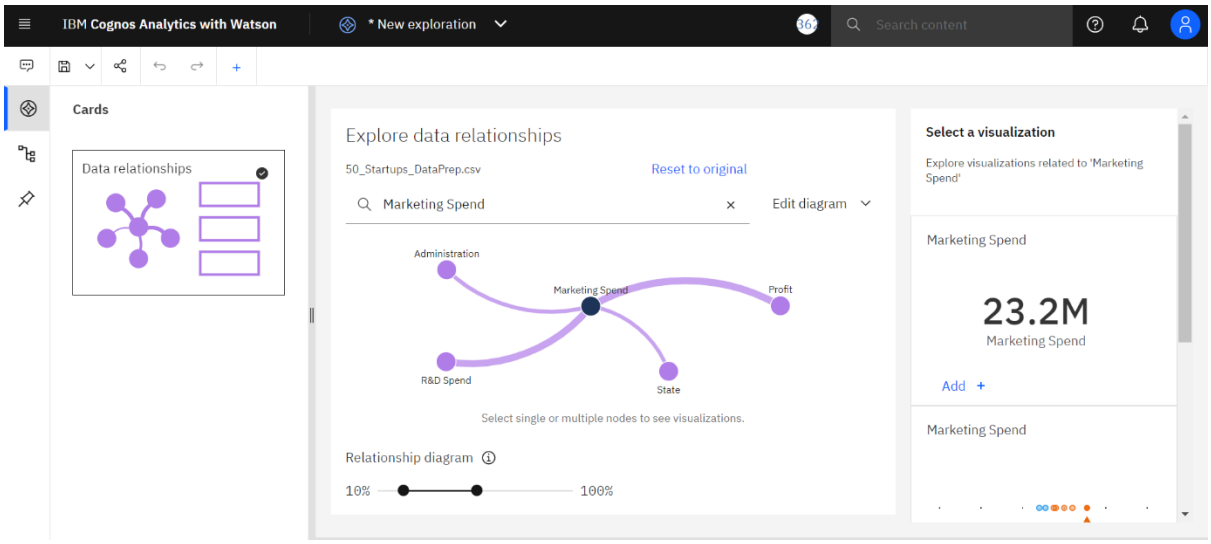
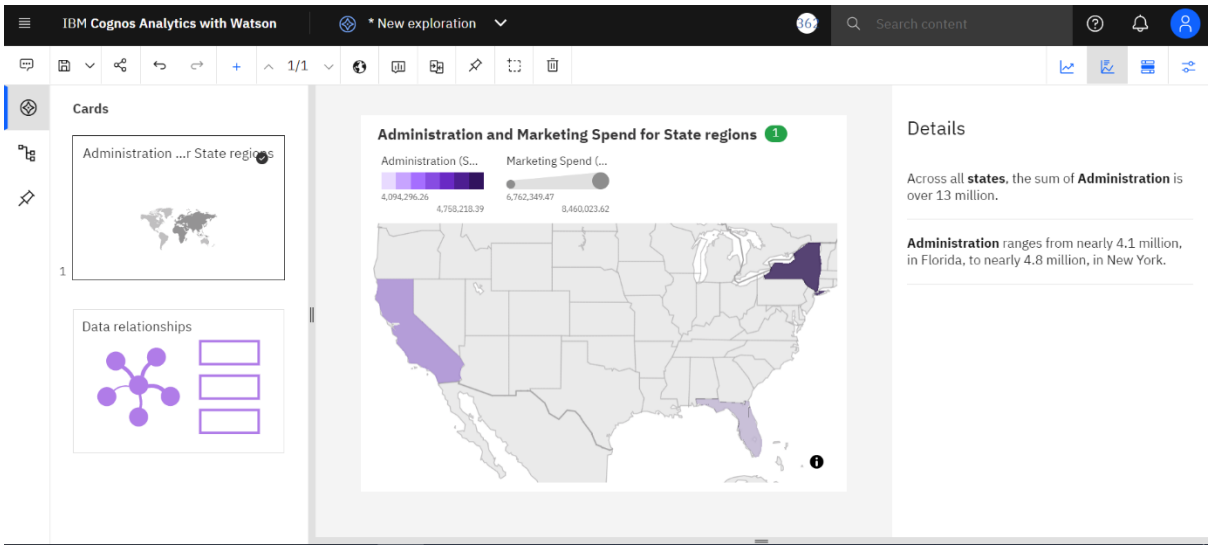
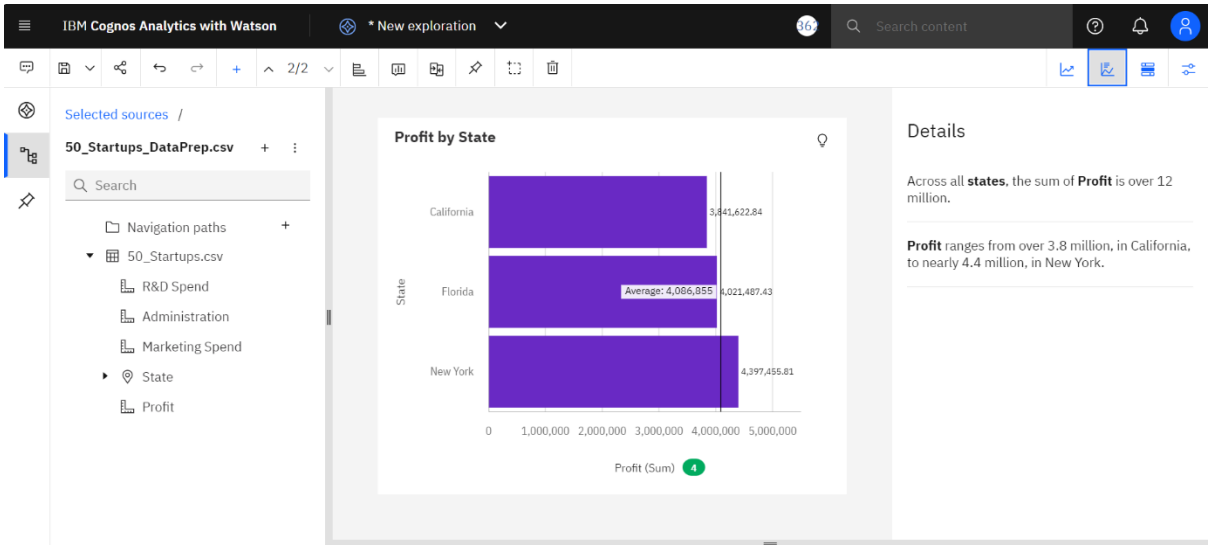
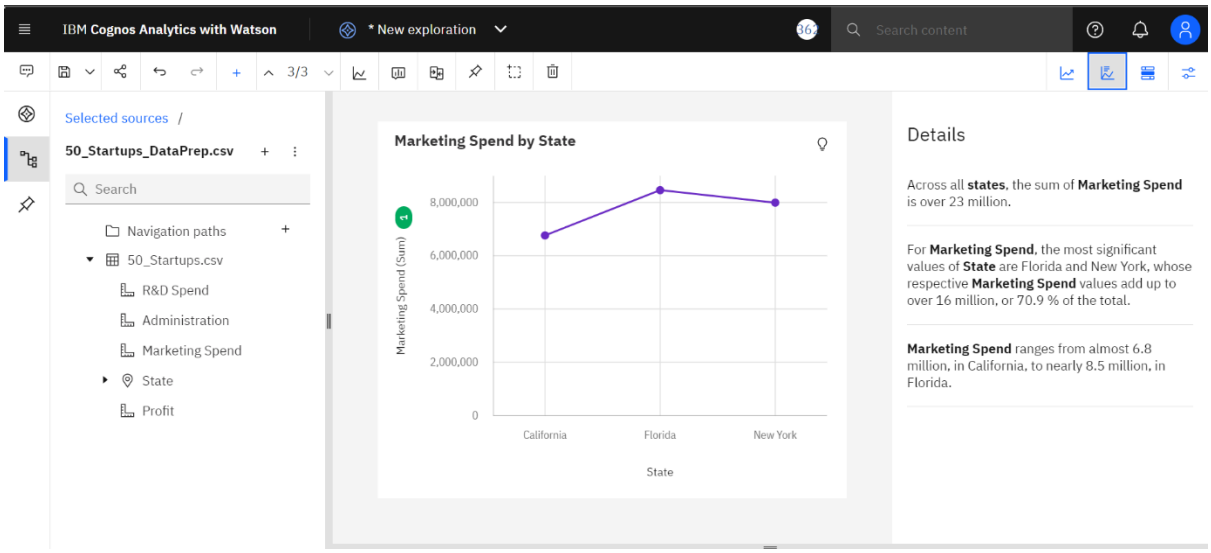
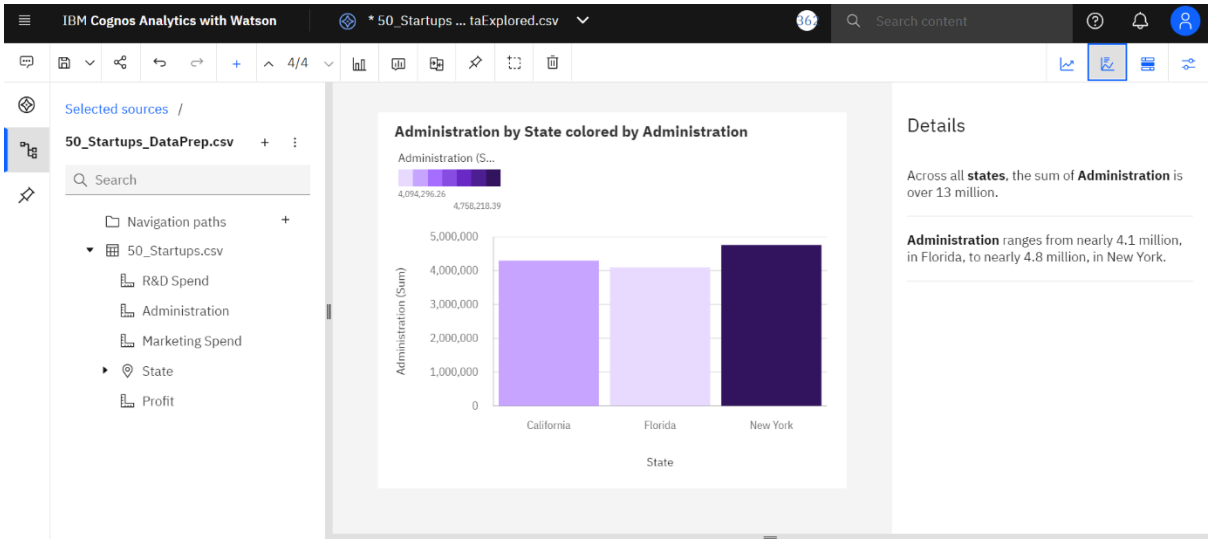
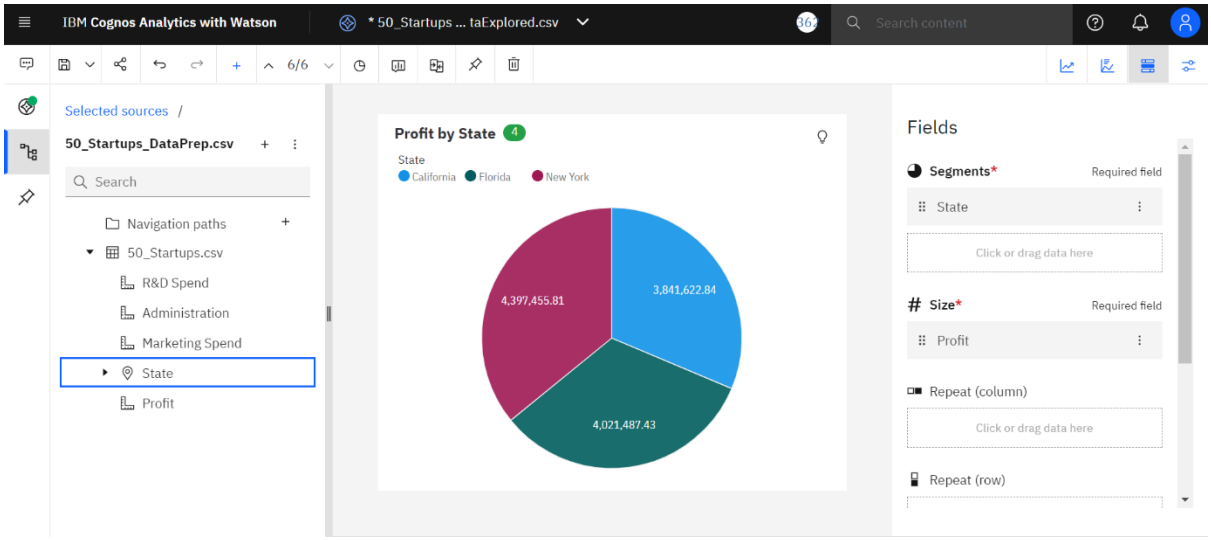

IBM Cognos Analytics with Watson
* New exploration
Search content
Cards
Data relationships
Explore data relationships
50_Startups_DataPrep.csv
Reset to original
Marketing Spend
Edit diagram
Administration
Marketing Spend
Profit
R&D Spend
State
Select single or multiple nodes to see visualizations.
Relationship diagram
10%
100%
Select a visualization
Explore visualizations related to 'Marketing Spend'
Marketing Spend
23.2M
Marketing Spend
Add +
Marketing Spend

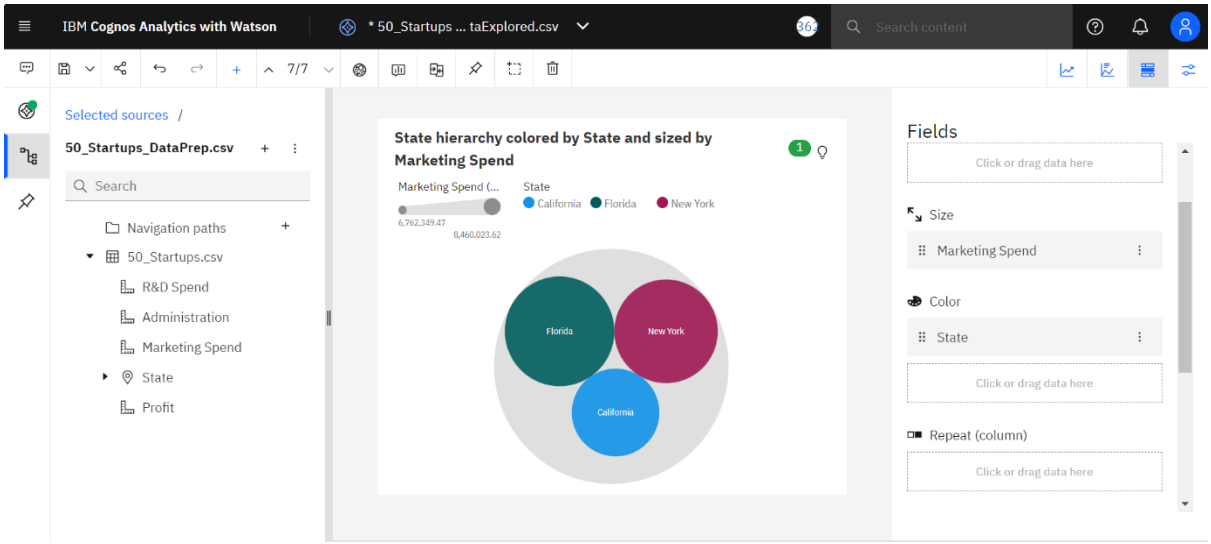

IBM Cognos Analytics with Watson
* New exploration
Search content
1/1
Cards
Administration ...r State regions
1
Data relationships
Administration and Marketing Spend for State regions
1
Administration (S...
Marketing Spend (...
4,094,296.26
4,758,218.39
6,762,349.47
8,460,023.62
Details
Across all states, the sum of Administration is over 13 million.
Administration ranges from nearly 4.1 million, in Florida, to nearly 4.8 million, in New York.

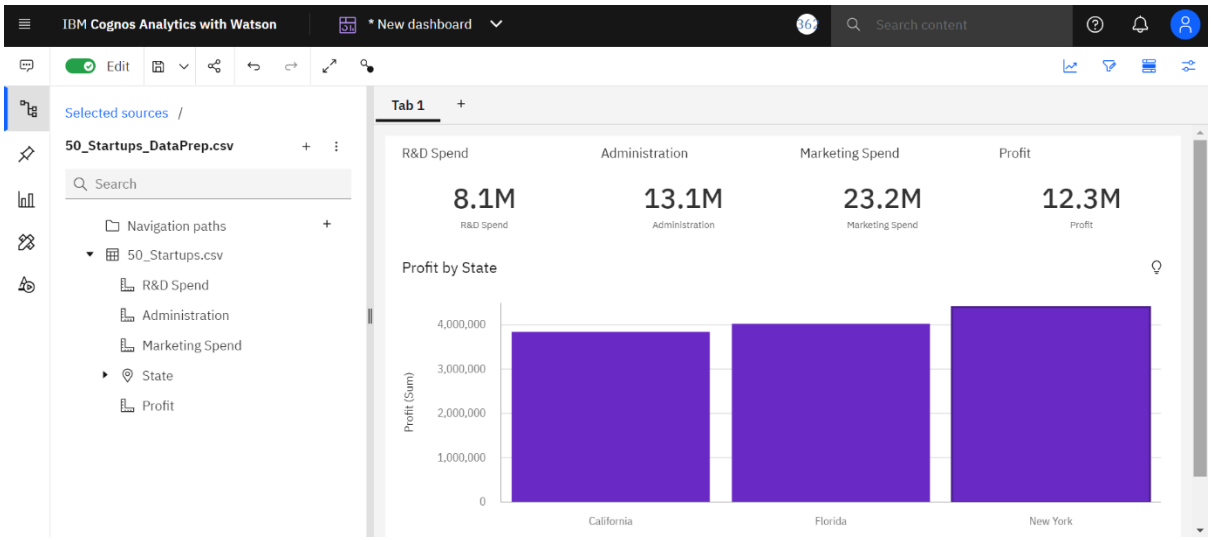

IBM Cognos Analytics with Watson
* New exploration
Search content
2/2
Selected sources /
50_Startups_DataPrep.csv
Search
Navigation paths
50_Startups.csv
R&D Spend
Administration
Marketing Spend
State
Profit
Profit by State
California
Florida
New York
State
3,841,622.84
Average: 4,086,855
4,021,487.43
4,397,455.81
0
1,000,000
2,000,000
3,000,000
4,000,000
5,000,000
Profit (Sum)
Details
Across all states, the sum of Profit is over 12 million.
Profit ranges from over 3.8 million, in California, to nearly 4.4 million, in New York.

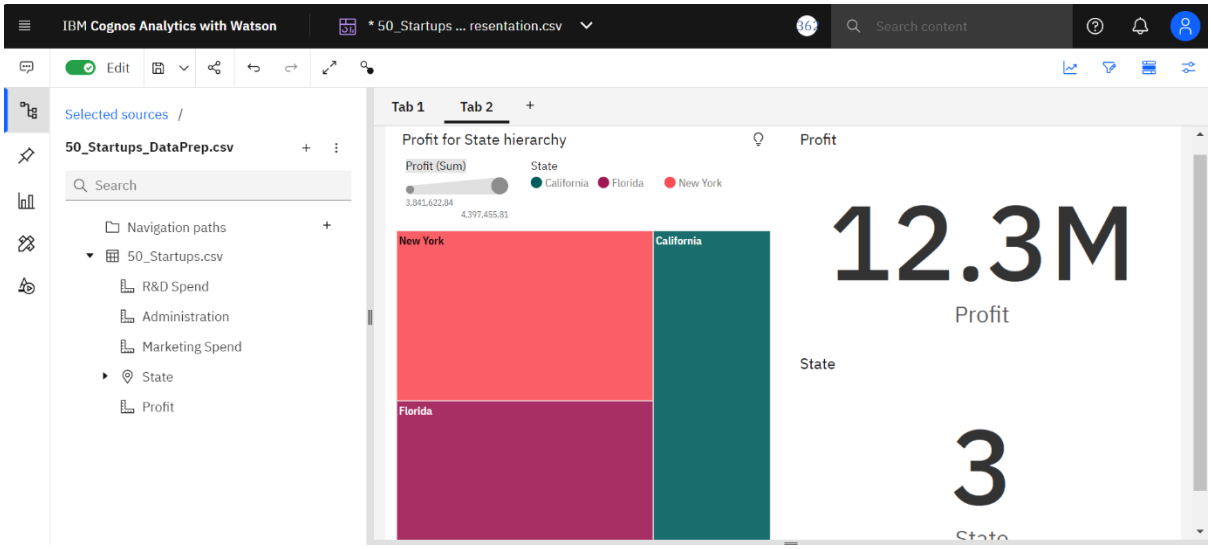

IBM Cognos Analytics with Watson
* New exploration
Search content
3/3
Selected sources /
50_Startups_DataPrep.csv
Search
Navigation paths
50_Startups.csv
R&D Spend
Administration
Marketing Spend
State
Profit
Marketing Spend by State
Marketing Spend (Sum)
8,000,000
6,000,000
4,000,000
2,000,000
0
California
Florida
New York
State
Details
Across all states, the sum of Marketing Spend is over 23 million.
For Marketing Spend, the most significant values of State are Florida and New York, whose respective Marketing Spend values add up to over 16 million, or 70.9 % of the total.
Marketing Spend ranges from almost 6.8 million, in California, to nearly 8.5 million, in Florida.

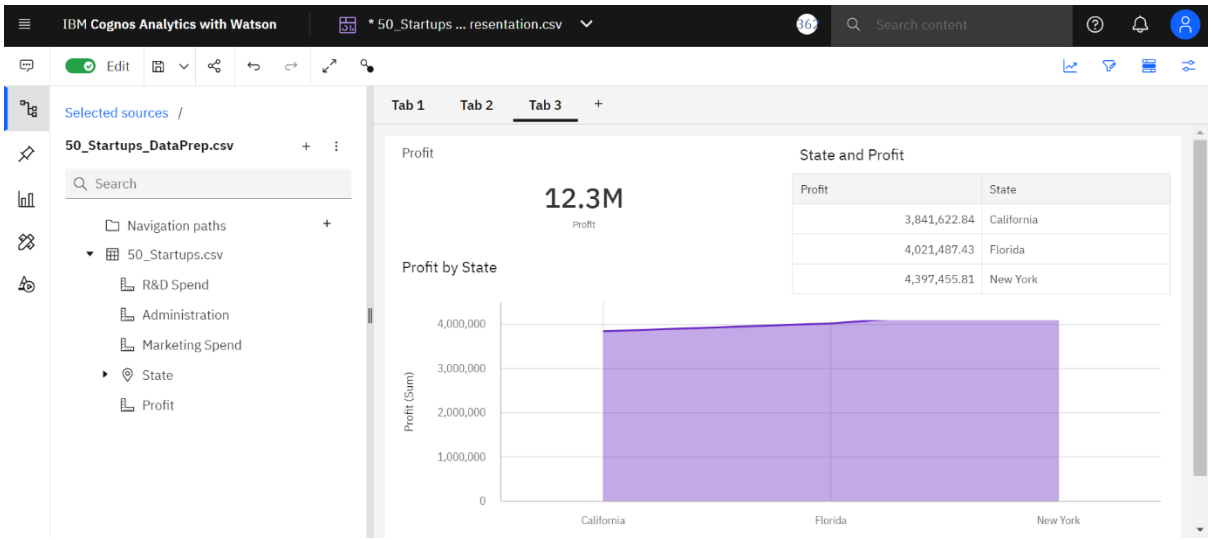

IBM Cognos Analytics with Watson
* 50_Startups ... taExplored.csv
Search content
4/4
Selected sources /
50_Startups_DataPrep.csv
Search
Navigation paths
50_Startups.csv
R&D Spend
Administration
Marketing Spend
State
Profit
Administration by State colored by Administration
Administration (S...
4,094,296.26
4,758,218.39
5,000,000
4,000,000
3,000,000
2,000,000
1,000,000
0
Administration (Sum)
California
Florida
New York
State
Details
Across all states, the sum of Administration is over 13 million.
Administration ranges from nearly 4.1 million, in Florida, to nearly 4.8 million, in New York.


IBM Cognos Analytics with Watson
* 50_Startups ... taExplored.csv
Search content
6/6
Selected sources /
50_Startups_DataPrep.csv
Search
Navigation paths
50_Startups.csv
R&D Spend
Administration
Marketing Spend
State
Profit
Profit by State
4
State
California
Florida
New York
4,397,455.81
3,841,622.84
4,021,487.43
Fields
Segments*
Required field
State
Click or drag data here
Size*
Required field
Profit
Repeat (column)
Click or drag data here
Repeat (row)


IBM Cognos Analytics with Watson
* 50_Startups ... taExplored.csv
Search content
7/7
Selected sources /
50_Startups_DataPrep.csv
Search
Navigation paths
50_Startups.csv
R&D Spend
Administration
Marketing Spend
State
Profit
State hierarchy colored by State and sized by Marketing Spend
Marketing Spend (...
6,762,349.47
8,460,023.62
State
California
Florida
New York
Fields
Click or drag data here
Size
Marketing Spend
Color
State
Repeat (column)


IBM Cognos Analytics with Watson
* New dashboard
Search content
Edit
Selected sources /
50_Startups_DataPrep.csv
Search
Navigation paths
50_Startups.csv
R&D Spend
Administration
Marketing Spend
State
Profit
Tab 1
R&D Spend
8.1M
R&D Spend
Administration
13.1M
Administration
Marketing Spend
23.2M
Marketing Spend
Profit
12.3M
Profit
Profit by State
Profit (Sum)
4,000,000
3,000,000
2,000,000
1,000,000
0
California
Florida
New York


IBM Cognos Analytics with Watson
* 50_Startups ... resentation.csv
Search content
Edit
Selected sources /
50_Startups_DataPrep.csv
Search
Navigation paths
50_Startups.csv
R&D Spend
Administration
Marketing Spend
State
Profit
Tab 1
Tab 2
Profit for State hierarchy
Profit (Sum)
3,841,622.84
4,397,455.81
State
California
Florida
New York
New York
California
Florida
Profit
12.3M
Profit
State
3


IBM Cognos Analytics with Watson
* 50_Startups ... resentation.csv
Search content
Edit
Selected sources /
50_Startups_DataPrep.csv
Search
Navigation paths
50_Startups.csv
R&D Spend
Administration
Marketing Spend
State
Profit
Tab 1
Tab 2
Tab 3
Profit
12.3M
Profit
State and Profit
Profit
State
3,841,622.84
California
4,021,487.43
Florida
4,397,455.81
New York
Profit by State
Profit (Sum)
4,000,000
3,000,000
2,000,000
1,000,000
0
California
Florida
New York