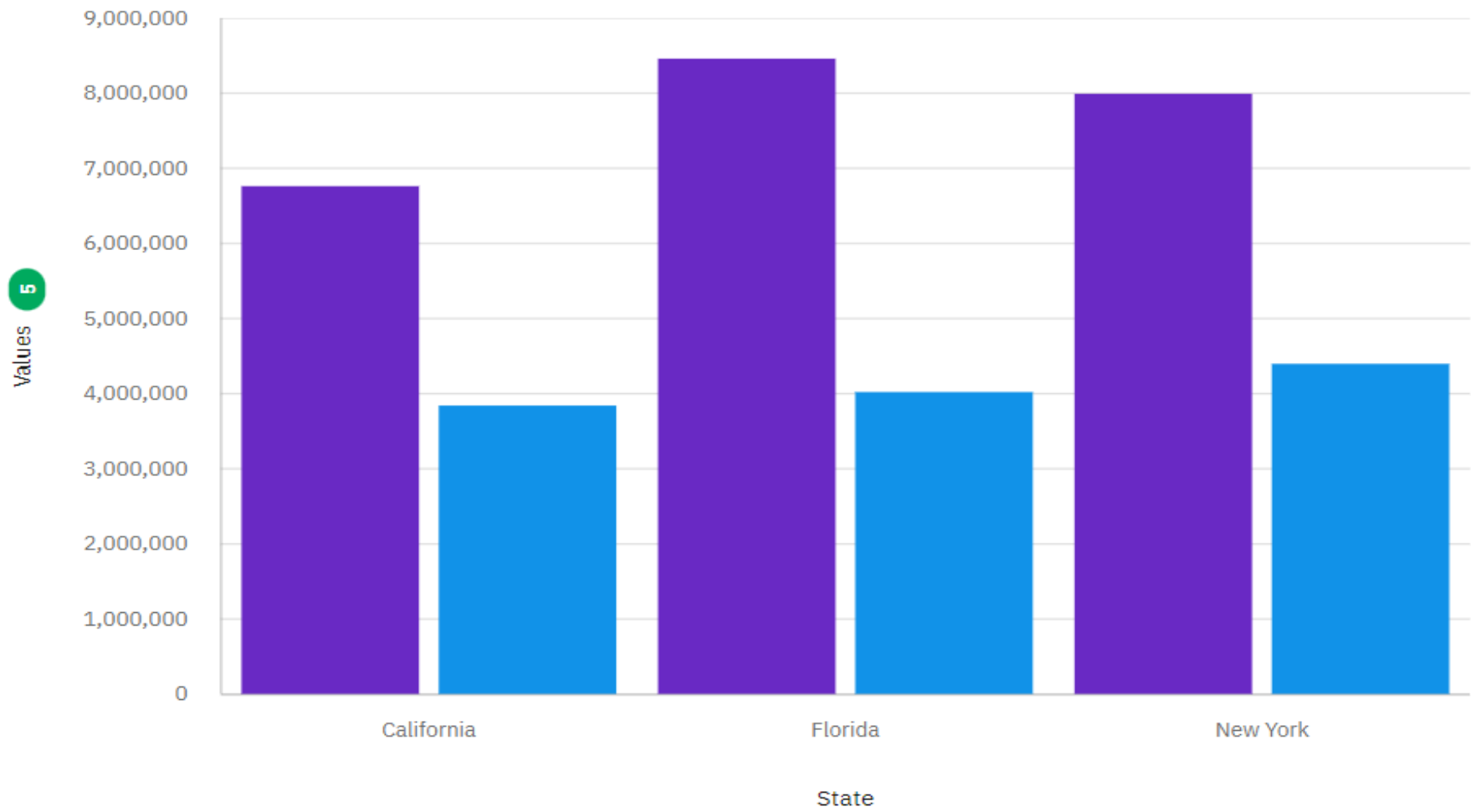
Relationship diagram ⓘ

10% —●—————● 100%

Marketing Spend and Profit by State

Measures

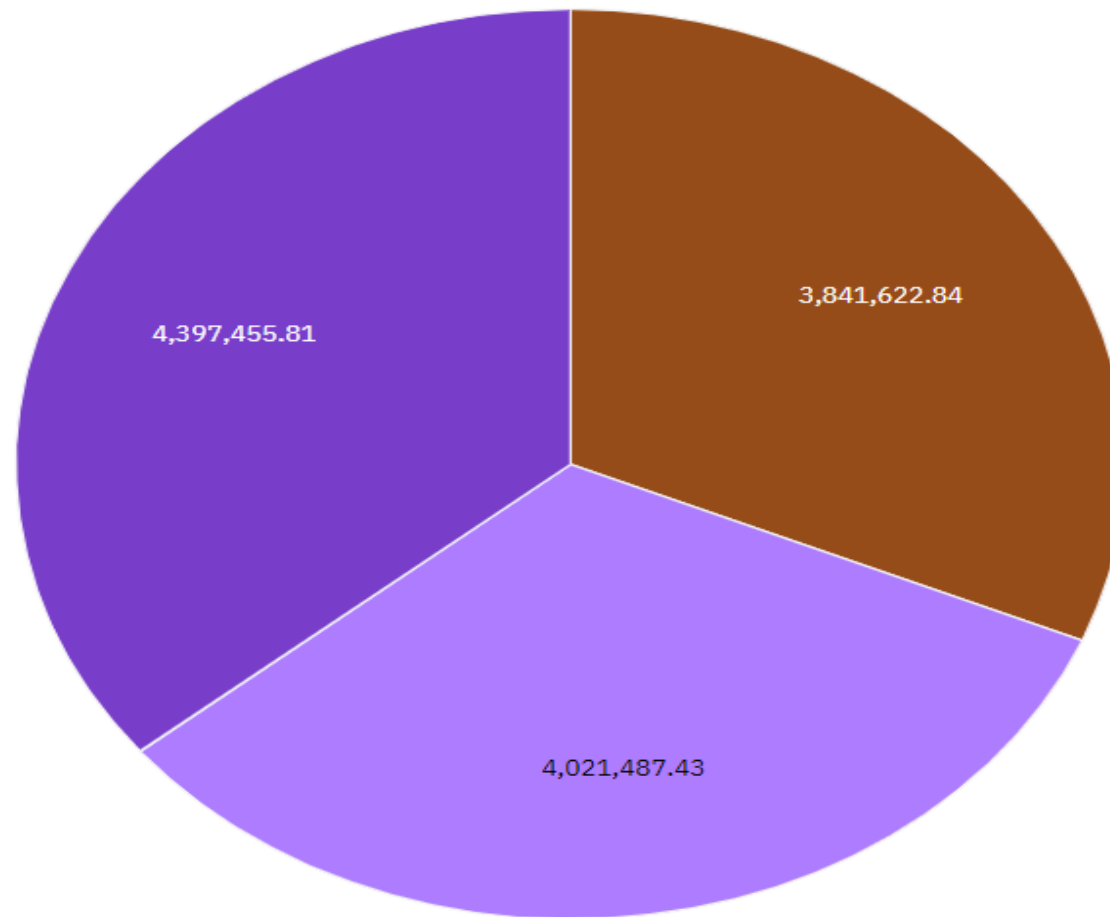
● Marketing Spend ● Profit



Profit by State 4

State

California Florida New York

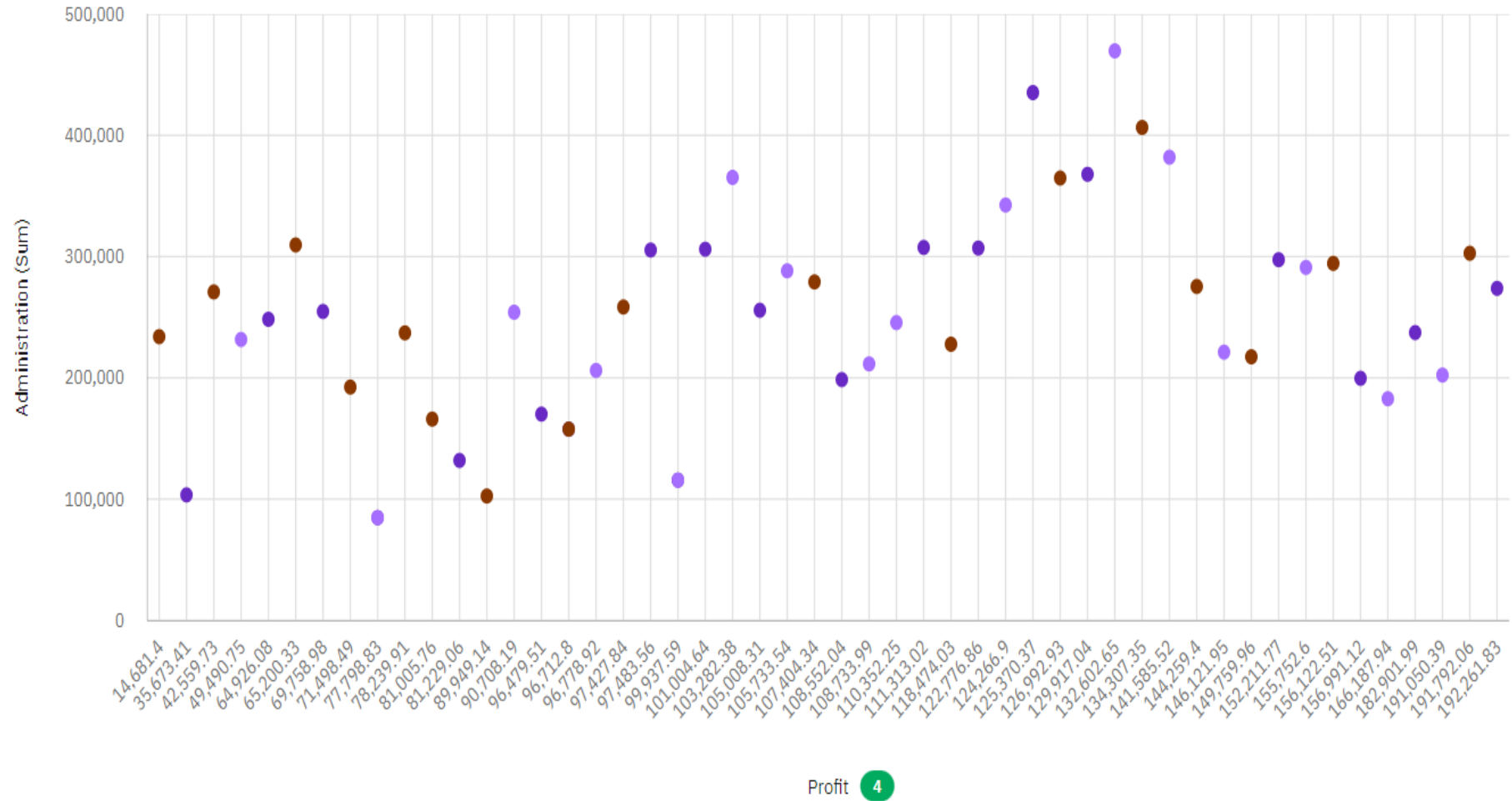


Administration by Profit colored by State



State

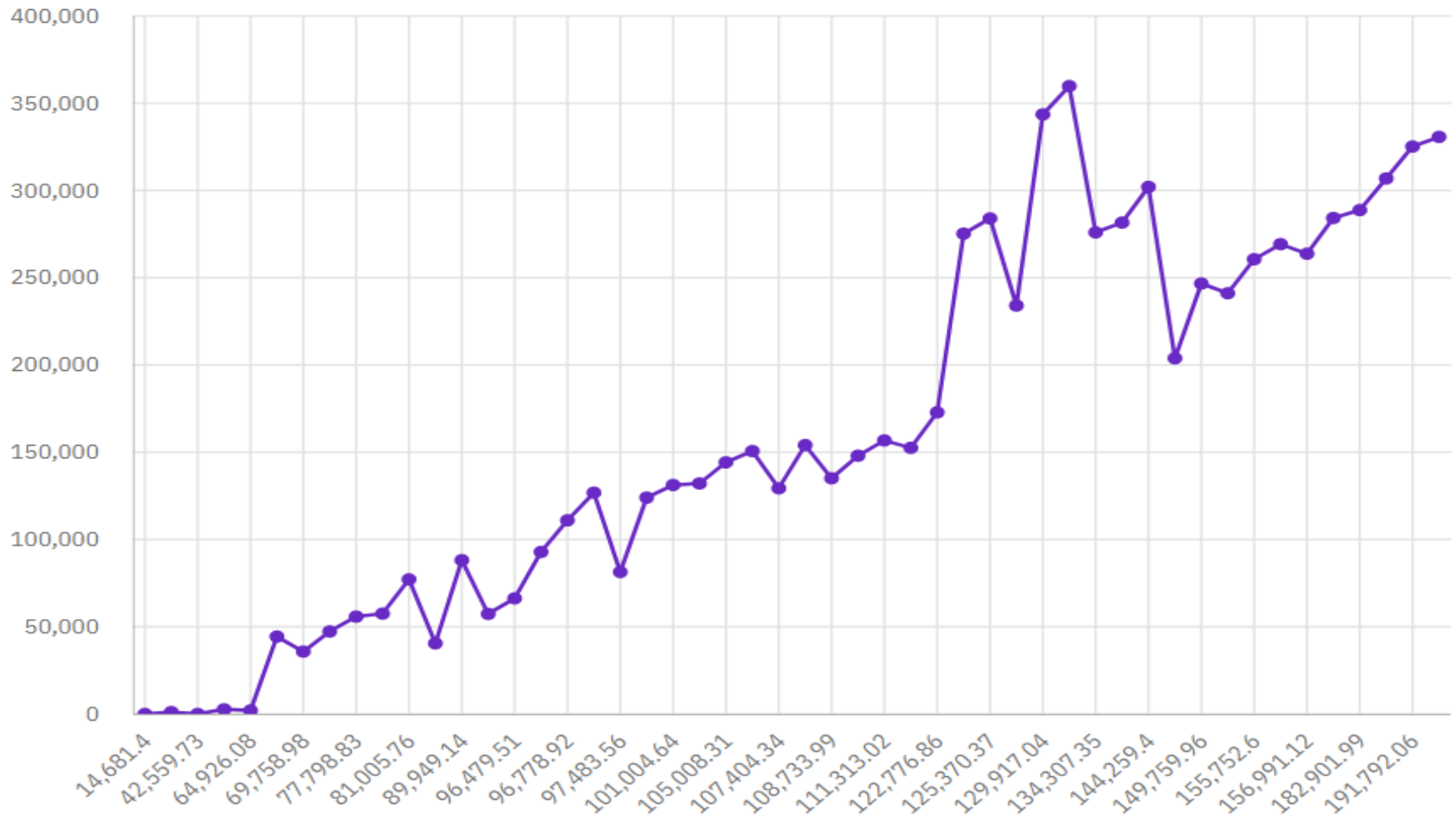
California Florida New York



R&D Spend by Profit



3
R&D Spend (Sum)



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

