ASSIGNMENT - 1

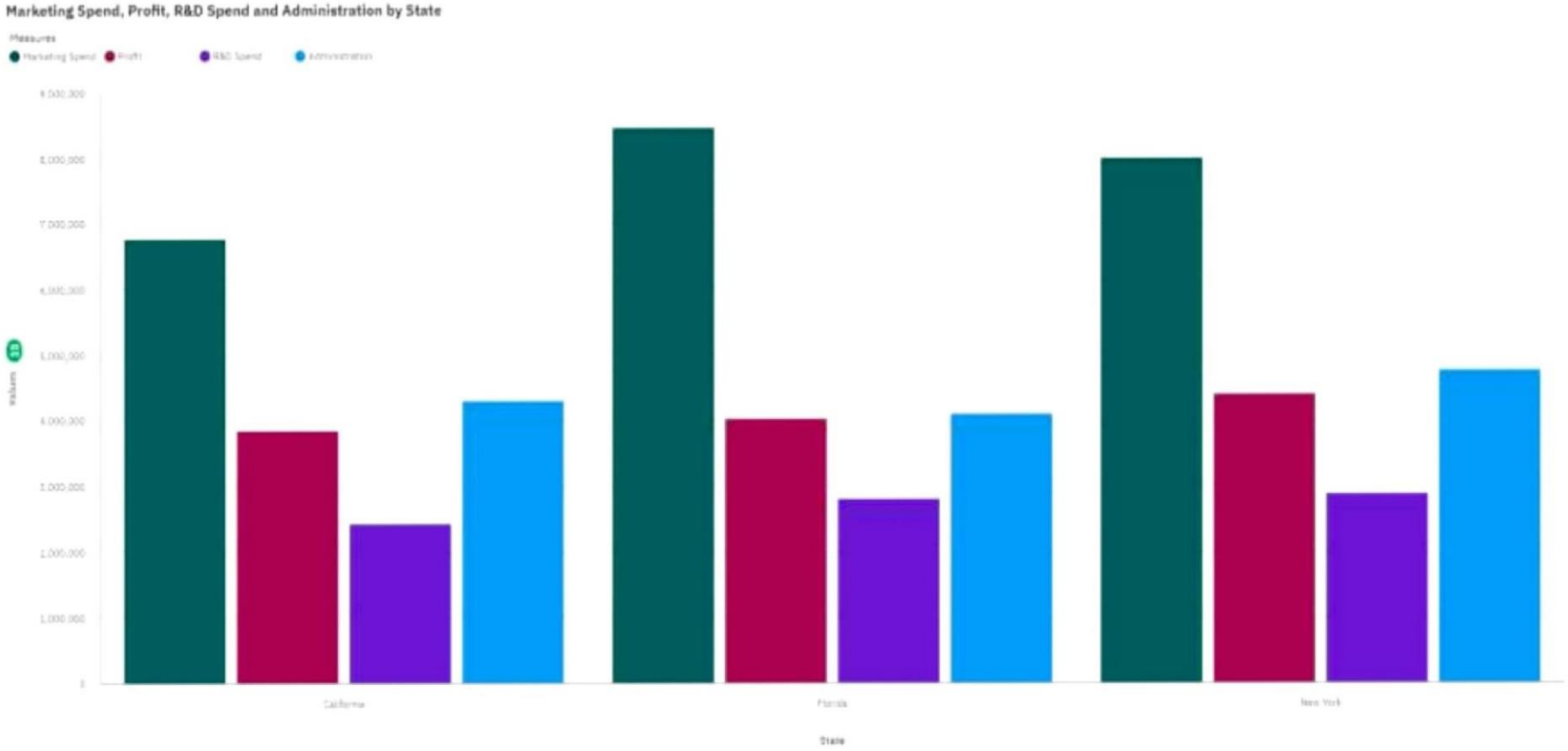
UPLOAD THE DATASET TO COGNO

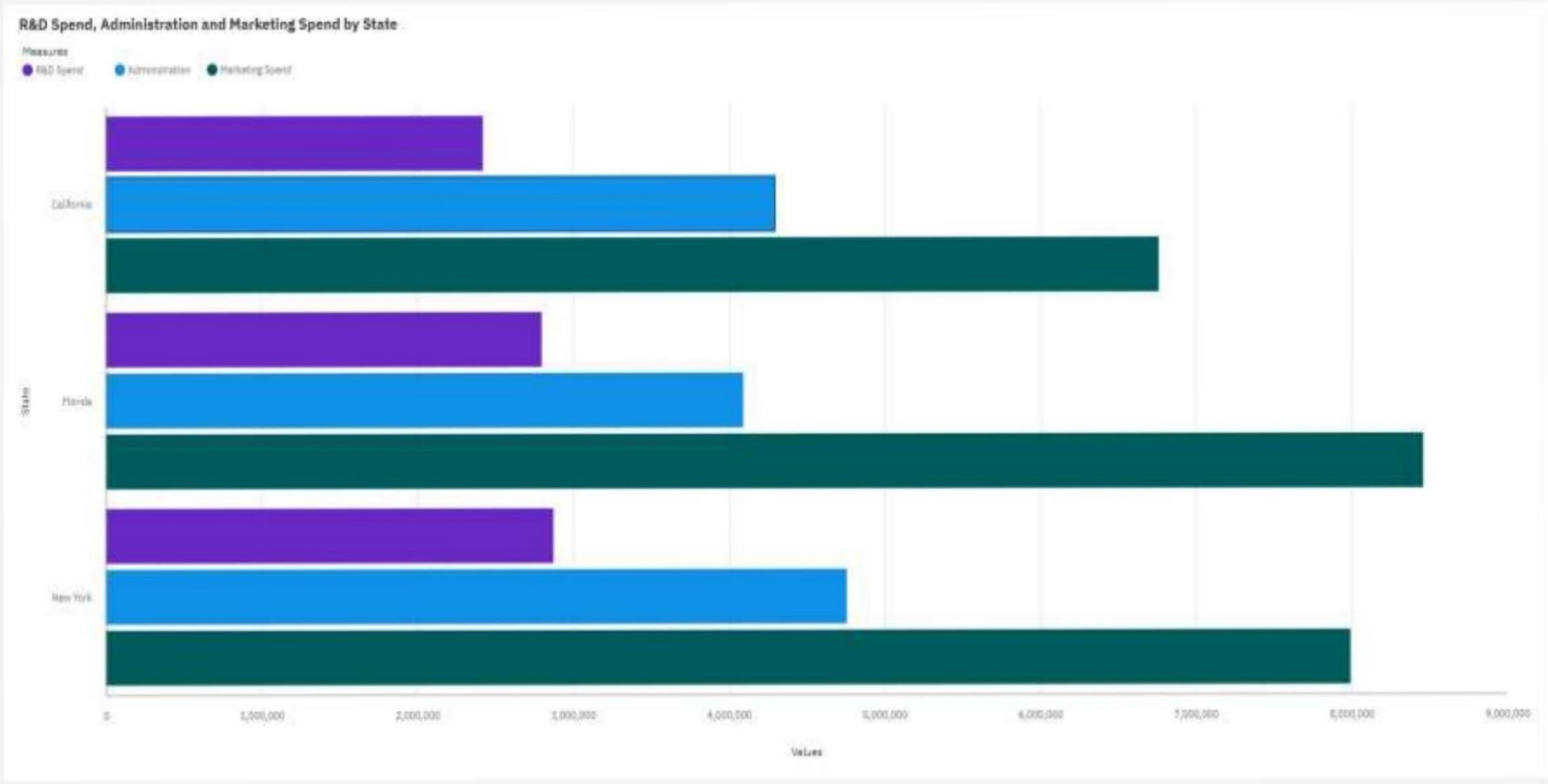
ANALYTICS, EXPLORE AND VISUALIZE THE DATASET

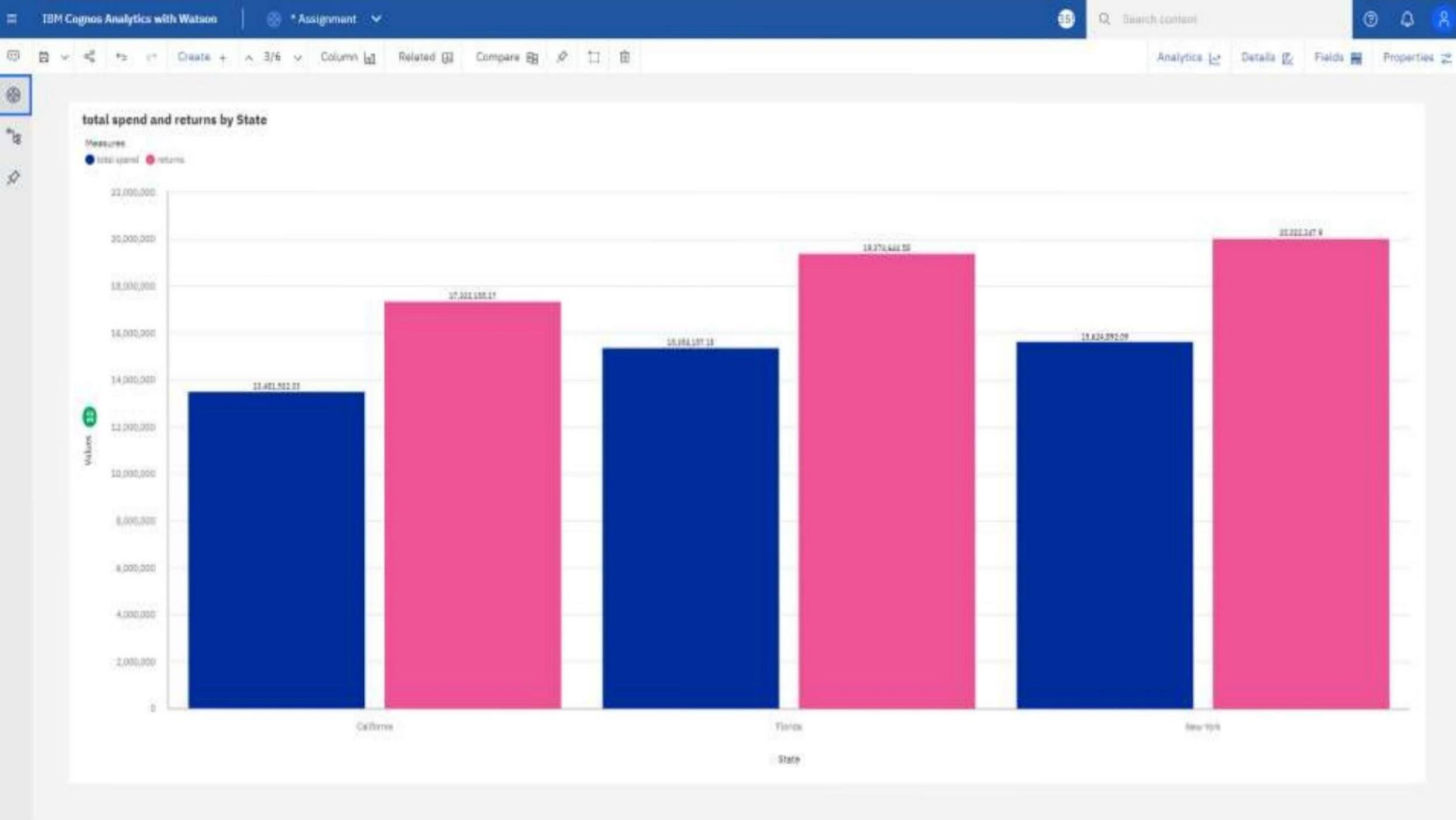
DATASET : 50-Startup Dataset

TEAM MEMBERS :

KISHOR VINAYAK M S
SUNDARAPRASHAD P
PRASANNA KUMAR S
NAREN KUMAR K

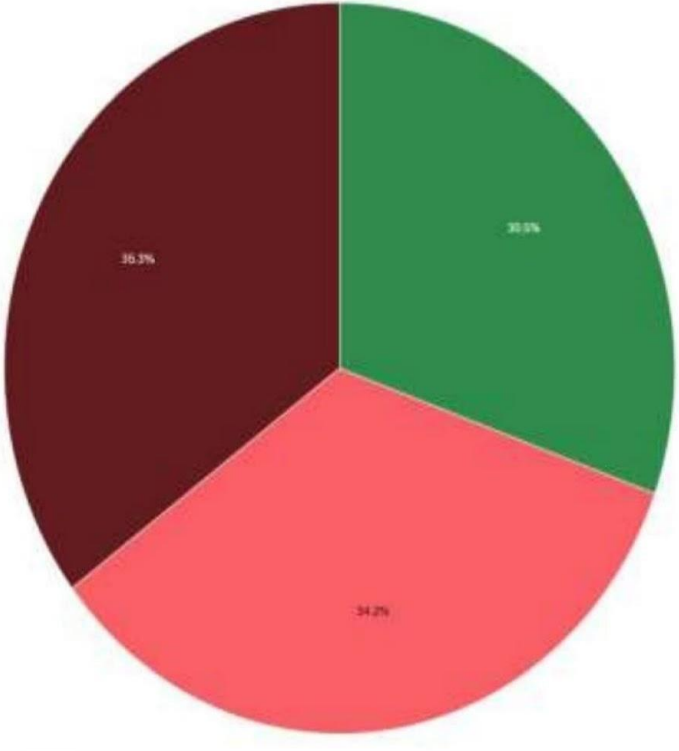

Marketing Spend, Profit, R&D Spend and Administration by State
Measures
Marketing Spend
Profit
R&D Spend
Administration
Values
California
Florida
New York
State


IBM Cognos Analytics with Watson
* Assignment
Create
2/6
Bar
Related
Compare
Analytics
Details
Fields
Properties
R&D Spend, Administration and Marketing Spend by State
Measures
R&D Spend
Administration
Marketing Spend
California
Florida
New York
State
0
1,000,000
2,000,000
3,000,000
4,000,000
5,000,000
6,000,000
7,000,000
8,000,000
9,000,000
Values

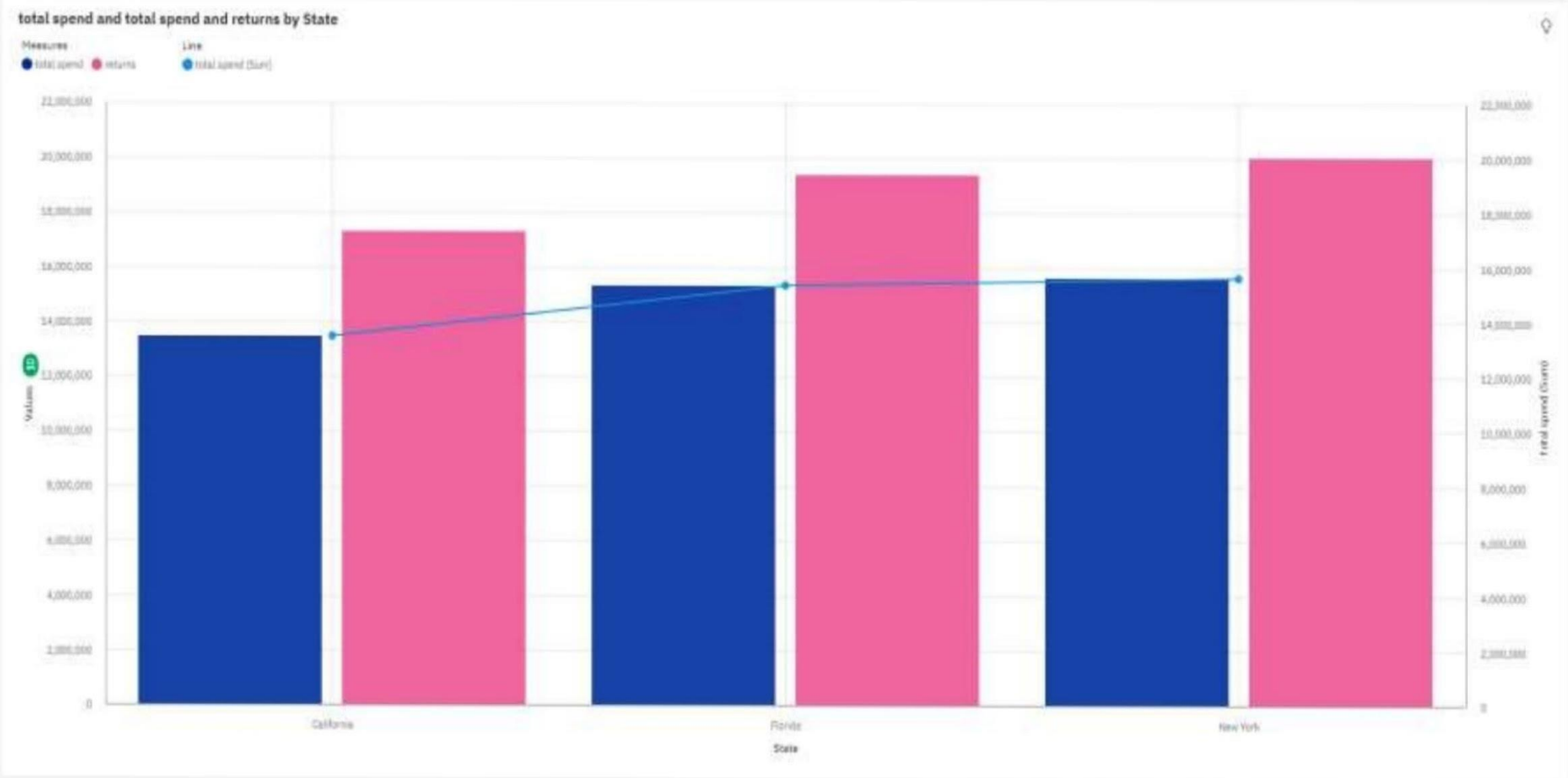

IBM Cognos Analytics with Watson
* Assignment
Search content
Create
3/6
Column
Related
Compare
Analytics
Details
Fields
Properties
total spend and returns by State
Measures
total spend
returns
22,000,000
20,000,000
18,000,000
16,000,000
14,000,000
12,000,000
10,000,000
8,000,000
6,000,000
4,000,000
2,000,000
0
Values
California
Florida
New York
State

returns by State SD

State
California Florida New York



IBM Cognos Analytics with Watson
* Assignment
Create
5/6
Map
Related
Compare
Analytics
Details
Fields
Properties
State and Marketing Spend for State regions and Administration and R&D Spend for State points
Marketing Spend (...
Administration (S...
R&D Spend (Sum)
State
Florida
New York
California
Calgary
Ottawa
Chicago
Boston
New York
Washington
United States
San Francisco
Las Vegas
Los Angeles
Phoenix
Tijuana
Atlanta
Houston
Monterrey
Mexico
Havana
Cuba
Bahamas
Guadalajara
Mexico City
Jamaica
Dominican Republic
San Juan
Belize
Guatemala
Honolulu
California | California
Marketing Spend: 6,762,349.47


total spend and total spend and returns by State
Measures
total spend
returns
Line
total spend (Sum)
Values
total spend (Sum)
California
Florida
New York
State