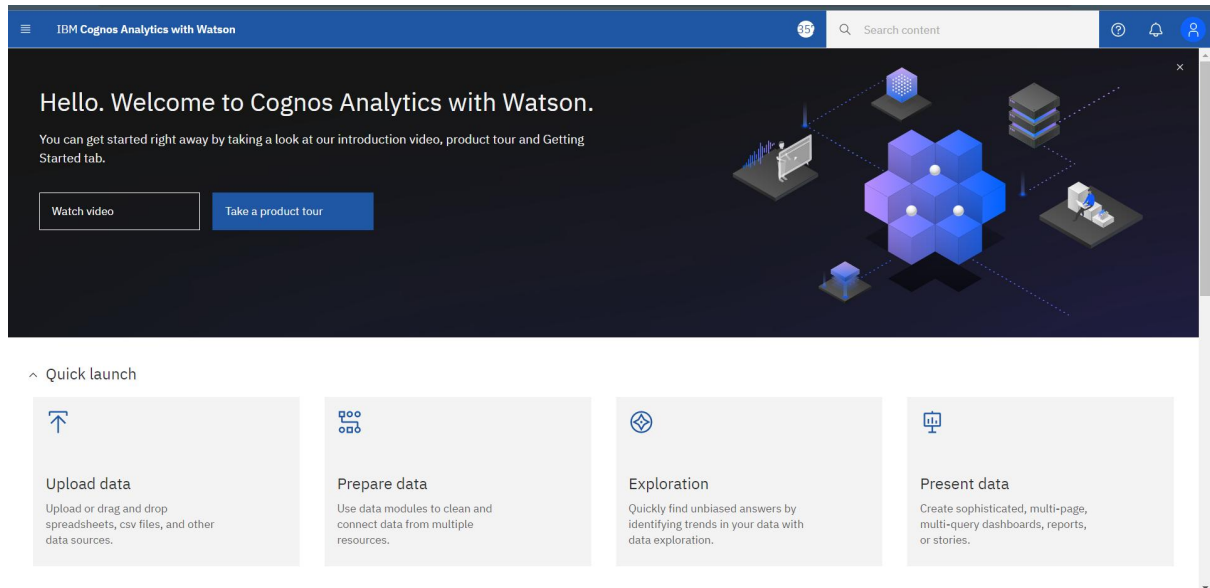


Assignment - 1

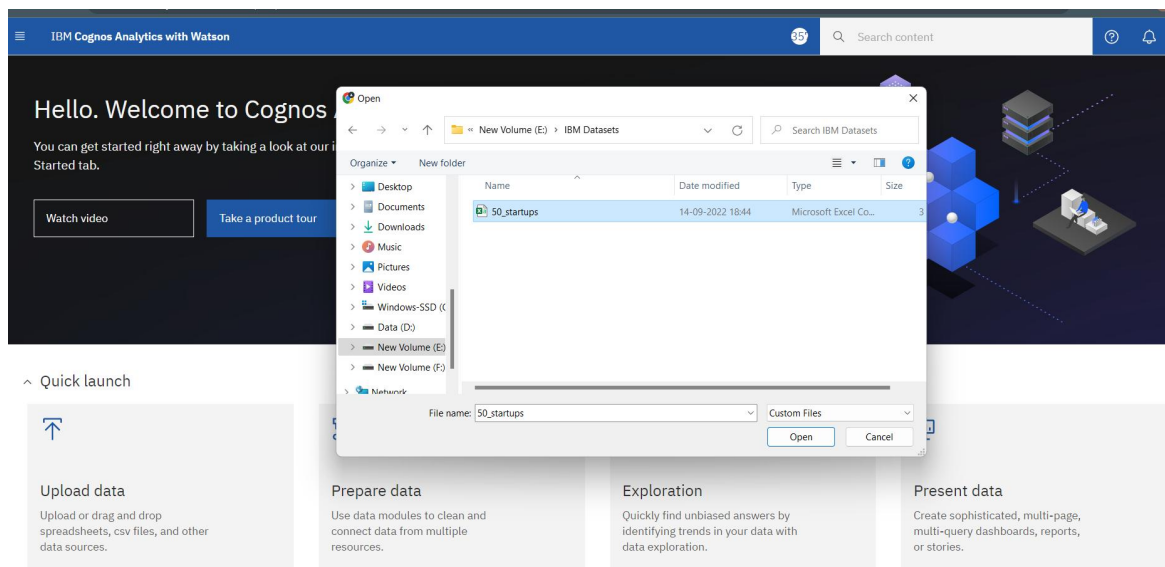
The case of 50 Start-up's

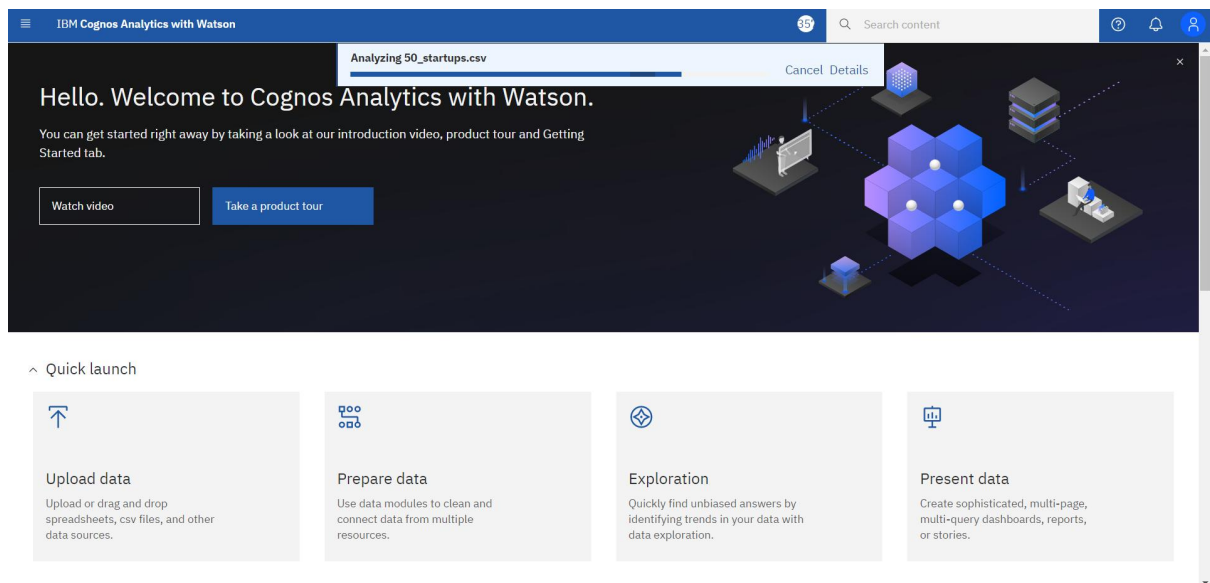
Dataset: [50-Startup-Dataset](#)

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

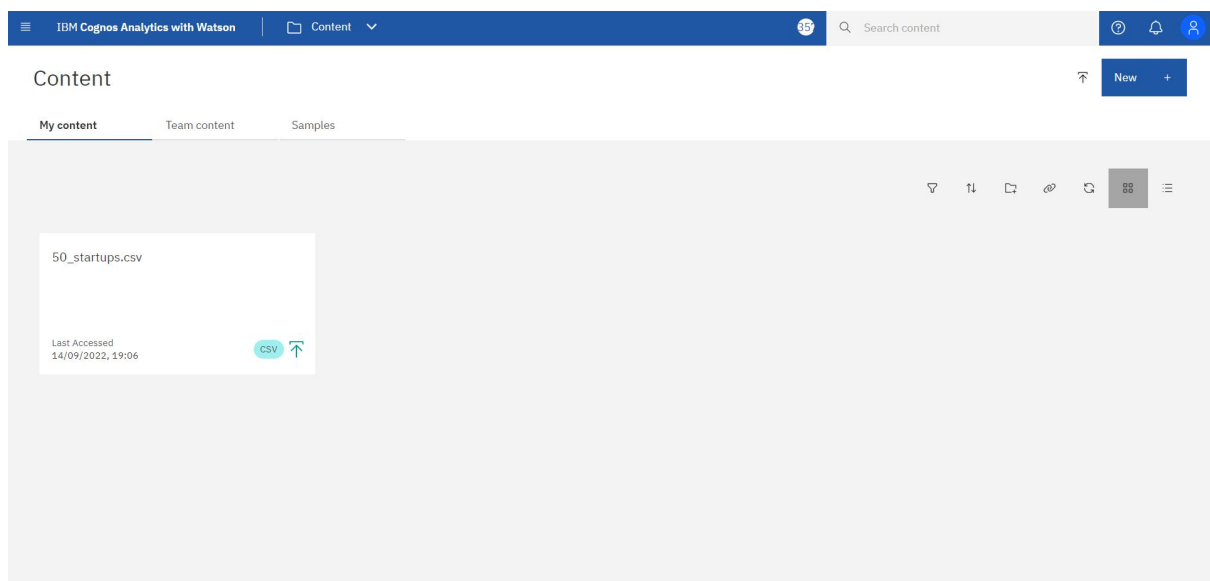


- Upload the 50 startup dataset from the local system

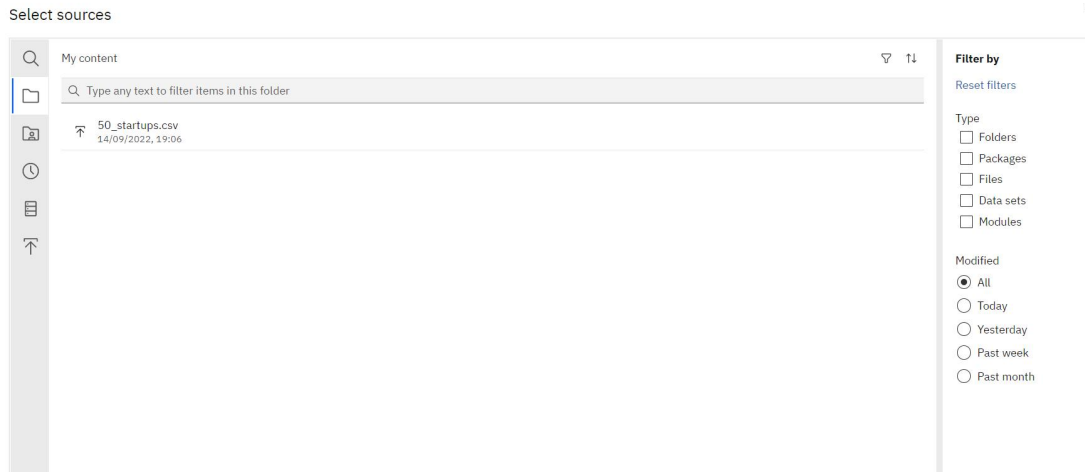




- The uploaded dataset can be viewed in My Content page
- Or you can also upload the dataset directly in my content page



- 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

35

Search content

Properties

Data module

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
1	165349.2	136897.8	471784.1	New York	
2	162597.7	151377.59	443898.53	California	
3	153441.51	101145.55	407934.54	Null	
4	144372.41	118671.85	383199.62	New York	
5	142107.34	91391.77	366168.42	Null	
6	131876.9	99814.71	362861.36	New York	
7	134615.46	147198.87	127716.82	California	
8	130298.13	145530.06	323876.68	Null	
9	120542.52	148718.95	311613.29	New York	
10	123334.88	108679.17	304981.62	California	
11	101913.08	110594.11	229160.95	Null	
12	100671.96	91790.61	249744.55	California	
13	93863.75	127320.38	249839.44	Null	
14	91997.39	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

- 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 35 Search content

Data module

New data module

Navigation paths

50_startups.csv

Row Id

R&D Spend

Administration

Marketing Spend

State

Profit

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

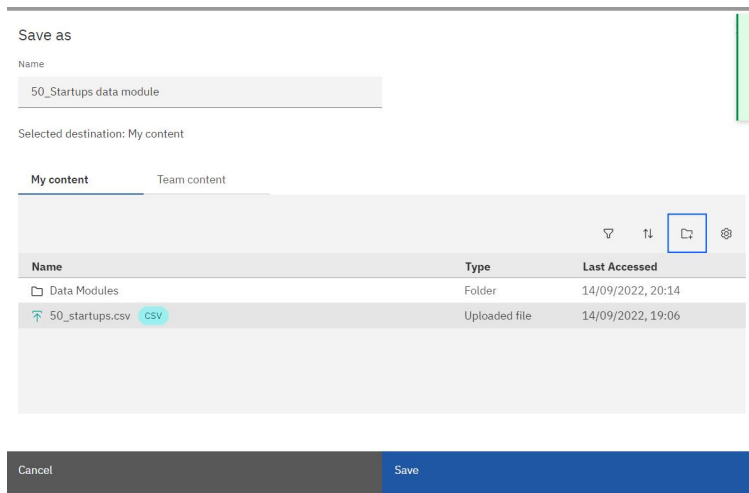
Geographic location

City

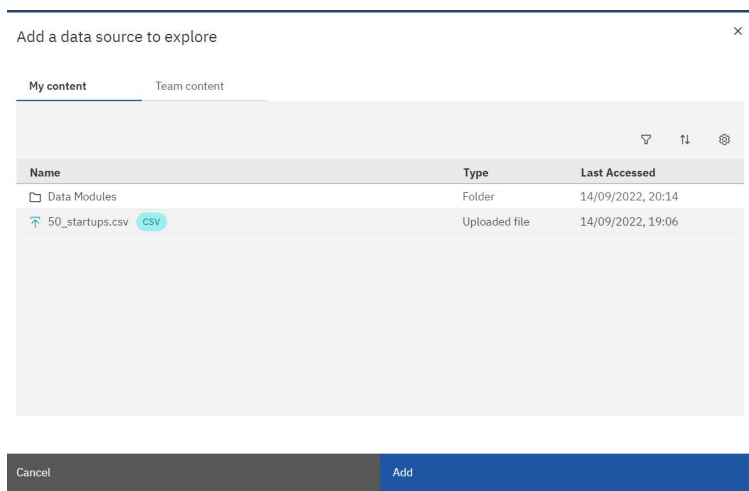
Description

Comments

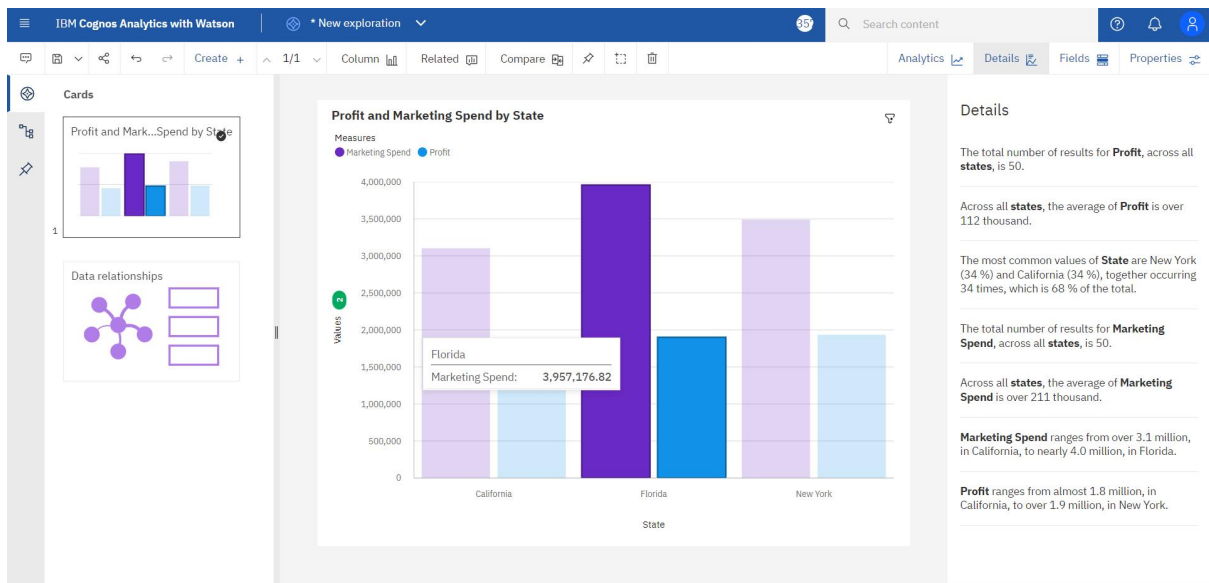
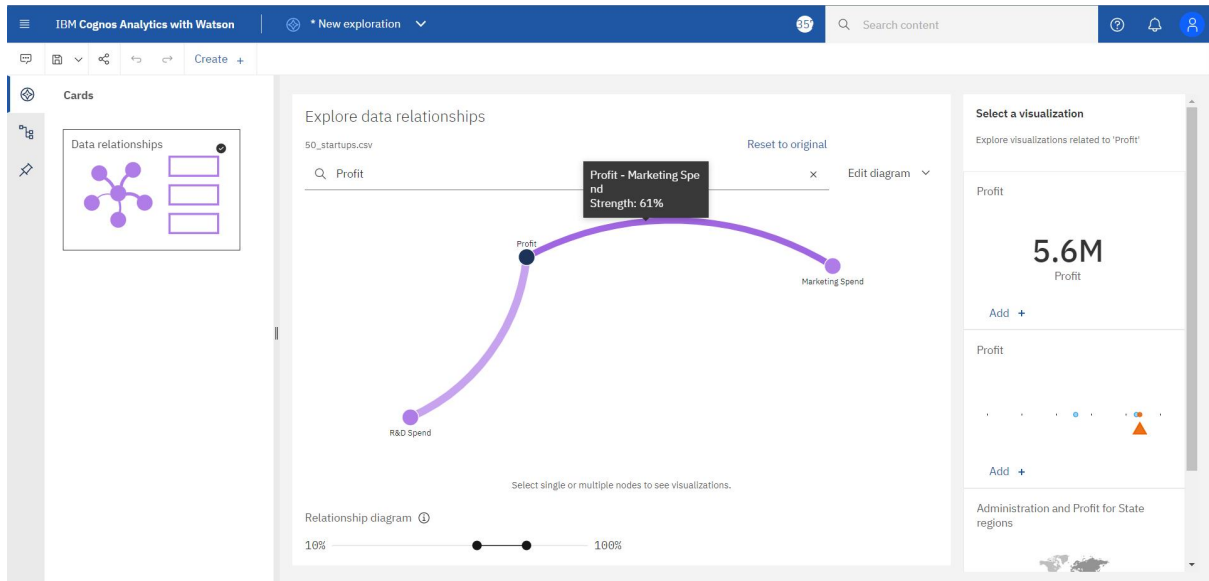
- To save the module in newly created folder



DATA EXPLORATION



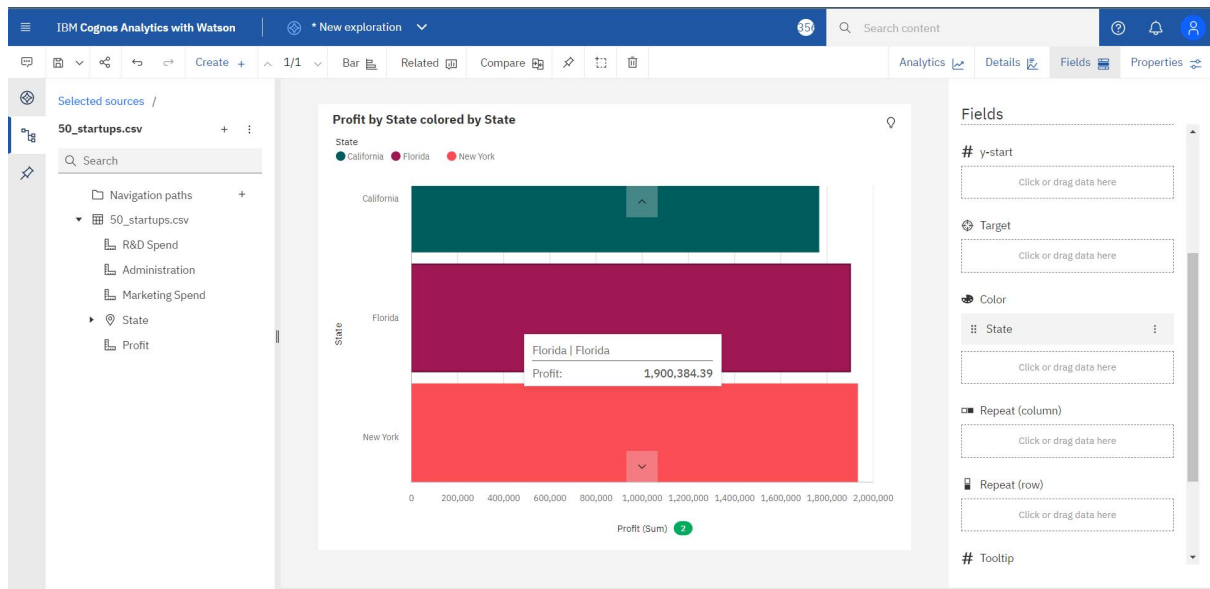
- Exploring recommended attribute profit



VISUALIZATION

1.Bar Graph

Profit by state



- Profit -> properties -> average profit

Properties

Label

Profit

Description

Usage

Measure

Aggregate

Average

Data type

Decimal

Represents

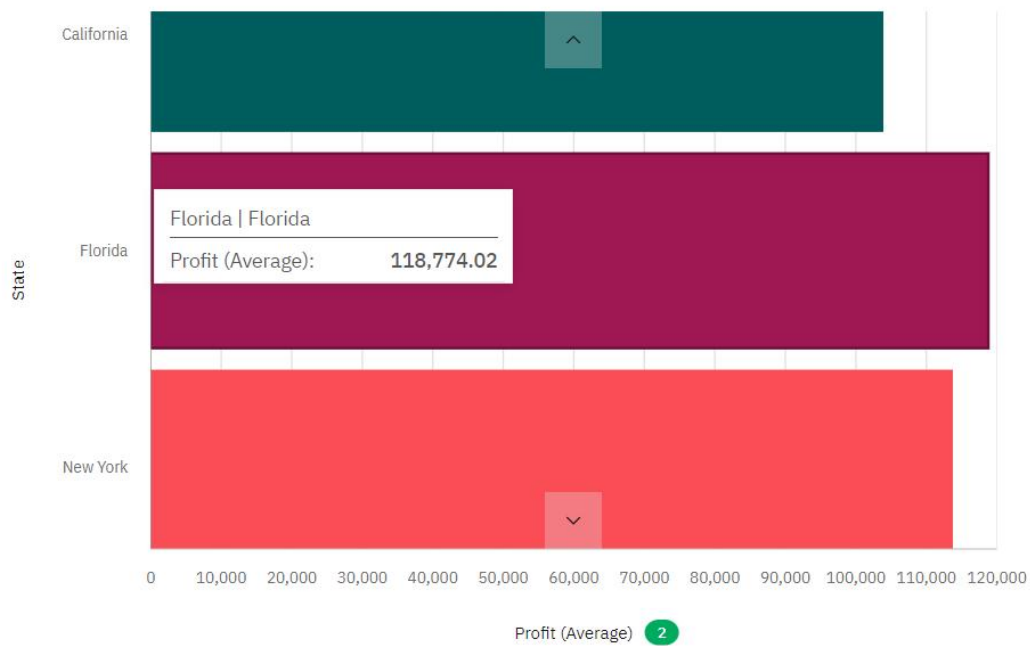
Default

Close

Profit by State colored by State

State

● California ● Florida ● New York



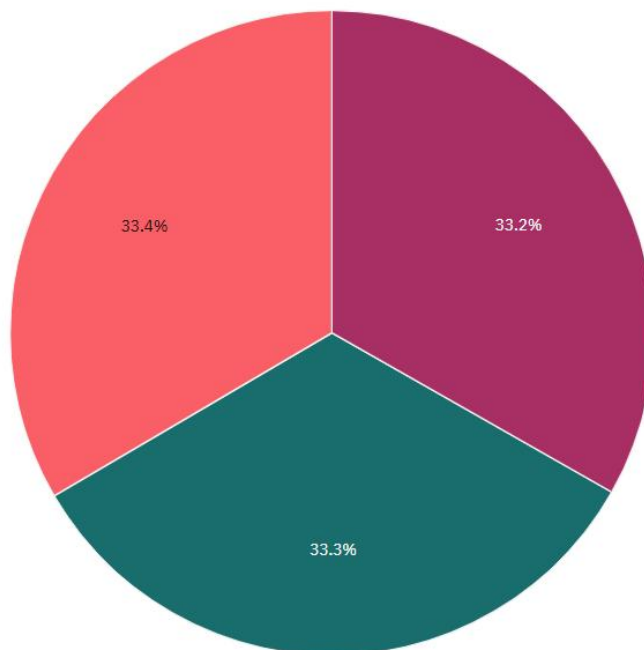
2. Pie Chart

Profit by state

Profit by State 2

State

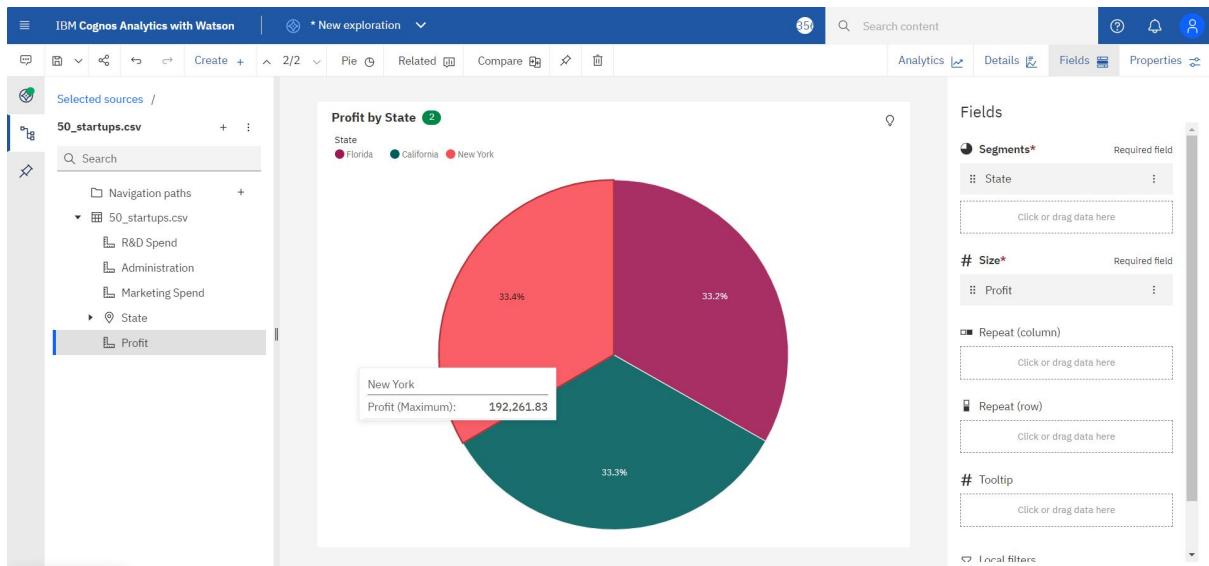
● Florida ● California ● New York



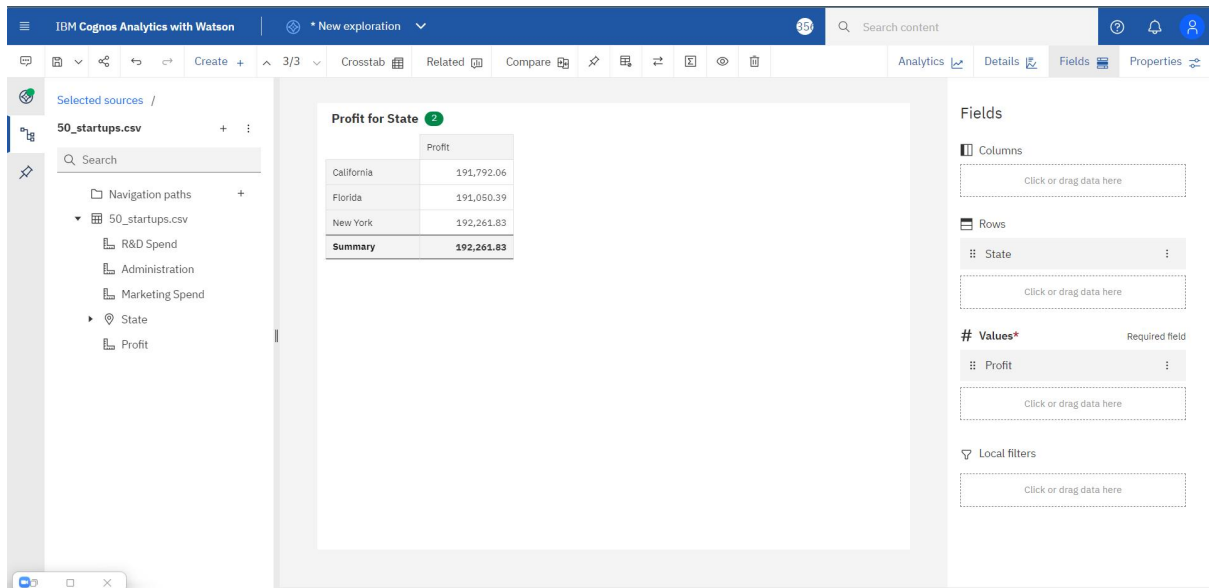
The screenshot shows the IBM Cognos Analytics with Watson interface. The 'Properties' dialog is open for the 'Profit' field. The dialog contains the following fields:

- Label: Profit
- Description: (Empty text area)
- Usage: Measure (dropdown)
- Aggregate: Maximum (dropdown)
- Data type: Decimal
- Represents: (Empty dropdown)
- Default: (Empty dropdown)

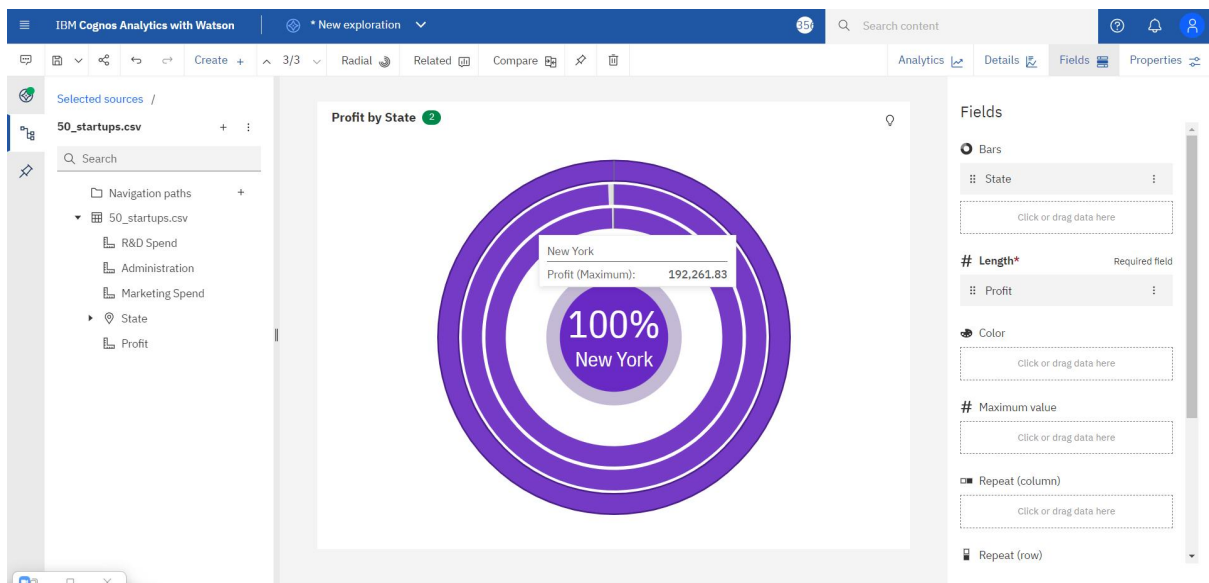
The 'Fields' panel on the right shows the 'Segments*' section with 'State' and 'Profit' fields. The 'Size*' section is also visible with 'Profit' field. The 'Repeat (column)' and 'Repeat (row)' sections are also visible with 'Click or drag data here' prompts. The 'Tooltip' section is also visible with 'Click or drag data here' prompts.



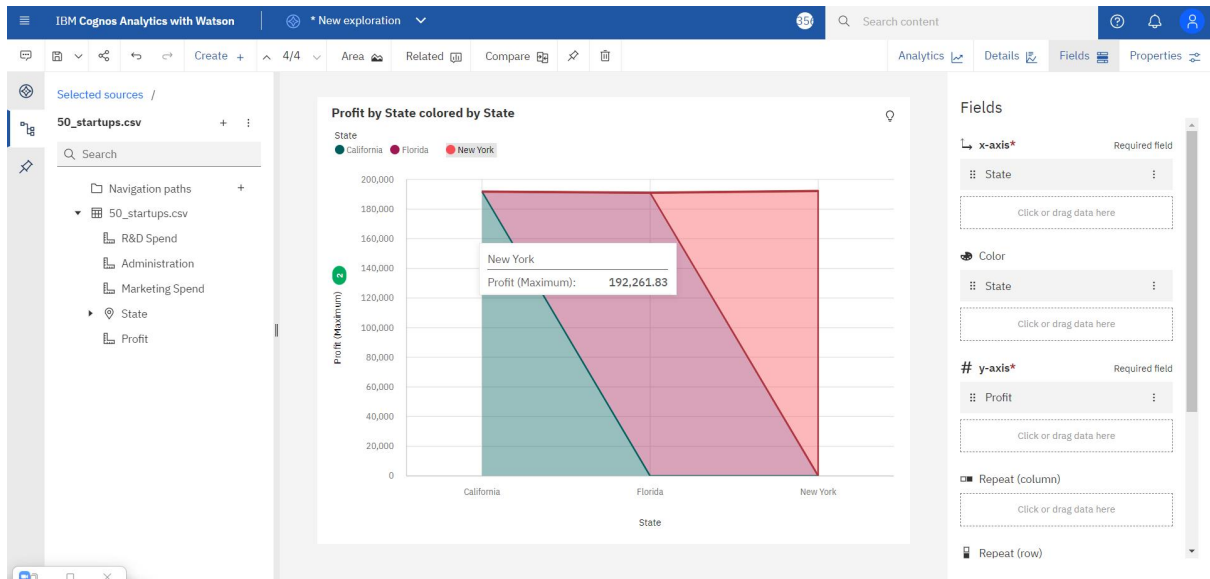
3.Crosstab



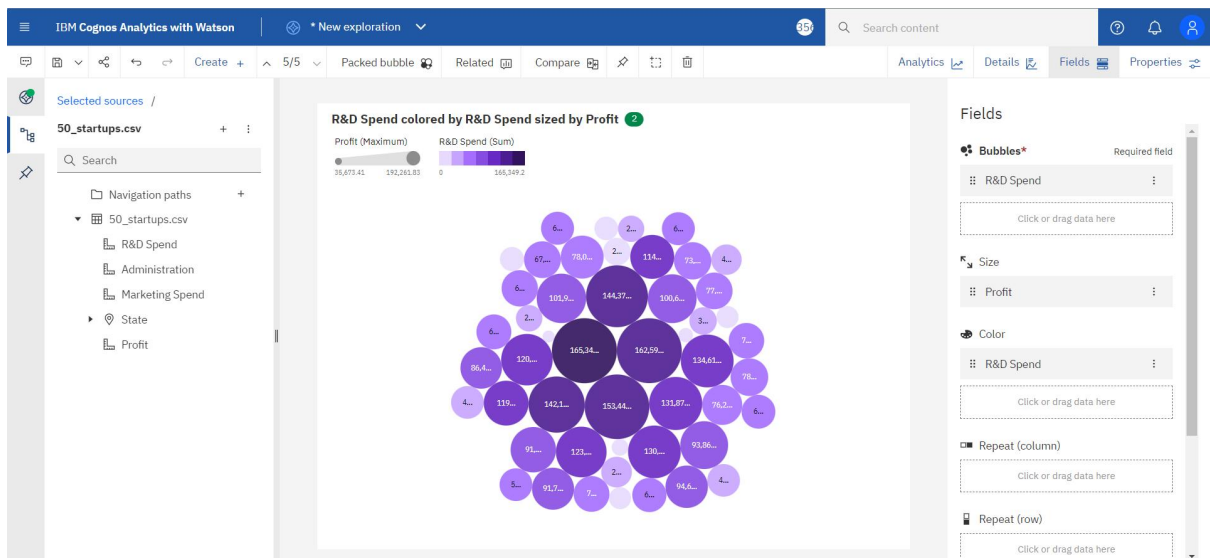
4. Radial



5. Area



6. Packed Bubble



7. Line graph

