

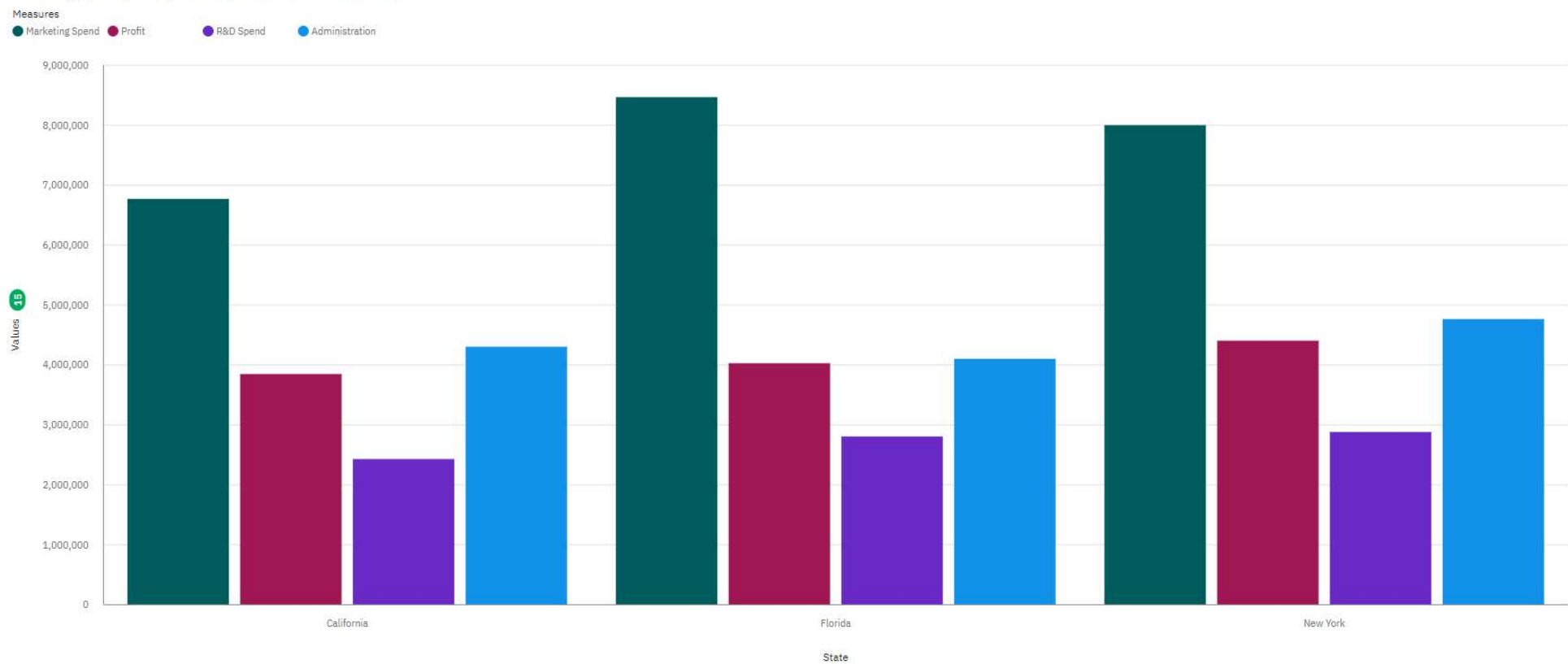
Assignment 1

Task: We need to upload the dataset to Cognos Analytics, To explore and visualize the dataset

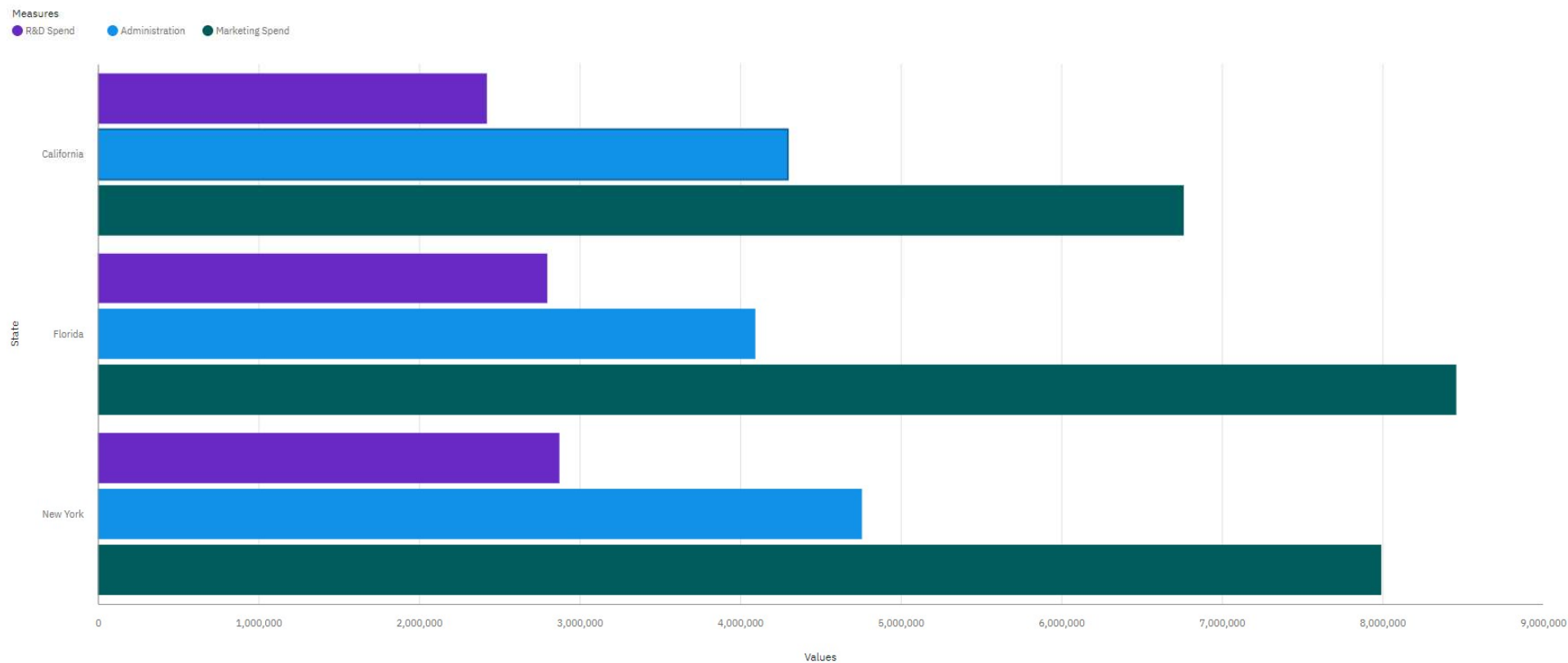
Dataset → Startup dataset



Marketing Spend, Profit, R&D Spend and Administration by State



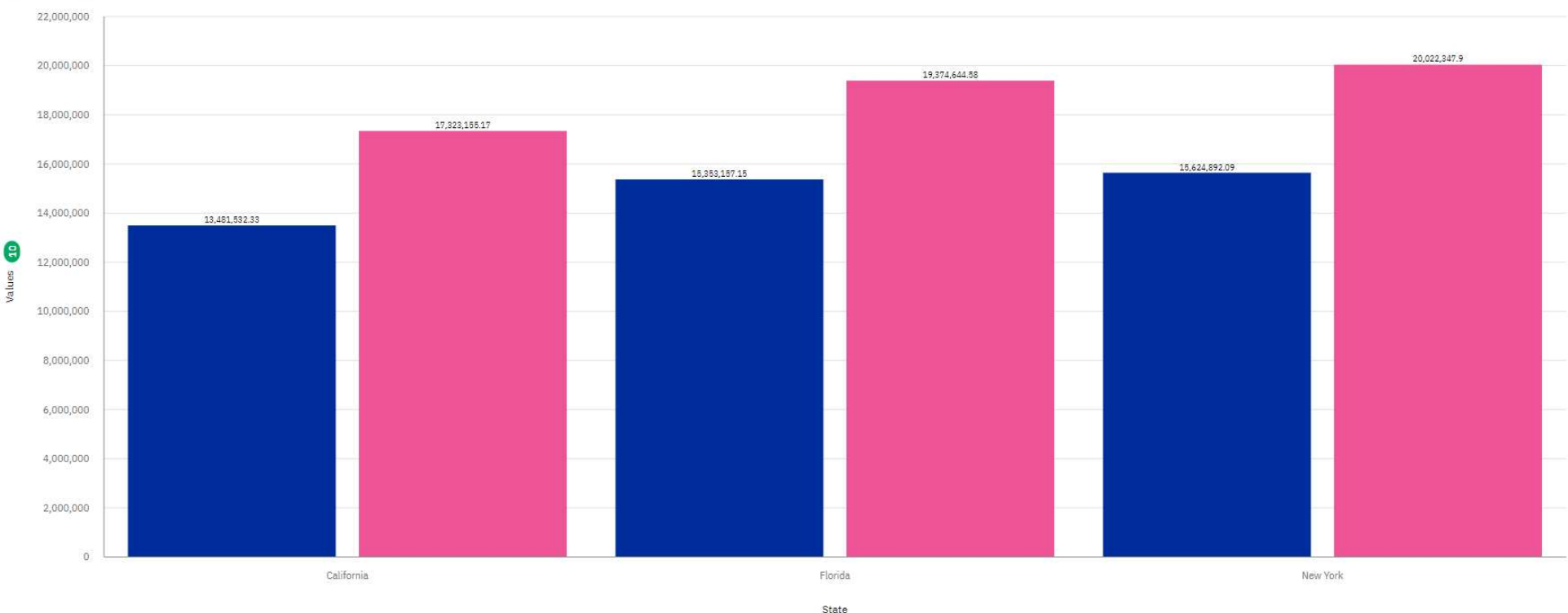
R&D Spend, Administration and Marketing Spend by State



total spend and returns by State

Measures

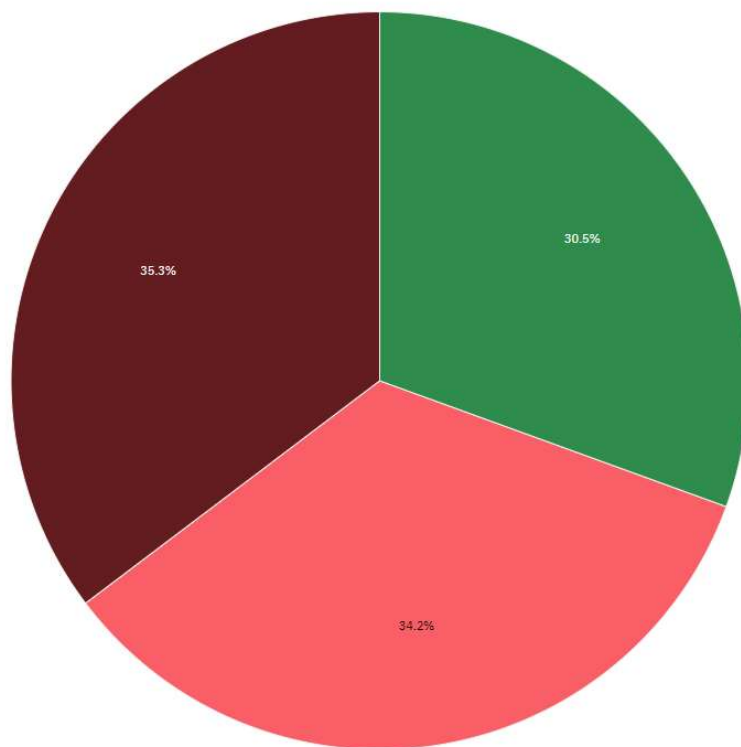
total spend returns



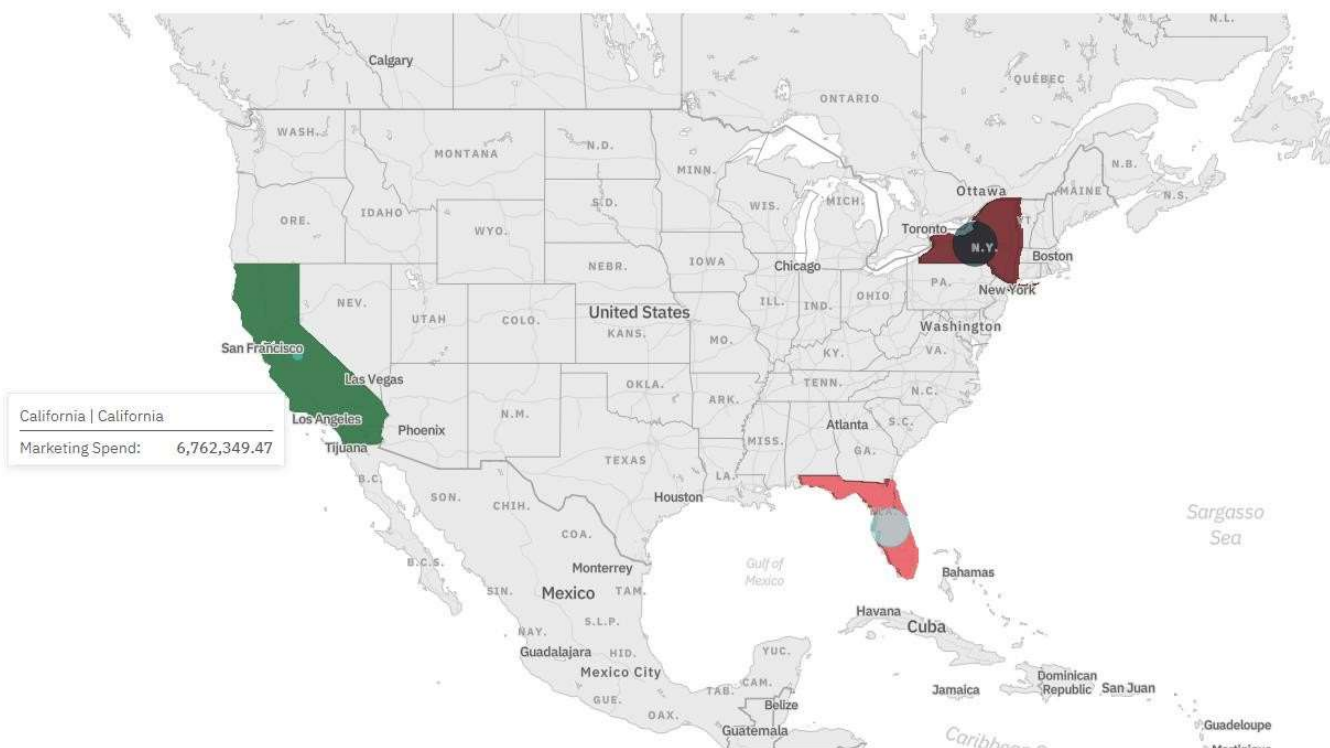
returns by State 10

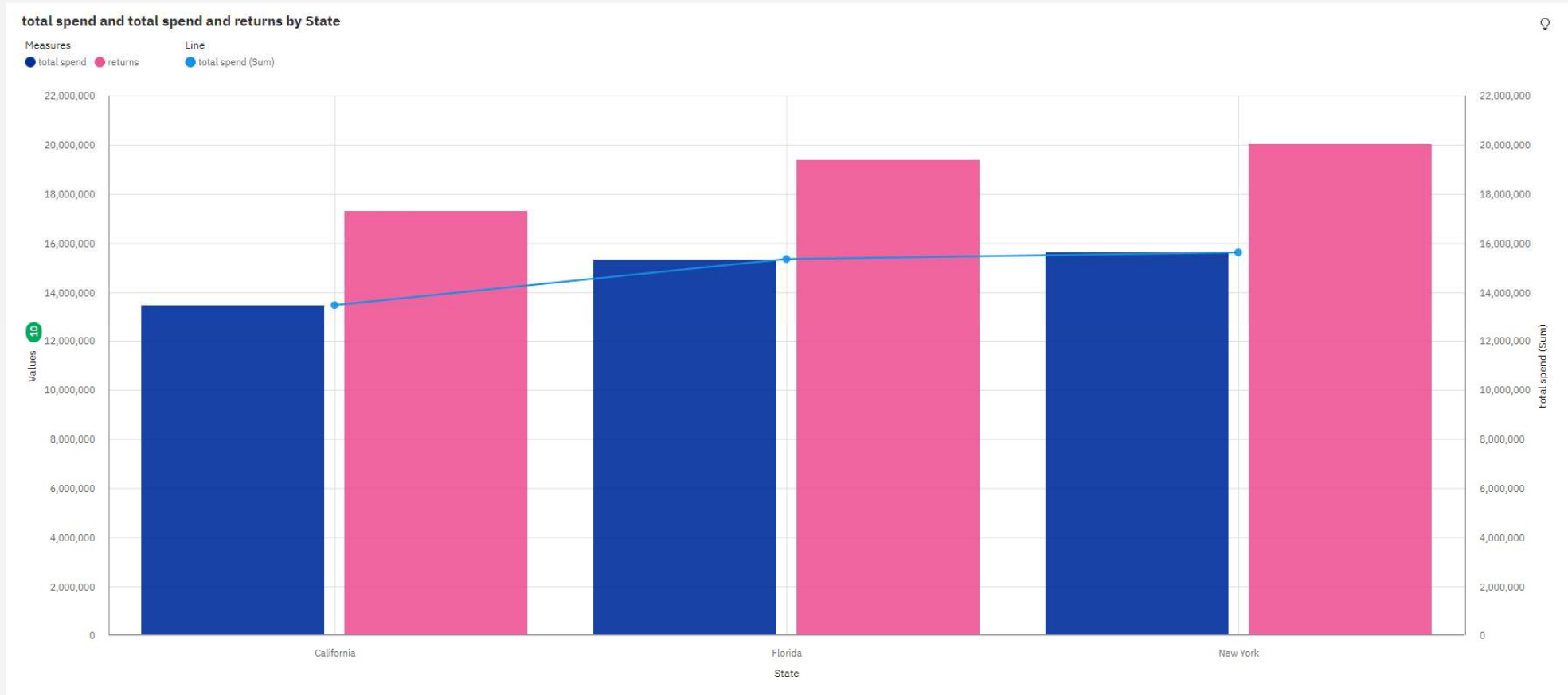
State

● California ● Florida ● New York



State and Marketing Spend for State regions and Administration and R&D Spend for State points 10





LINK TO OPEN THIS VISUALIZATION IN COGNOS TOOL

https://us3.ca.analytics.ibm.com/bi/?perspective=explore&pathRef=.my_folders%2FAssignment&subView=model0000018331602e44_000000004