

## Assignment 1

**College :** Thiagarajar College of Engineering , Madurai

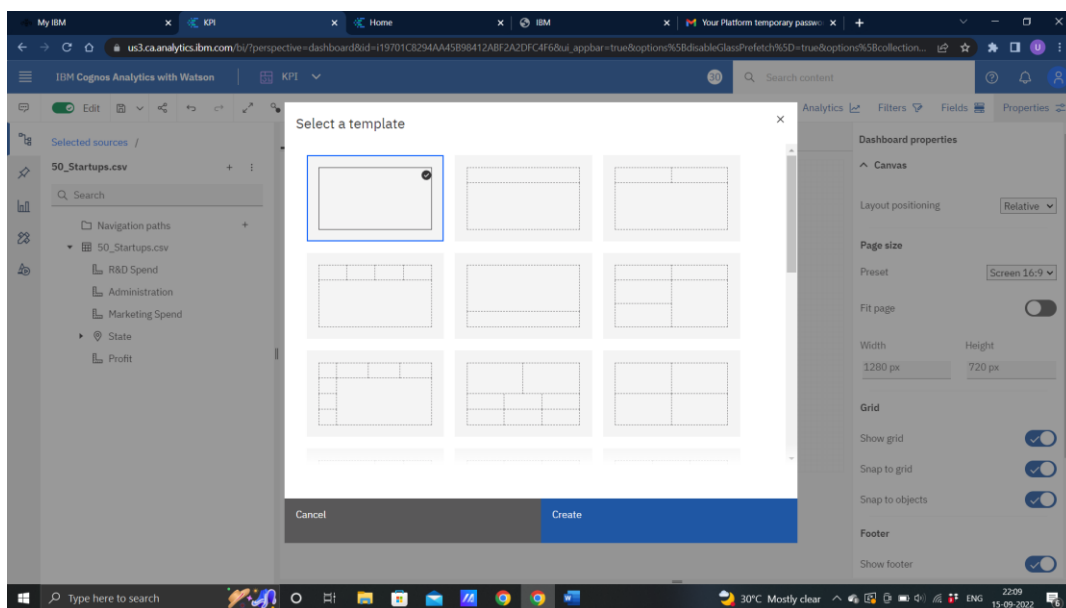
**Name :** Ubhanisha Sri C

**Dept :** Information Technology

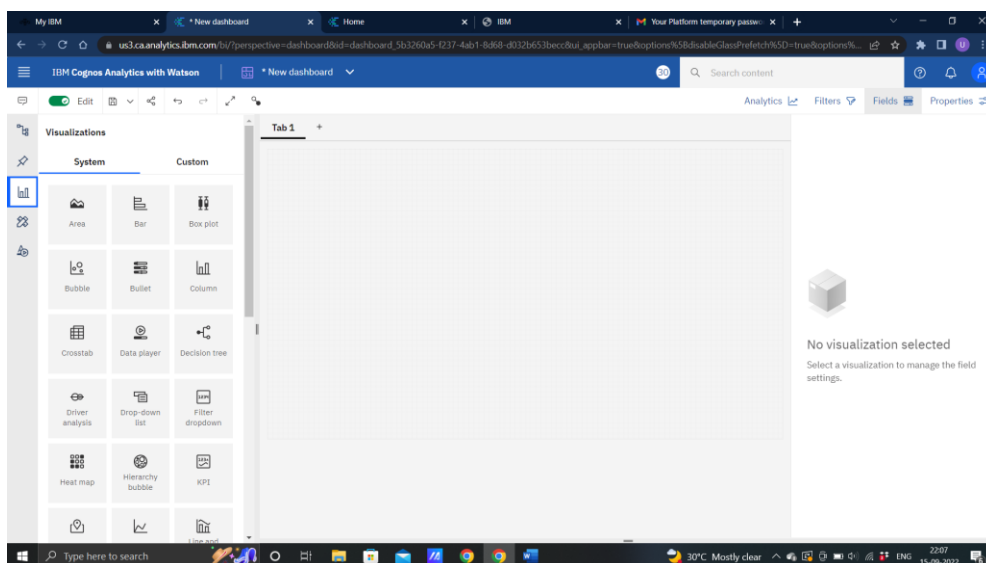
**Reg NO. :** 19IT113    **IBM Reg No. :** 917719IT113

## Data Visualisation

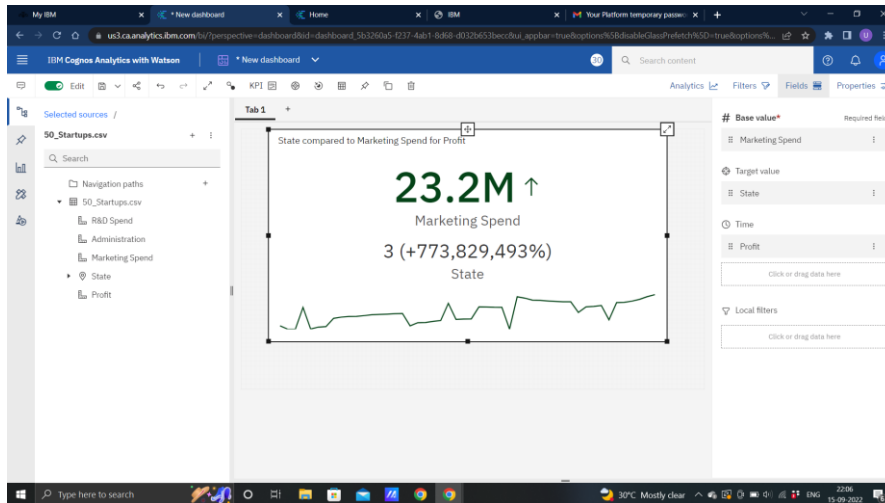
### 1. Create dashboard



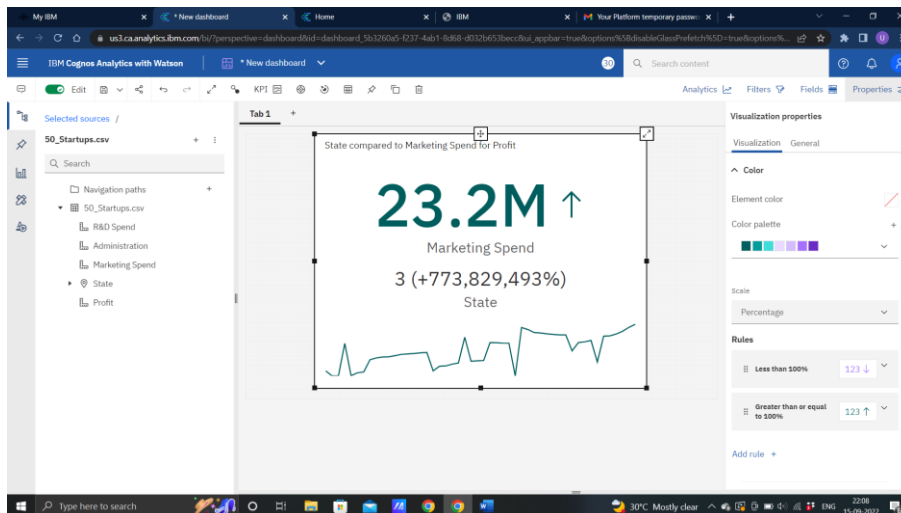
### 2. Choose KPI



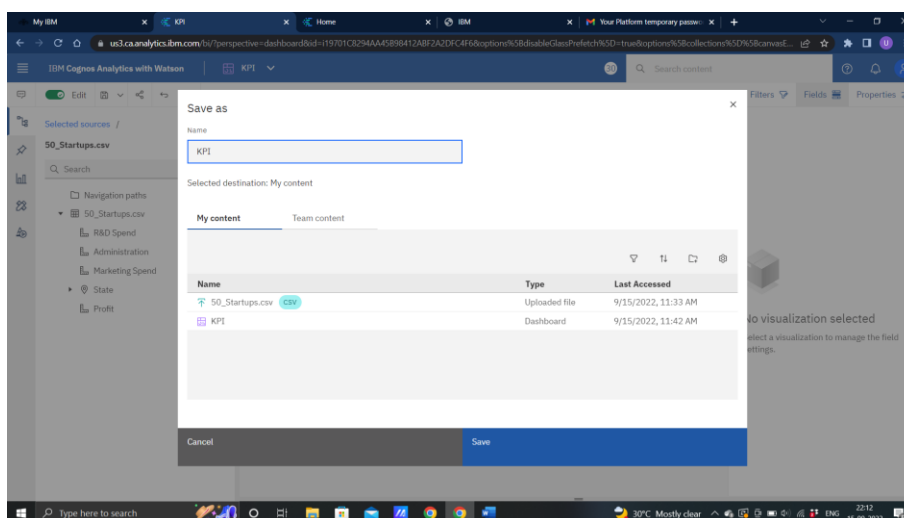
### 3. Base value : marketing speed, Target value : State, Time : Profit



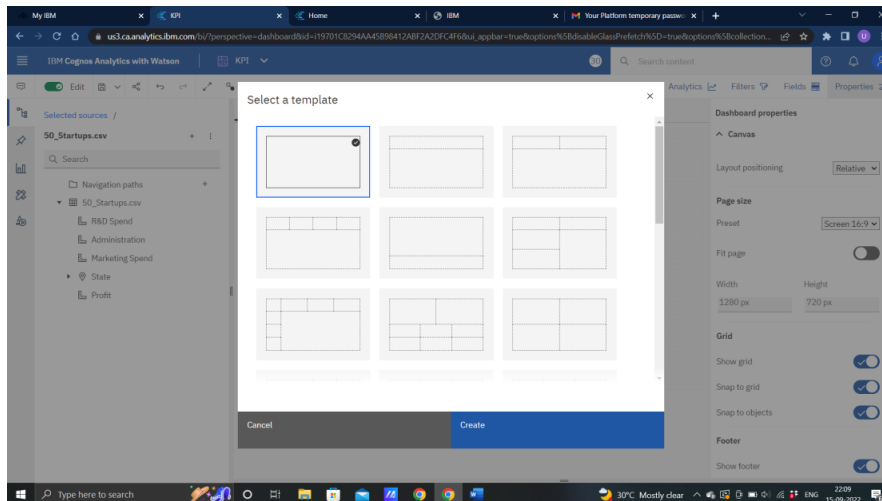
### 4. Change Palette



### 5. Save



## 6. Create new tab



## 7. CrossMap

Columns : Marketing Speed

Rows : State

Values : R&D Speed

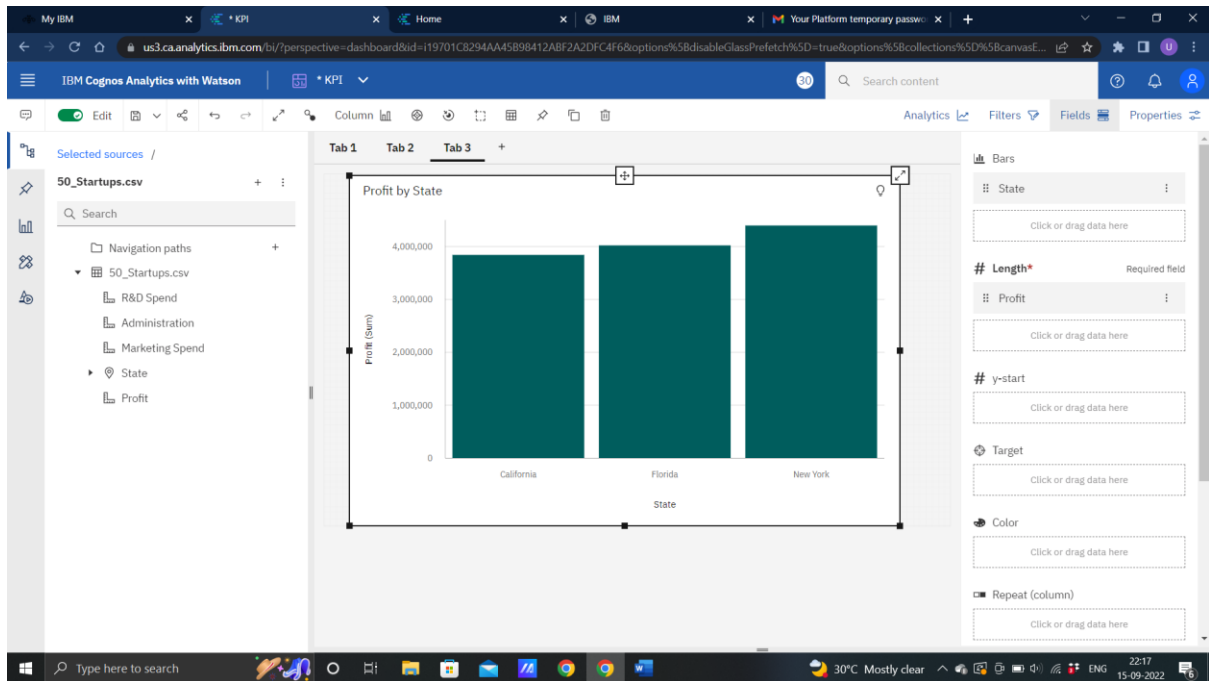
The screenshot shows the IBM Cognos Analytics interface with a CrossMap visualization. The table displays R&D Spend for Marketing Spend and State. The columns are Marketing Spend and the rows are State. The values are R&D Speed.

R&D Spend	0	1,903.93	28,334.72	35,534.17	45,173.06	46,085.2
California	0	(no value)	44,355.48	(no value)	0	1:
Florida	(no value)	(no value)	(no value)	(no value)	(no value)	
New York	173,923.5	2,000.46	(no value)	35,735.32	(no value)	
Summary	173,923.5	2,000.46	44,355.48	35,735.32	0	1:

## 8. Save

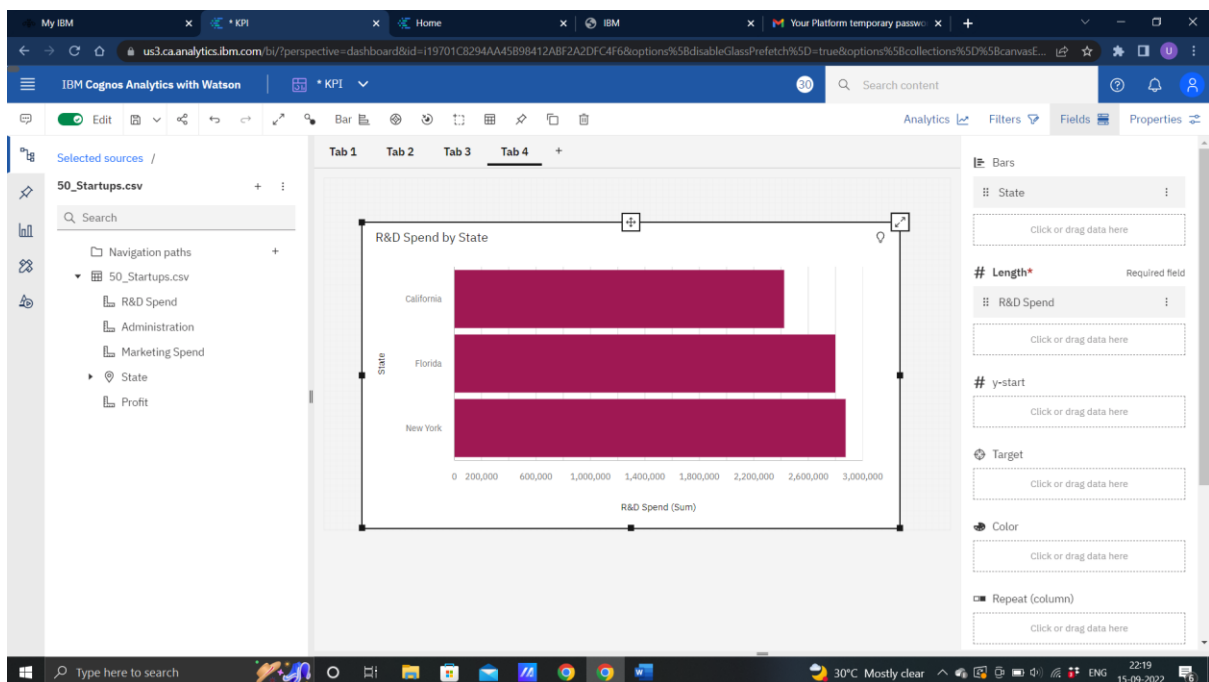
## 9. Column

Bars : State  
Length : profit



## 10. Barplot

Bars : State  
Length : R&D Spend

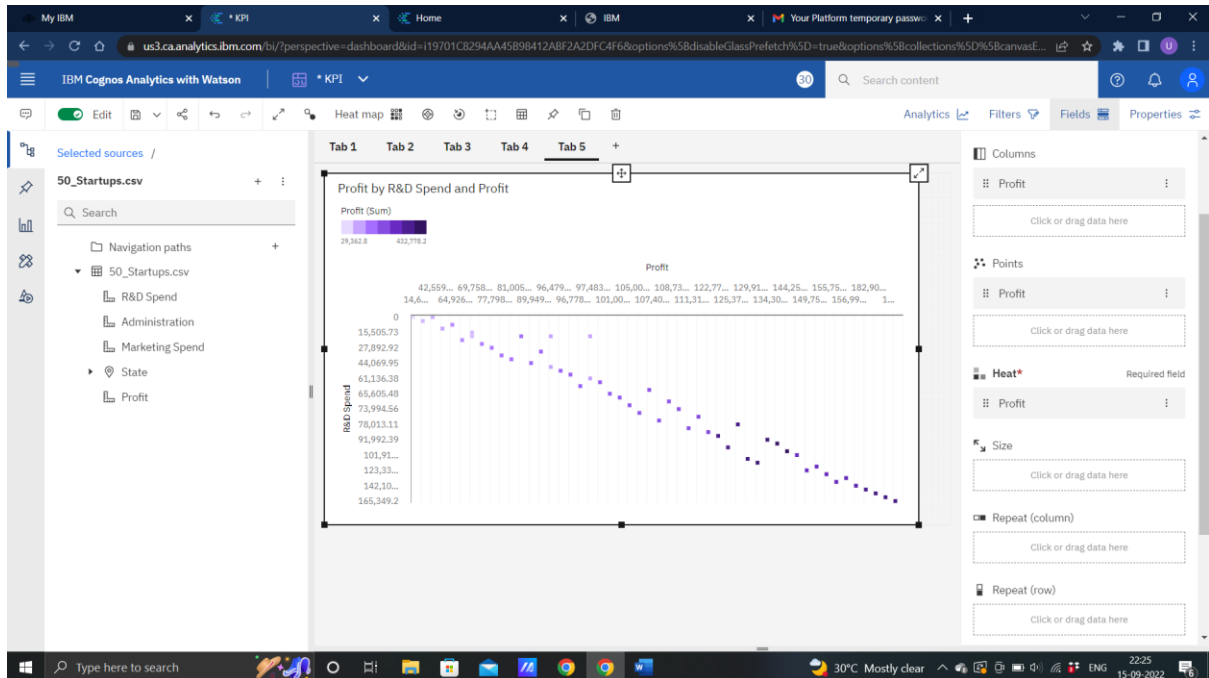


## 11. HeatMap

Columns : Profit

Rows : R&amp;D Spend

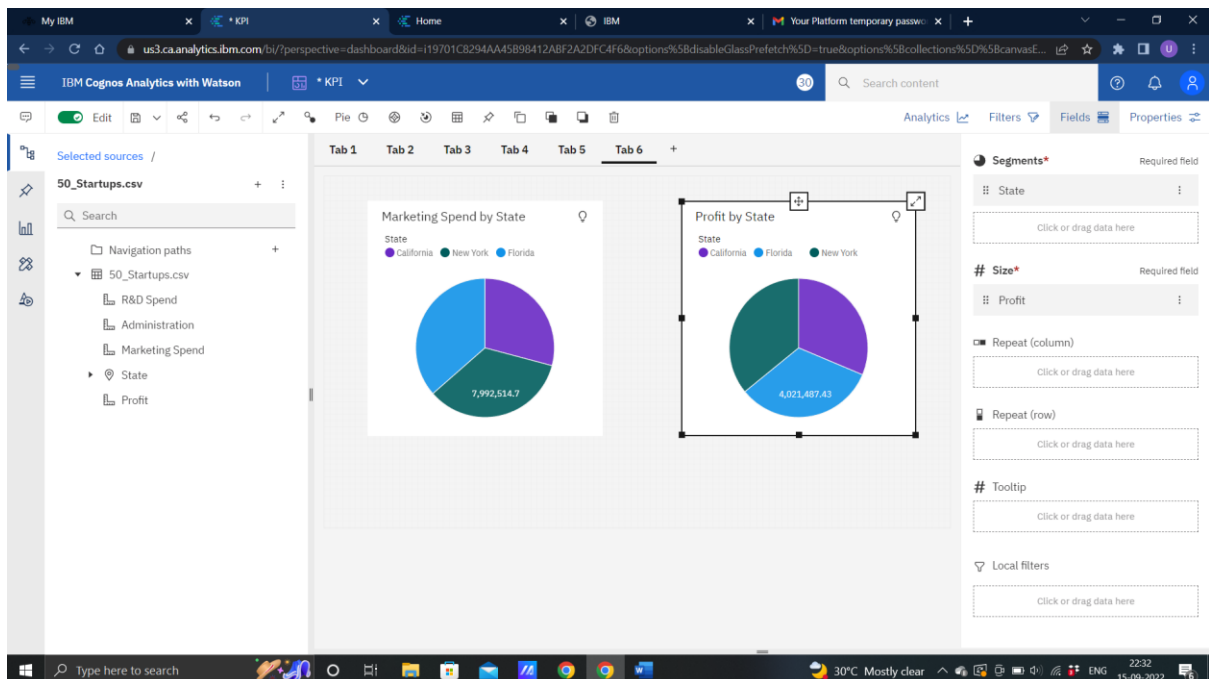
Heat : Profit



## 12. Pie chart

i. State and R&amp;D Spend

ii. State and Profit



## Uploading the data

The screenshot displays the IBM Cognos Analytics with Watson user interface. At the top, a navigation bar includes 'My IBM', 'Profile', and 'Billing' links, with the user ID 'IBMId: spriyanka@student.tce.edu' on the right. The main heading is 'Products'. Under the 'Trials' section, it states '1 Offering' and provides a link to 'Get product support'. The primary trial offer is 'IBM Cognos Analytics on Cloud - Trial', which is 'Active' and 'Expires on Oct 15, 2022'. It includes 'Launch' and 'Manage' buttons. A large central message encourages users to let IBM provide technology and business solutions, with a 'View catalog' button. Below this, a 'Quick launch' section offers four main actions: 'Upload data' (upload or drag and drop spreadsheets, csv files, and other data sources), 'Prepare data' (use data modules to clean and connect data from multiple resources), 'Exploration' (quickly find unbiased answers by identifying trends in your data with data exploration), and 'Present data' (create sophisticated, multi-page, multi-query dashboards, reports, or stories). The interface is shown within a Windows environment, with a taskbar at the bottom displaying various application icons and system information like temperature (27°C) and time (7:48 PM, 15-Sep-22).

My IBM Profile Billing IBMId: spriyanka@student.tce.edu

## Products

**Trials**  
1 Offering [Need help? Get product support](#)

**IBM Cognos Analytics on Cloud - Trial**

**Active**  
Expires on Oct 15, 2022

[Launch](#) [Manage](#)

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Cookie Preferences

IBM Cognos Analytics with Watson

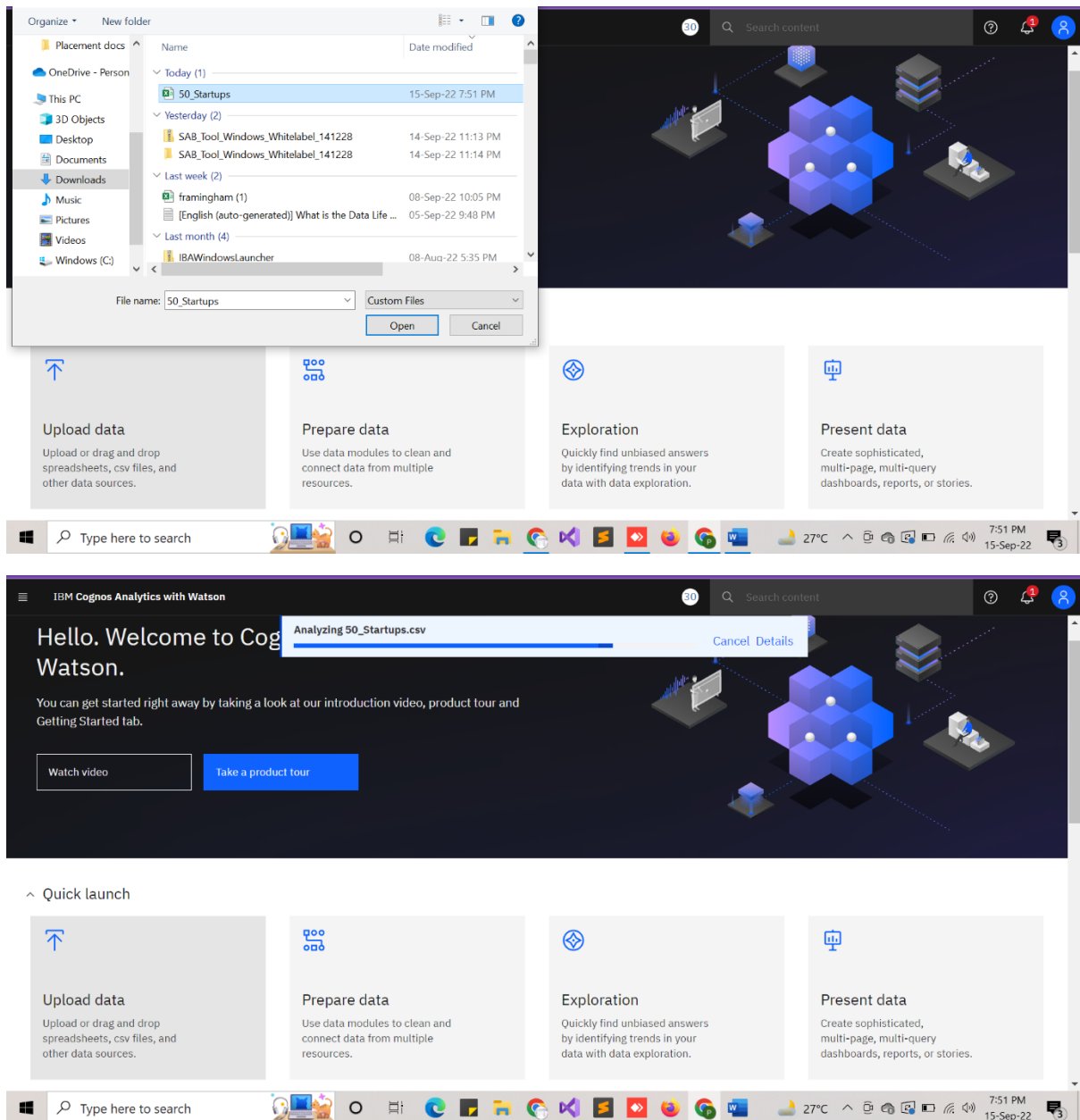
Hello. Welcome to Cognos Analytics with Watson.

You can get started right away by taking a look at our introduction video, product tour and Getting Started tab.

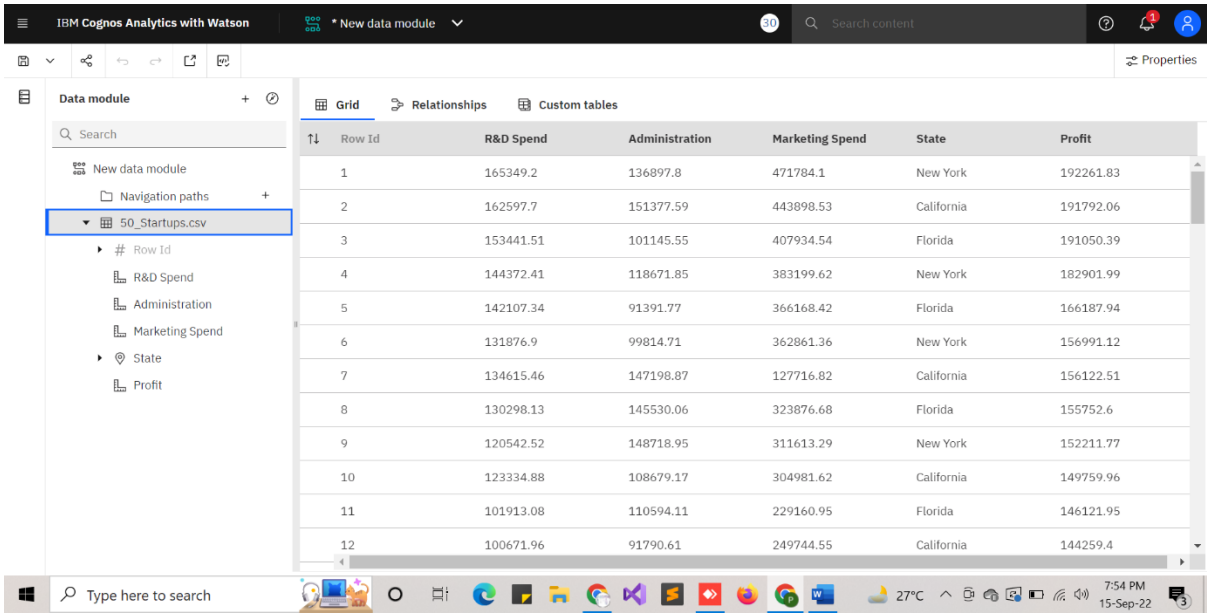
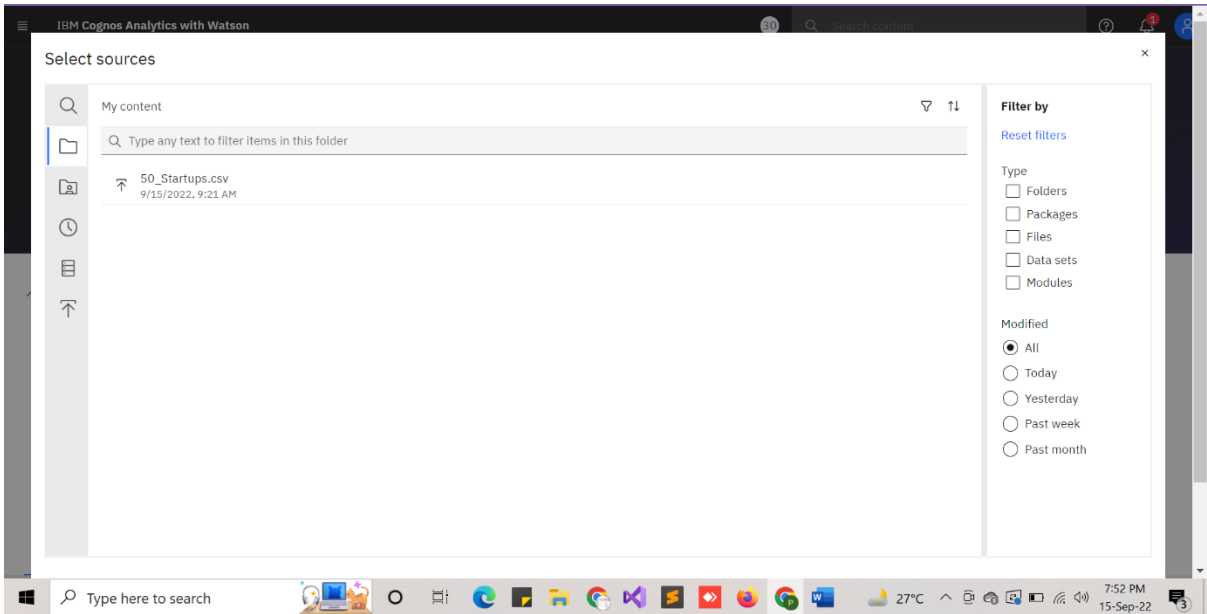
[Watch video](#) [Take a product tour](#)

**Quick launch**

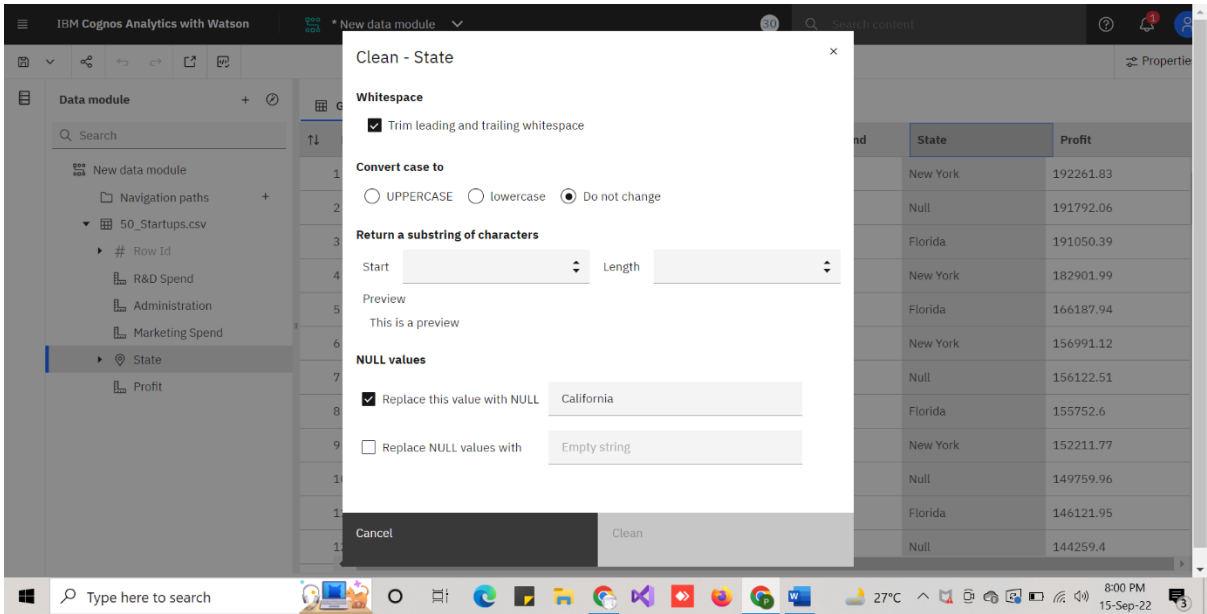
- Upload data**  
Upload or drag and drop spreadsheets, csv files, and other data sources.
- Prepare data**  
Use data modules to clean and connect data from multiple resources.
- Exploration**  
Quickly find unbiased answers by identifying trends in your data with data exploration.
- Present data**  
Create sophisticated, multi-page, multi-query dashboards, reports, or stories.



## Data Preparation







**Grid**

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	Null	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	Null	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	Null	149759.96
11	101913.08	110594.11	229160.95	Florida	146121.95
12	100671.96	91790.61	249744.55	Null	144259.4

IBM Cognos Analytics with Watson

New data module

Search content

Workspace

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

California

Replace NULL values with

Chicago

Cancel

Clean

State	Profit
New York	192261.83
Chicago	191792.06
Florida	191050.39
New York	182901.99
Florida	166187.94
New York	156991.12
Chicago	156122.51
Florida	155752.6
New York	152211.77
Chicago	149759.96
Florida	146121.95
Chicago	144259.4

IBM Cognos Analytics with Watson

New data module

Search content

Grid

Relationships

Custom tables

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	Chicago	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
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10	123334.88	108679.17	304981.62	Chicago	149759.96
11	101913.08	110594.11	229160.95	Florida	146121.95
12	100671.96	91790.61	249744.55	Chicago	144259.4

IBM Cognos Analytics with Watson

\* New data module

Search content

Properties

Data module

Grid Relationships Custom tables

Row Id R&D Spend Administration Marketing Spend

Row Id	R&D Spend	Administration	Marketing Spend
1	165349.2	136897.8	471784.1
2	162597.7	151377.59	443898.53
3	153441.51	101145.55	407934.54
4	144372.41	118671.85	383199.62
5	142107.34	91391.77	366168.42
6	131876.9	99814.71	362861.36
7	134615.46	147198.87	127716.82
8	130298.13	145530.06	323876.68
9	120542.52	148718.95	311613.29
10	123334.88	108679.17	304981.62
11	101913.08	110594.11	229160.95
12	100671.96	91790.61	249744.55

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

A new folder called Data module is created and the newly created module is saved there.

IBM Cognos Analytics with Watson

\* 50\_startups data module

Search content

Properties

Data module

Grid Relationships Custom tables

Row Id R&D Spend Administration Marketing Spend

12 100671.96 91790.61 249744.55

Save as

Name

50\_startups data module

Selected destination: Data Modules

My content Team content

My content / Data Modules

Name	Type	Last Accessed
50_startups data module	Data module	9/15/2022, 9:37 AM

Cancel Save

## Data Exploration

IBM Cognos Analytics with Watson

Content

90

Search content

?

1

?

Content

My contentTeam contentSamples

1 item selectedMore +CreateDetailsDeleteCancel

Data Modules

Last Accessed 9/15/2022

50\_Startups.csv

Last Accessed 9/15/2022, 9:21 AM

Create explorationCreate data moduleReplace fileAppend fileShareCopy or move toAdd shortcutEdit name and descriptionPropertiesDetailsDelete

Type here to search

27°C

8:19 PM15-Sep-22

IBM Cognos Analytics with Watson

New exploration

90

Search content

?

1

?

Cards

Data relationships

Explore data relationships

50\_Startups.csv

Reset to original

Marketing Spend

AdministrationMarketing SpendProfitR&amp;D SpendState

Relationship diagram

10%100%

Select a visualization

Explore visualizations related to 'Marketing Spend'

Marketing Spend

23.2M

Marketing Spend

Add

Marketing Spend

Add

Type here to search

27°C

8:20 PM15-Sep-22