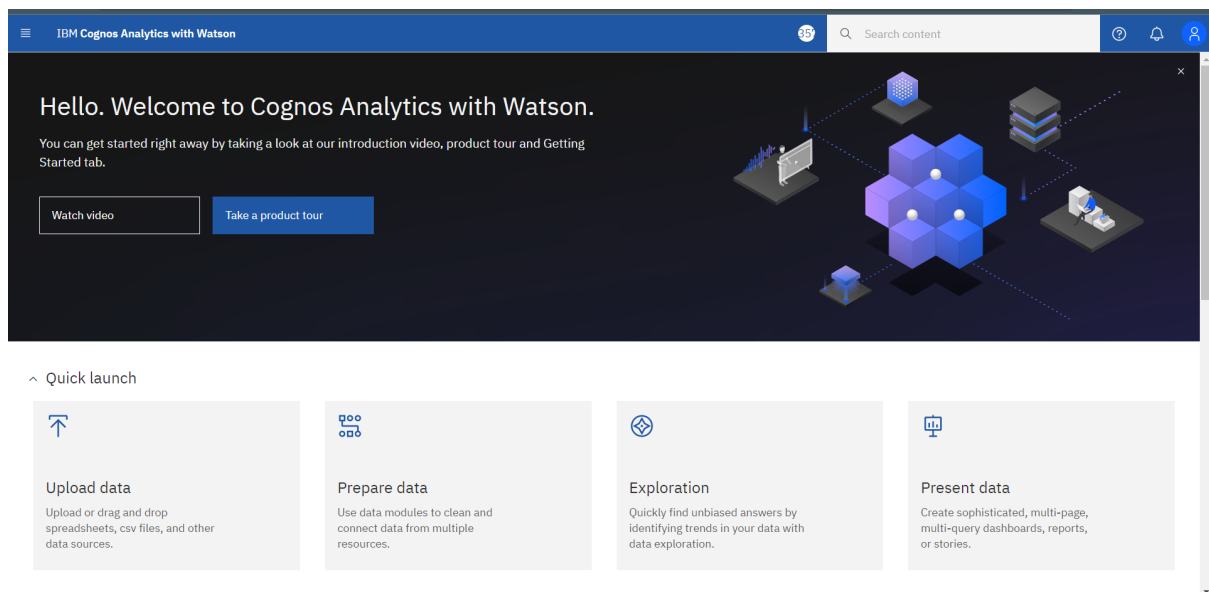


Assignment - 1

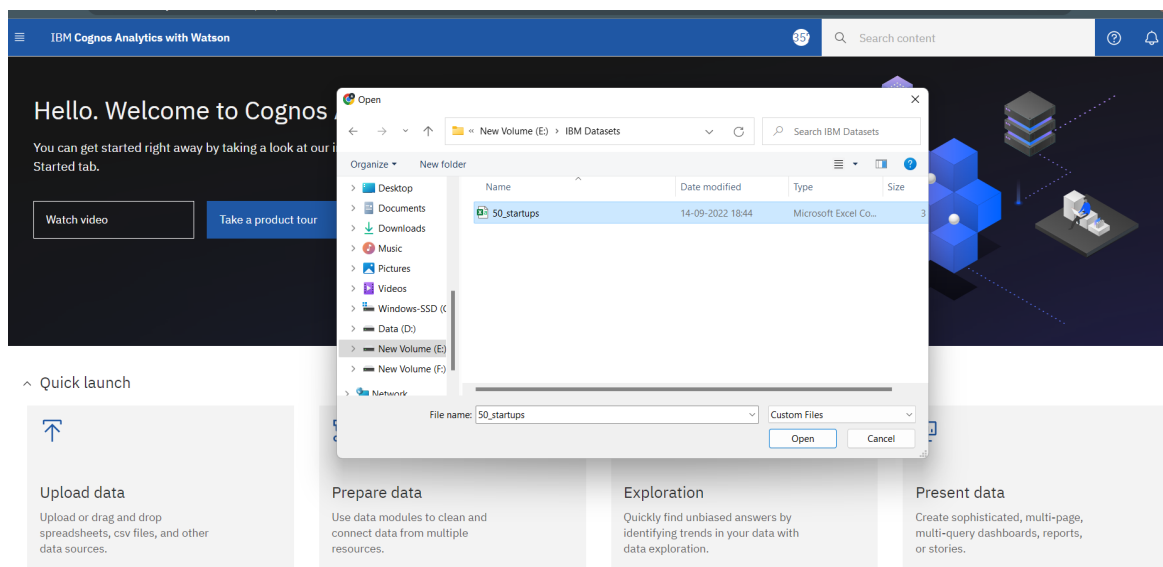
The case of 50 Start-up's

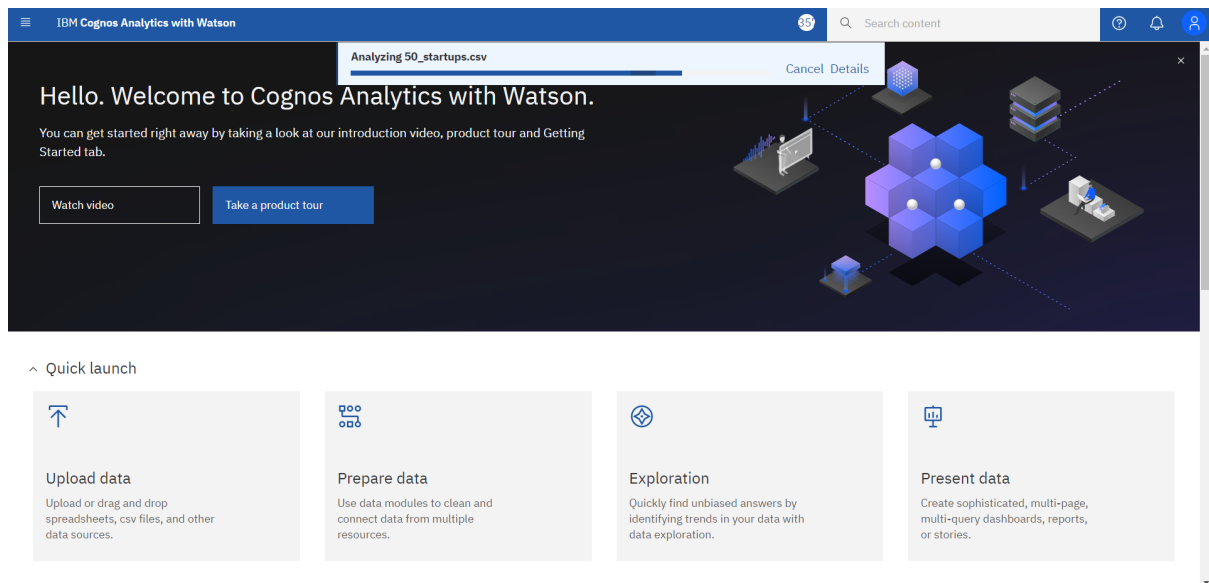
Dataset: [50-Startup-Dataset](#)

- Login to the IBM Cognos Analytics
- Select Launch from the product
- Four main operations get displayed

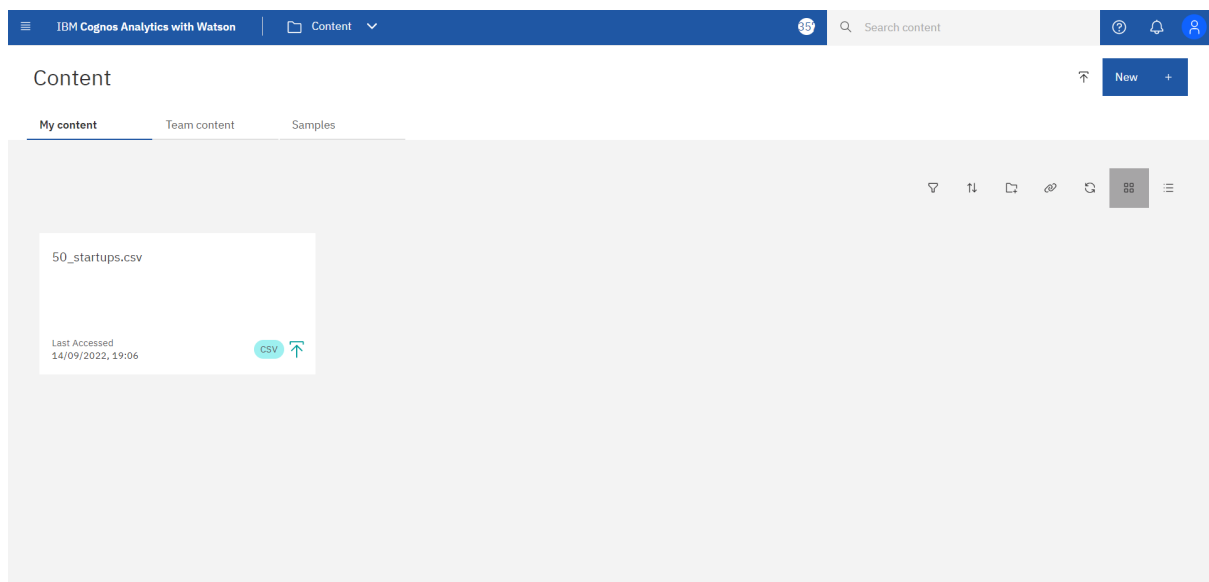


- Upload the 50 startup dataset from the local system

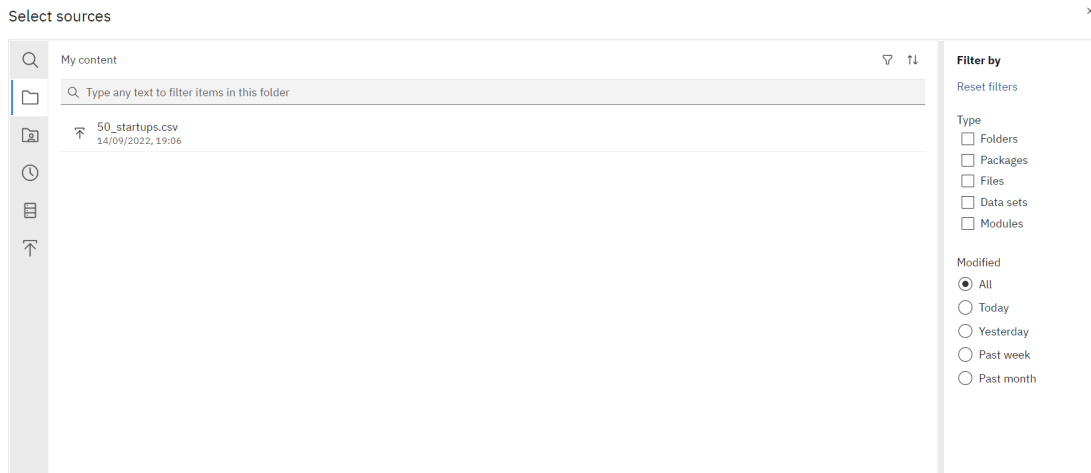




- The uploaded dataset can be viewed in My Content page
- Or you can also upload the dataset directly in my content page



- Dataset get displayed with date and time



DATA PREPARATION

#- Unique values

Abc – Text values

Scale- Measure(numerical value)

Map mark – Map value

Click +new – data module – select 50 startup module

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

- Clean the data for attribute **state**:-
- Replace Florida with null value

Clean - State

Whitespace

☒ Trim leading and trailing whitespace

Convert case to

☐ UPPERCASE ☐ lowercase ☒ Do not change

Return a substring of characters

Start Length

Preview
This is a preview

NULL values

☒ Replace this value with NULL

☐ Replace NULL values with

Cancel

Clean

IBM Cognos Analytics with Watson

New data module

15

Search content

?

🔔

👤

🏠

🔍 Search

New data module

Navigation paths

50_startups.csv

Row Id

R&D Spend

Administration

Marketing Spend

State

Profit

Grid

Relationships

Custom tables

↑↓	R&D Spend	Administration	Marketing Spend	State	P
	165349.2	136897.8	471784.1	New York	
	162597.7	151377.59	443898.53	California	
	153441.51	101145.55	407934.54	Null	
	144372.41	118671.85	383199.62	New York	
	142107.34	91391.77	366168.42	Null	
	131876.9	99814.71	362861.36	New York	
	134615.46	147198.87	127716.82	California	
	130298.13	145530.06	323876.68	Null	
	120542.52	148718.95	311613.29	New York	
	123334.88	108679.17	304981.62	California	
	101913.08	110594.11	229160.95	Null	
	100671.96	91790.61	249744.55	California	
	93863.75	127320.38	249839.44	Null	
	91997.39	135495.07	252666.93	California	

Properties

General

Navigation paths

Label

State

Hide from users

☐

Expression

View or edit

Usage

Identifier

Aggregate

None

Data type

Text

Represents

Geographic location

City

Description

- Again replacing Null with Los Angeles

Clean - State ×

Whitespace
☒ Trim leading and trailing whitespace

Convert case to
☐ UPPERCASE ☐ lowercase ☒ Do not change

Return a substring of characters
Start Length

Preview
This is a preview

NULL values
☒ Replace this value with NULL
☒ Replace NULL values with

Cancel

Clean

IBM Cognos Analytics with Watson New data module 35 Search content ? 🔔 👤

📄

🔍

Search

New data module

Navigation paths

50_startups.csv

Row Id

R&D Spend

Administration

Marketing Spend

State

Profit

Grid

Relationships

Custom tables

#	R&D Spend	Administration	Marketing Spend	State
1	165349.2	136897.8	471784.1	New York
2	162597.7	151377.59	443898.53	California
3	153441.51	101145.55	407934.54	Los Angeles
4	144372.41	118671.85	383199.62	New York
5	142107.34	91391.77	366168.42	Los Angeles
6	131876.9	99814.71	362861.36	New York
7	134615.46	147198.87	127716.82	California
8	130298.13	145530.06	323876.68	Los Angeles
9	120542.52	148718.95	311613.29	New York
10	123334.88	108679.17	304981.62	California
11	101913.08	110594.11	229160.95	Los Angeles
12	100671.96	91790.61	249744.55	California
13	93863.75	127320.38	249839.44	Los Angeles
14	91992.39	135495.07	252664.93	California

Properties

General

Navigation paths

Label

State

Hide from users

☐

Expression

[View or edit >](#)

Usage

Identifier

Aggregate

None

Data type

Text

Represents

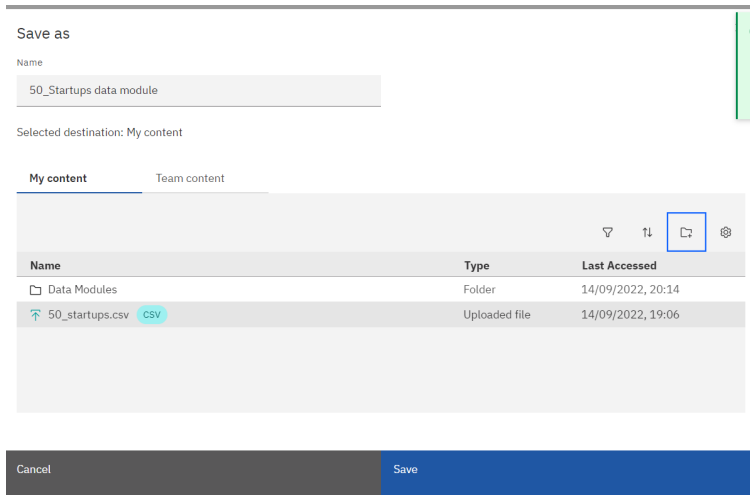
Geographic location

City

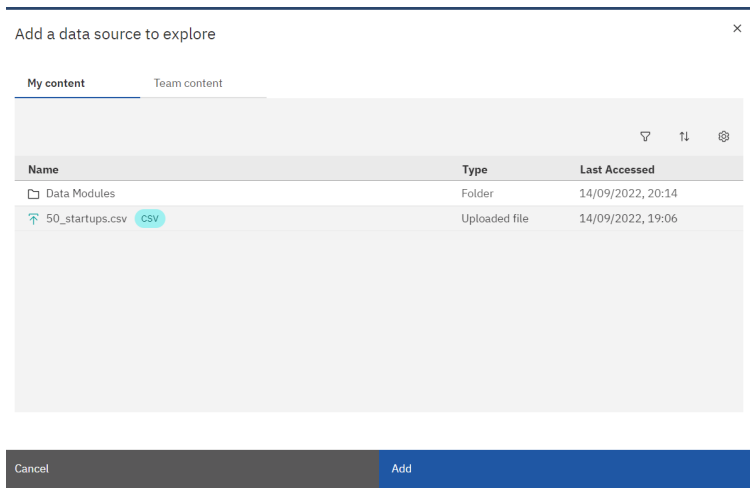
Description

Comments

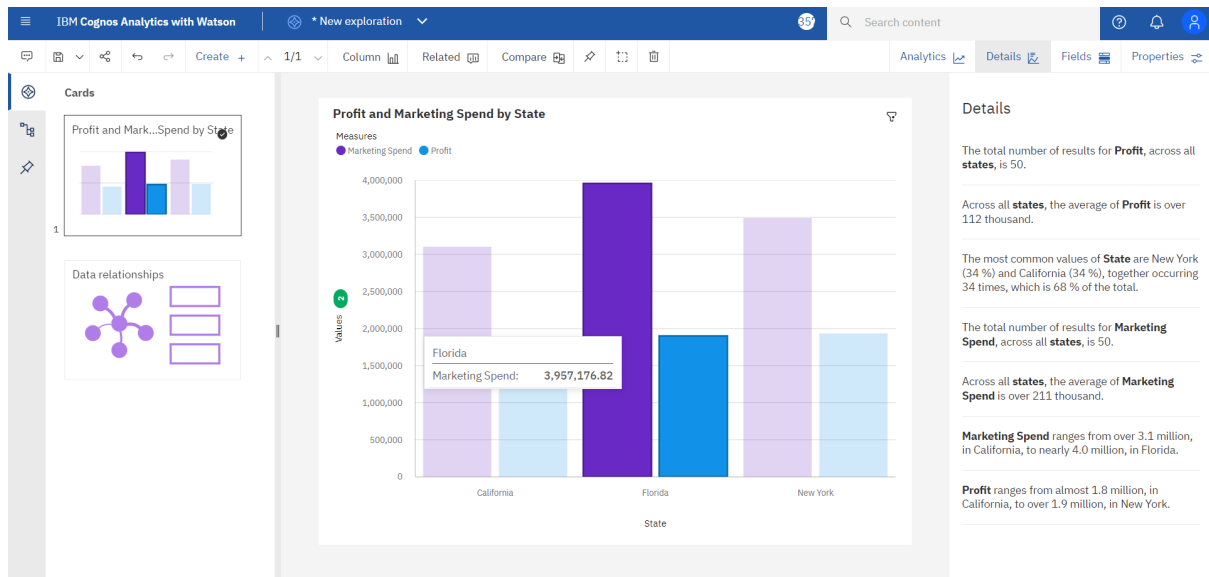
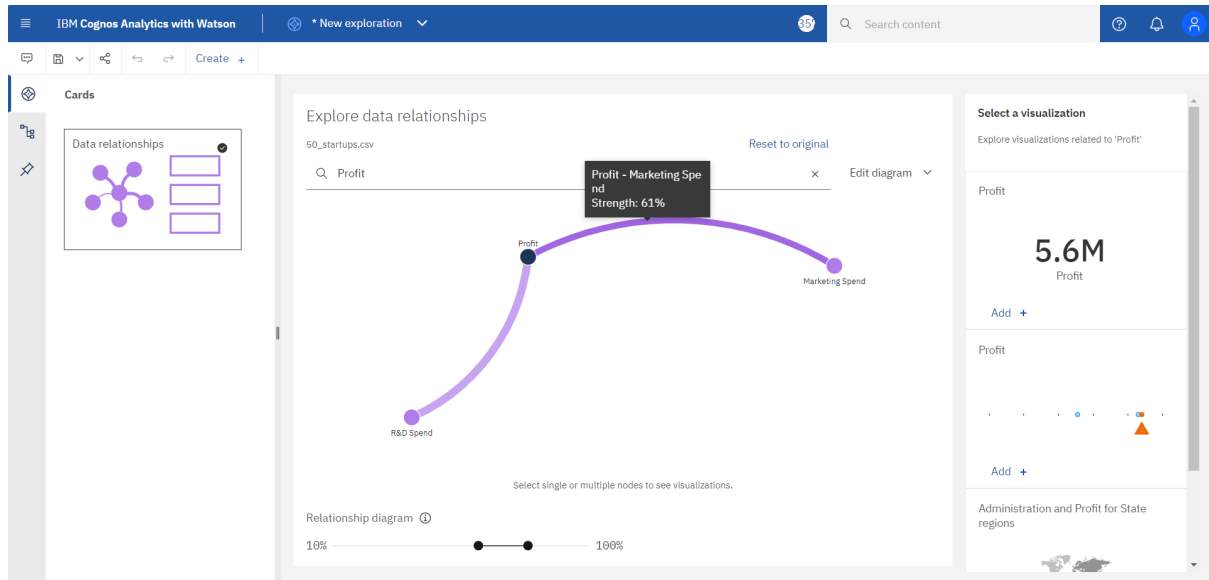
- To save the module in newly created folder



DATA EXPLORATION



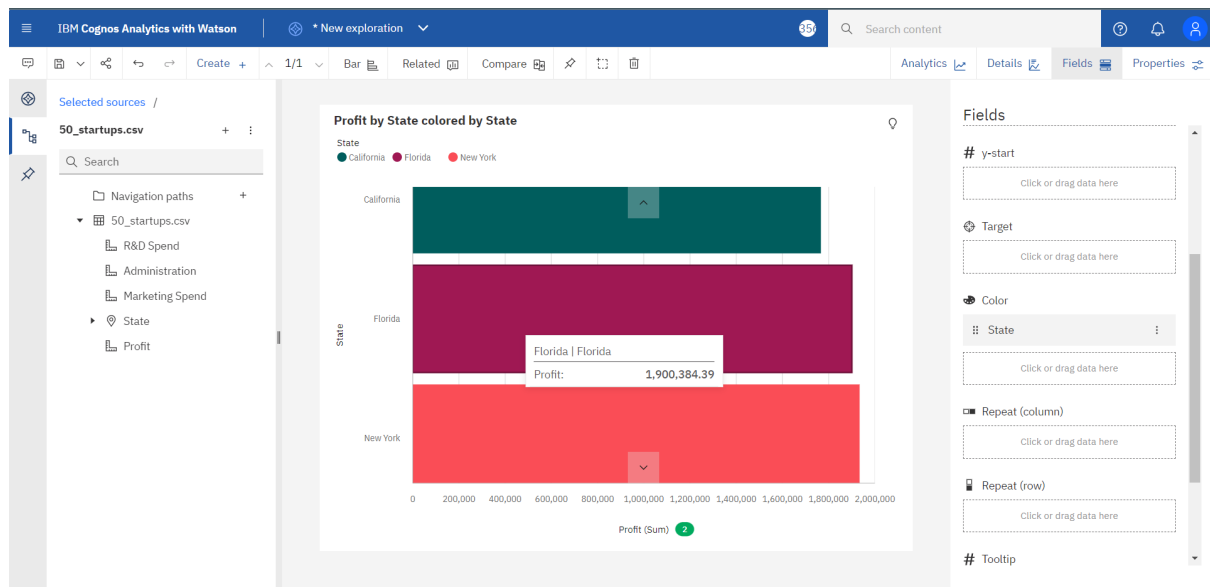
- Exploring recommended attribute profit



VISUALIZATION

1.Bar Graph

Profit by state



- Profit -> properties -> average profit

Properties

Label

Profit

Description

Usage

Measure

Aggregate

Average

Data type

Decimal

Represents

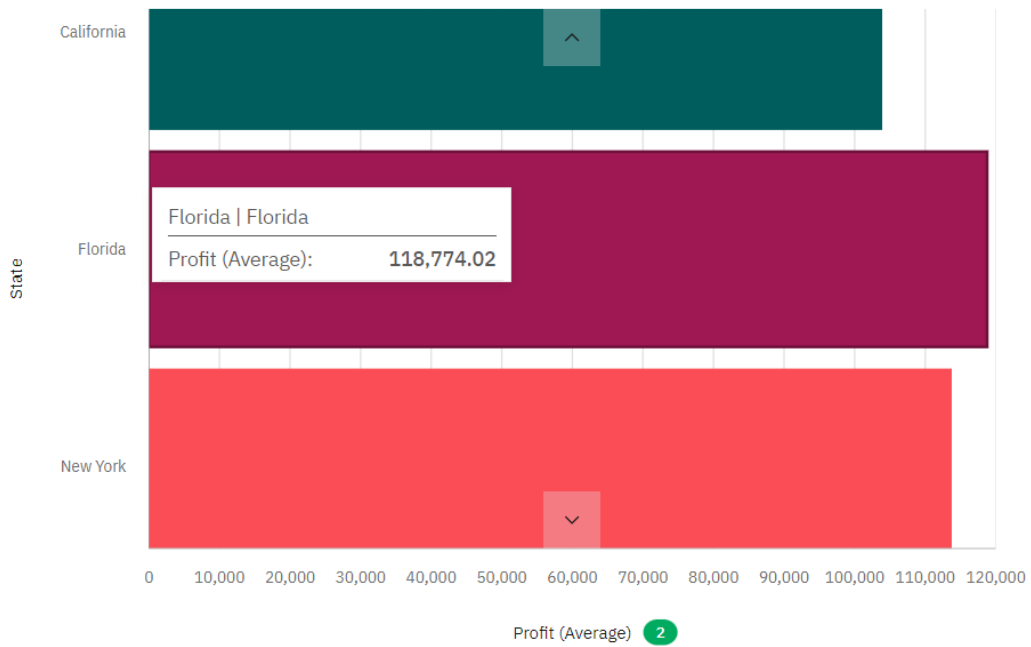
Default

Close

Profit by State colored by State

State

● California ● Florida ● New York



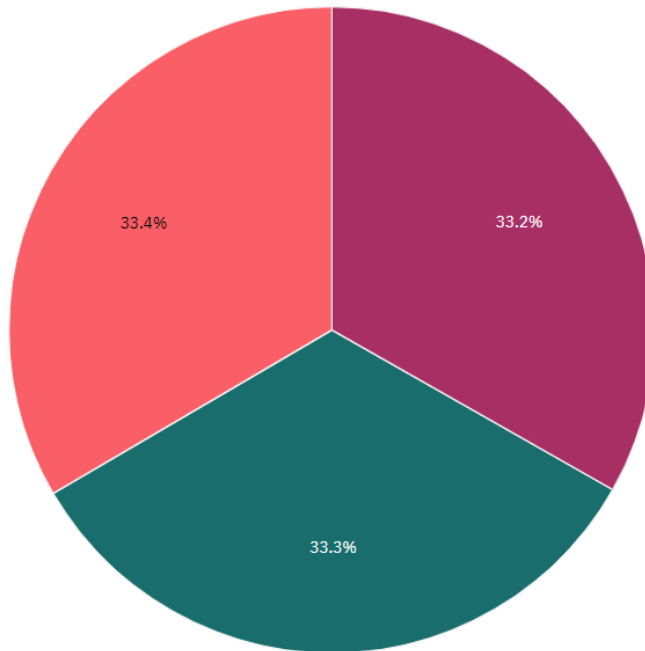
2. Pie Chart

Profit by state

Profit by State 2

State

● Florida ● California ● New York



IBM Cognos Analytics with Watson

New exploration

Search content

Analytics Details Fields Properties

Selected sources /

50_startups.csv

Navigation paths

- 50_startups.csv
 - R&D Spend
 - Administration
 - Marketing Spend
 - State
 - Profit

Profit by State

State

Florida

Properties

Label: Profit

Description:

Usage: Measure

Aggregate: Maximum

Data type: Decimal

Represents:

Default:

Close

Fields

Segments*

State

Click or drag data here

Size*

Profit

Click or drag data here

Repeat (column)

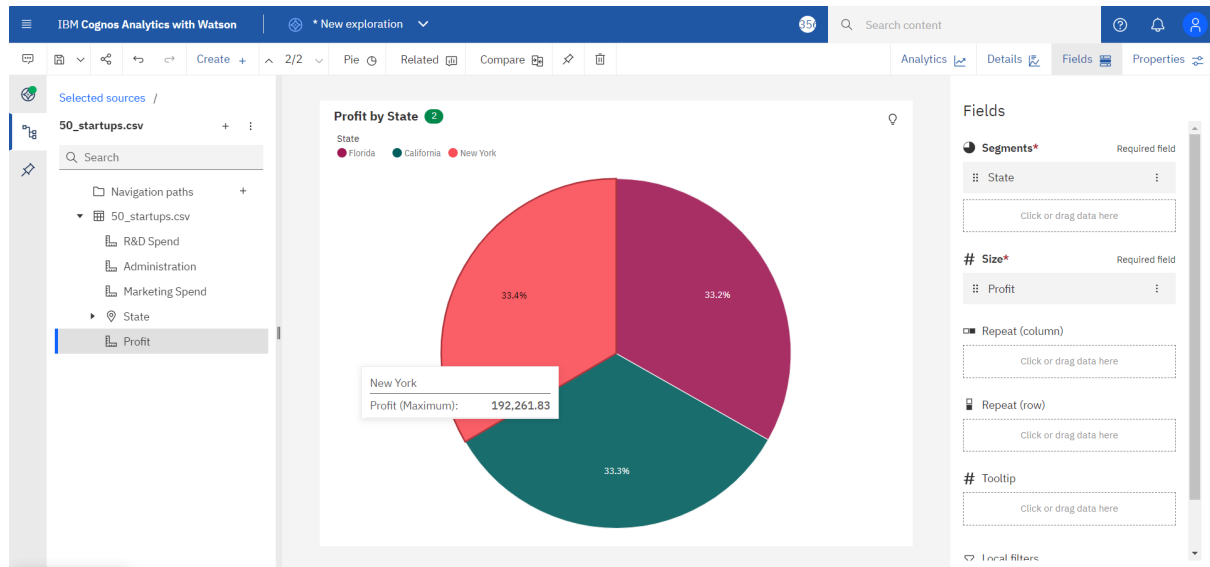
Click or drag data here

Repeat (row)

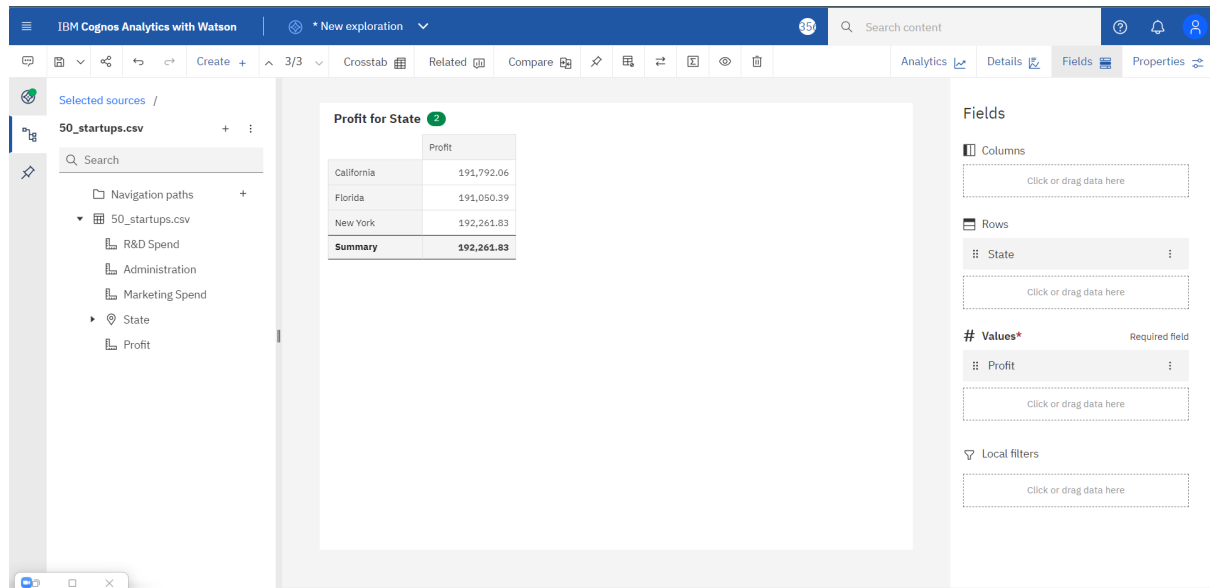
Click or drag data here

Tooltip

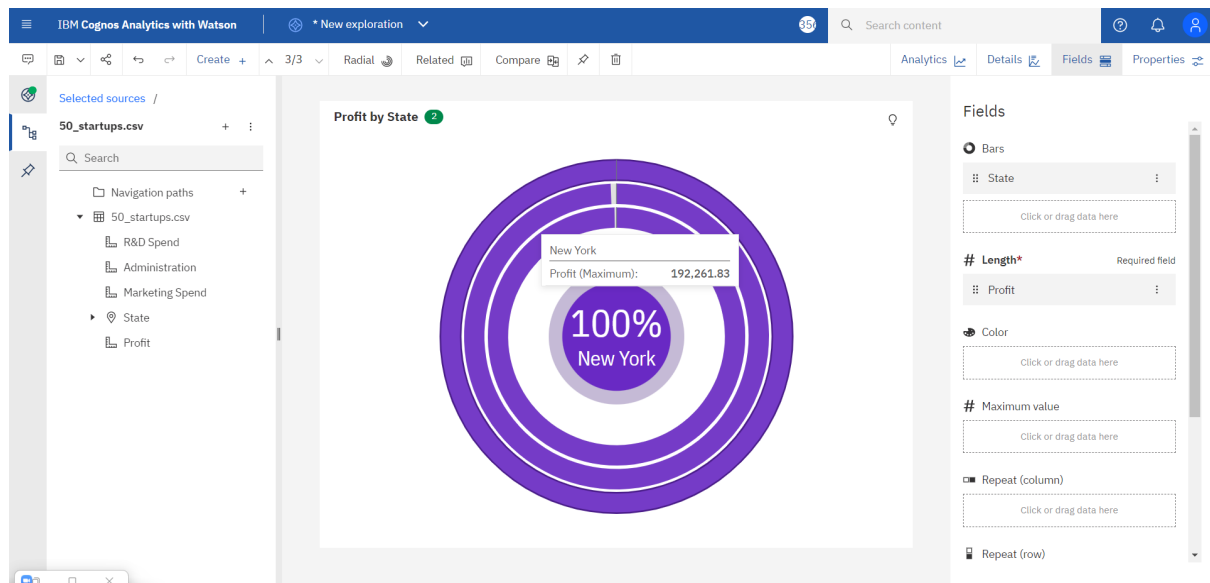
Click or drag data here



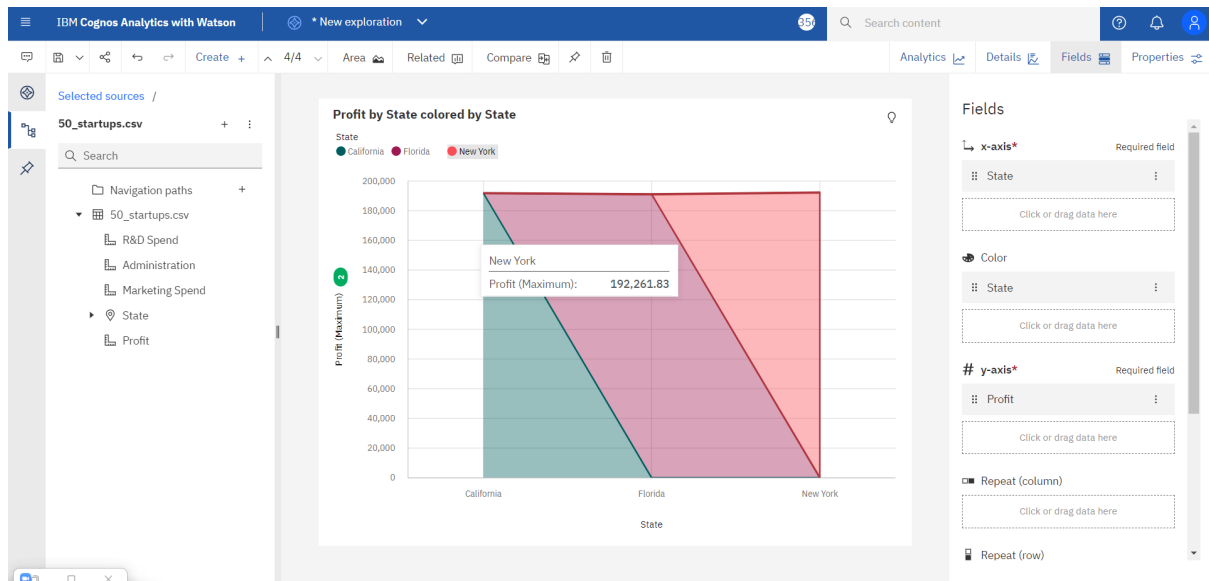
3.Crosstab



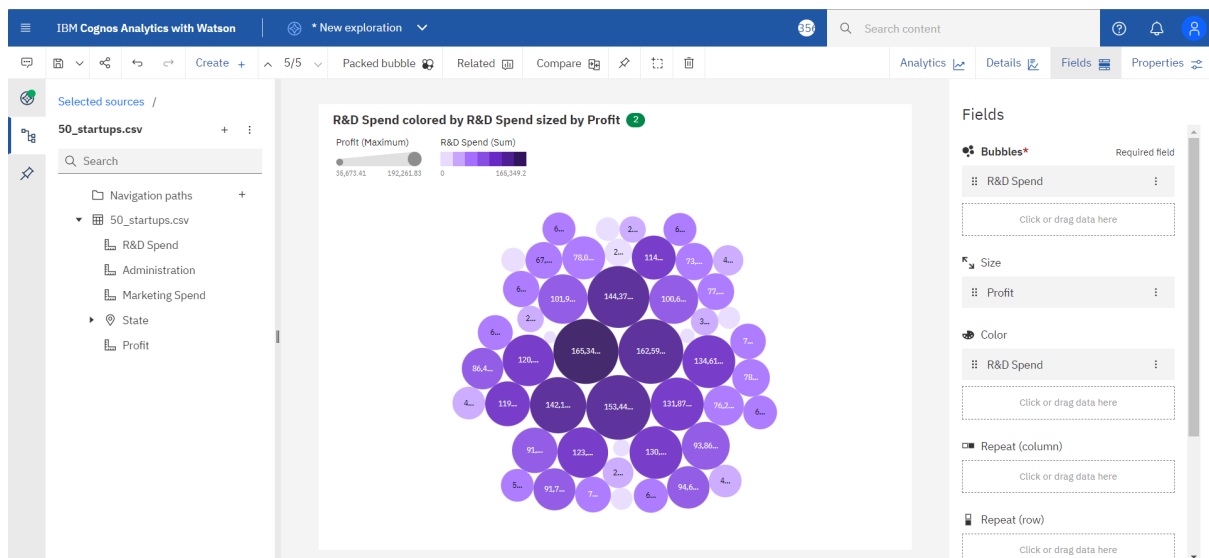
4. Radial



5. Area



6. Packed Bubble



7. Line graph

