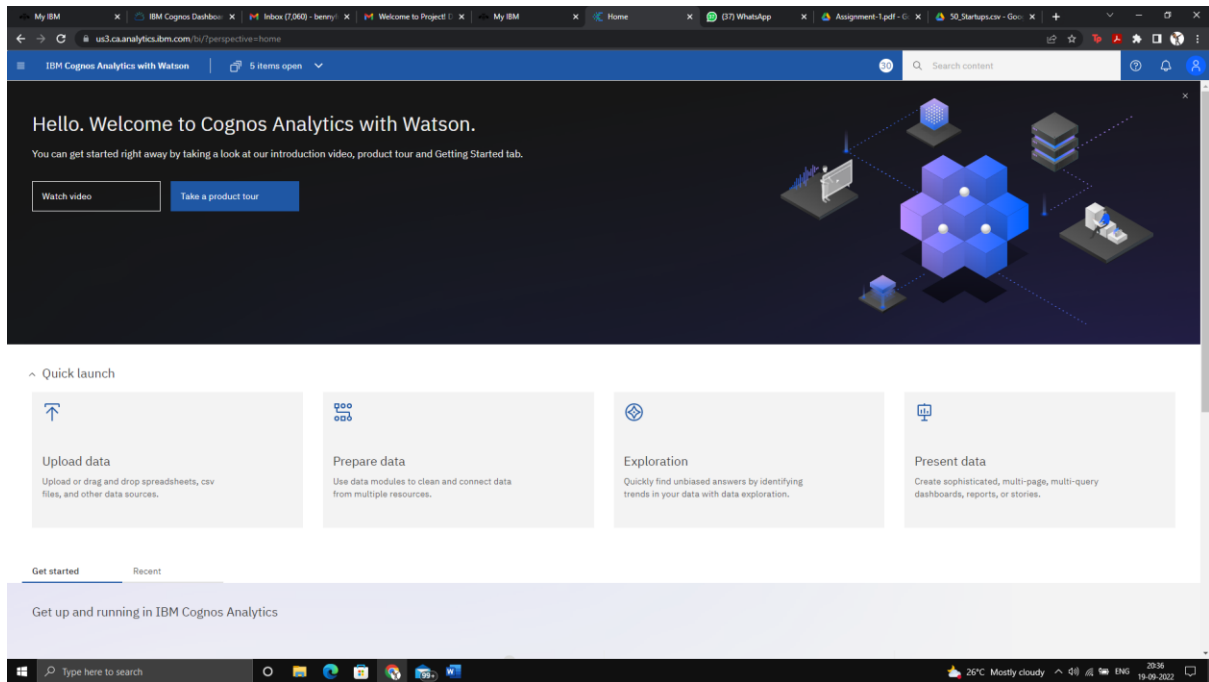


Assignment - 1

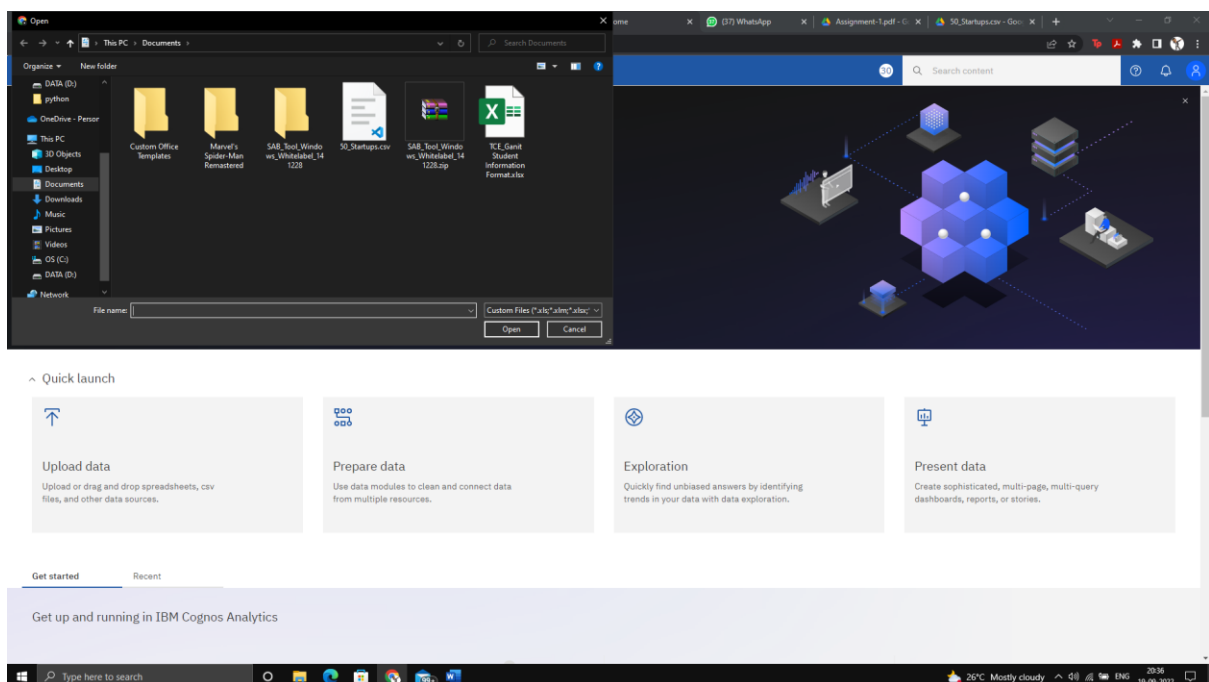
The case of 50 Start-up's

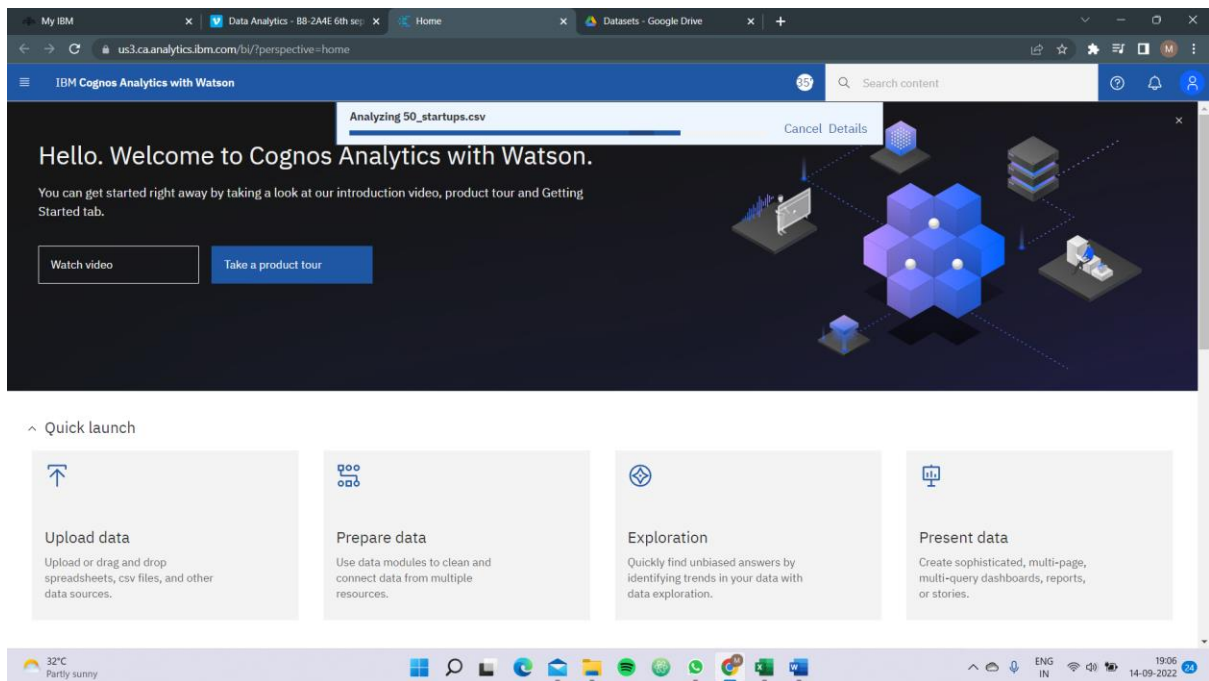
Dataset: [50-Startup-Dataset](#)

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

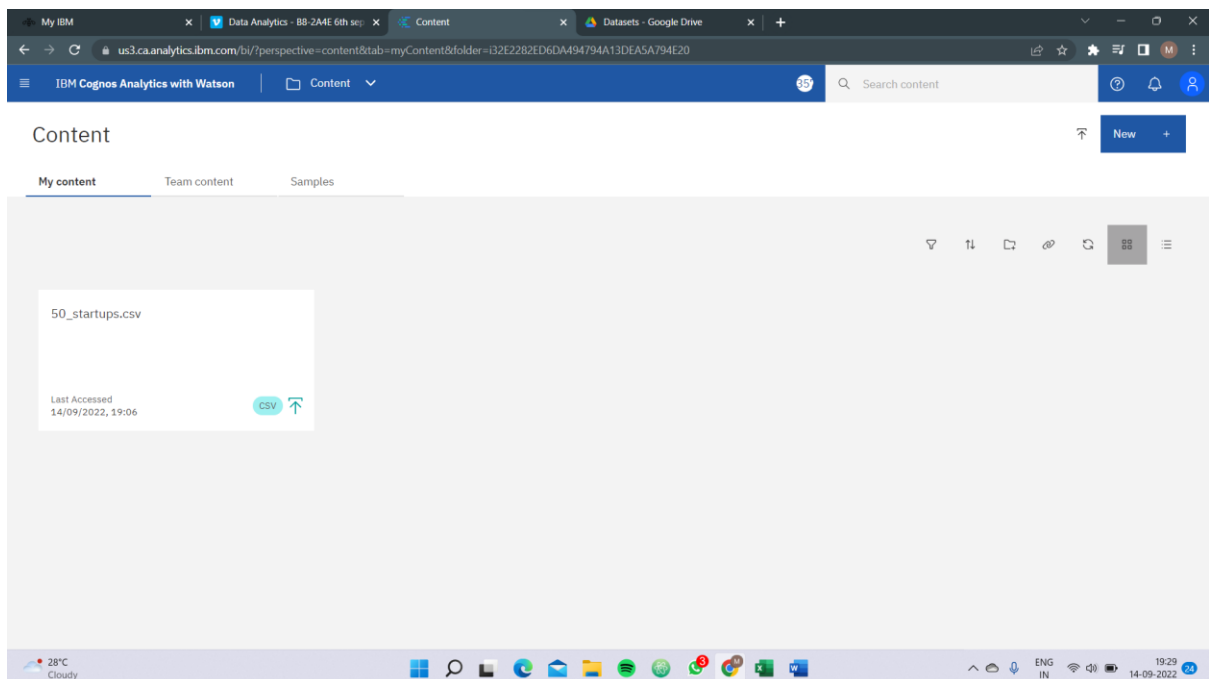


- ➔ Upload the 50 startup dataset from the local system

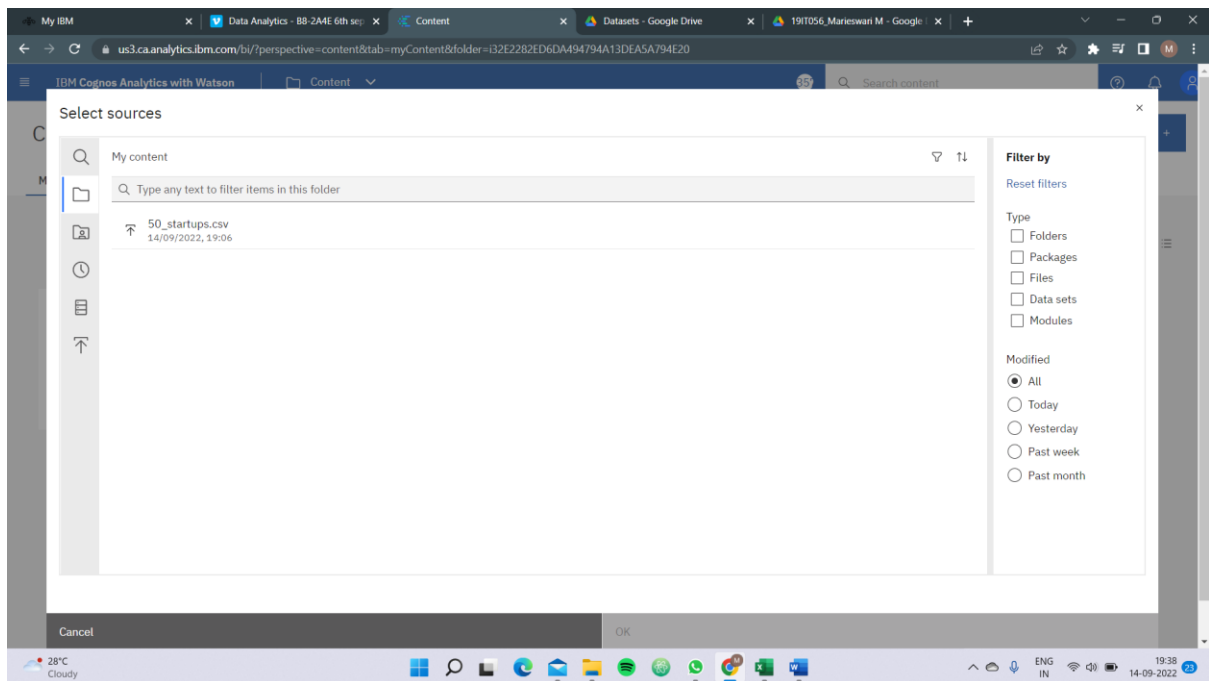




- ➔ The uploaded dataset can be viewed in My Content page
- ➔ Or you can also upload the dataset directly in my content page



➔ 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

Clean - State

Whitespace

☒ 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:

☐ Replace NULL values with:

Cancel Clean

Row Id	R&D Spend	Administration	Marketing Spend	State	Profit
1	165349.2	136897.8	471784.1	Null	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	Null	182901.99
5	142107.34	91391.77	366168.42	Florida	166187.94
6	131876.9	99814.71	362861.36	Null	156991.12
7	134615.46	147198.87	127716.82	California	156122.51
8	130298.13	145530.06	323076.68	Florida	155752.6
9	120542.52	148718.95	311613.29	Null	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
15	119943.24	156547.42	256512.92	Florida	132602.65
16	114523.61	122616.84	261776.23	Null	129917.04
17	78013.11	121597.55	264346.06	California	126992.93
18	94657.16	145077.58	282574.31	Null	125370.37
19	91749.16	114175.79	294919.57	Florida	124266.9

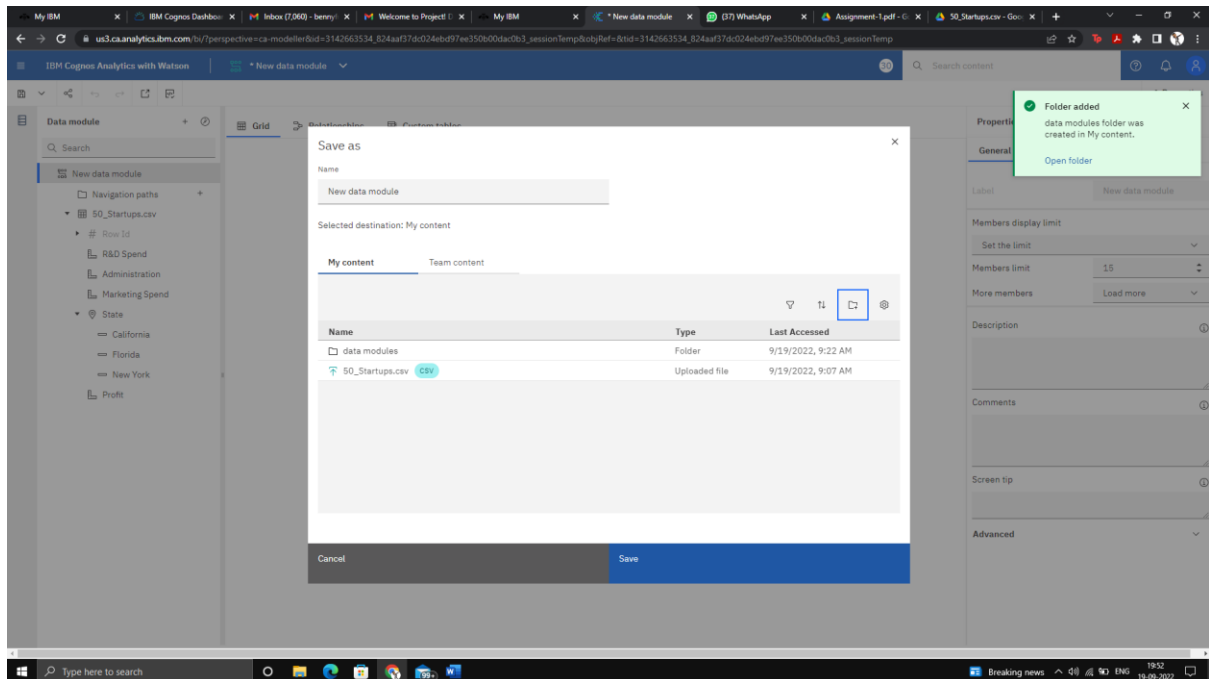
Row Id	R&D Spend	Administration	Marketing Spend	State	Profit
1	165349.2	136897.8	471784.1	Null	192261.83
2	162597.7	151377.59	443898.53	California	191792.06
3	153441.51	101145.55	407934.54	Florida	191050.39
4	144372.41	118671.85	383199.62	Null	182901.99
5	142107.34	91391.77	366168.42	Florida	166187.94
6	131876.9	99814.71	362861.36	Null	156991.12
7	134615.46	147198.87	127716.82	California	156122.51
8	130298.13	145530.06	323076.68	Florida	155752.6
9	120542.52	148718.95	311613.29	Null	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
15	119943.24	156547.42	256512.92	Florida	132602.65
16	114523.61	122616.84	261776.23	Null	129917.04
17	78013.11	121597.55	264346.06	California	126992.93
18	94657.16	145077.58	282574.31	Null	125370.37
19	91749.16	114175.79	294919.57	Florida	124266.9

➔ Again replacing Null with Los Angeles

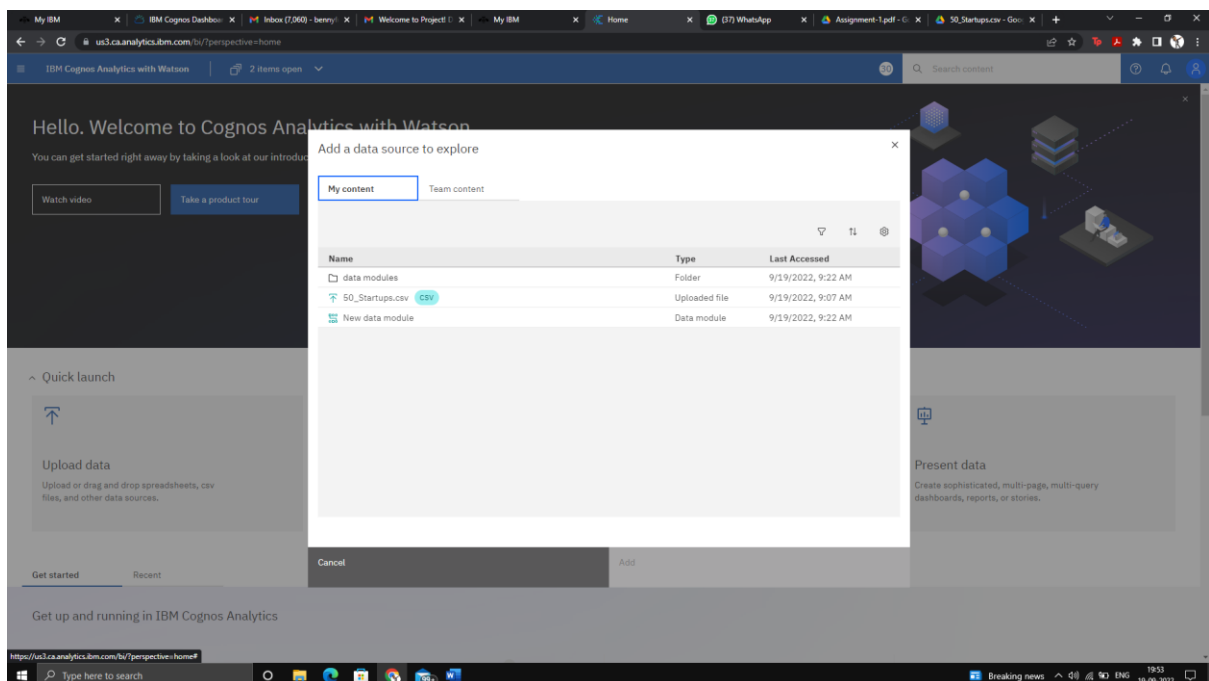
The screenshot shows the IBM Cognos Analytics interface. A 'Clean - State' dialog box is open, allowing users to clean data in the 'State' column. The dialog includes options for handling whitespace, case conversion, and substring extraction. The 'NULL values' section is active, showing that NULL values will be replaced with 'Los Angeles'. The background data grid shows columns: Row Id, R&D Spend, Administration, Marketing Spend, State, and Profit. The 'State' column contains values like California, Florida, and New York.

The screenshot shows the IBM Cognos Analytics interface after the data cleaning process. The 'State' column in the data grid now contains the values 'Los Angeles' for rows 1 through 19, indicating that the NULL values have been successfully replaced. The background data grid shows columns: Row Id, R&D Spend, Administration, Marketing Spend, State, and Profit. The 'State' column has values like Los Angeles, California, and Florida.

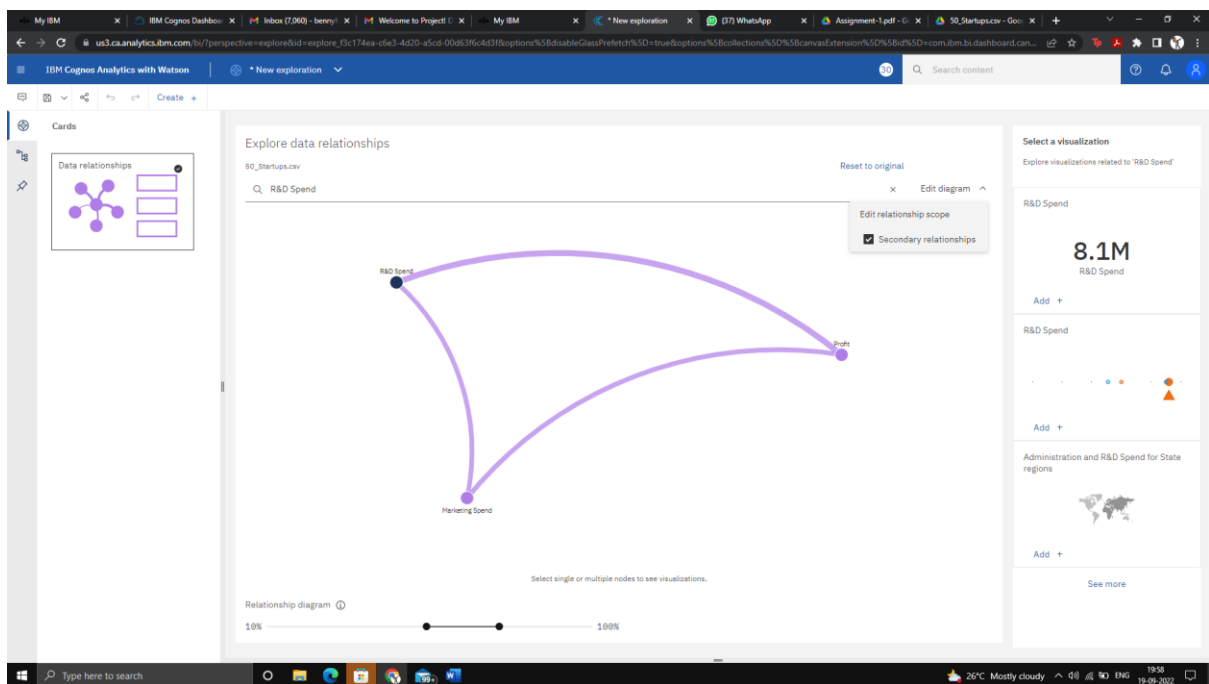
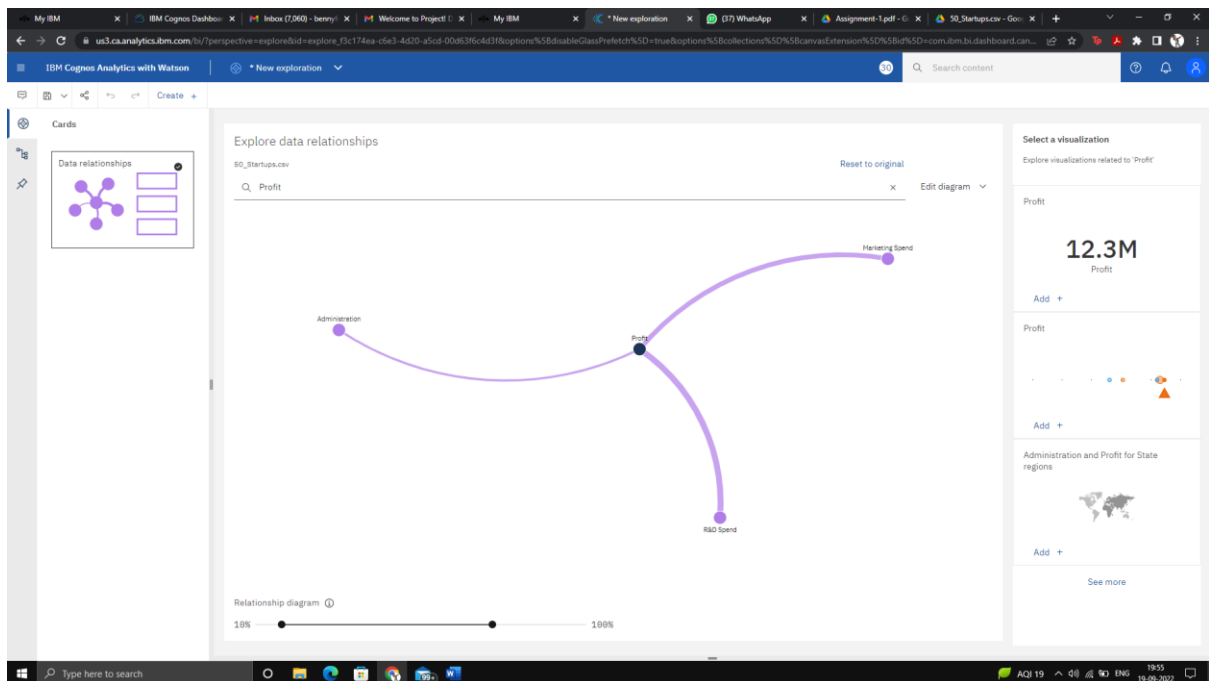
➔ To save the module in newly created folder



DATA EXPLORATION



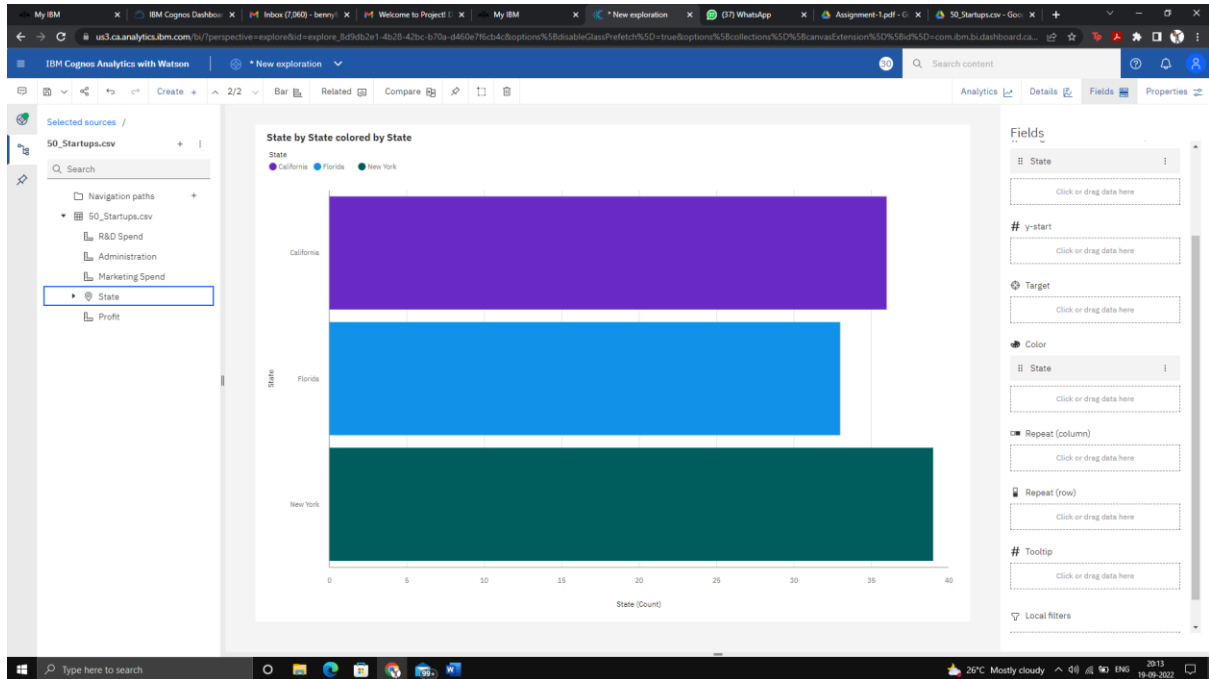
➔ Exploring recommended attribute profit



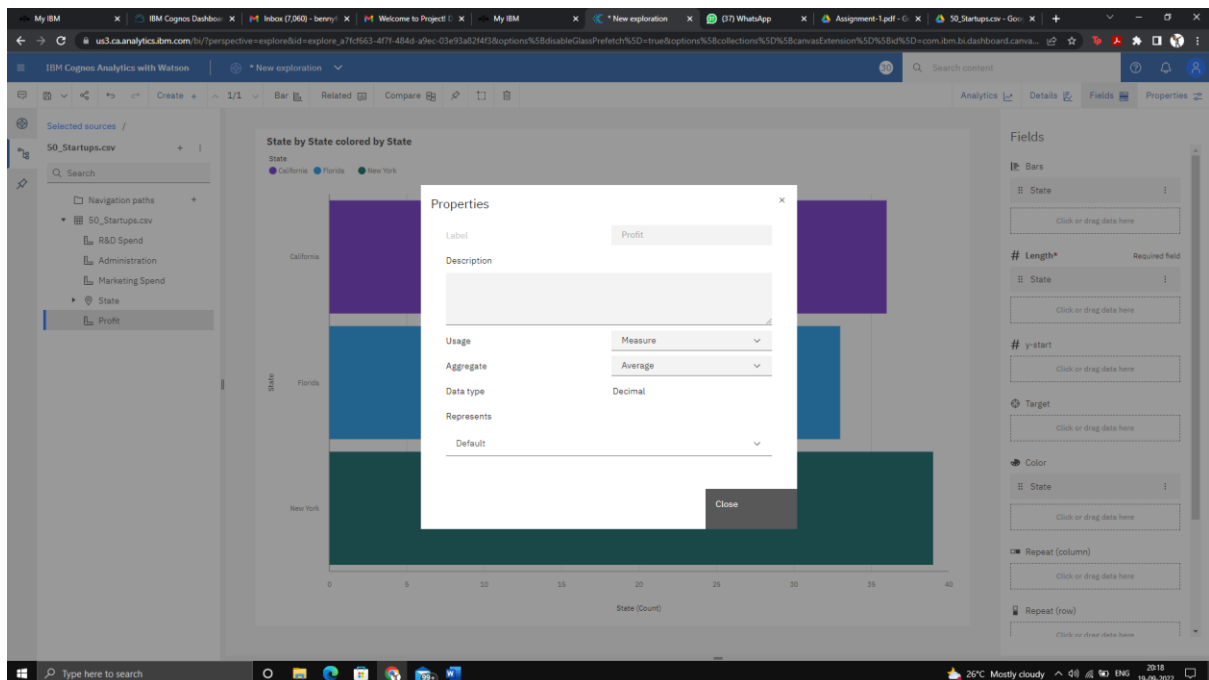
VISUALIZATION

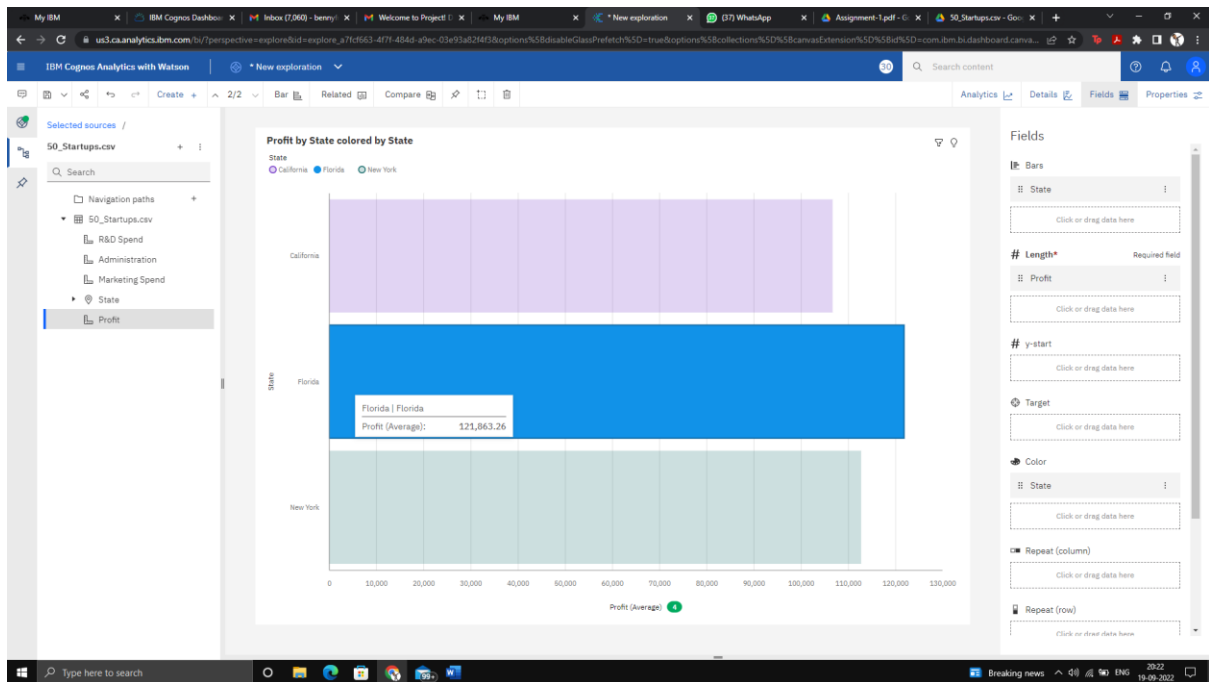
1.Bar Graph

Profit by state



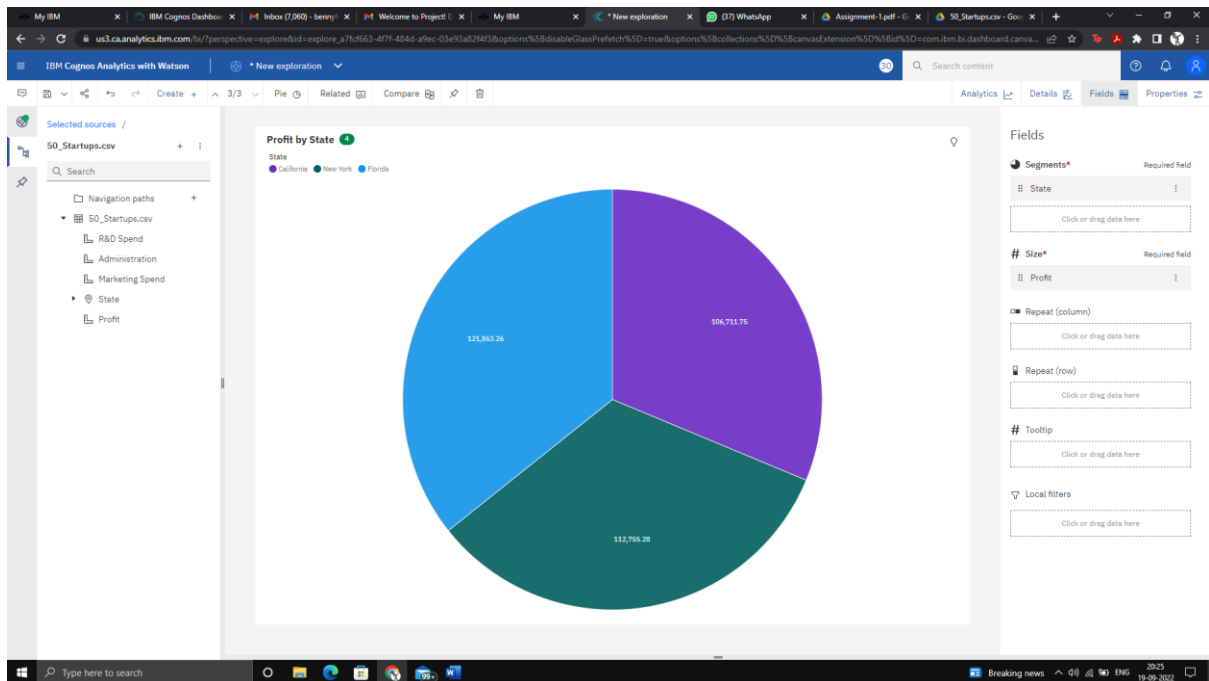
➔ Profit -> properties -> average profit





2. Pie Chart

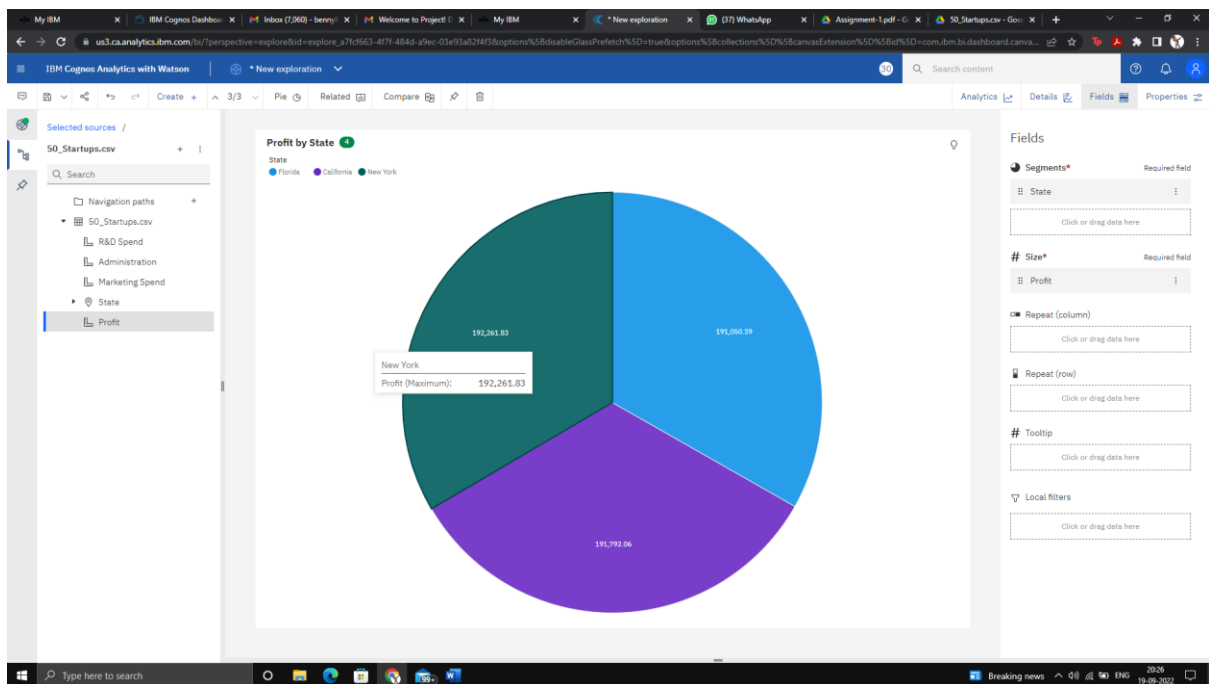
Profit by state



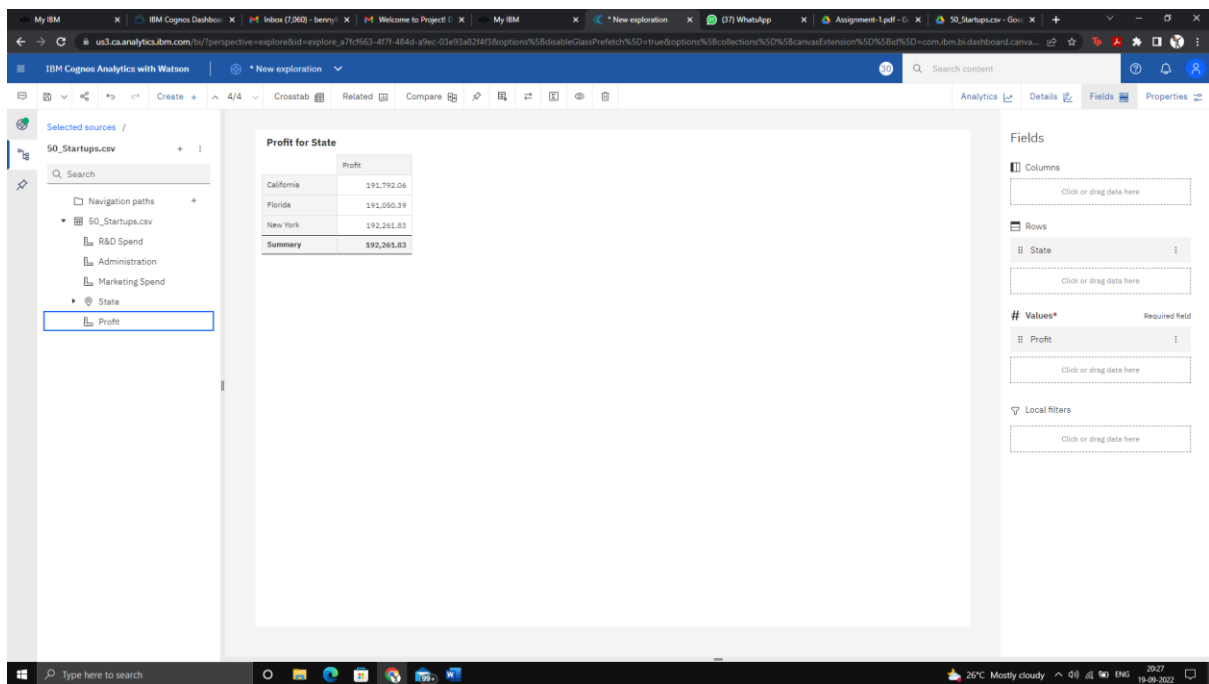
The screenshot shows the IBM Cognos Analytics interface. A 'Properties' dialog box is open, displaying the configuration for a field named 'Profit'. The dialog includes the following fields:

- Label:** Profit
- Description:** (Empty text area)
- Usage:** Measure
- Aggregate:** Maximum
- Data type:** Decimal
- Represents:** (Empty dropdown)
- Default:** (Empty dropdown)

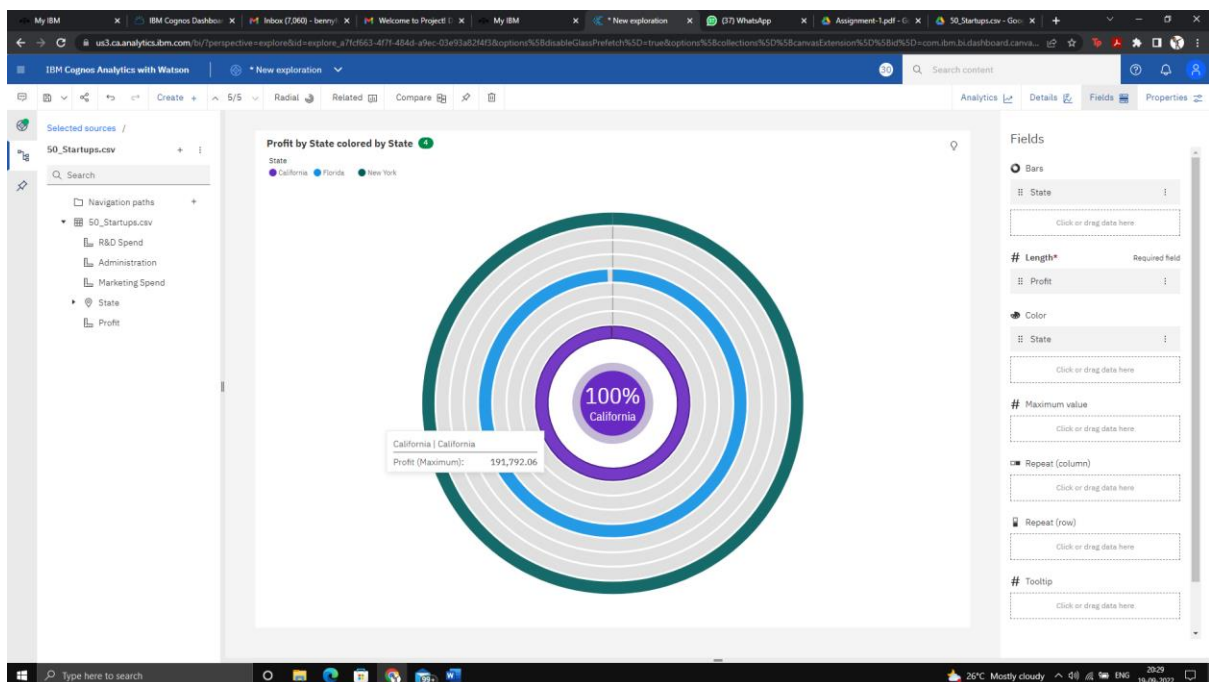
The background shows the 'Fields' panel with 'State' and 'Profit' listed. The 'Profit' field is highlighted, and its properties are being configured.



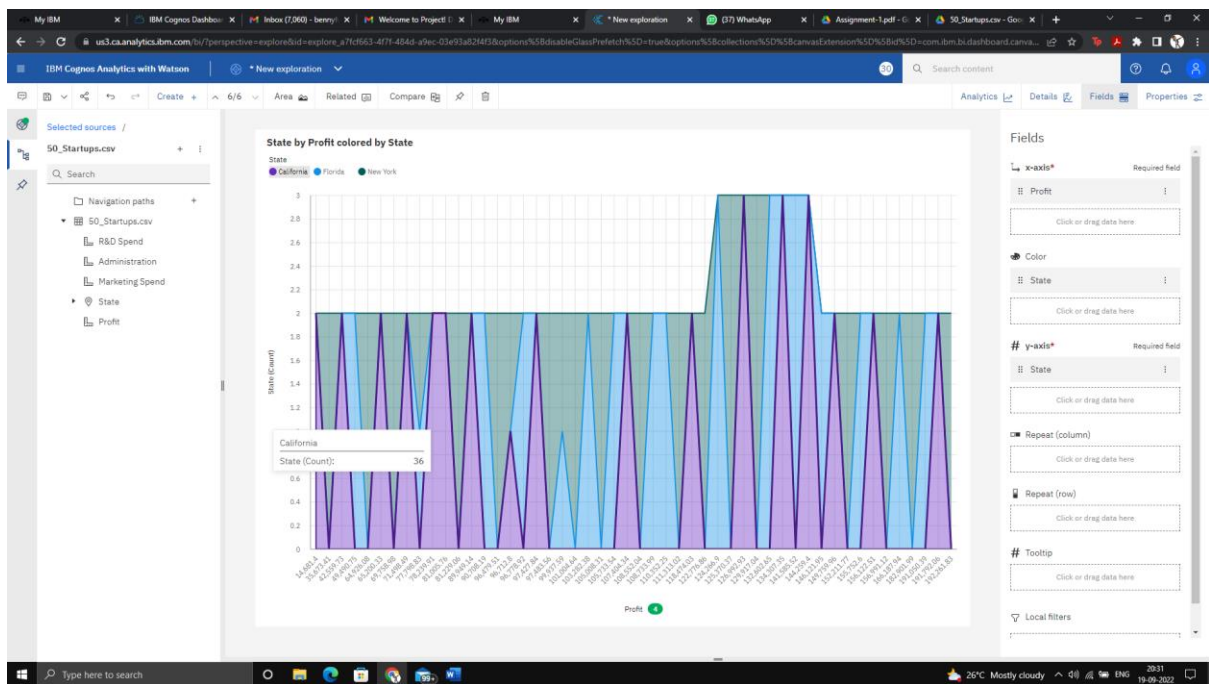
3. Crosstab



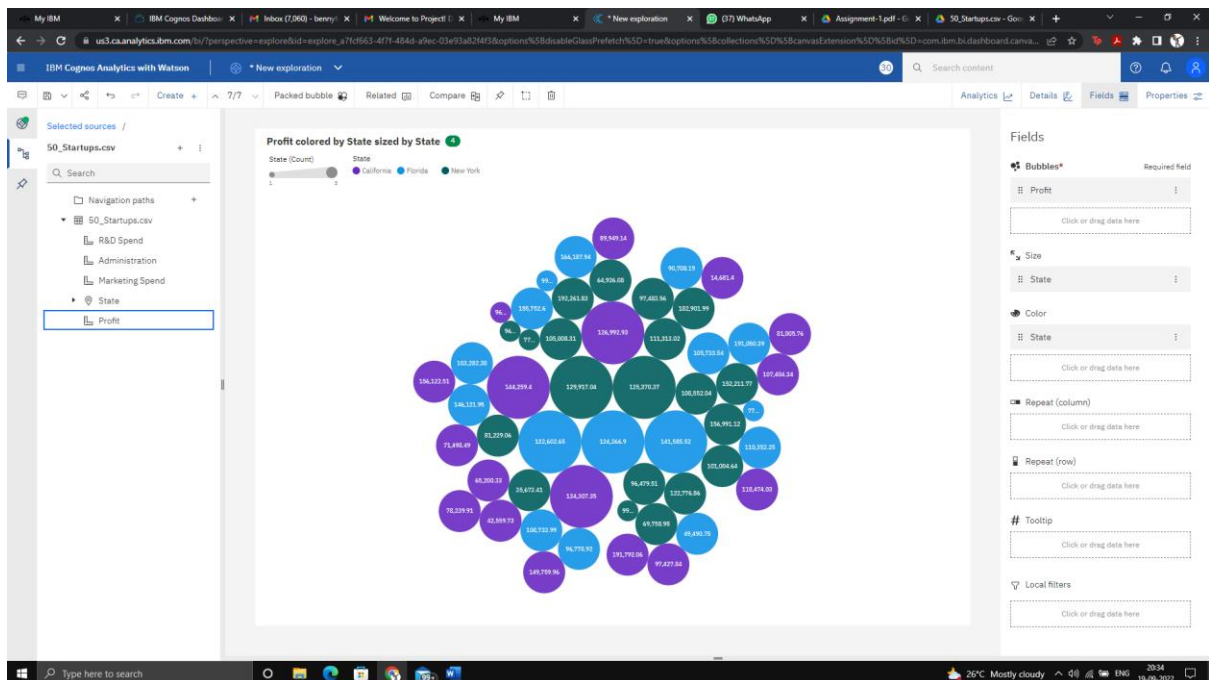
4. Radial



5. Area



6. Packed Bubble



7. Line graph

