

Team Members

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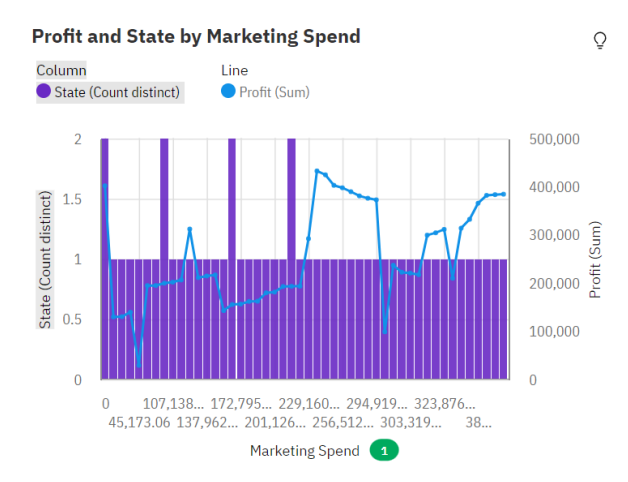
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Challenge:

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

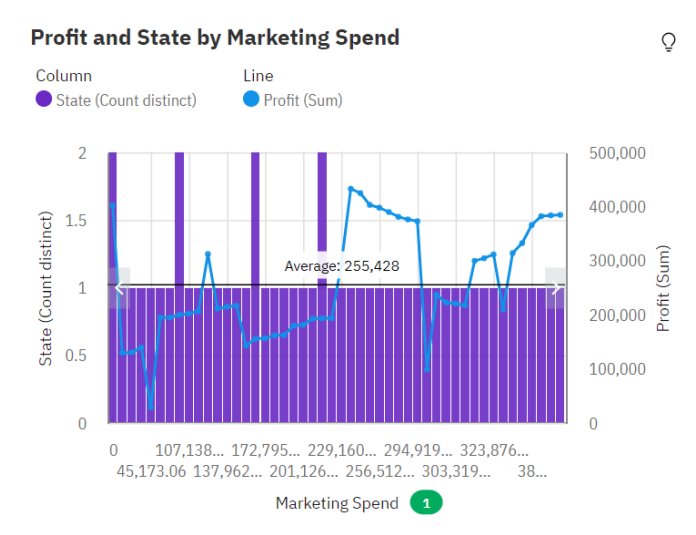
1.Profit and State by Marketing Spend



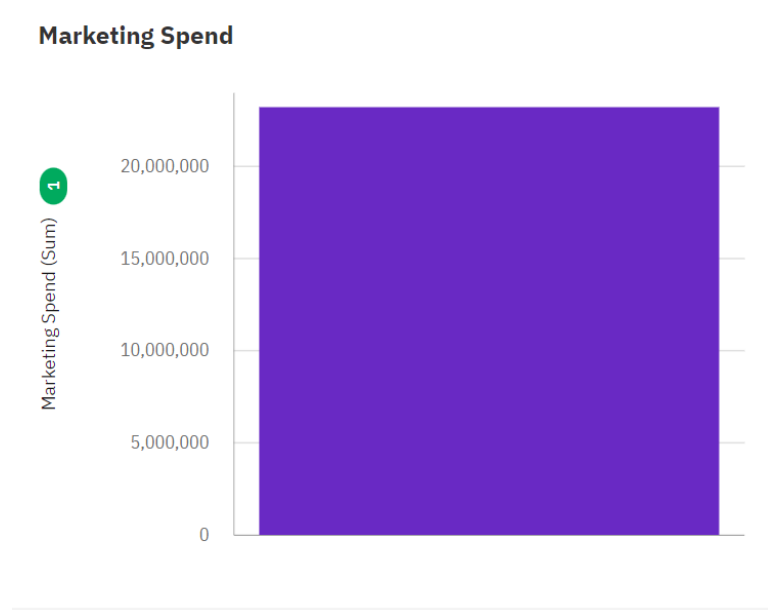
Common value of Marketing Spend is 0 and it had occurred 6 times, which is 5.6 % of the total.

Across all marketing spends, the sum of Profit is over 12 million.

2. In Profit and State Marketing Spend the average profit is 255,428



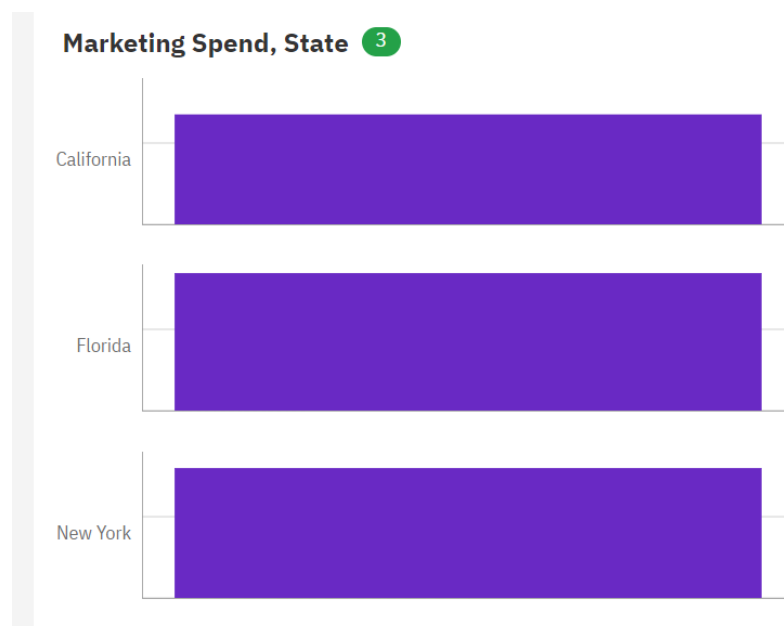
3. In The Below graph the total number of results for Marketing Spend is 108.



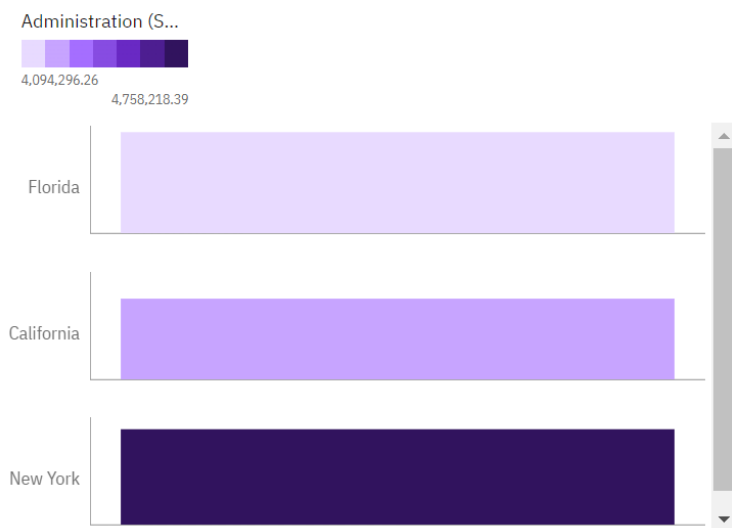
4. R&D Spend, across all states

Over all states, the average of R&D Spend is nearly 75 thousand.

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



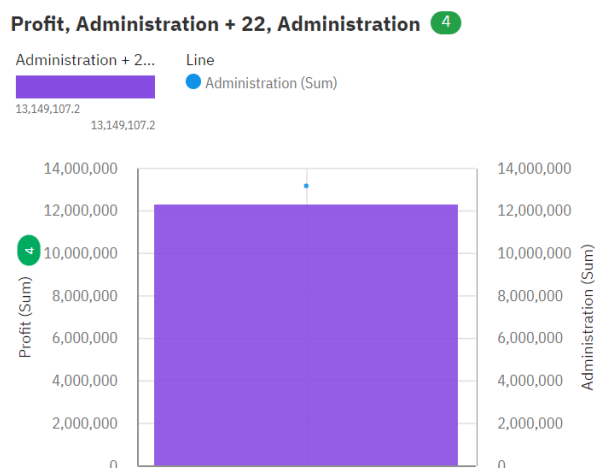
5. Marketing Spend, Administration, State



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

Over all states, the average of R&D Spend is almost 75 thousand.

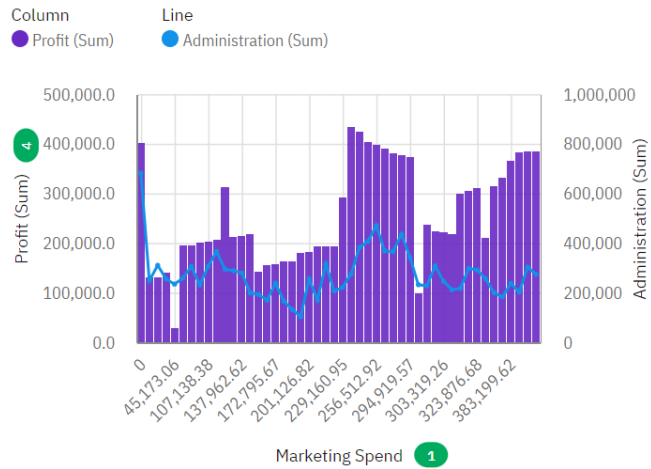
6. Line Graph on Profit and Administration



The total number of results for Profit, across all Administration + 22, is 108. Therefore Administration is 108.

7. Administration and Profit by Marketing Spend

Administration and Profit by Marketing Spend

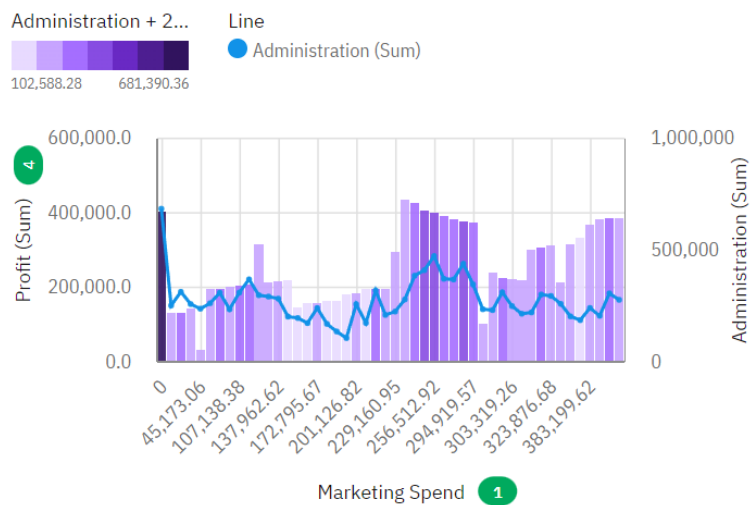


Administration ranges from nearly 103 thousand, when Marketing Spend is 197029.42, to over 681 thousand, when Marketing Spend is 0.

8. Administration and Profit by Marketing Spend when added with 22

Administration and Profit for Marketing Spend colored by Administration + 22

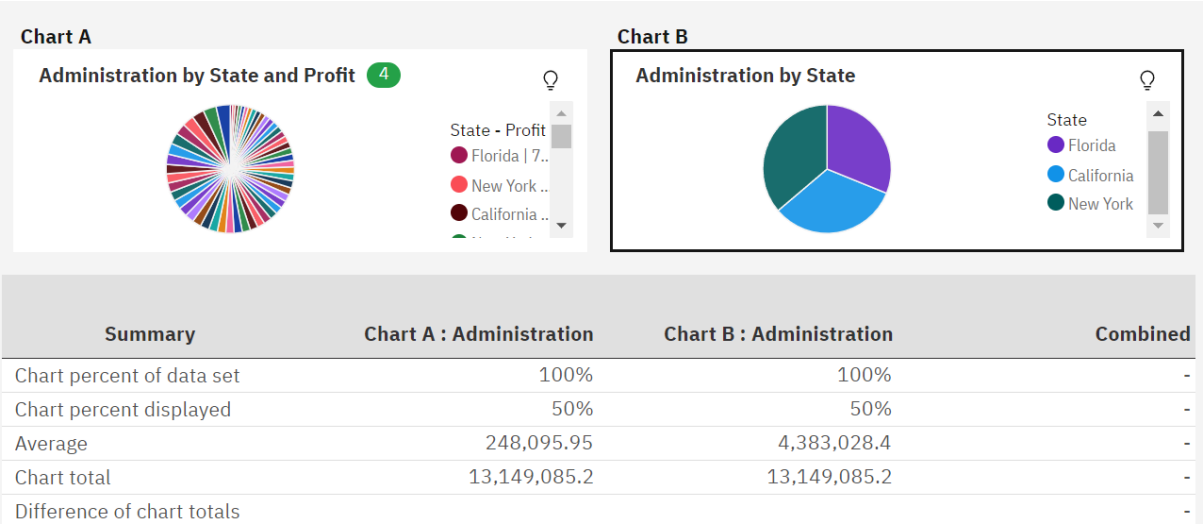
4



9. Comparison of two charts on

a. Administration by State and Profit

b. Administration by State



10. Word Cloud Graph for R&D Spend



11.Radial Graph for Administration

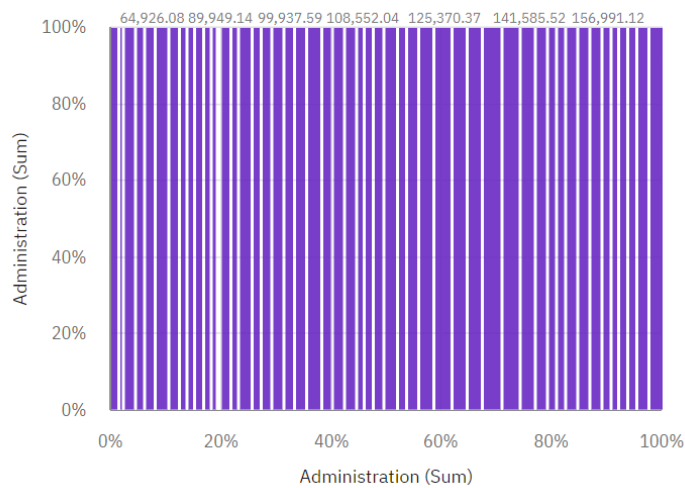
Administration



The total number of results for Administration is 108.

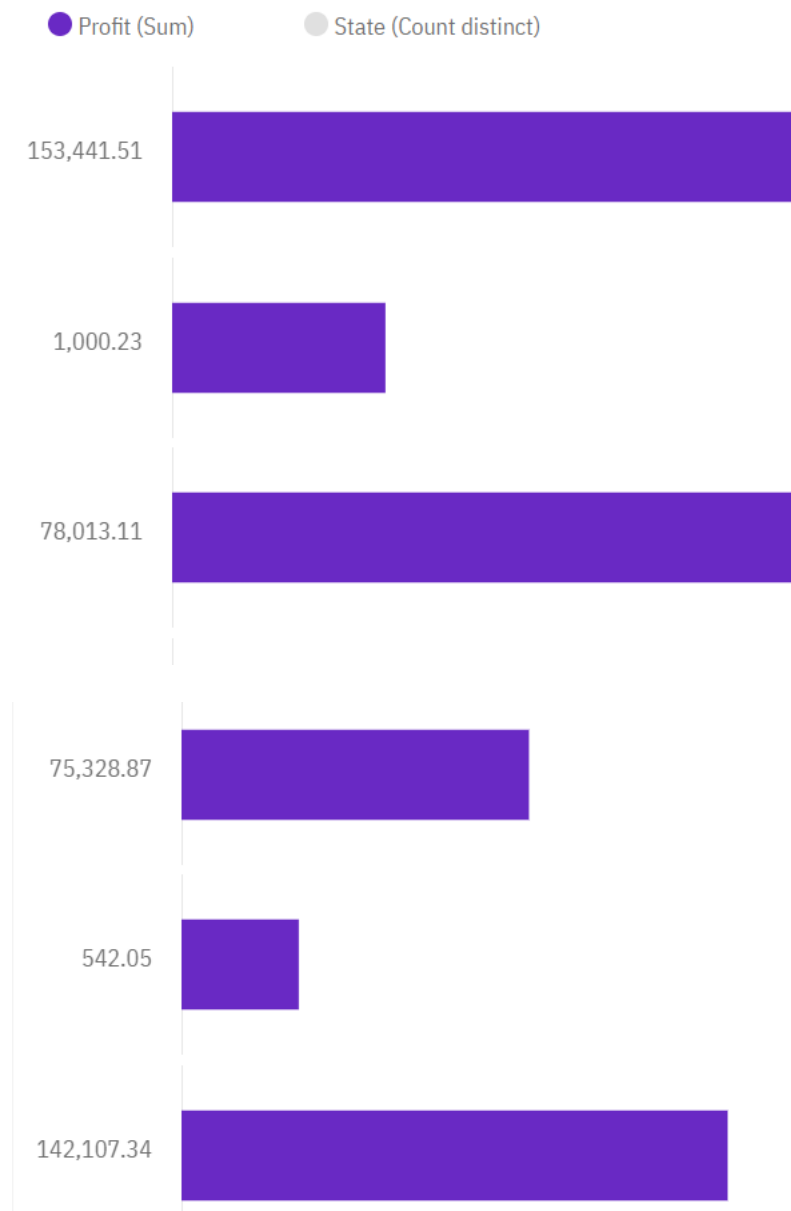
12. Marimekka graph for Administration For Profit

Administration for Profit 4



Across all profits, the sum of Administration is over 13 million. Administration ranges from almost 103 thousand, when Profit is 89949.14, to nearly 470 thousand, when Profit is 132602.65.

13. Profit, State, R&D Spend



Across all r&d spends, the sum of Profit is over 12 million.