

## IBM - Data Analytics

### Assignment – 1

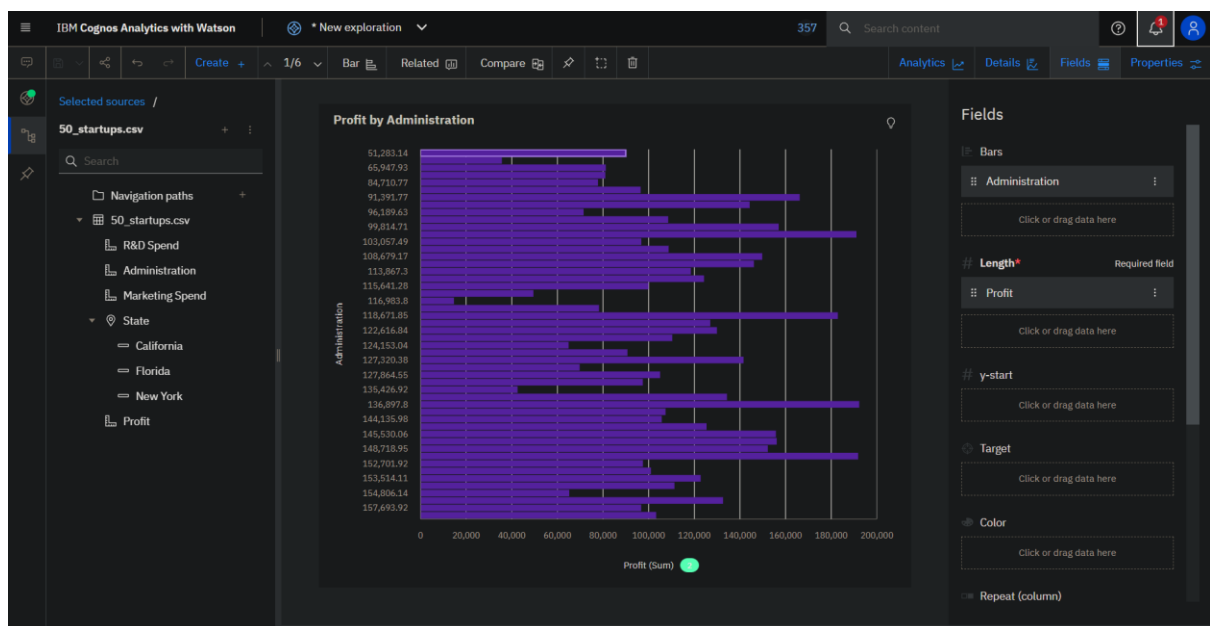
Reg.no : 917719IT025

Name : Dixon J Antony A

#### Challenge :

Upload the dataset to Cognos Analytics, prepare the data, explore and create interactive dashboard.

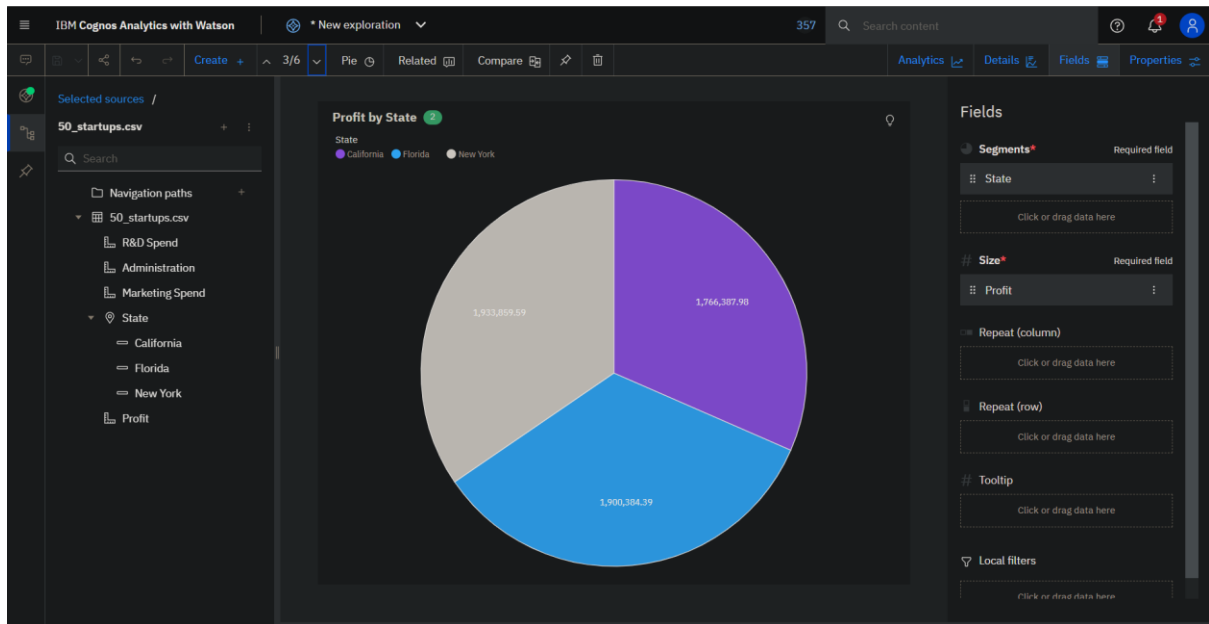
#### Profit by Administration:



#### Inference :

The average value of profit by administration is 116,680.

## Profit by Sales:



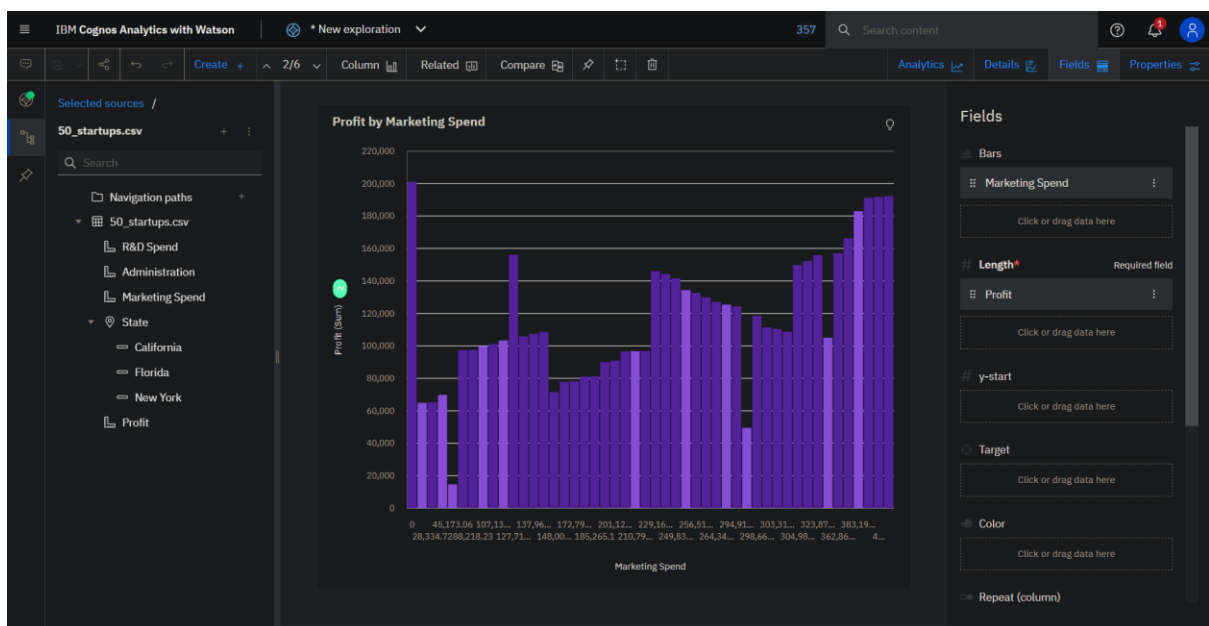
## Inference :

New York has the highest profit when compared to California and Florida.

The average value of profit is 1,866,877.

The most common values of State are New York (34 %) and California (34 %), together occurring 34 times, which is 68 % of the total.

## Profit by marketing Spend:

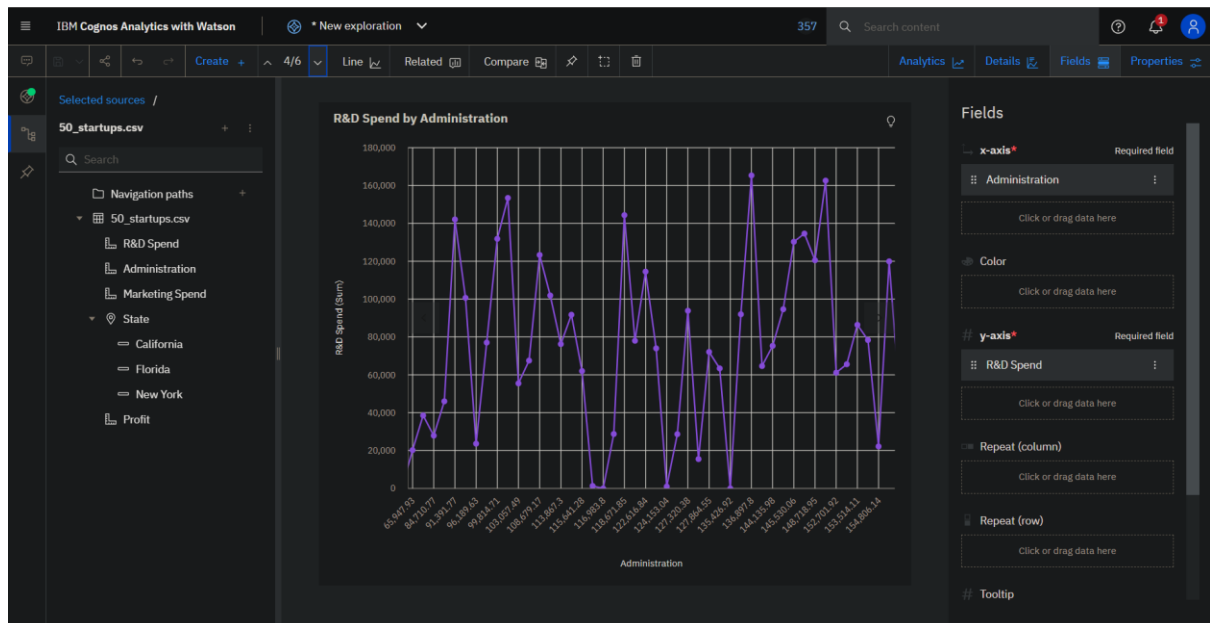


## Inference :

Over all marketing spends and states, the sum of R&D Spend is nearly 3.7 million.

For R&D Spend, the most significant values of Marketing Spend are 471784.1, 443898.53, and 407934.54, whose respective R&D Spend values add up to over 481 thousand, or 13.1 % of the total.

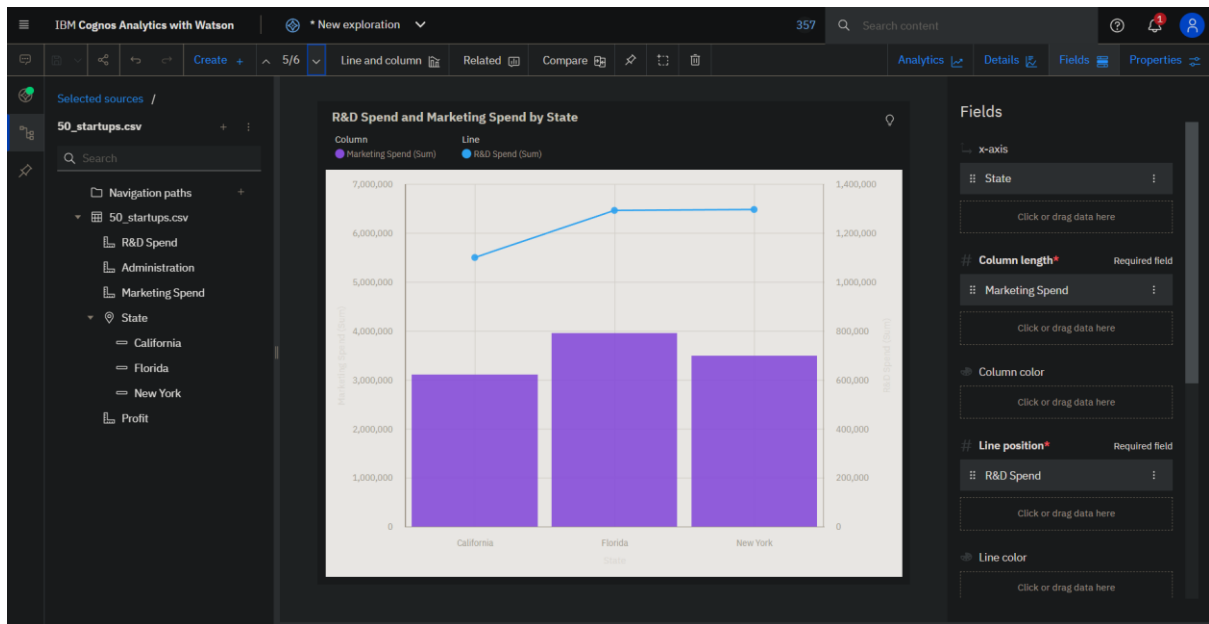
## R&D Spend by Administration:



## Inference :

The average value of R&D Spend by administration is 73,772.

## R&D Spend and Marketing Spend by State:



### Inference :

The average value of Marketing Spend by state is 3,517,085.

The average value of R&D Spend by state is 1,228,694.

For R&D Spend, the most significant values of State are New York and Florida, whose respective R&D Spend values add up to nearly 2.6 million, or 70.2 % of the total.

The summed values of R&D Spend range from 0 to over 165 thousand.

### Administration, R&D Spend and Marketing Spend by Profit :



**Inference :**

The total sum spent on Marketing yielded the Maximum Profit followed by R&D and Administration.