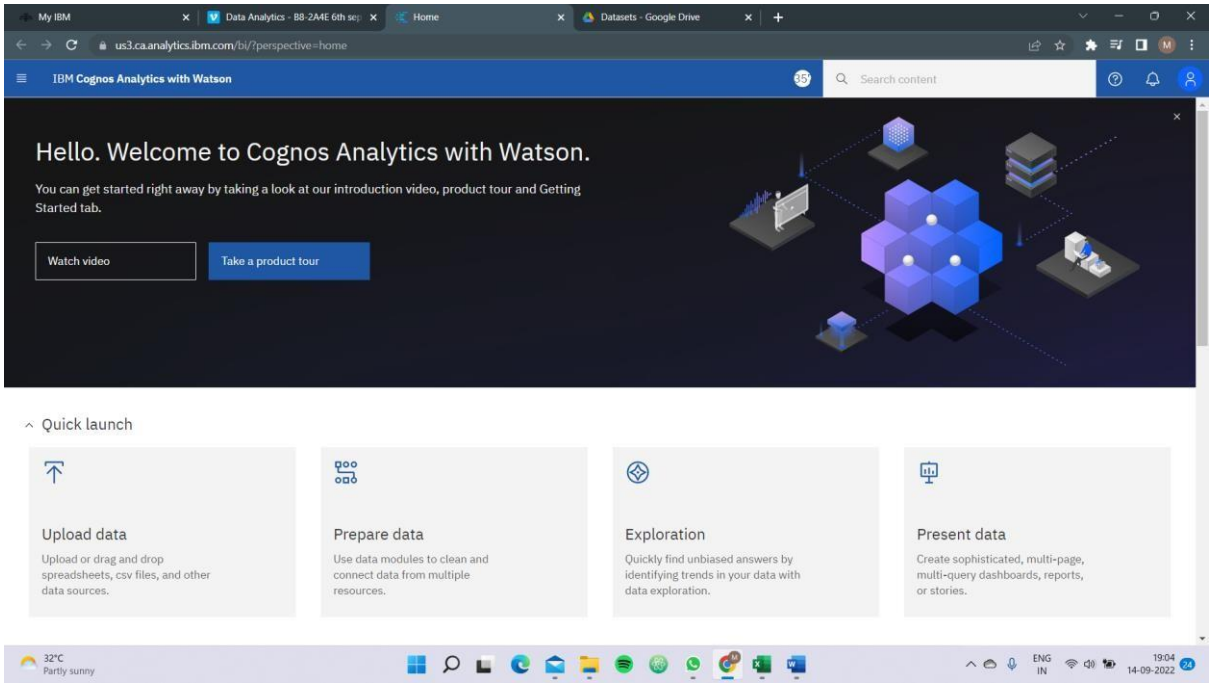
Assignment - 1

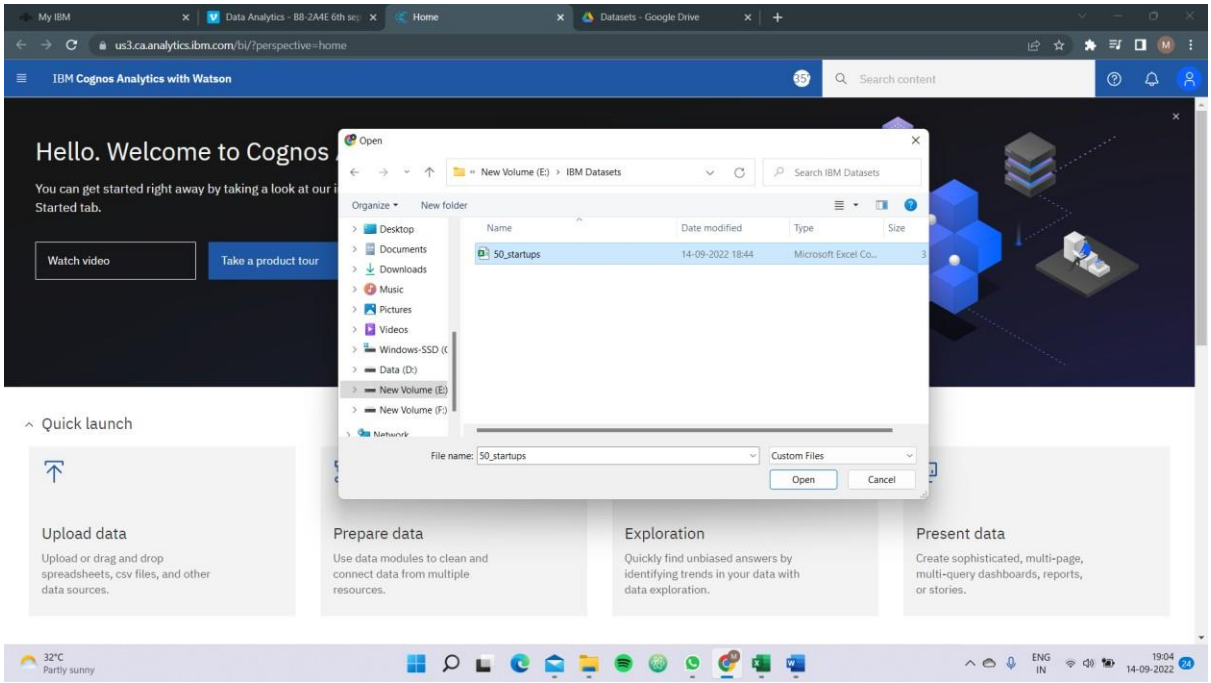
The case of 50 Start-up's

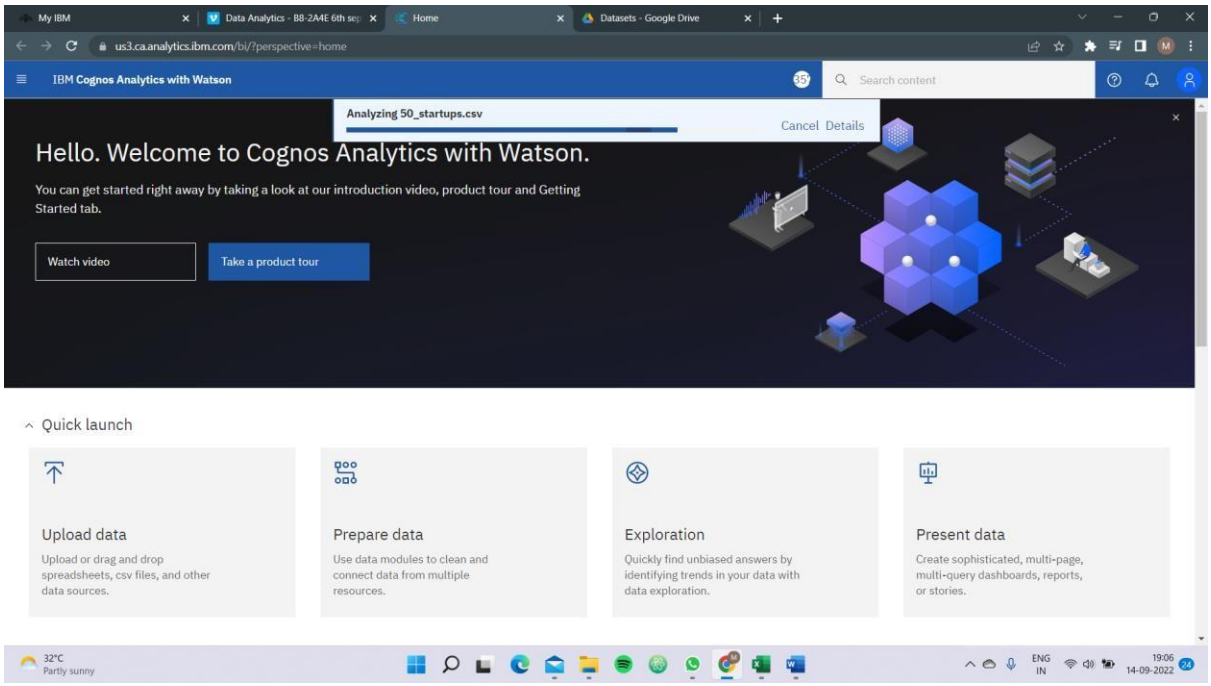
Dataset: 50-Startup-Dataset

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

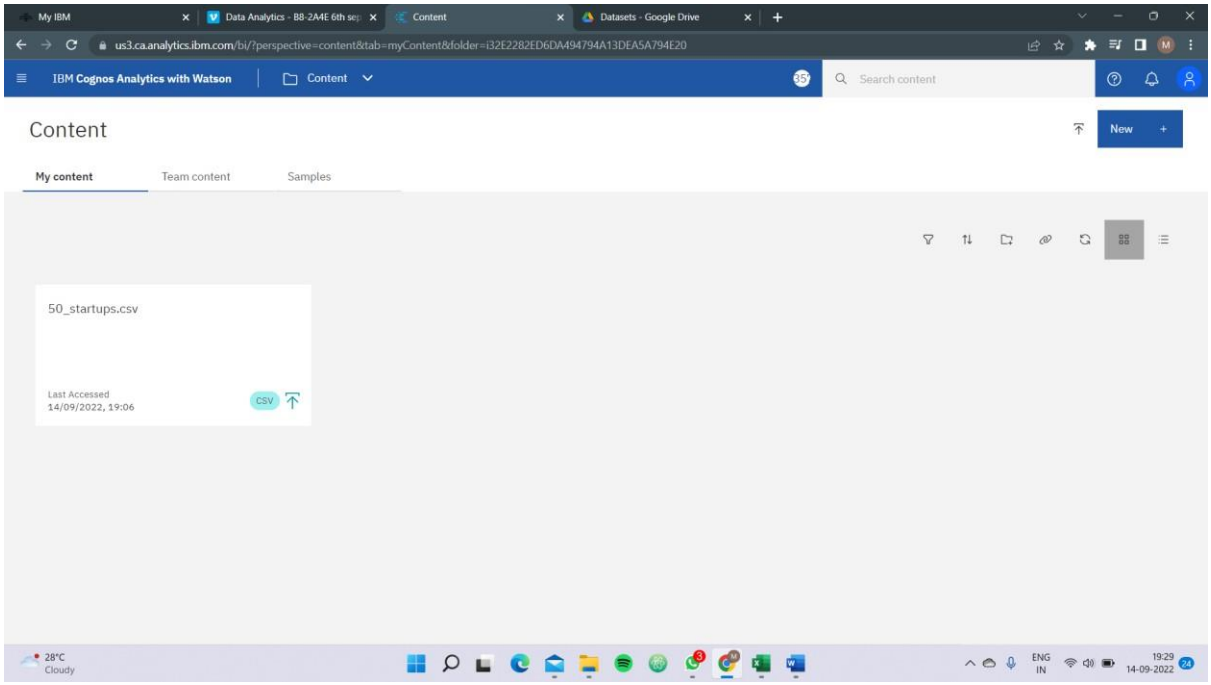


➔ Upload the 50 startup dataset from the local system

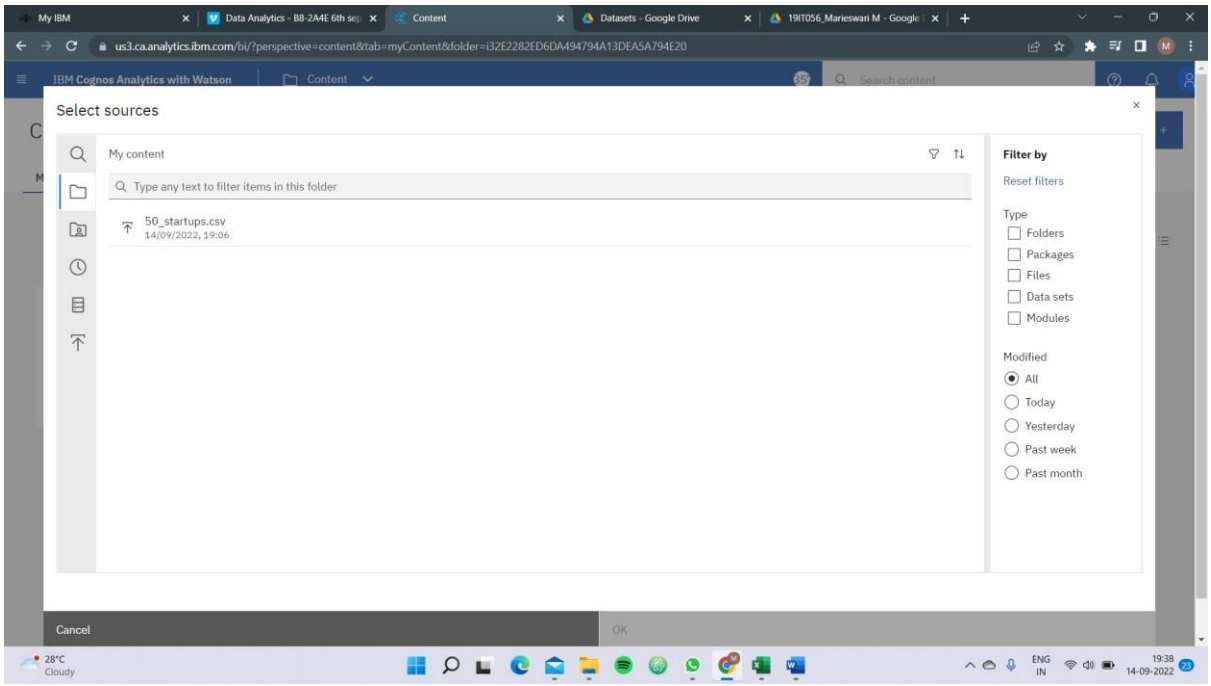




➔ The uploaded dataset can be viewed in My Content page
➔ Or you can also upload the dataset directly in my content page



➔ Dataset get displayed with date and time



DATA PREPARATION

#- Unique values

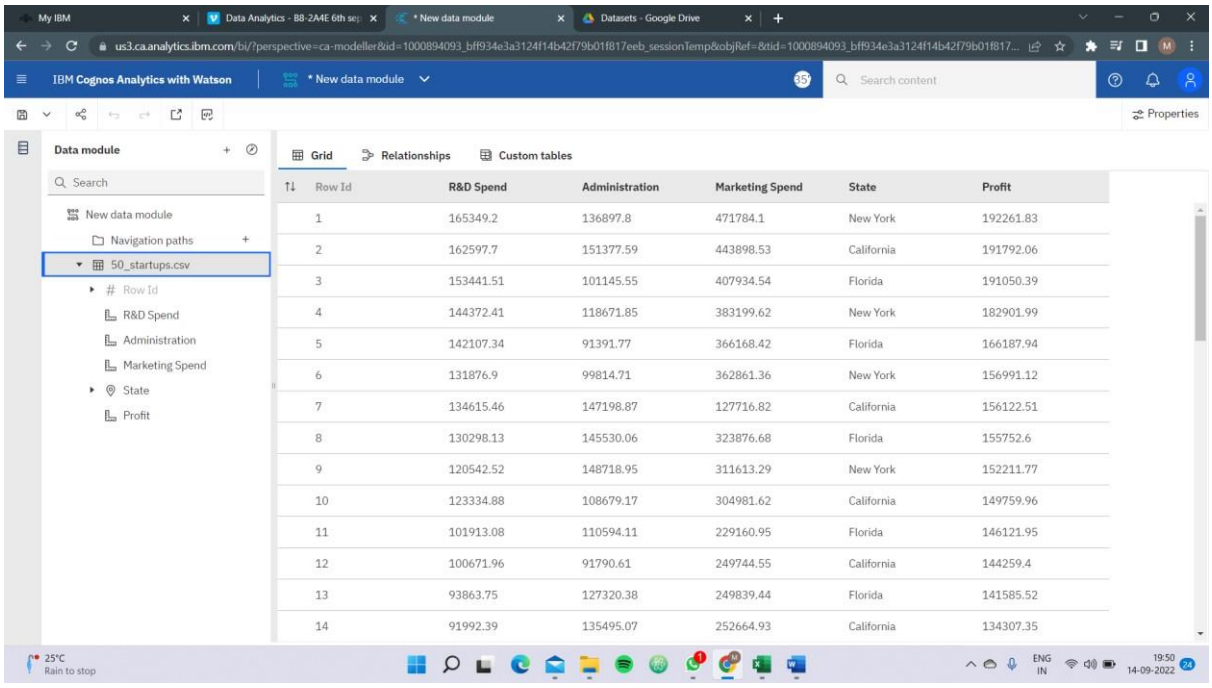
Abc – Text

values

Scale- Measure(numerical value)

Map mark – Map value

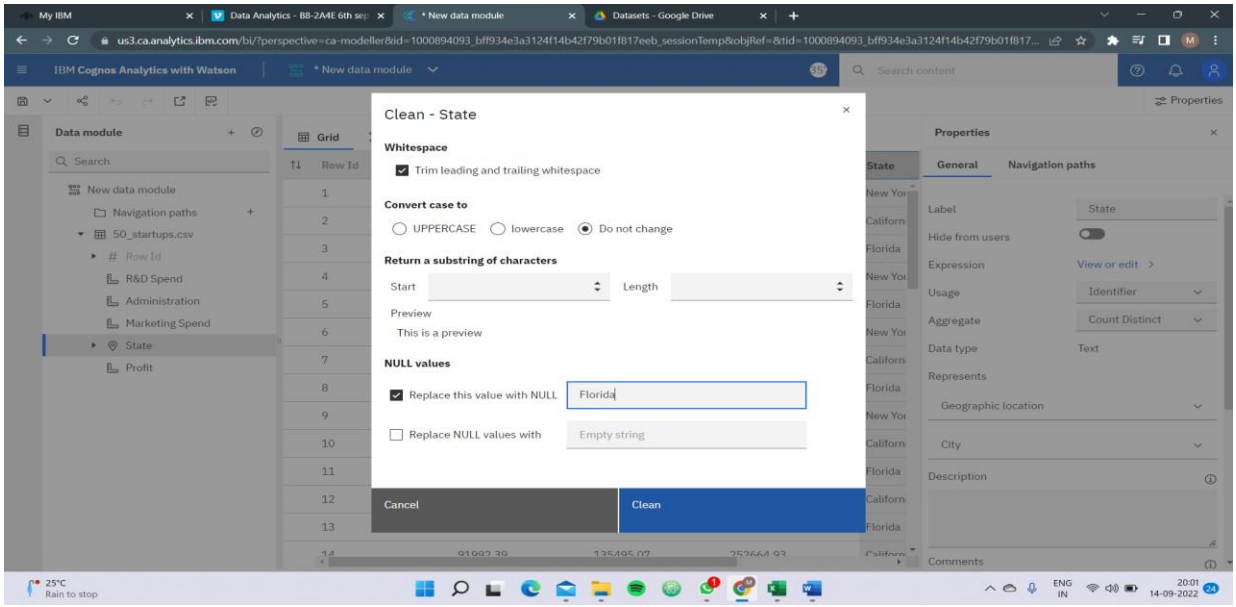
➔ Click +new – data module – select 50 startup module

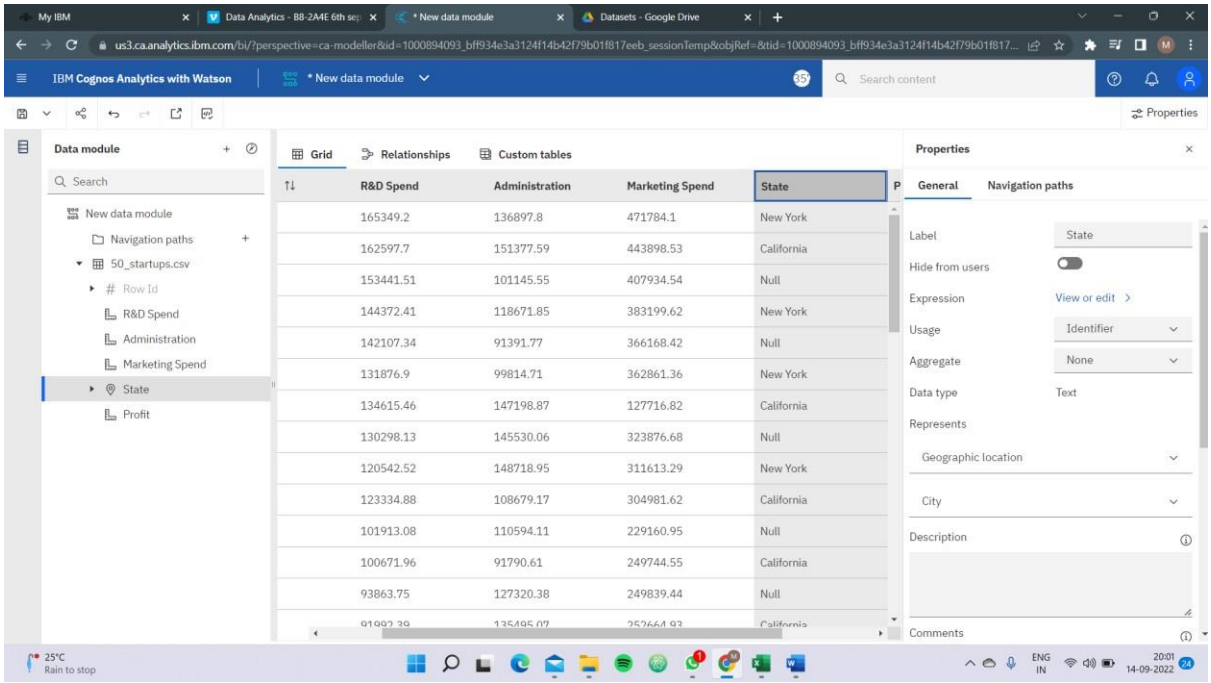


Row Id	R&D Spend	Administration	Marketing Spend	State	Profit
1	165349.2	136897.8	471784.1	New York	192261.83
2	162597.7	151377.59	443898.53	California	191792.06
3	153441.51	101145.55	407934.54	Florida	191050.39
4	144372.41	118671.85	383199.62	New York	182901.99
5	142107.34	91391.77	366168.42	Florida	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

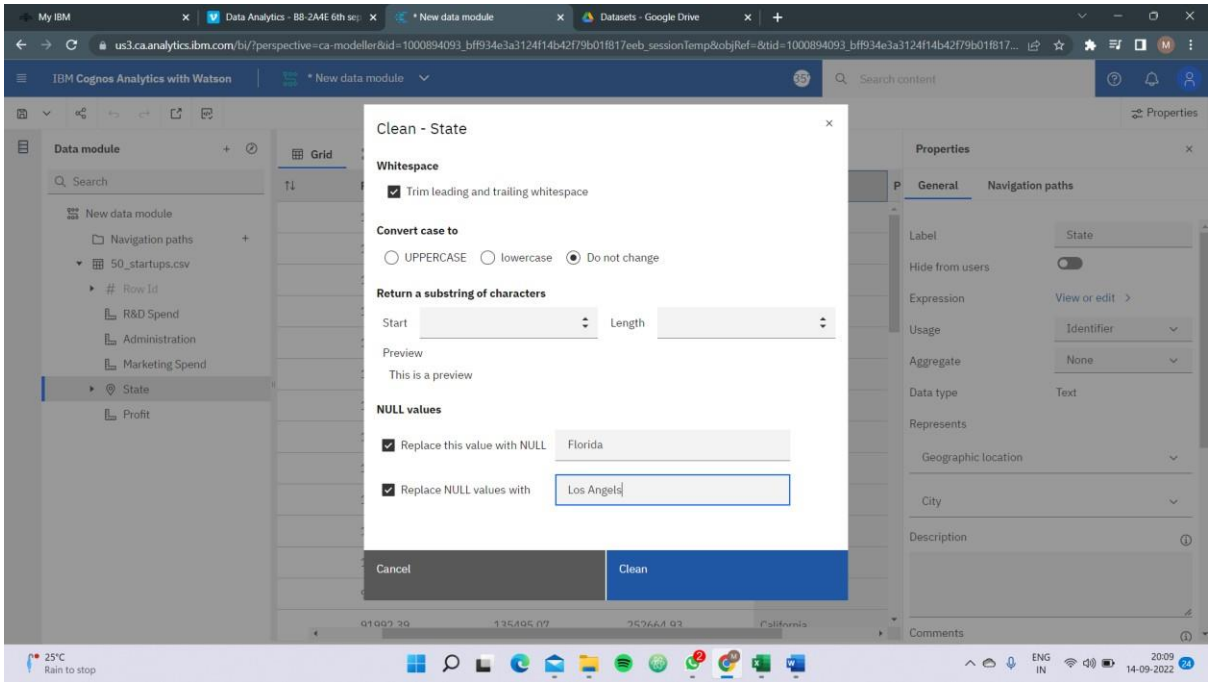
➔ Clean the data for attribute **state**:-

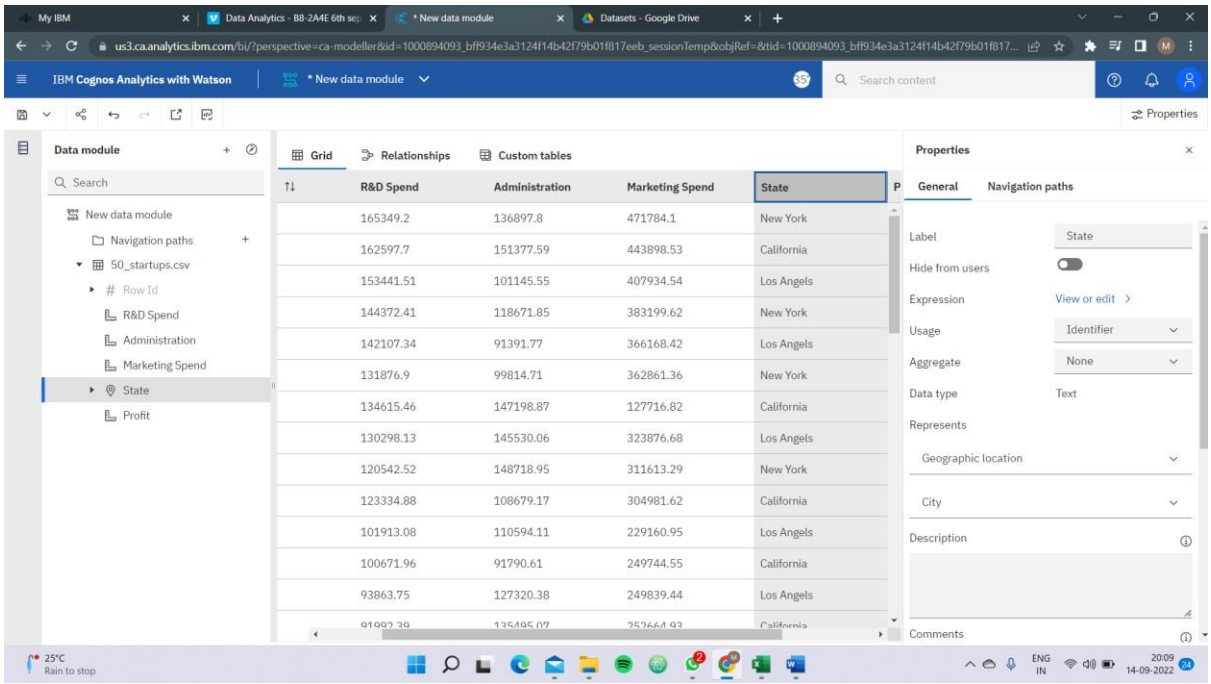
➔ Replace Florida with null value



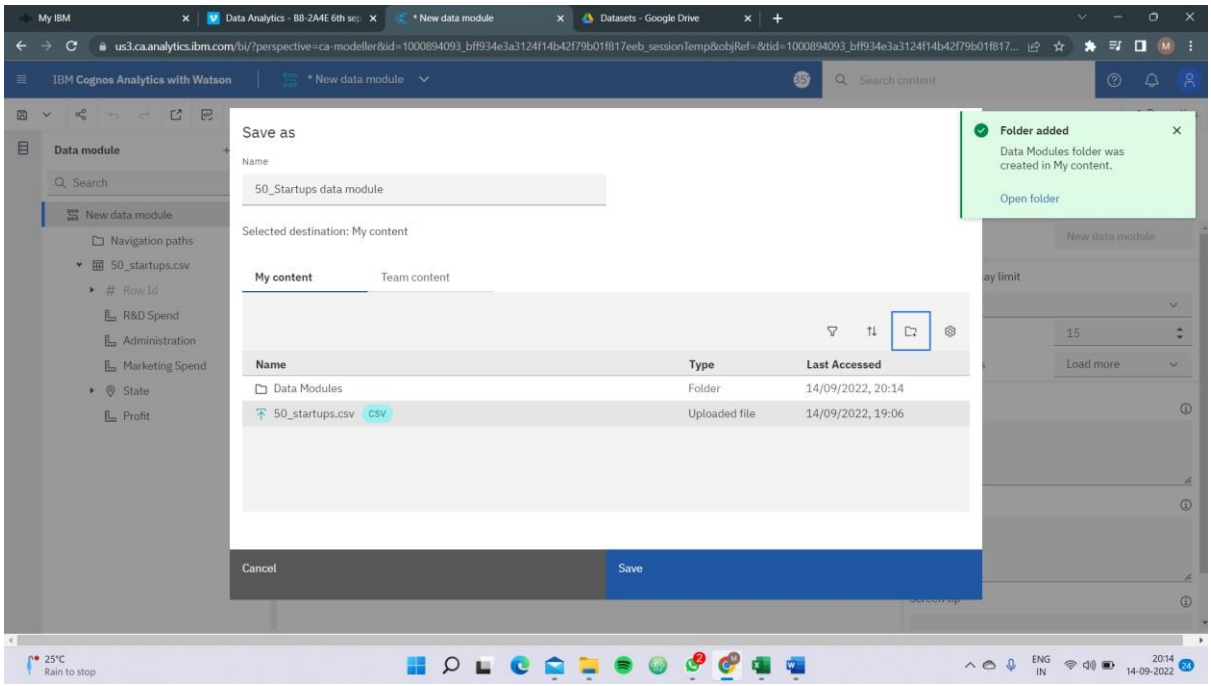


➔ Again replacing Null with Los Angels

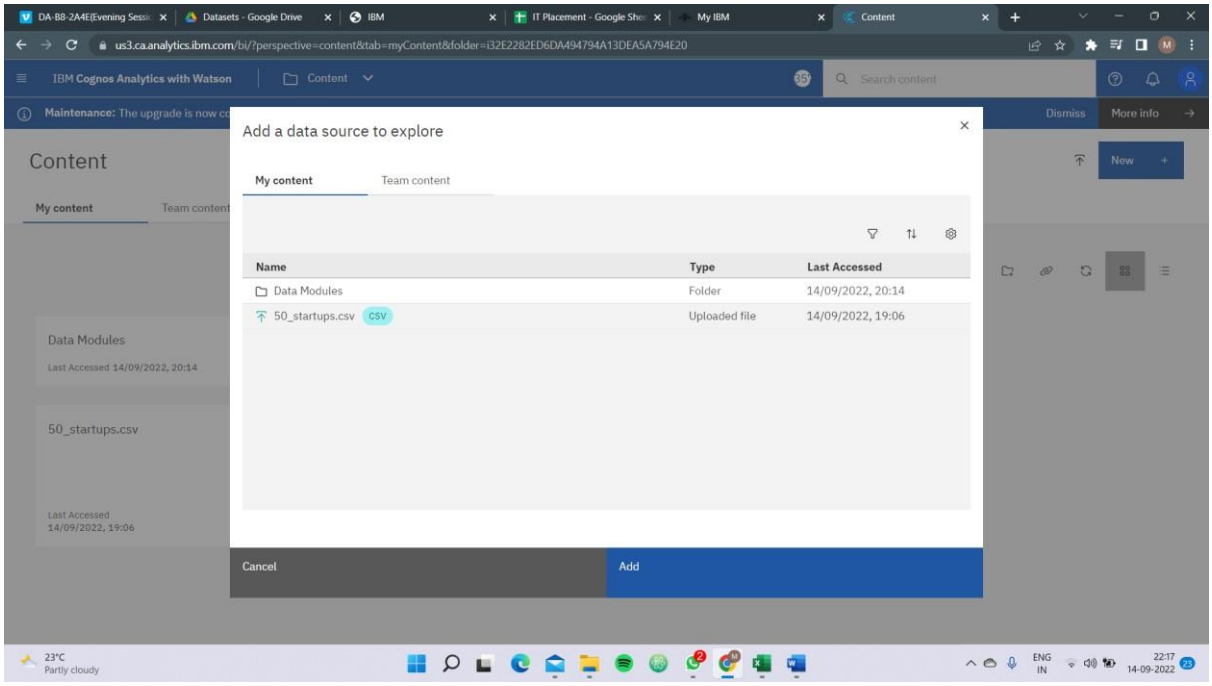




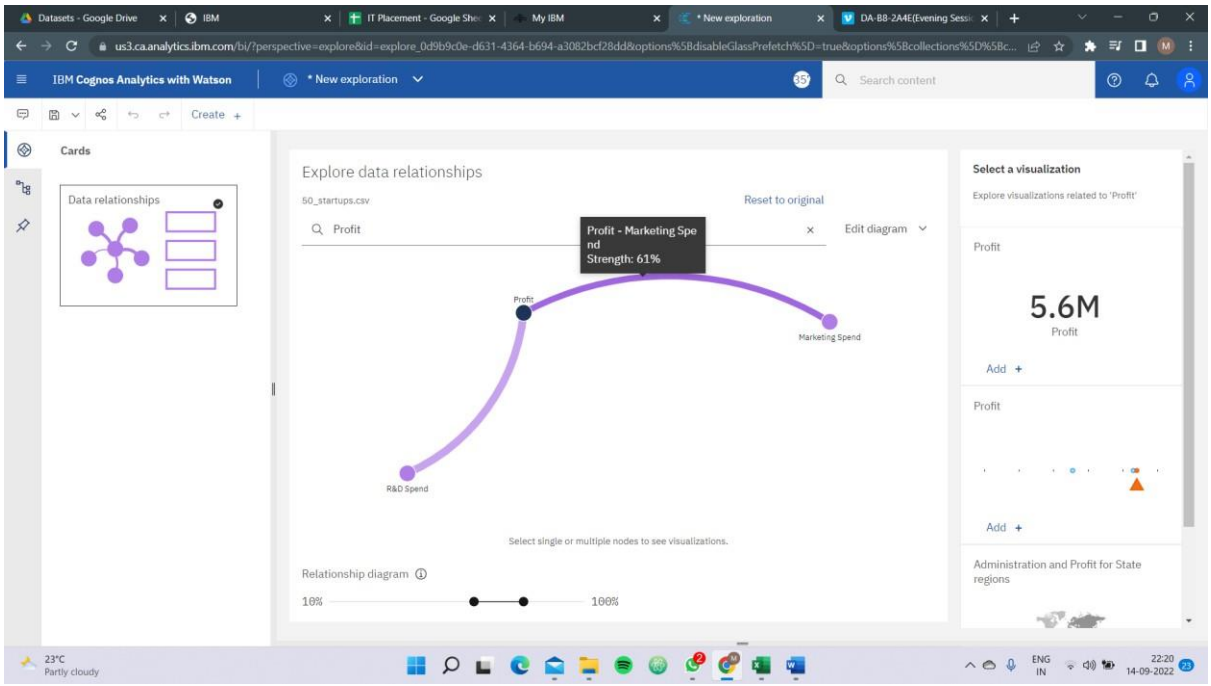
➔ To save the module in newly created folder

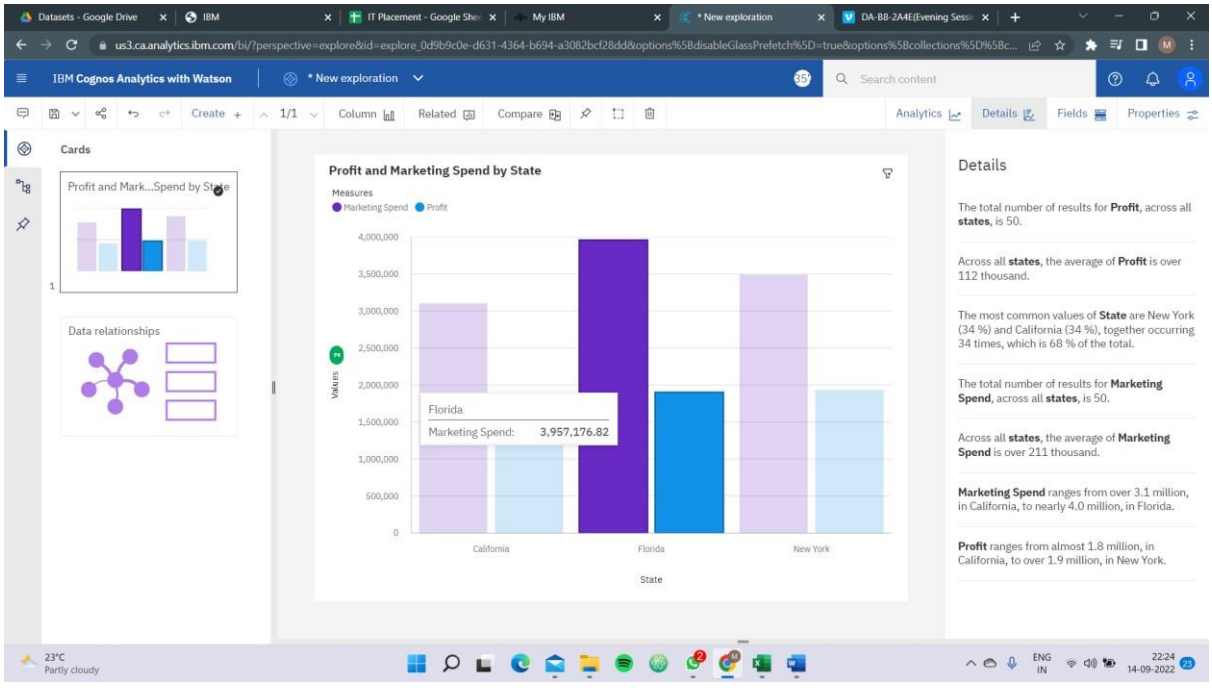


DATA EXPLORATION



➔ Exploring recommended attribute profit

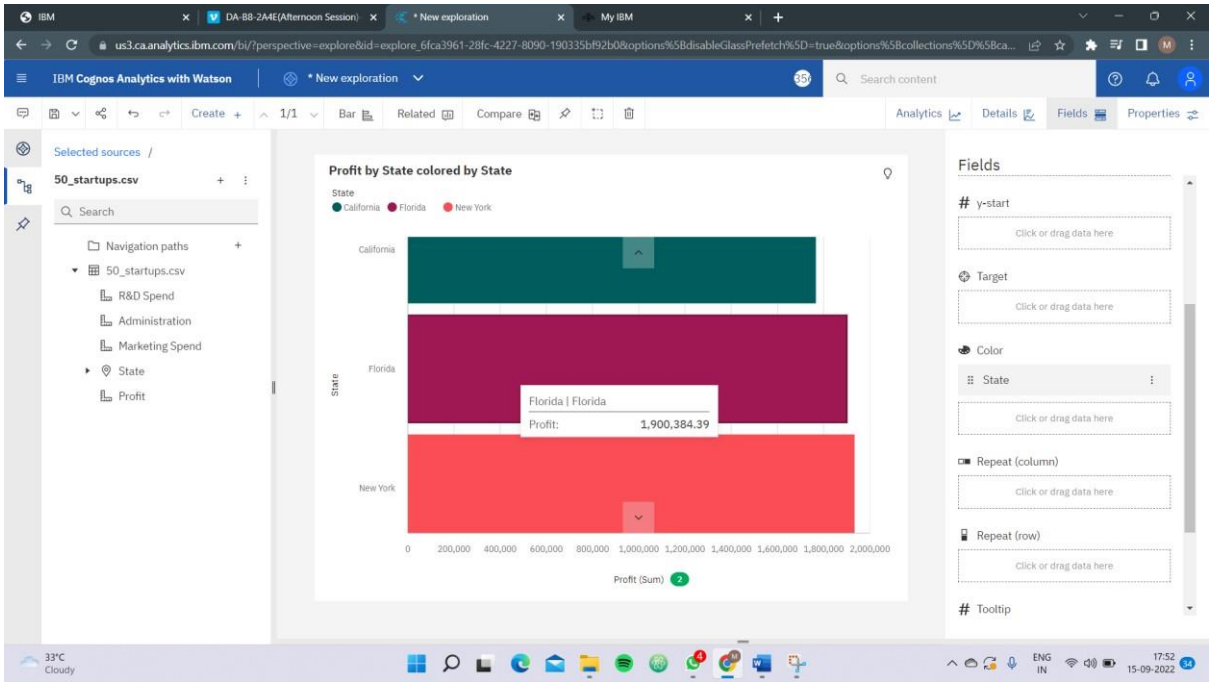




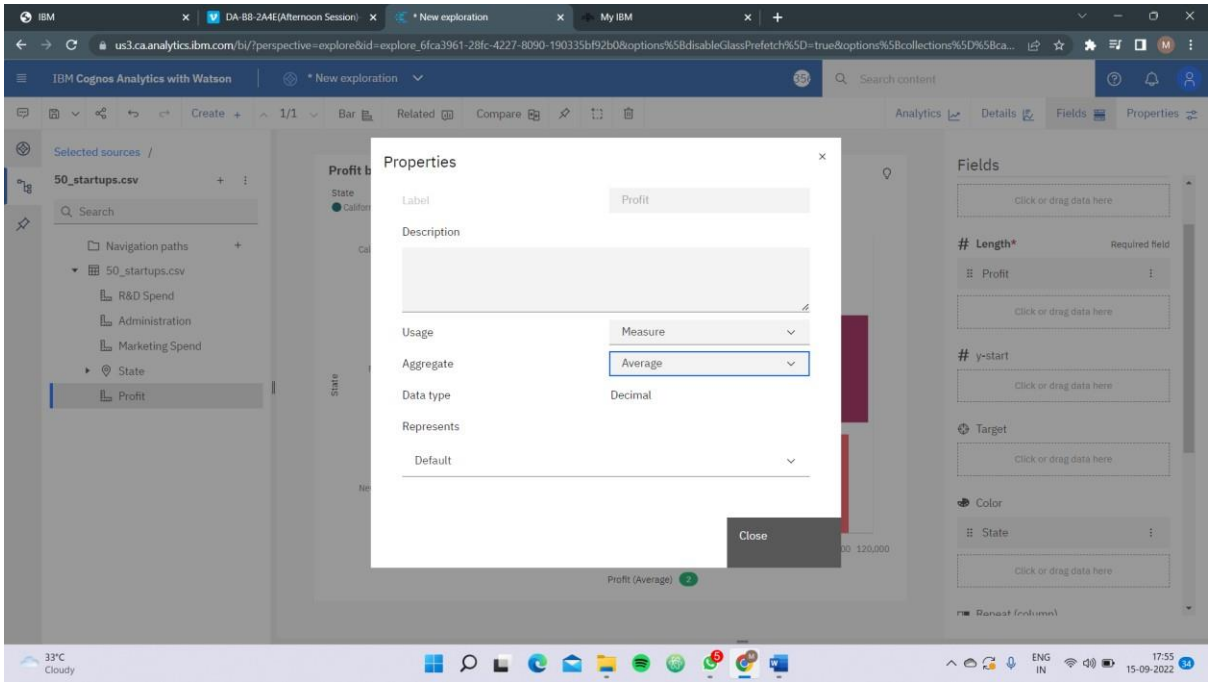
VISUALIZATION

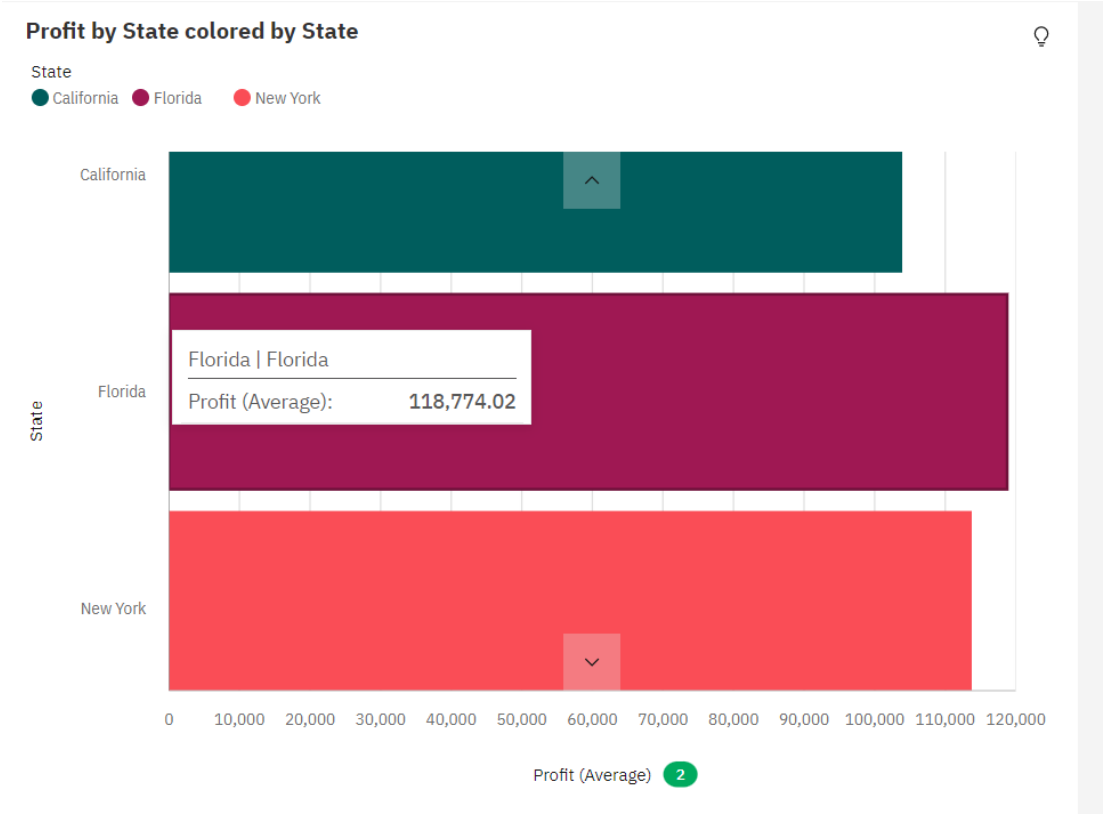
1. Bar Graph

Profit by state



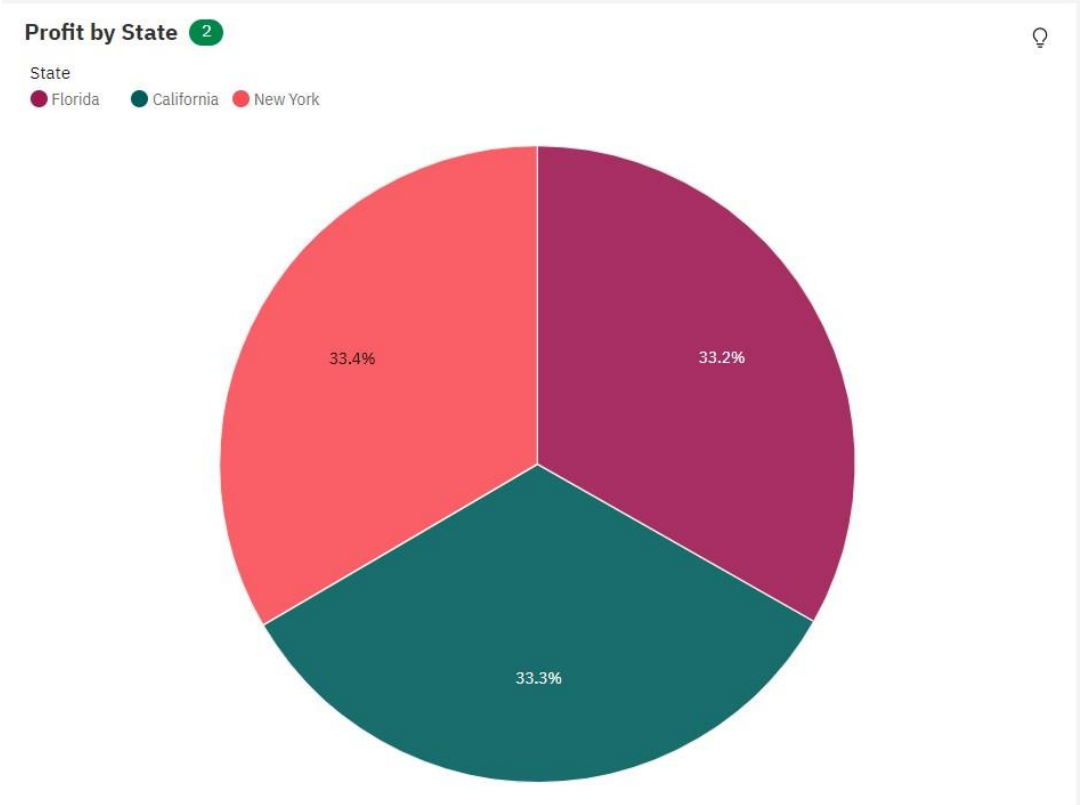
➔ Profit -> properties -> average profit

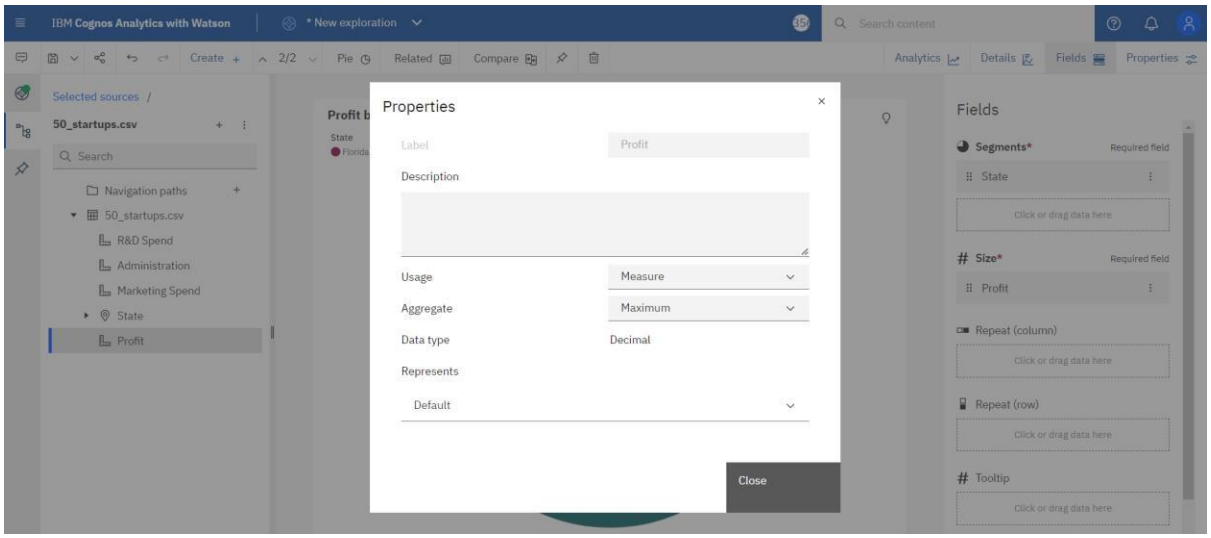


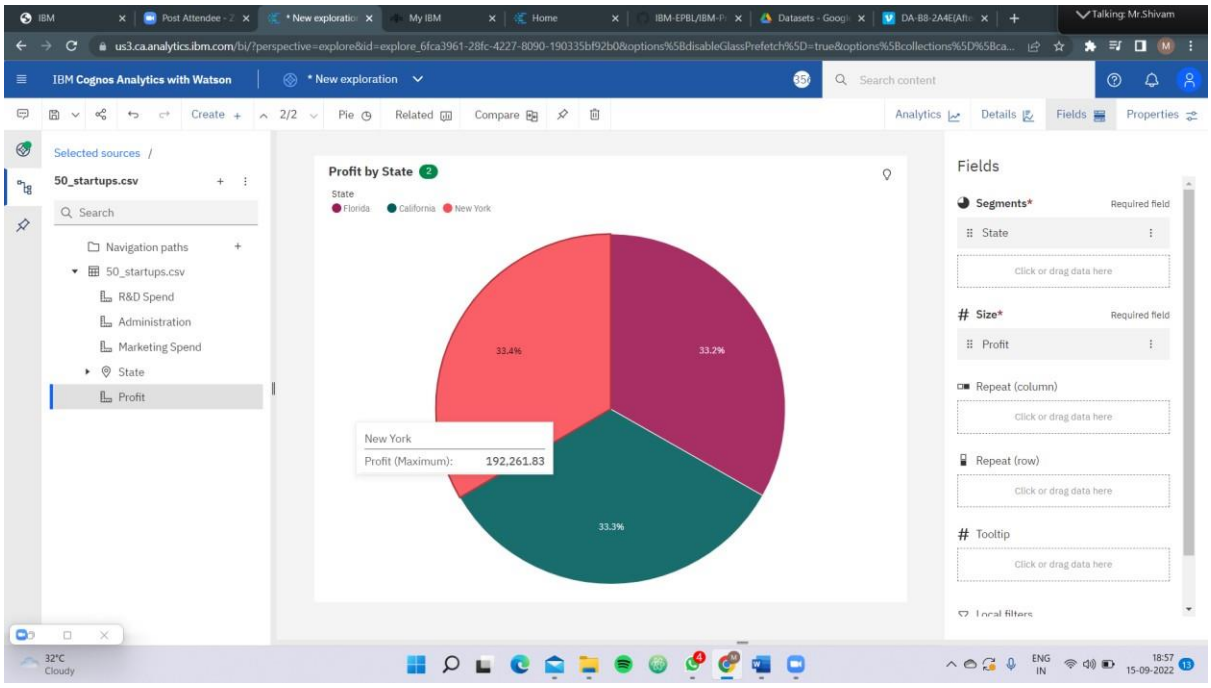


2. Pie Chart

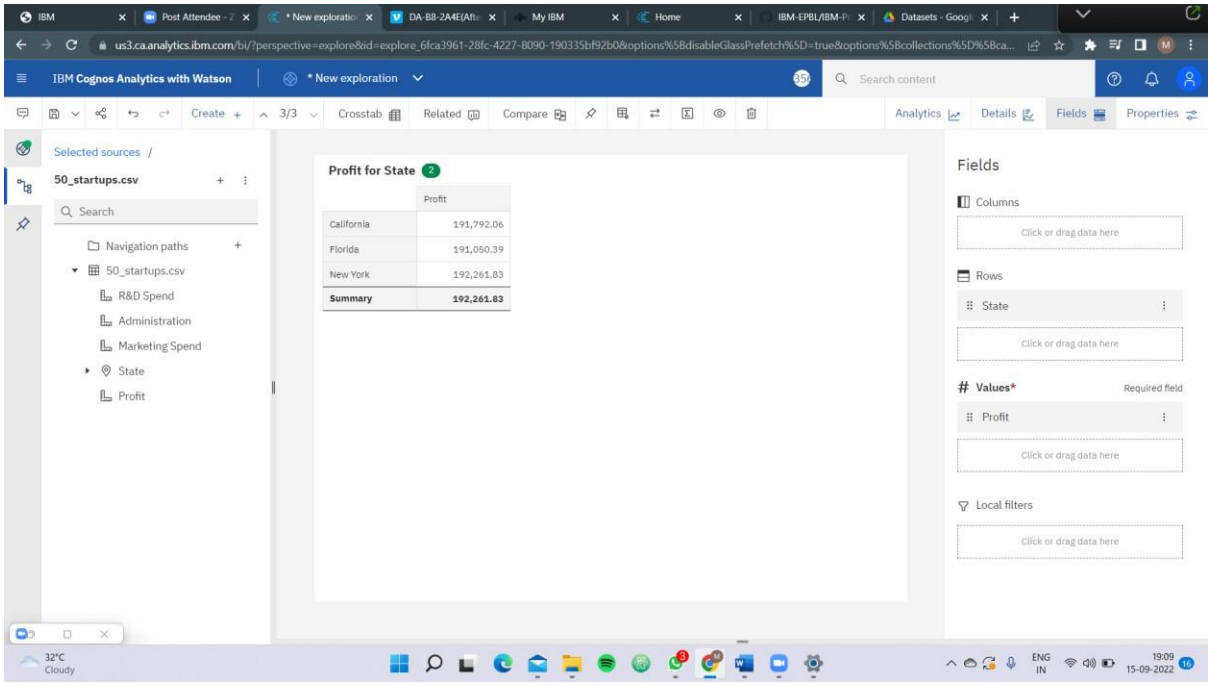
Profit by state



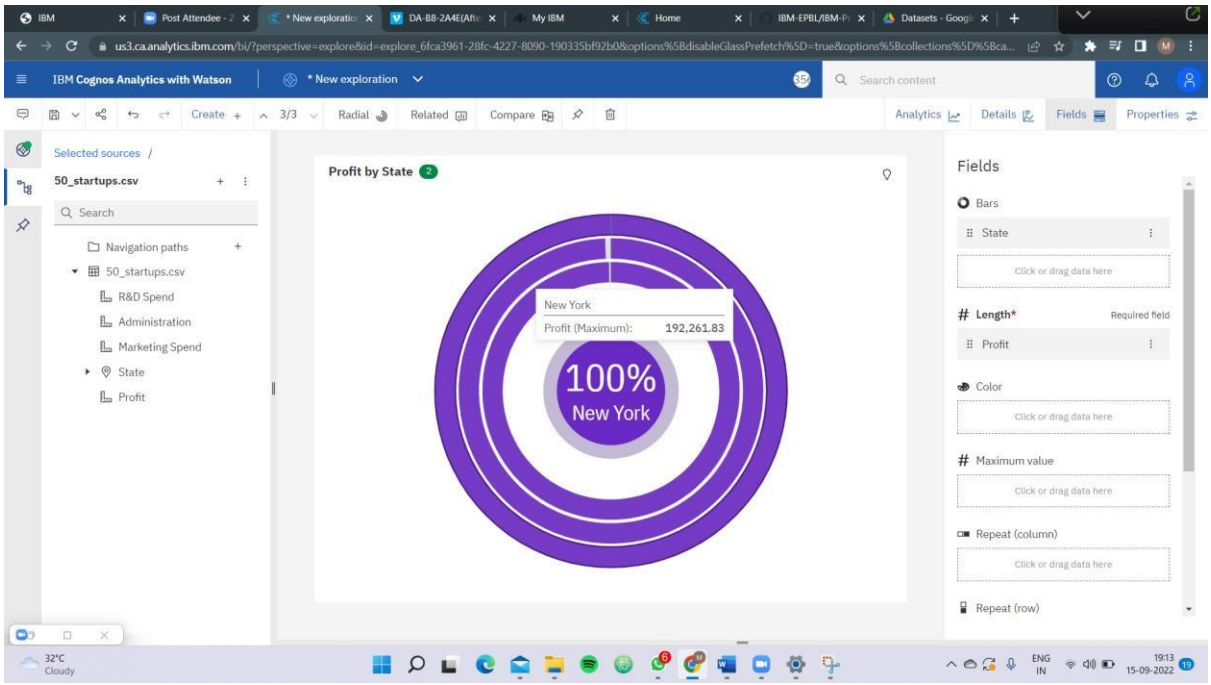

IBM Cognos Analytics with Watson
* New exploration
Properties
Label
Profit
Description
Usage
Measure
Aggregate
Maximum
Data type
Decimal
Represents
Default
Close
Fields
Segments*
State
Size*
Profit
Repeat (column)
Repeat (row)
Tooltip
50_startups.csv
Navigation paths
R&D Spend
Administration
Marketing Spend
State
Profit


IBM Cognos Analytics with Watson
* New exploration
Profit by State
State
Florida
California
New York
33.4%
33.2%
33.3%
New York
Profit (Maximum): 192,261.83
Fields
Segments*
State
Size*
Profit
Repeat (column)
Repeat (row)
Tooltip
50_startups.csv
Navigation paths
R&D Spend
Administration
Marketing Spend
State
Profit

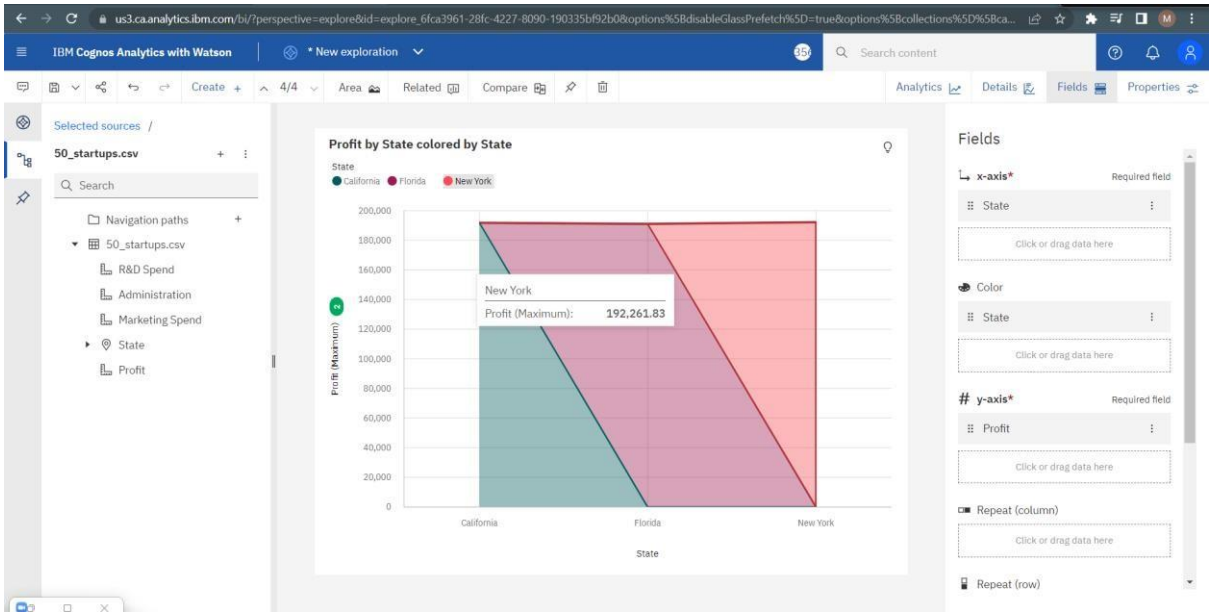
3. Crosstab



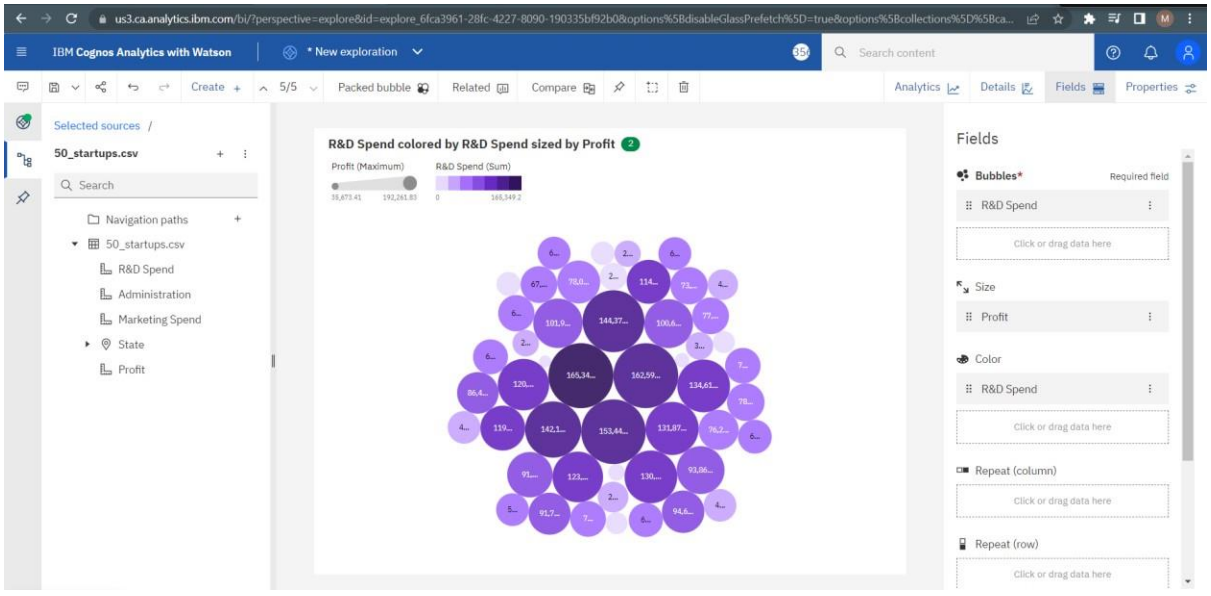
4. Radial



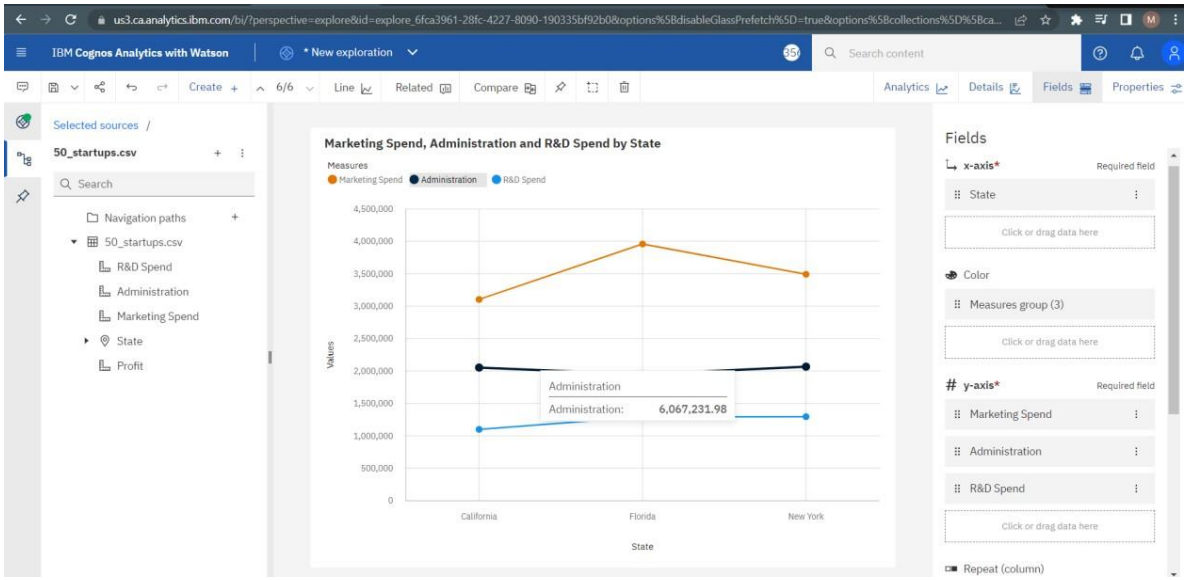
5. Area



6. Packed Bubble



7. Line graph


IBM Cognos Analytics with Watson
* New exploration
Search content
Create
6/6
Line
Related
Compare
Analytics
Details
Fields
Properties
Selected sources /
50_startups.csv
Search
Navigation paths
50_startups.csv
R&D Spend
Administration
Marketing Spend
State
Profit
Marketing Spend, Administration and R&D Spend by State
Measures
Marketing Spend
Administration
R&D Spend
4,500,000
4,000,000
3,500,000
3,000,000
2,500,000
2,000,000
1,500,000
1,000,000
500,000
0
Values
Administration
Administration: 6,067,231.98
California
Florida
New York
State
Fields
x-axis*
Required field
State
Click or drag data here
Color
Measures group (3)
Click or drag data here
y-axis*
Required field
Marketing Spend
Administration
R&D Spend
Click or drag data here
Repeat (column)