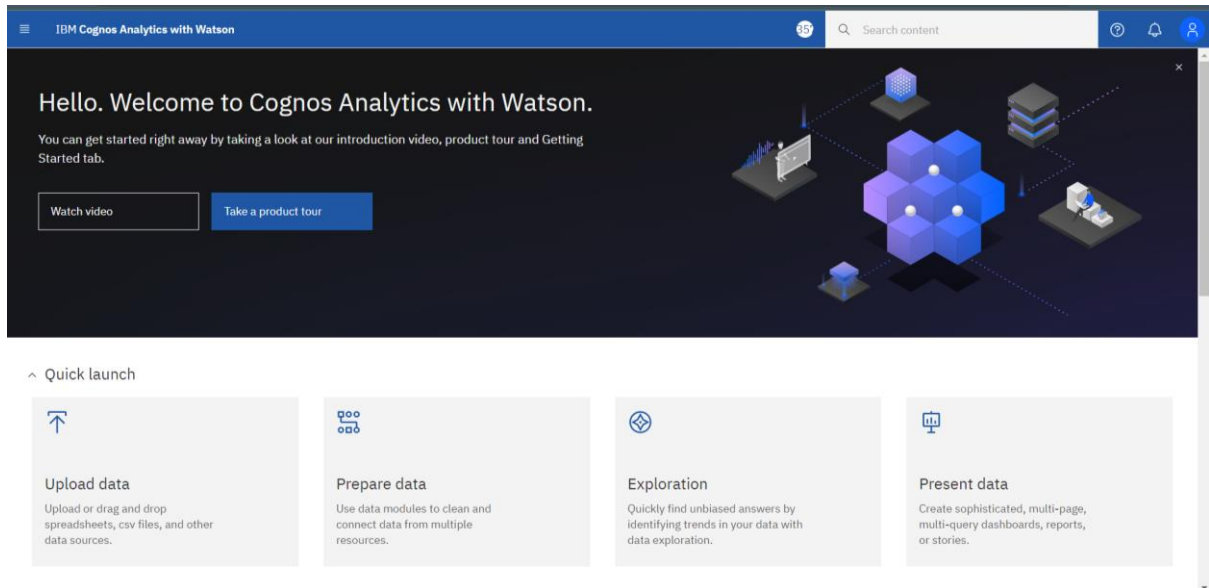


## Assignment - 1

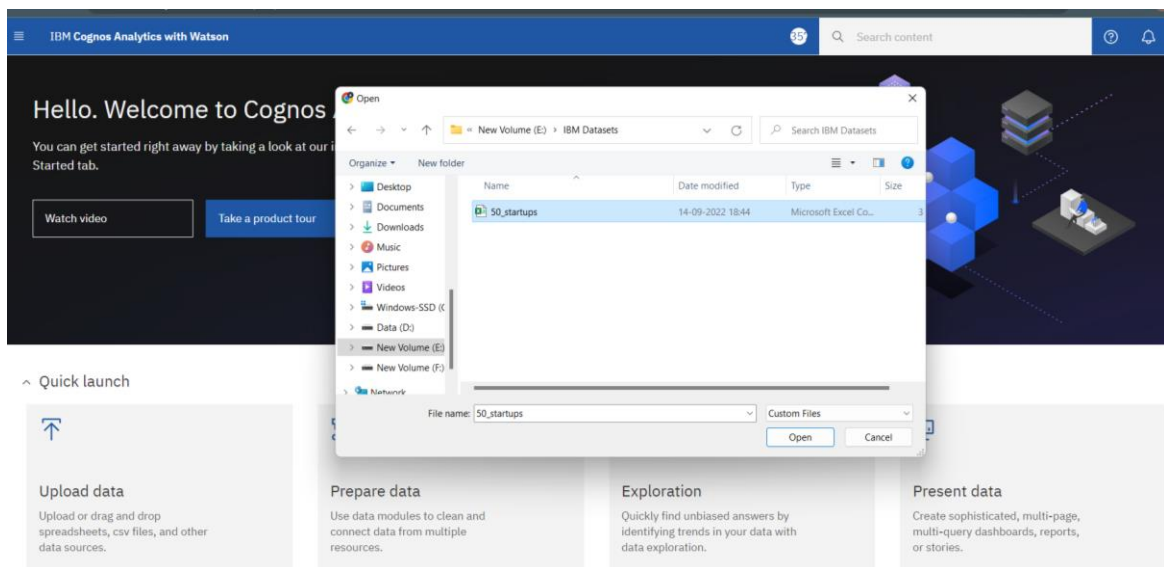
### The case of 50 Start-up's

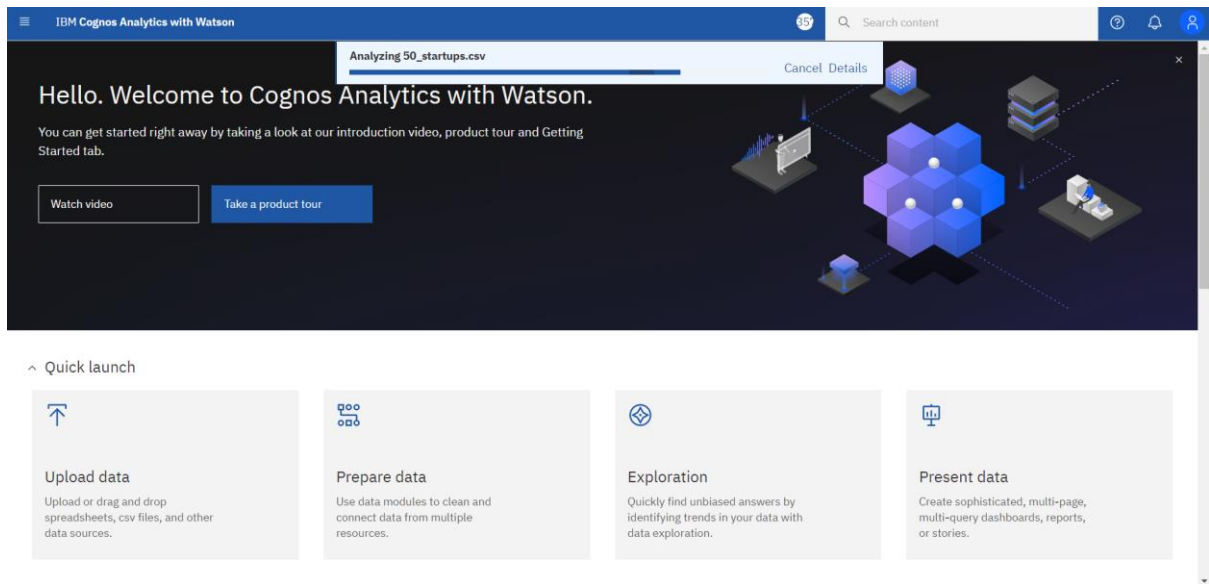
Dataset: [50-Startup-Dataset](#)

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

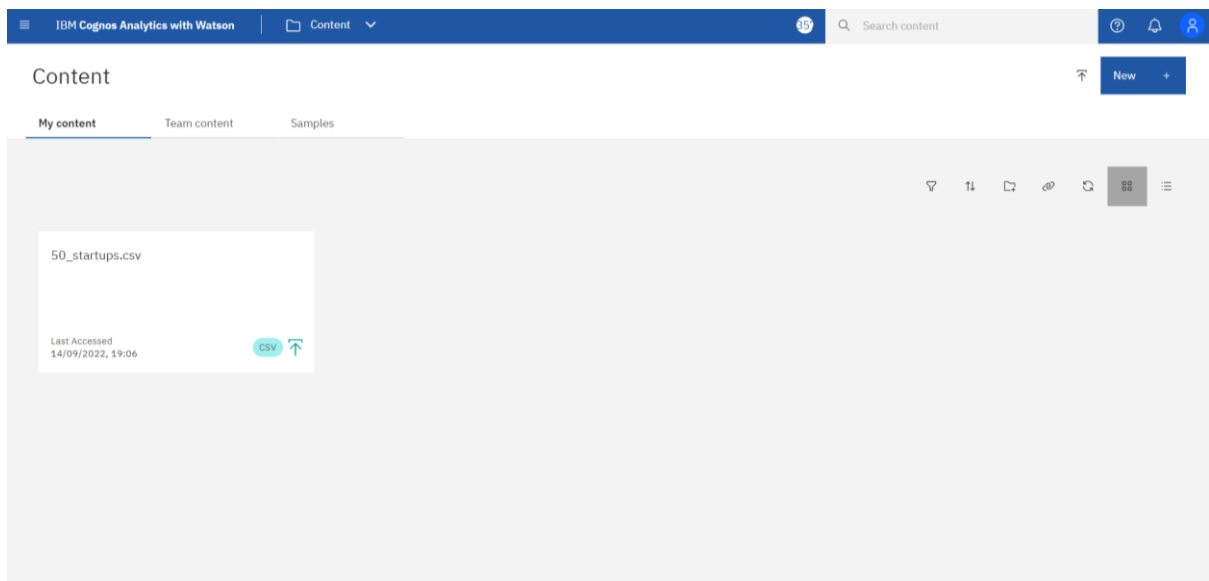


- Upload the 50 startup dataset from the local system

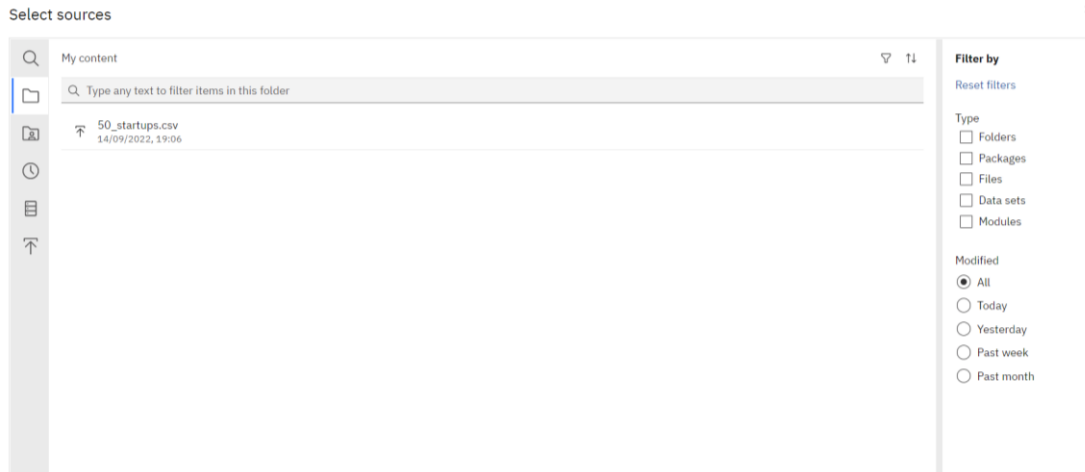




- The uploaded dataset can be viewed in My Content page
- Or you can also upload the dataset directly in my content page



- 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

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

IBM Cognos Analytics with Watson

\* New data module

35

Search content

?

🔔

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↷

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📄

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
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	
91992.30	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

Save as

Name

50\_Startups data module

Selected destination: My content

My content

Team content

Name	Type	Last Accessed
Data Modules	Folder	14/09/2022, 20:14
50_startups.csv	Uploaded file	14/09/2022, 19:06

Cancel

Save

## DATA EXPLORATION

Add a data source to explore

My content

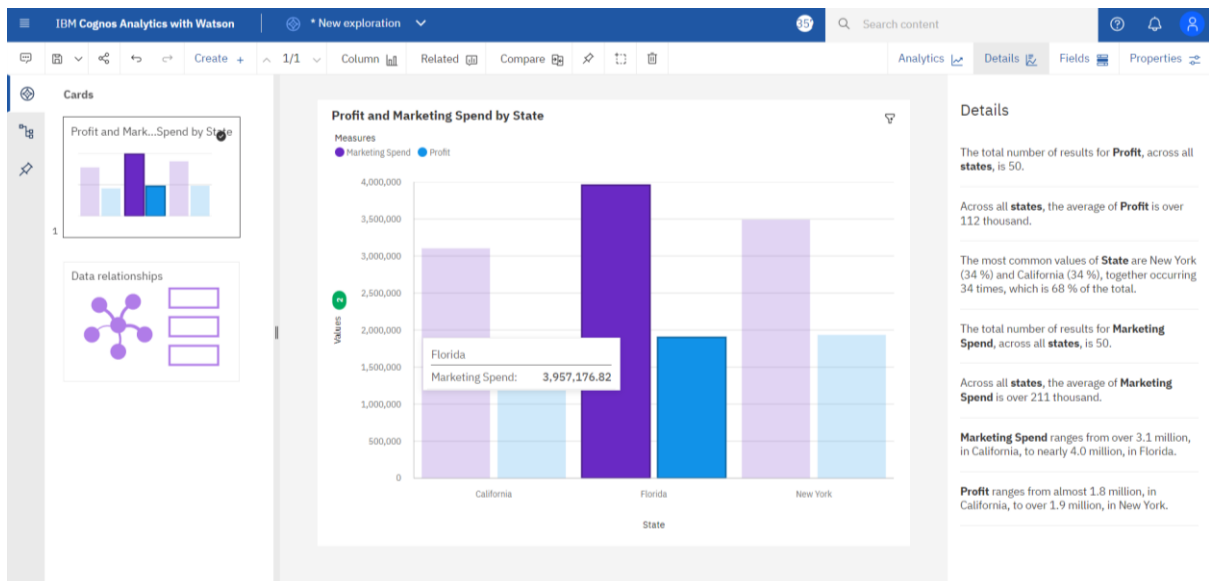
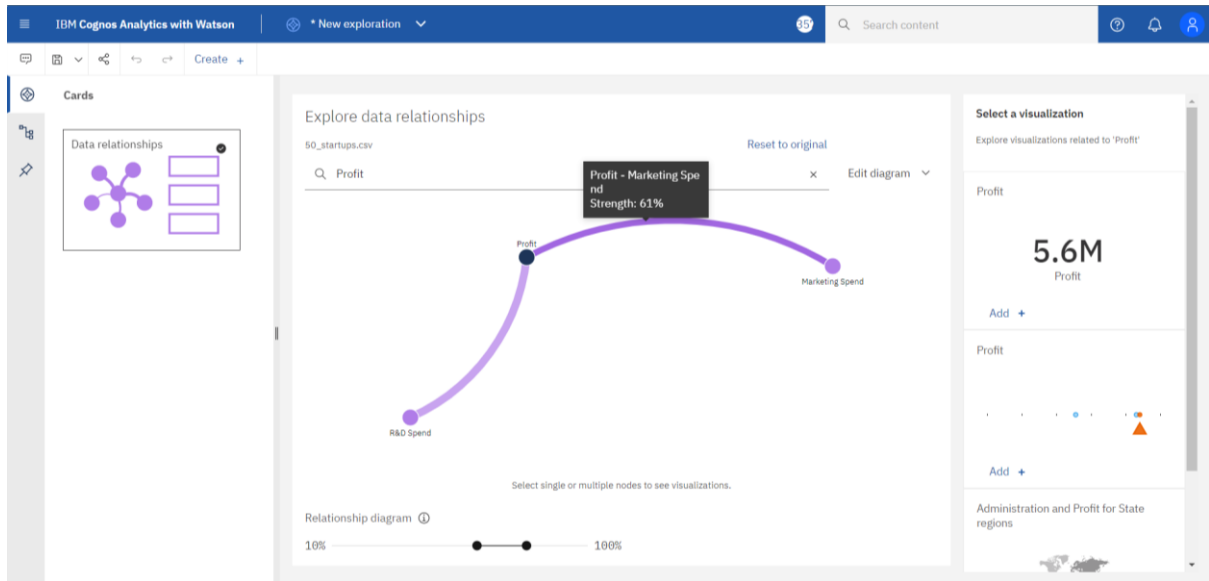
Team content

Name	Type	Last Accessed
Data Modules	Folder	14/09/2022, 20:14
50_startups.csv	Uploaded file	14/09/2022, 19:06

Cancel

Add

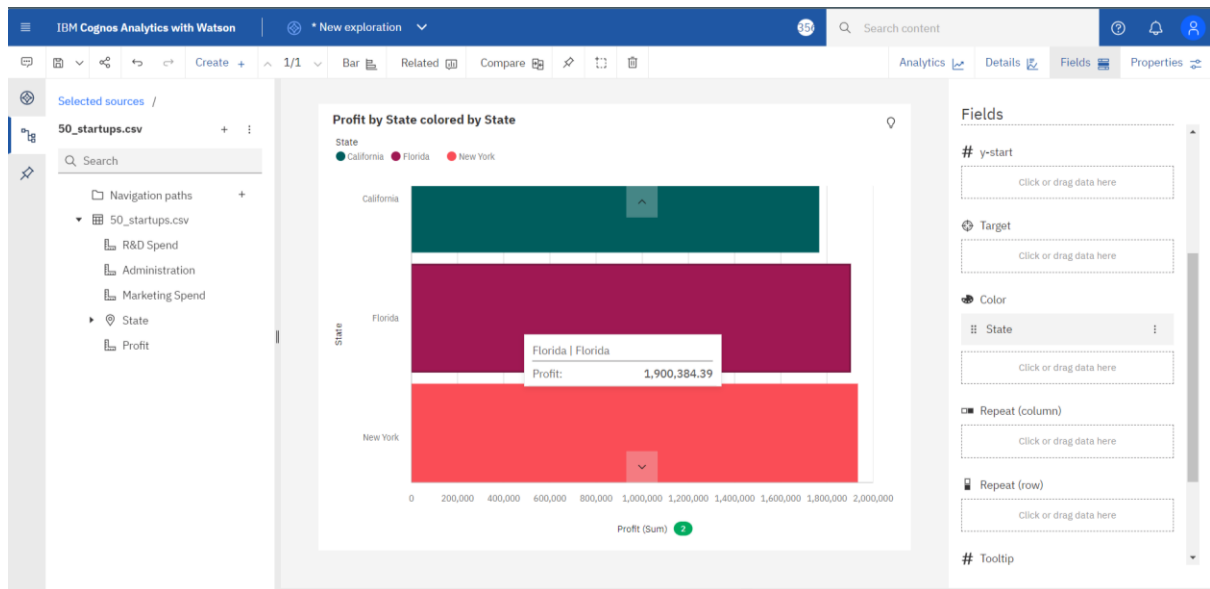
- Exploring recommended attribute profit



## VISUALIZATION

### 1.Bar Graph

Profit by state



- Profit -> properties -> average profit

Properties

Label: Profit

Description:

Usage: Measure

Aggregate: Average

Data type: Decimal

Represents:

Default:

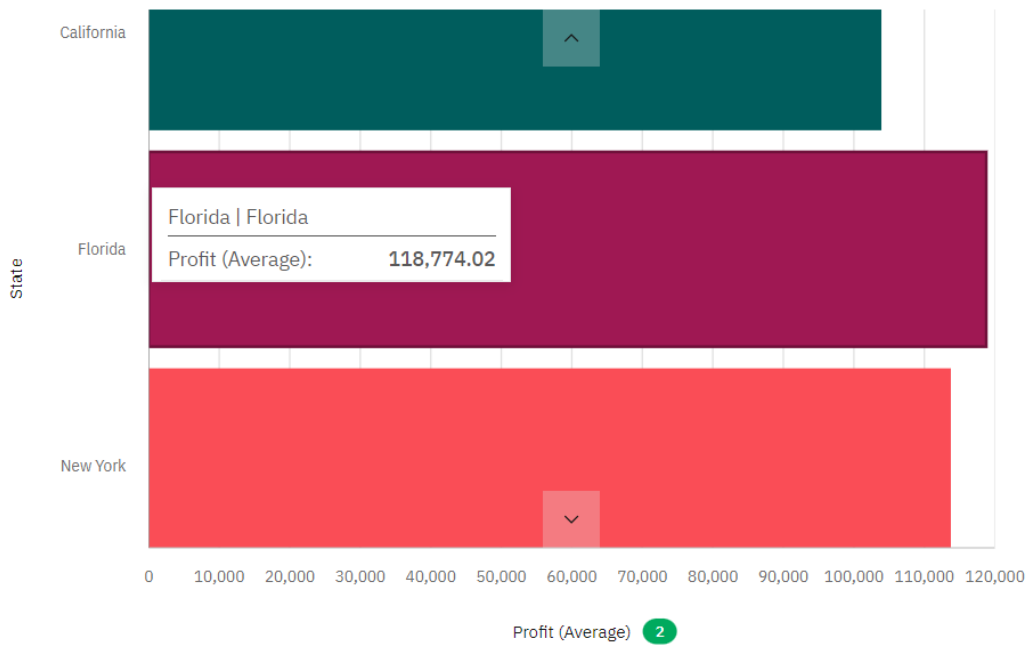
Close



## Profit by State colored by State

State

● California ● Florida ● New York



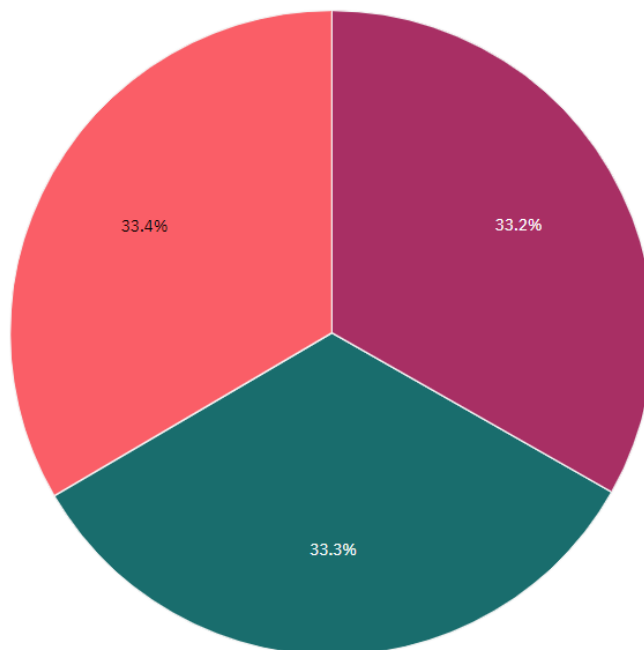
## 2. Pie Chart

## 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

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)

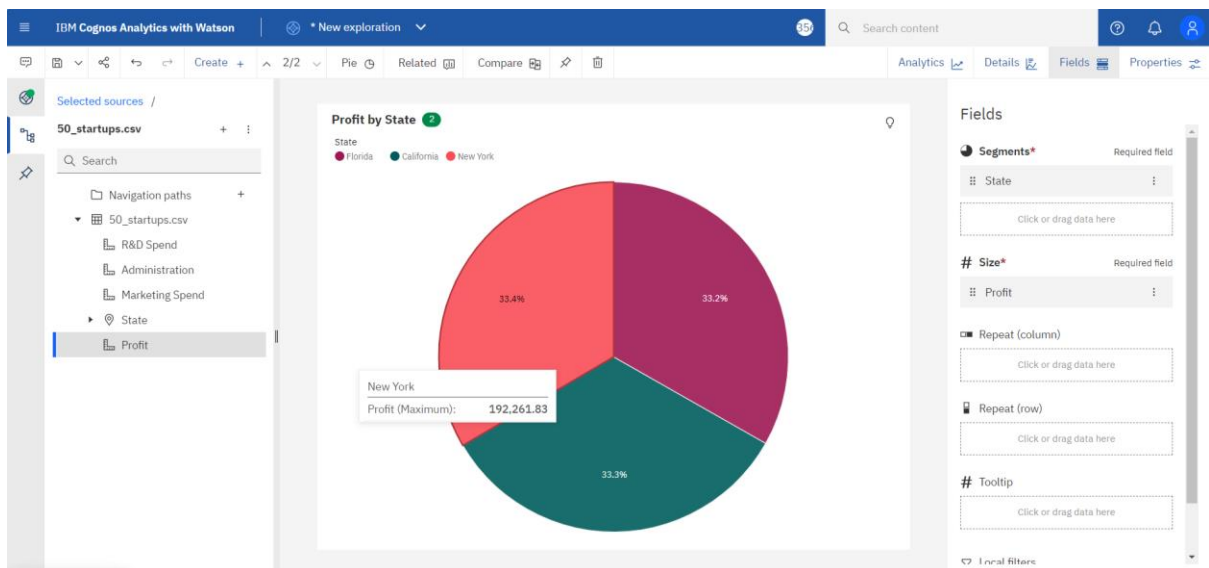
Click or drag data here

Repeat (row)

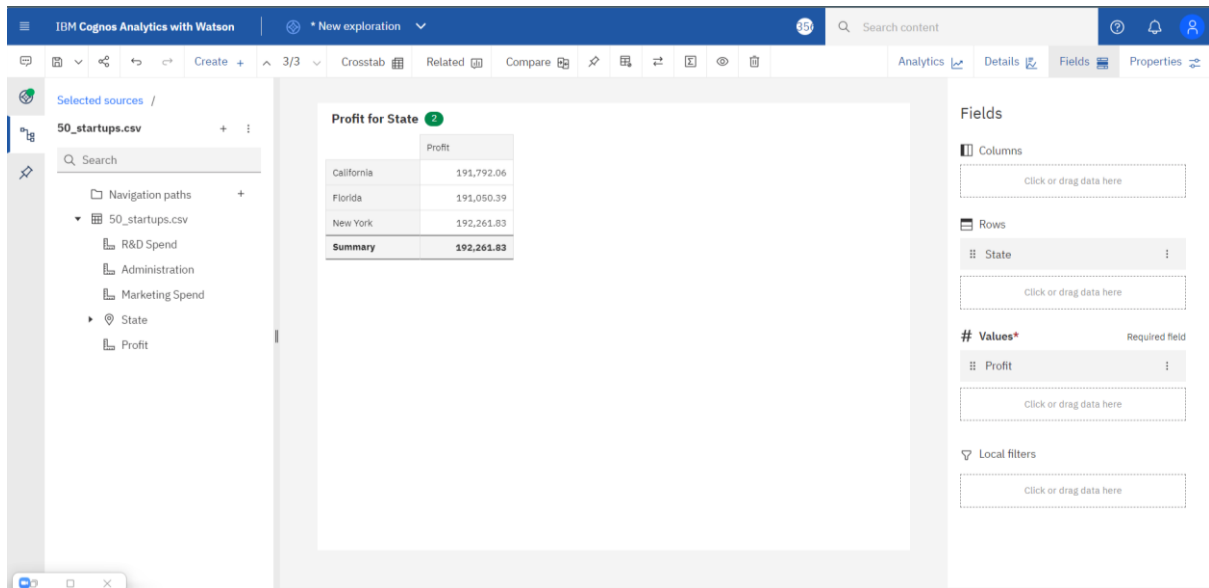
Click or drag data here

Tooltip

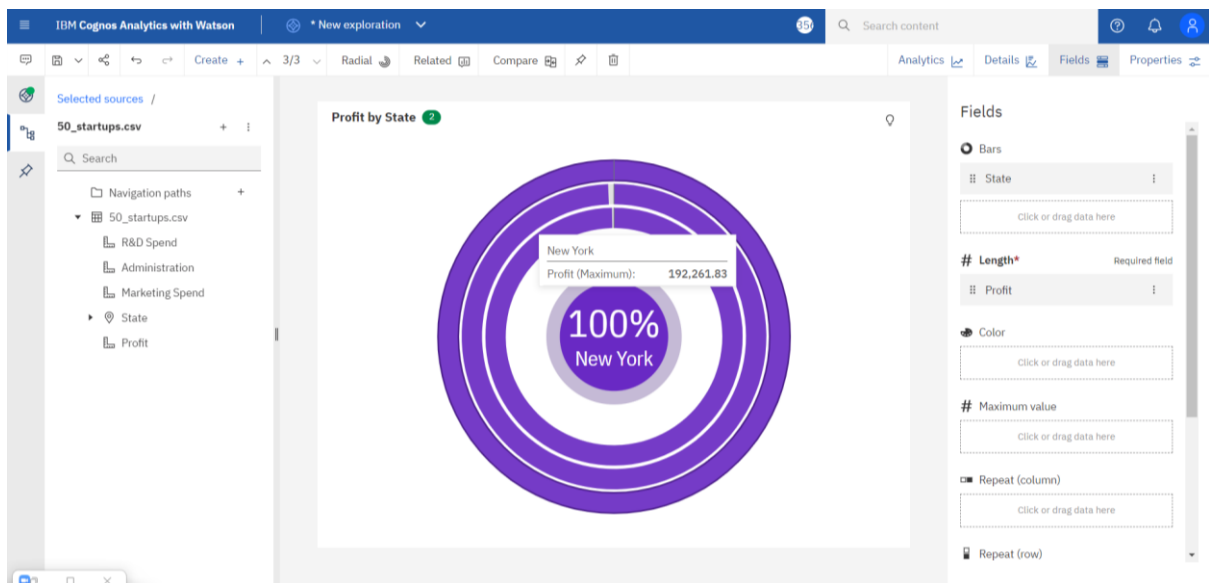
Click or drag data here



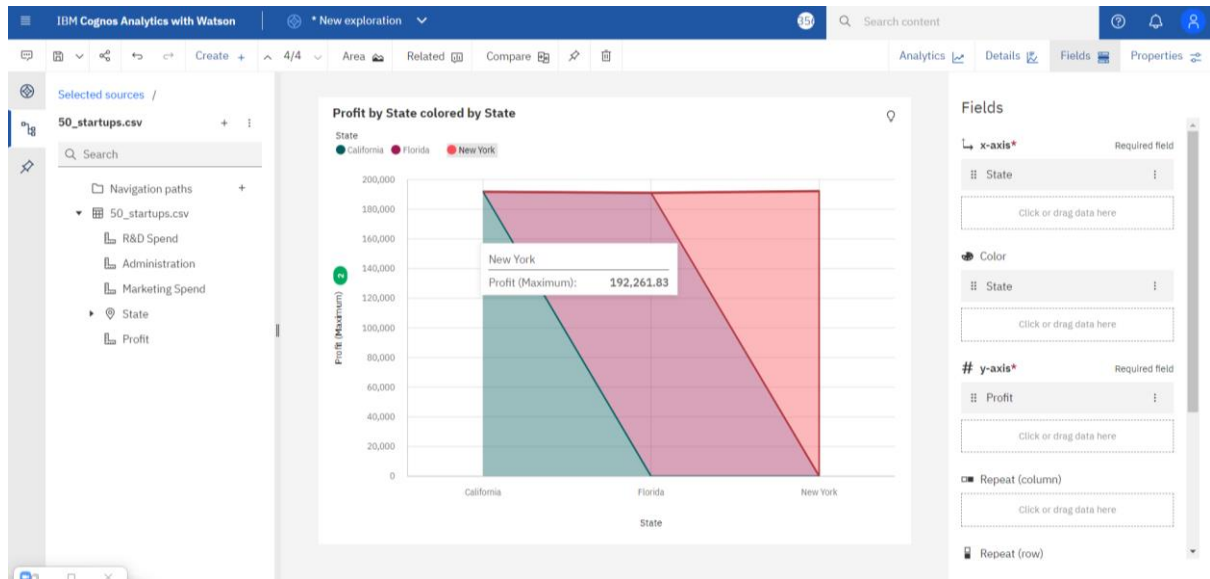
### 3. Crosstab



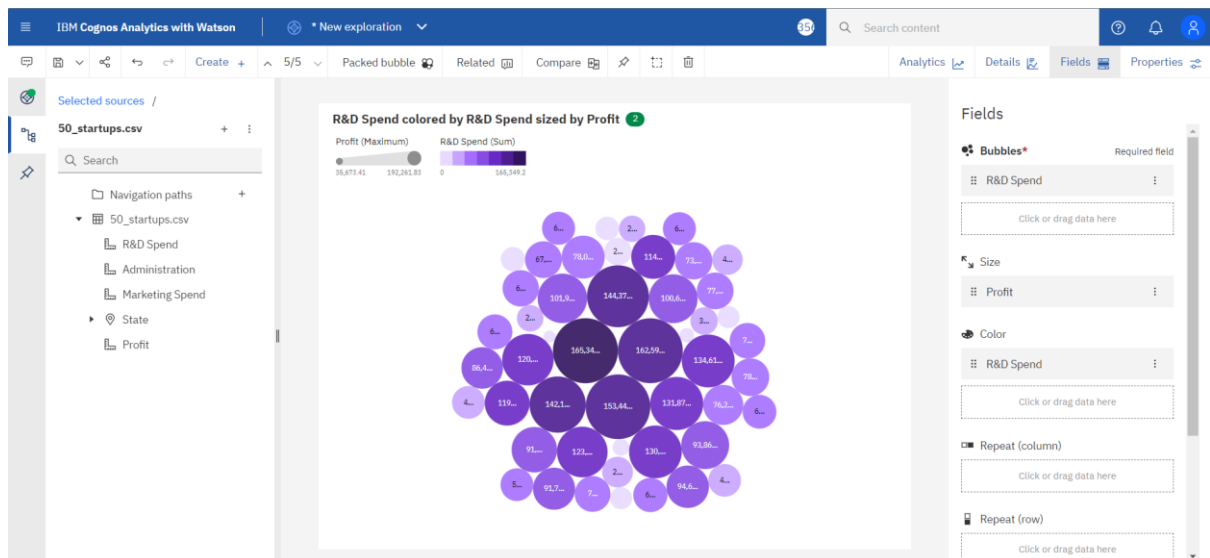
### 4. Radial



## 5. Area



## 6. Packed Bubble



## 7. Line graph

