Assignment -1

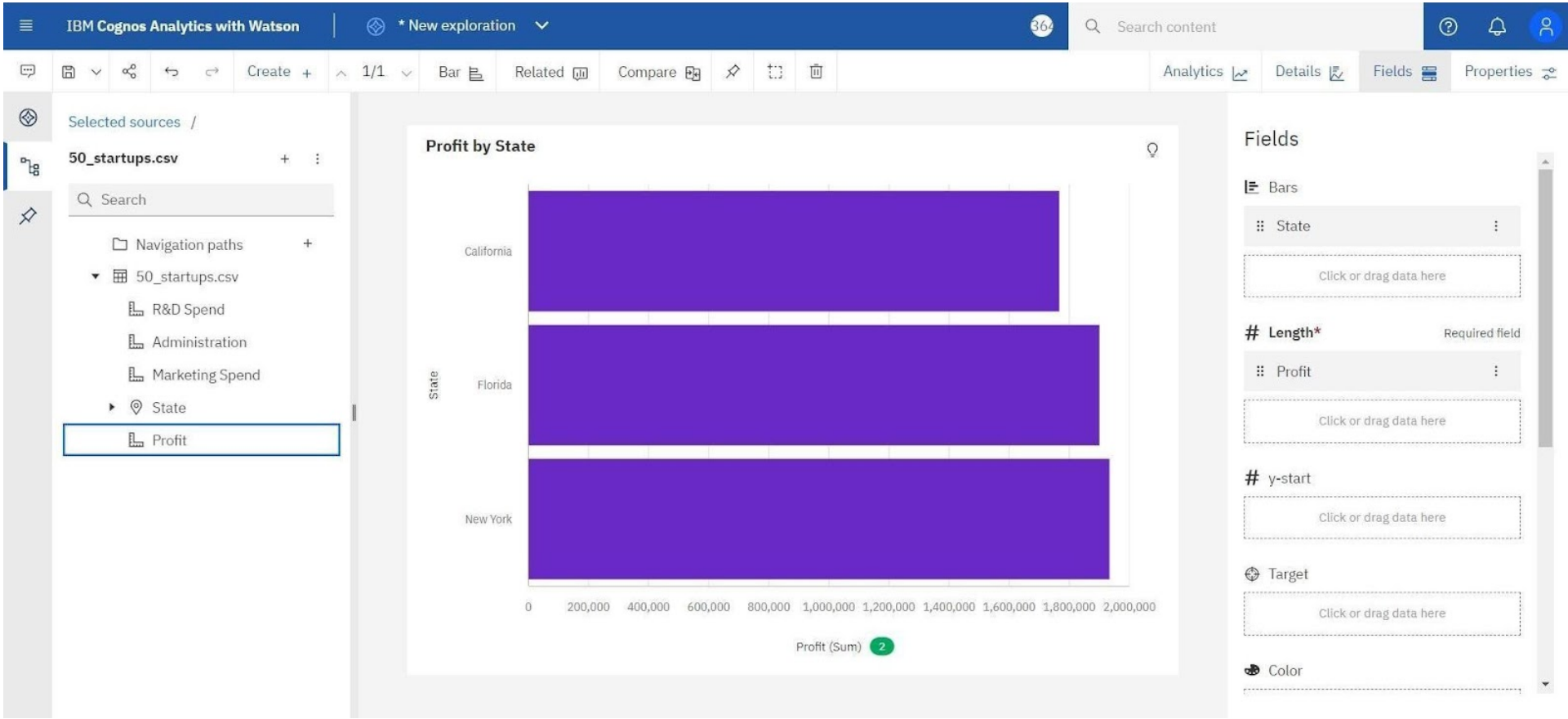
Data Analytics

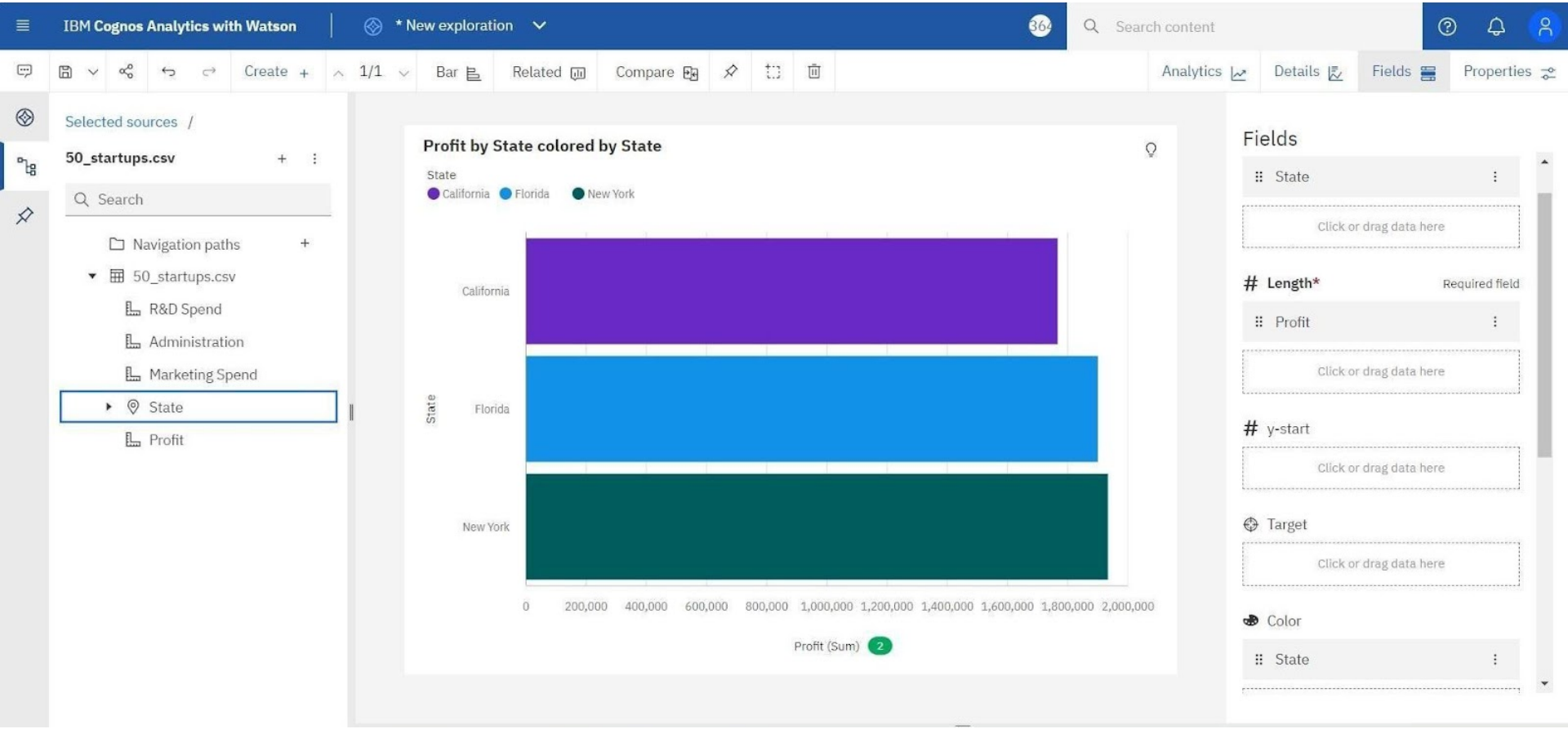
Assignment Date	19 September 2022
Student Name	Mr.Robin Thomas
Student Roll Number	2127190801064
Maximum Marks	2 Marks

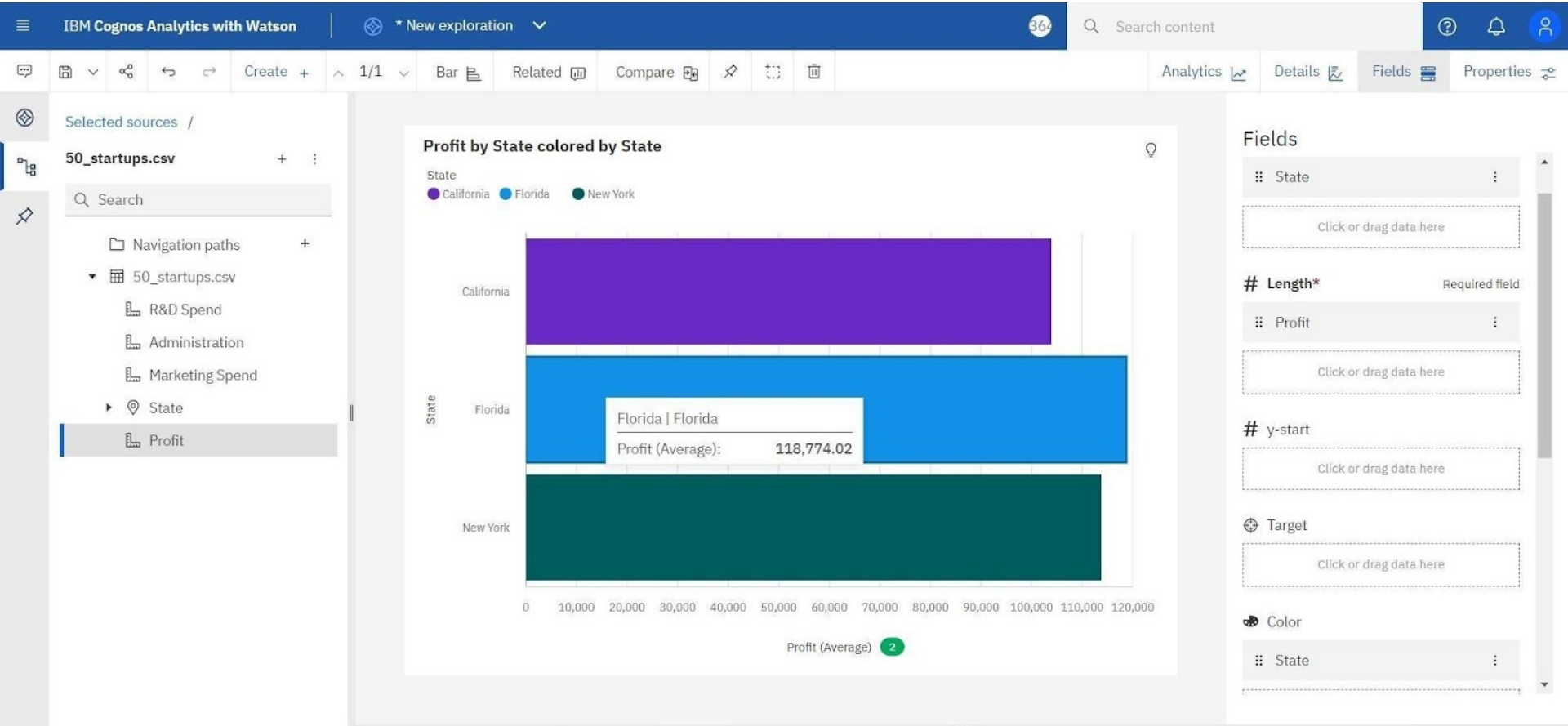
Question-1:

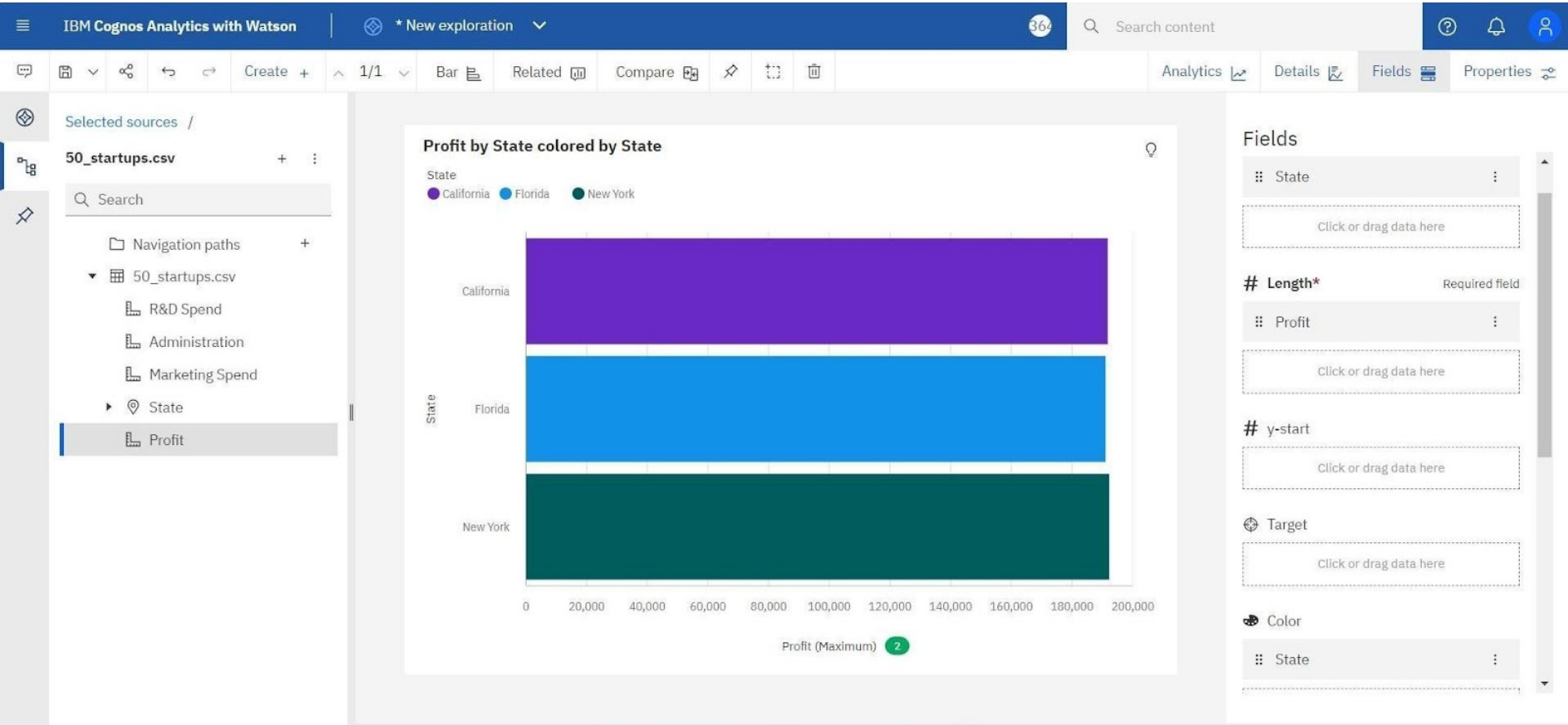
Upload the 50-Startup dataset to Cognos Analytics, explore and visualize the dataset

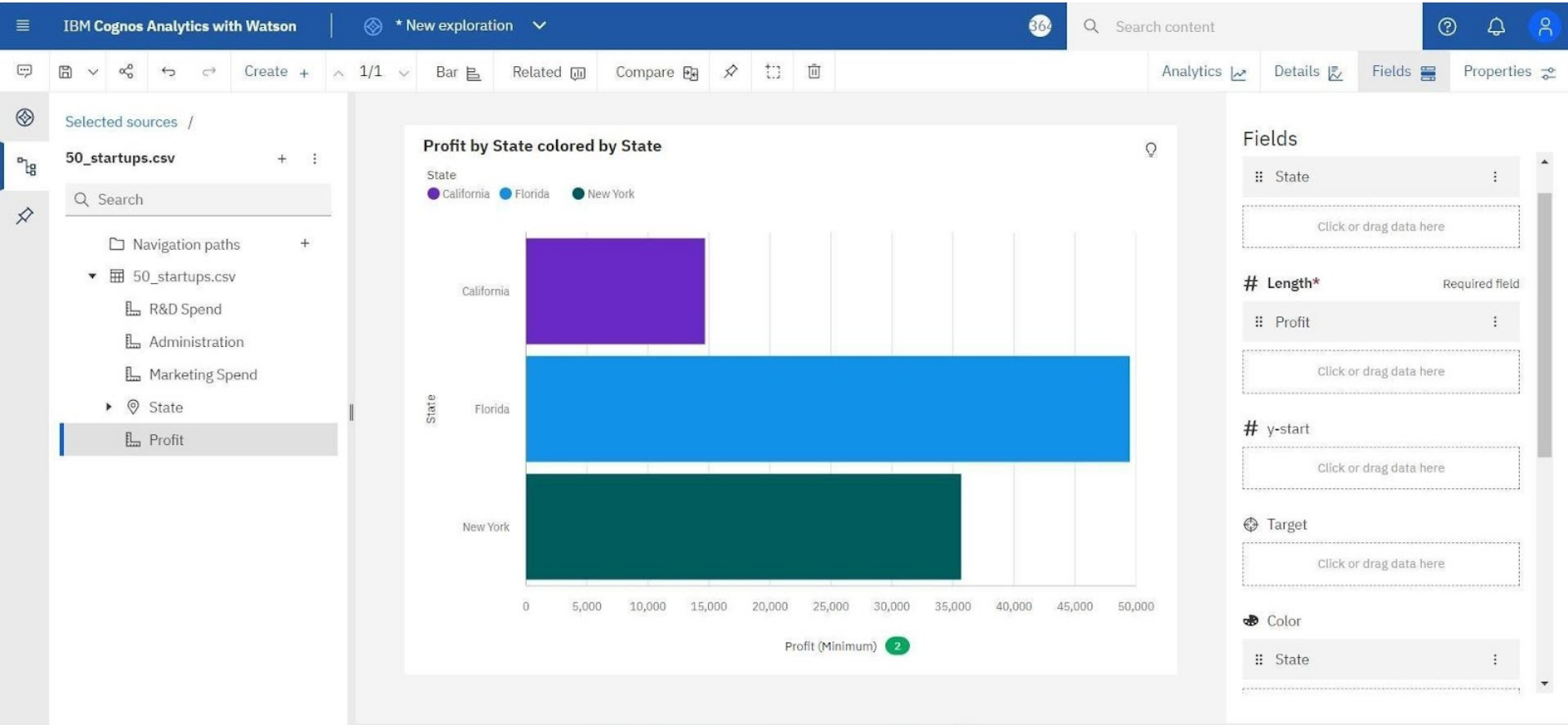
Solution:


IBM Cognos Analytics with Watson
* New exploration
Search content
Create
1/1
Bar
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
Profit by State
California
Florida
New York
State
0
200,000
400,000
600,000
800,000
1,000,000
1,200,000
1,400,000
1,600,000
1,800,000
2,000,000
Profit (Sum)
2
Fields
Bars
State
Click or drag data here
Length*
Required field
Profit
Click or drag data here
y-start
Click or drag data here
Target
Click or drag data here
Color

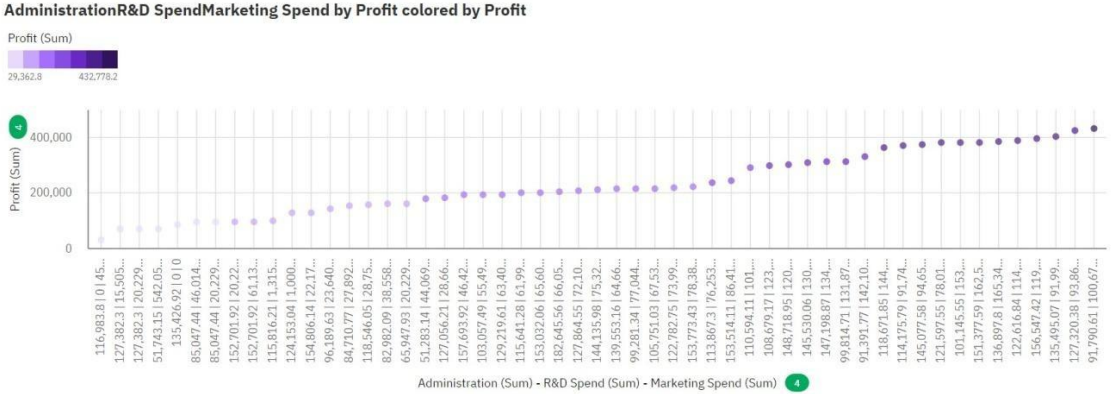

IBM Cognos Analytics with Watson
* New exploration
364
Search content
Create
1/1
Bar
Related
Compare
Analytics
Details
Fields
Properties
Selected sources /
50_startups.csv
Search
Navigation paths
50_startups.csv
R&D Spend
Administration
Marketing Spend
State
Profit
Profit by State colored by State
State
California
Florida
New York
State
California
Florida
New York
0
200,000
400,000
600,000
800,000
1,000,000
1,200,000
1,400,000
1,600,000
1,800,000
2,000,000
Profit (Sum)
2
Fields
State
Click or drag data here
Length*
Required field
Profit
Click or drag data here
y-start
Click or drag data here
Target
Click or drag data here
Color
State


IBM Cognos Analytics with Watson
* New exploration
364
Search content
Create
1/1
Bar
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
Profit by State colored by State
State
California
Florida
New York
California
Florida
New York
State
Florida | Florida
Profit (Average): 118,774.02
0
10,000
20,000
30,000
40,000
50,000
60,000
70,000
80,000
90,000
100,000
110,000
120,000
Profit (Average)
2
Fields
State
Click or drag data here
Length*
Required field
Profit
Click or drag data here
y-start
Click or drag data here
Target
Click or drag data here
Color
State

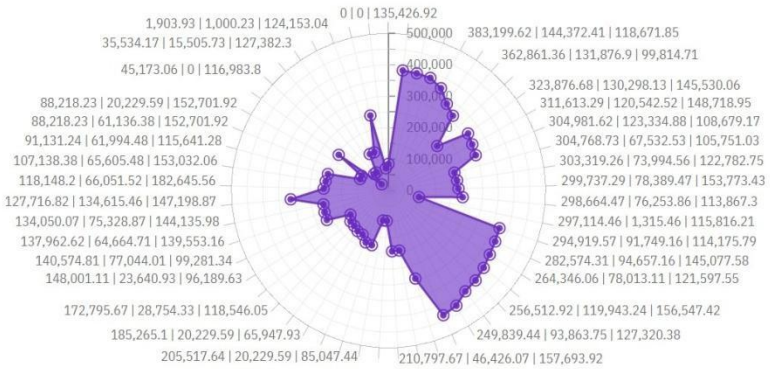

IBM Cognos Analytics with Watson
* New exploration
364
Search content
Create
1/1
Bar
Related
Compare
Analytics
Details
Fields
Properties
Selected sources /
50_startups.csv
Search
Navigation paths
50_startups.csv
R&D Spend
Administration
Marketing Spend
State
Profit
Profit by State colored by State
State
California
Florida
New York
State
California
Florida
New York
0
20,000
40,000
60,000
80,000
100,000
120,000
140,000
160,000
180,000
200,000
Profit (Maximum)
2
Fields
State
Click or drag data here
Length*
Required field
Profit
Click or drag data here
y-start
Click or drag data here
Target
Click or drag data here
Color
State


IBM Cognos Analytics with Watson
* New exploration
364
Search content
Create
1/1
Bar
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
Profit by State colored by State
State
California
Florida
New York
State
California
Florida
New York
0
5,000
10,000
15,000
20,000
25,000
30,000
35,000
40,000
45,000
50,000
Profit (Minimum)
2
Fields
State
Click or drag data here
Length*
Required field
Profit
Click or drag data here
y-start
Click or drag data here
Target
Click or drag data here
Color
State

R&D Spend, Administration, Marketing Spend, Profit
4
Measures
R&D Spend
Administration
Marketing Spend
Profit (Sum)
Measures
R&D Spend
Administration
Marketing Spend
0
2,000,000
4,000,000
6,000,000
8,000,000
10,000,000
12,000,000
14,000,000
16,000,000
18,000,000
20,000,000
22,000,000
24,000,000
Values
4


AdministrationR&D SpendMarketing Spend by Profit colored by Profit
Profit (Sum)
29,362.8
432,778.2
Profit (Sum)
4
400,000
200,000
0
Administration (Sum) - R&D Spend (Sum) - Marketing Spend (Sum)
4

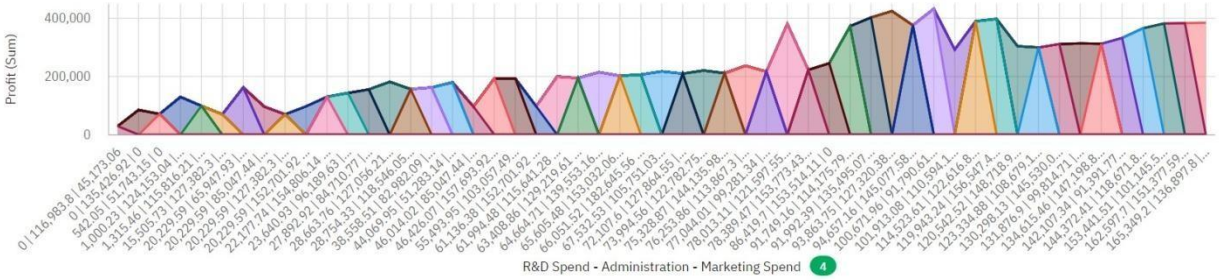
Profit by Marketing Spend, R&D Spend and Administration



Profit by R&D Spend, Administration and Marketing Spend colored by Profit 4

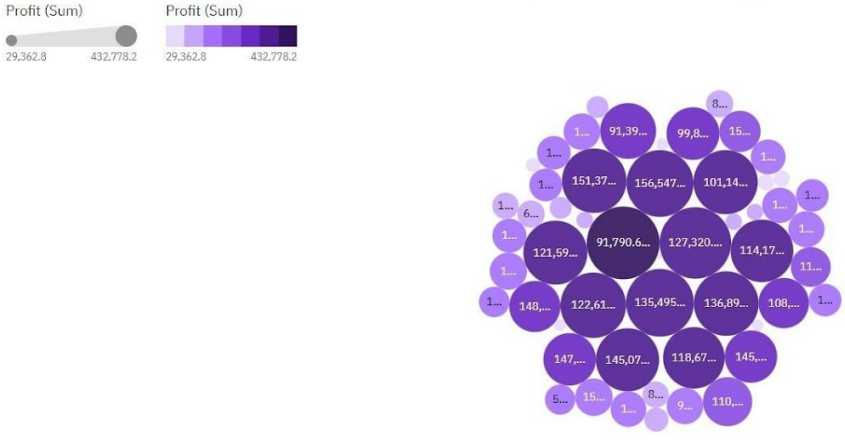
Profit

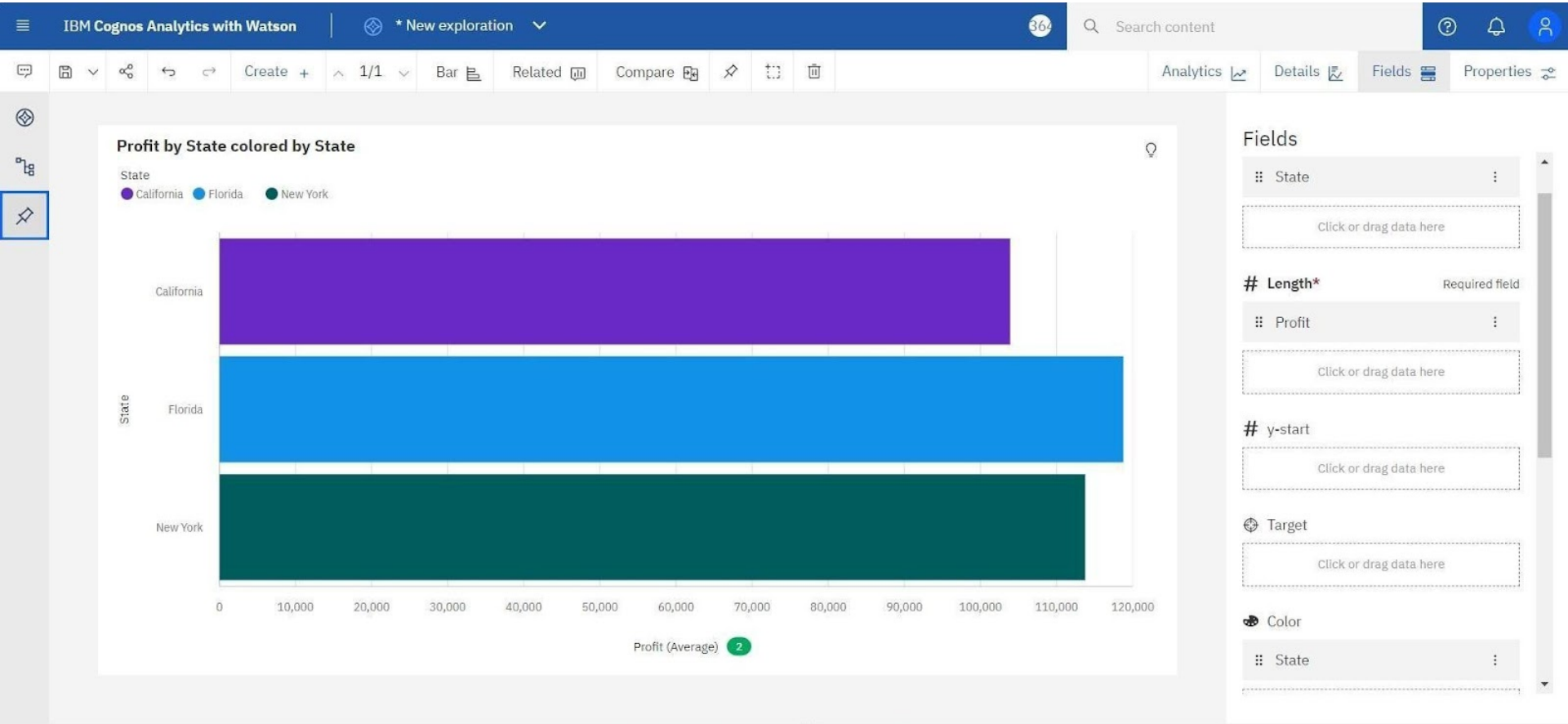
14,681.4 | 35,673.41 | 42,559.73 | 49,490.75 | 64,926.08 | 65,200.33 | 69,758.98 | 71,498.49 | 77,798.83 | 78,239.91 | 81,005.76 | 81,229.06 | 89,949.14
90,708.19 | 96,479.51 | 96,712.8 | 96,778.92 | 97,427.84 | 97,483.56 | 99,937.59 | 101,004.64 | 103,282.38 | 105,008.31 | 105,733.54 | 107,404.34 | 108,552.04
108,733.99 | 110,352.25 | 111,313.02 | 118,474.03 | 122,776.86 | 124,266.9 | 125,370.37 | 126,992.93 | 129,917.04 | 132,602.65 | 134,307.35 | 141,585.52 | 144,259.4
146,121.95 | 149,759.96 | 152,211.77 | 155,752.6 | 156,122.51 | 156,991.12 | 166,187.94 | 182,901.99 | 191,050.39 | 191,792.06 | 192,261.83

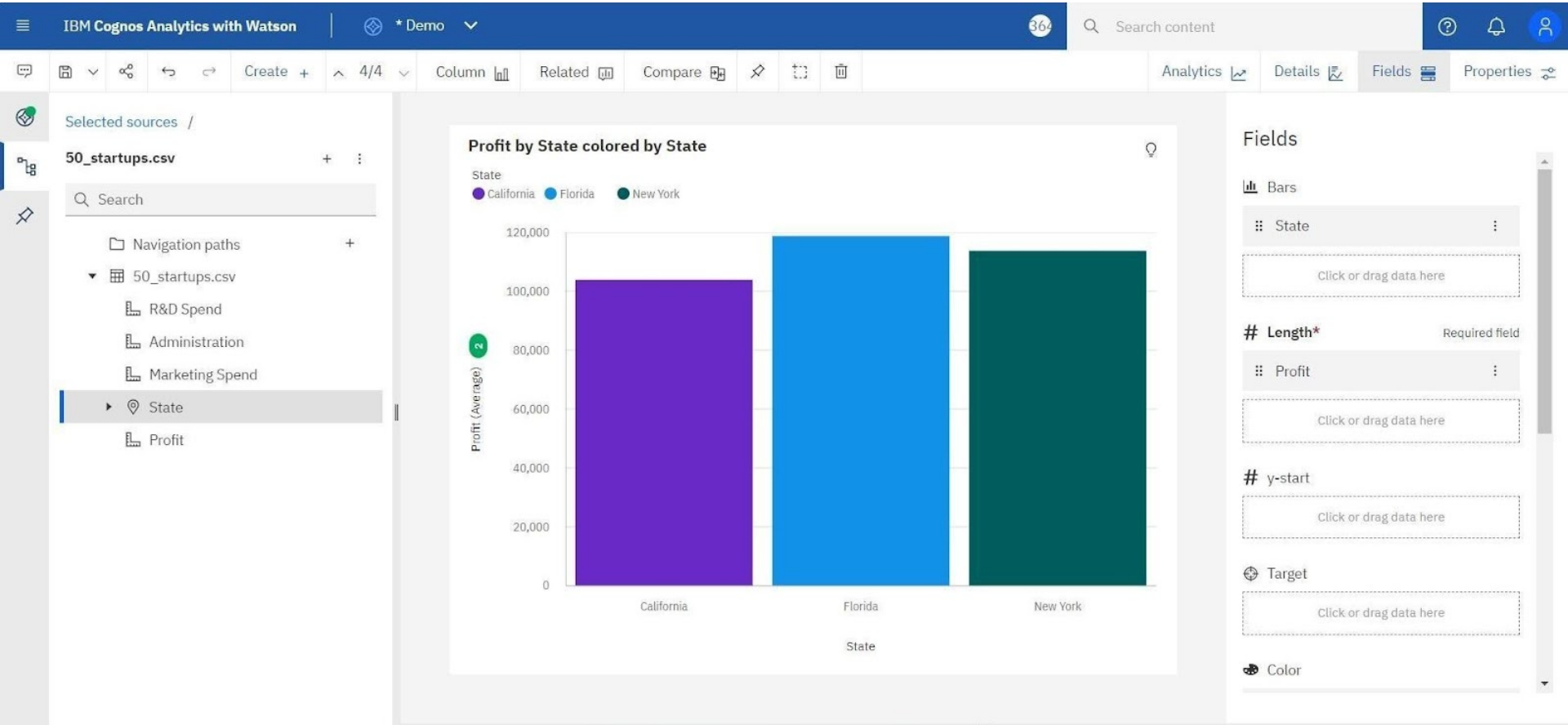


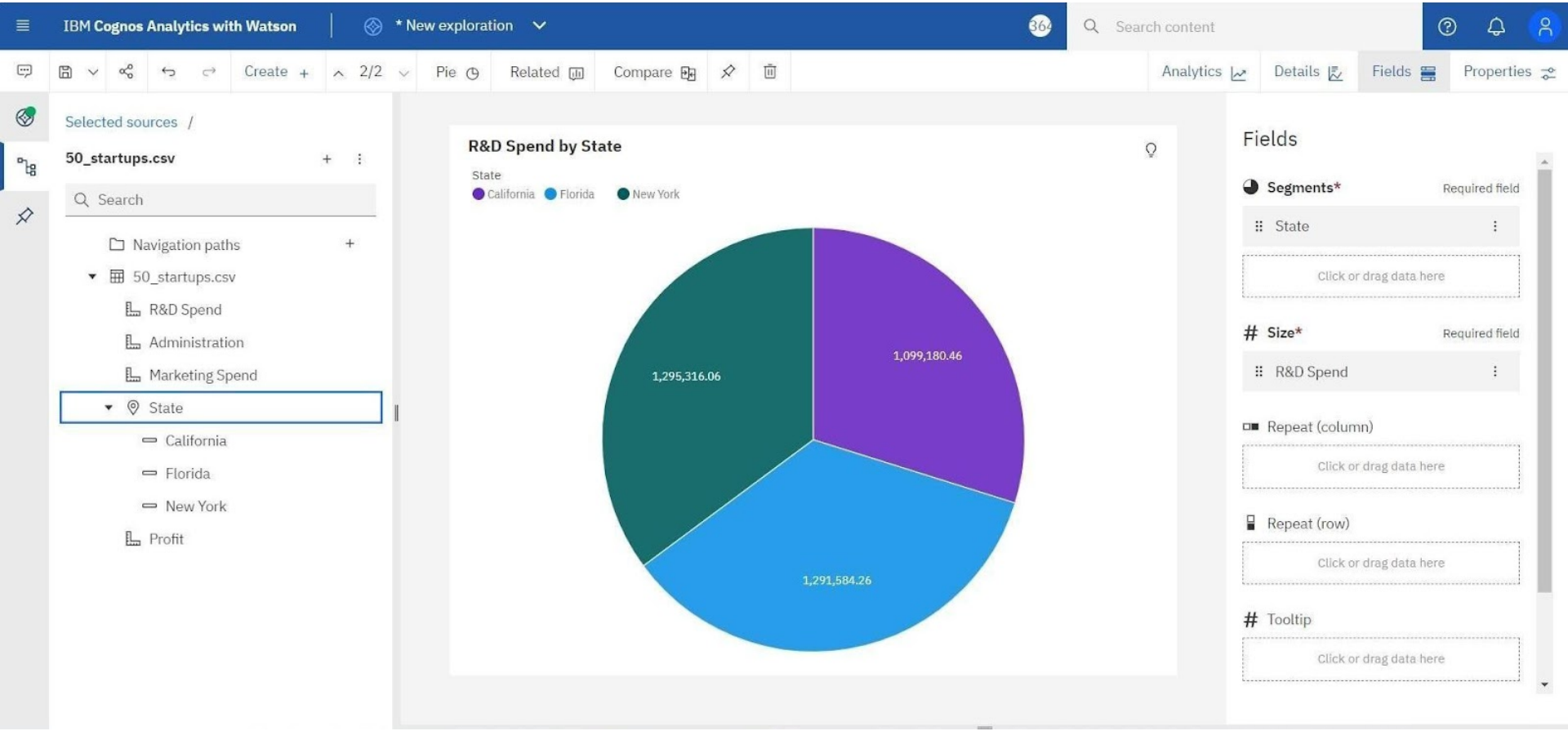
Marketing Spend hierarchy colored by Administration and sized by R&D Spend 8

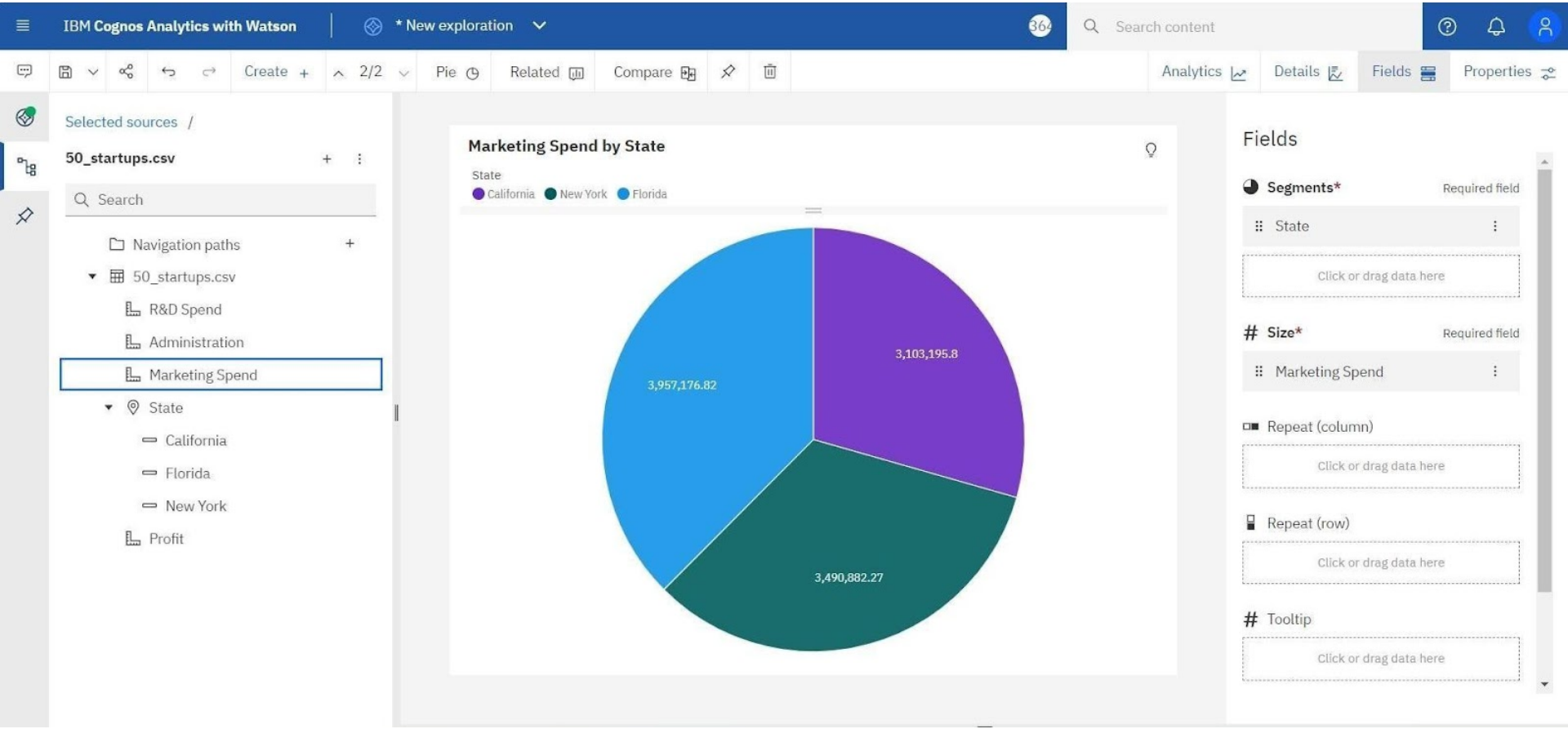
Administration, Marketing Spend and R&D Spend colored by Profit sized by Profit 8

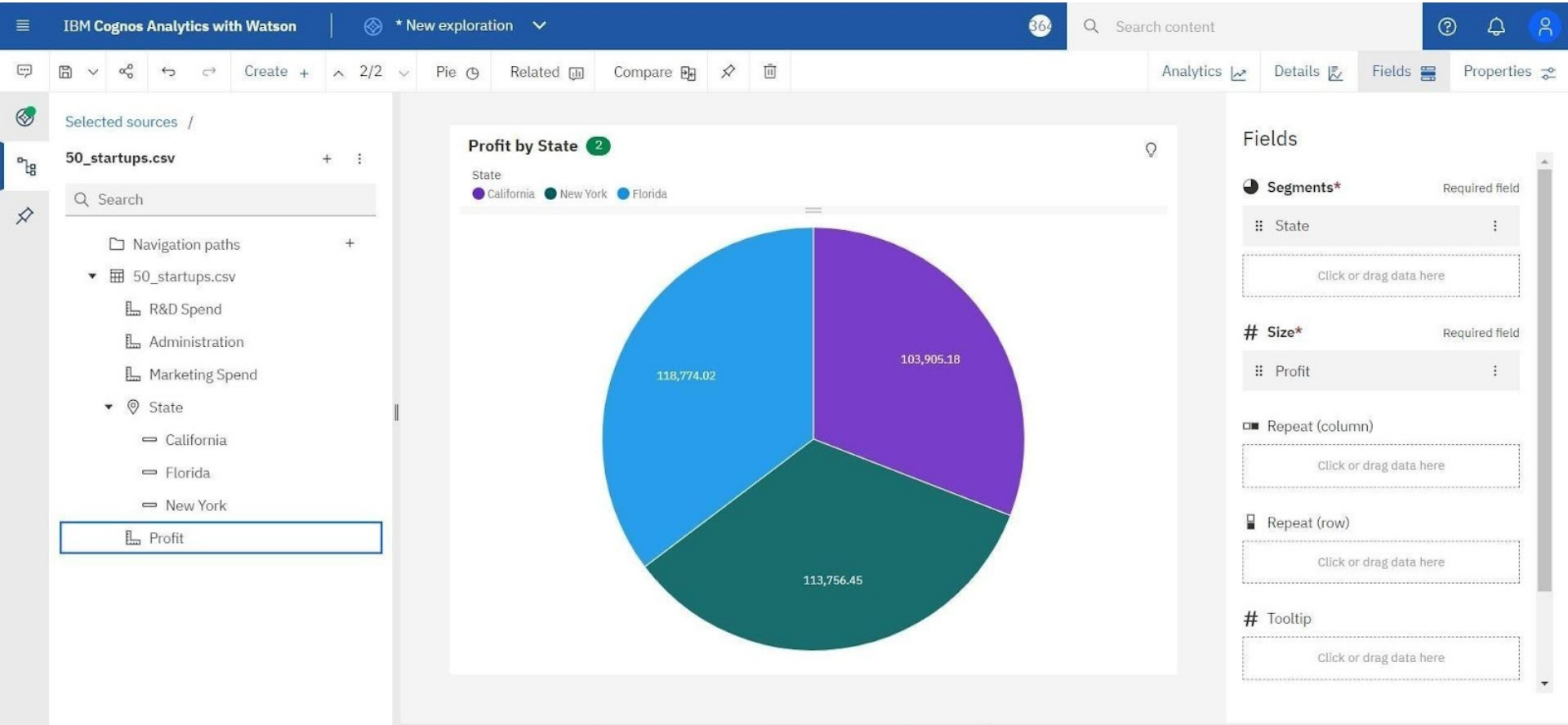


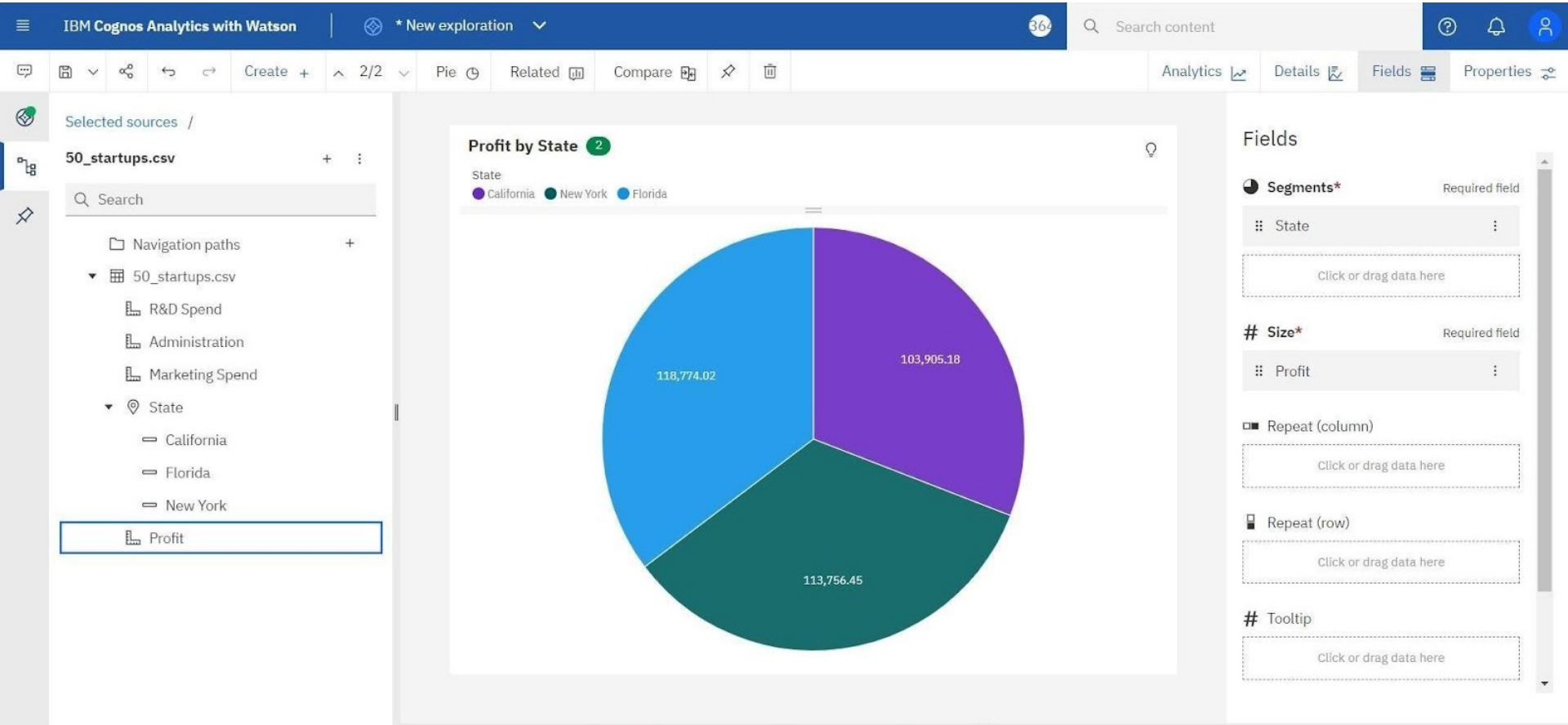

IBM Cognos Analytics with Watson
* New exploration
364
Search content
Create
1/1
Bar
Related
Compare
Analytics
Details
Fields
Properties
Profit by State colored by State
State
California
Florida
New York
State
California
Florida
New York
0
10,000
20,000
30,000
40,000
50,000
60,000
70,000
80,000
90,000
100,000
110,000
120,000
Profit (Average)
2
Fields
State
Click or drag data here
Length*
Required field
Profit
Click or drag data here
y-start
Click or drag data here
Target
Click or drag data here
Color
State

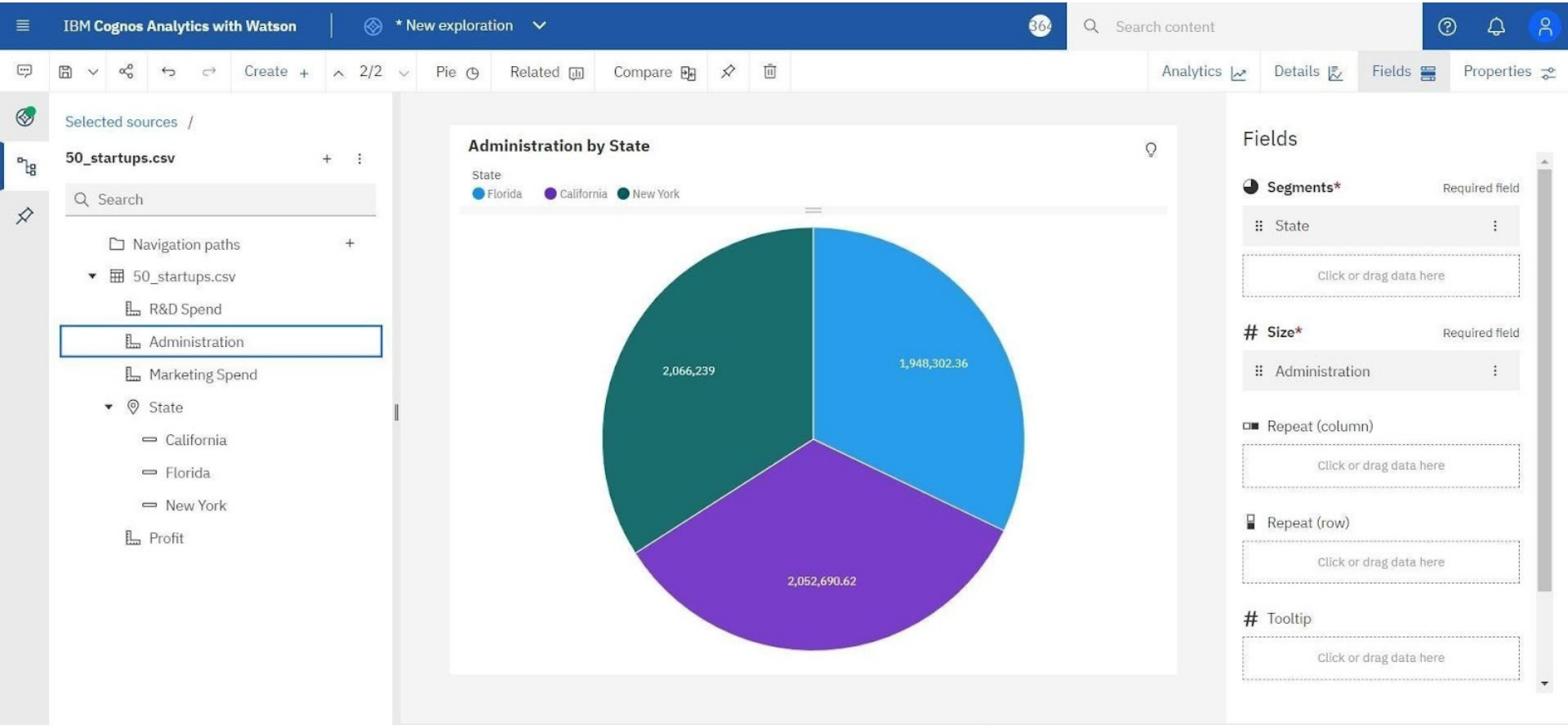

IBM Cognos Analytics with Watson
* Demo
364
Search content
Create
4/4
Column
Related
Compare
Analytics
Details
Fields
Properties
Selected sources /
50_startups.csv
Search
Navigation paths
50_startups.csv
R&D Spend
Administration
Marketing Spend
State
Profit
Profit by State colored by State
State
California
Florida
New York
120,000
100,000
80,000
60,000
40,000
20,000
0
Profit (Average)
California
Florida
New York
State
Fields
Bars
State
Click or drag data here
Length*
Required field
Profit
Click or drag data here
y-start
Click or drag data here
Target
Click or drag data here
Color

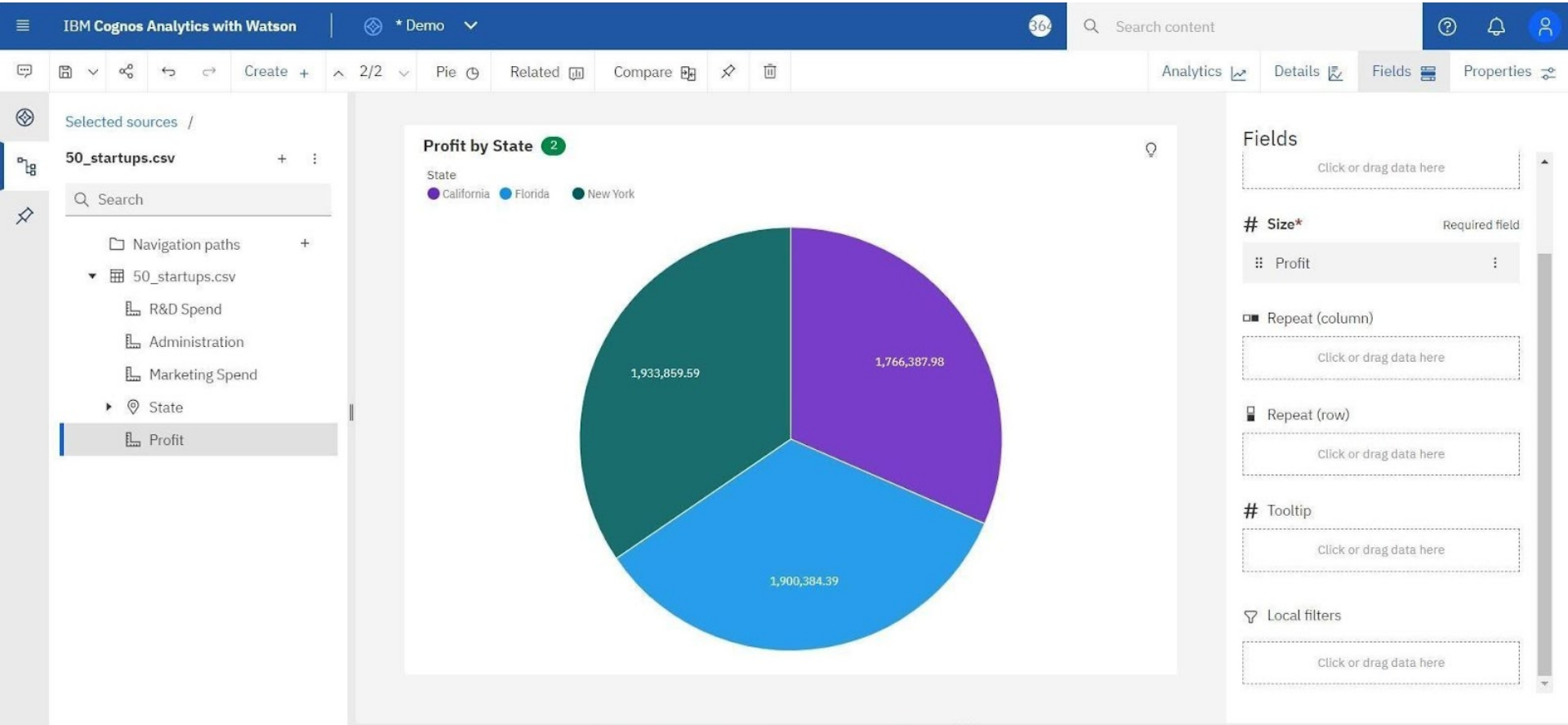

IBM Cognos Analytics with Watson
* New exploration
364
Search content
Create
2/2
Pie
Related
Compare
Analytics
Details
Fields
Properties
Selected sources /
50_startups.csv
Search
Navigation paths
50_startups.csv
R&D Spend
Administration
Marketing Spend
State
California
Florida
New York
Profit
R&D Spend by State
State
California
Florida
New York
1,099,180.46
1,295,316.06
1,291,584.26
Fields
Segments*
Required field
State
Click or drag data here
Size*
Required field
R&D Spend
Repeat (column)
Click or drag data here
Repeat (row)
Click or drag data here
Tooltip
Click or drag data here

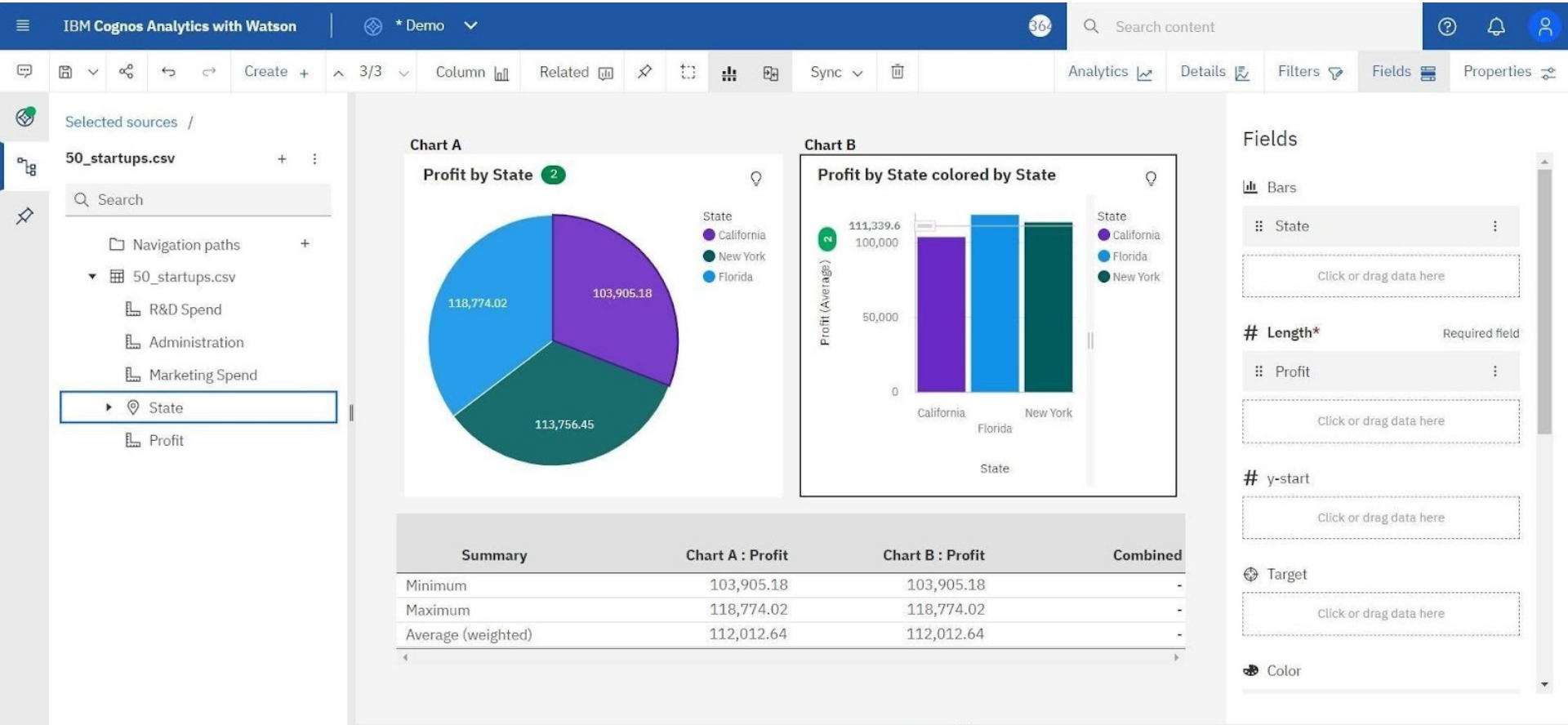

IBM Cognos Analytics with Watson
* New exploration
364
Search content
Create
2/2
Pie
Related
Compare
Analytics
Details
Fields
Properties
Selected sources /
50_startups.csv
Search
Navigation paths
50_startups.csv
R&D Spend
Administration
Marketing Spend
State
California
Florida
New York
Profit
Marketing Spend by State
State
California
New York
Florida
3,103,195.8
3,957,176.82
3,490,882.27
Fields
Segments*
Required field
State
Click or drag data here
Size*
Required field
Marketing Spend
Repeat (column)
Click or drag data here
Repeat (row)
Click or drag data here
Tooltip
Click or drag data here

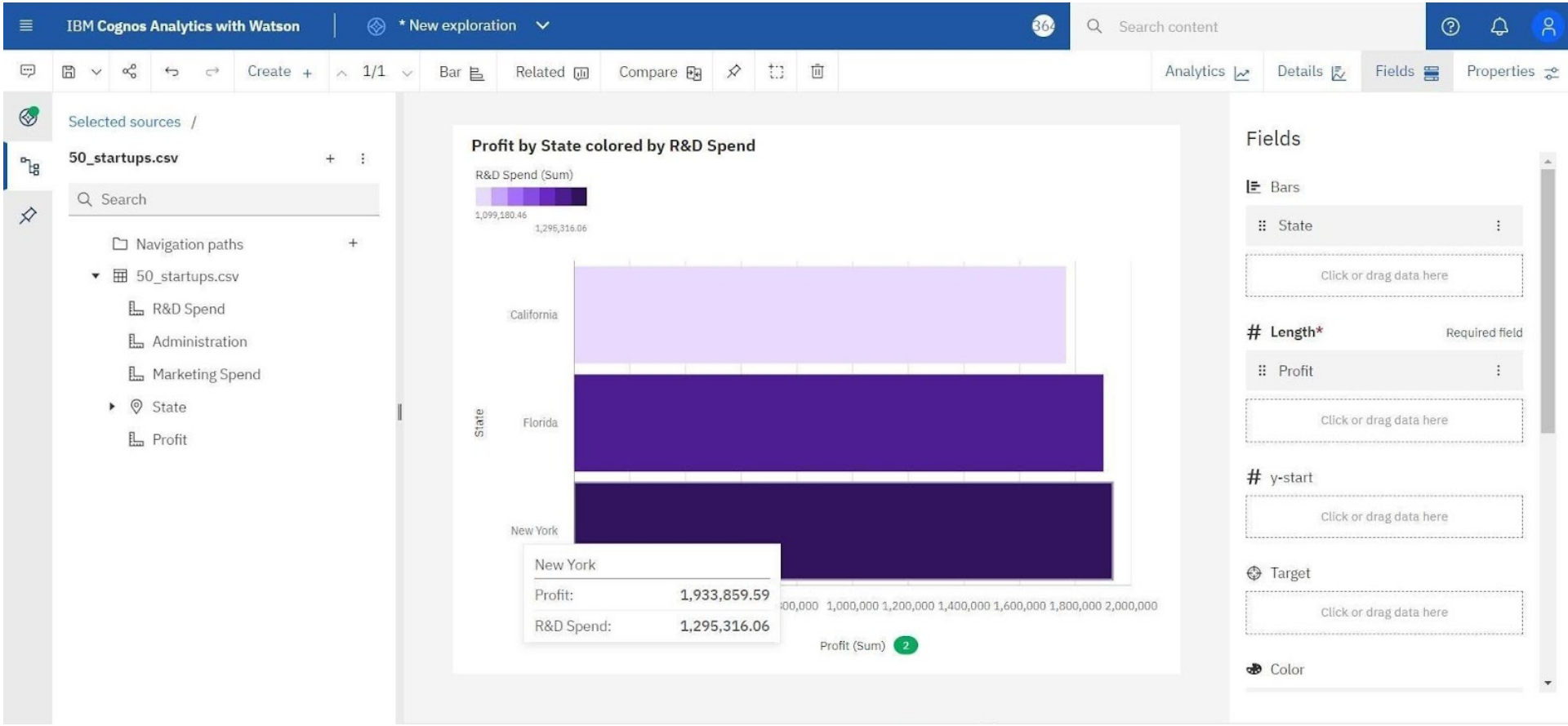

IBM Cognos Analytics with Watson
* New exploration
364
Search content
Create
2/2
Pie
Related
Compare
Analytics
Details
Fields
Properties
Selected sources /
50_startups.csv
Search
Navigation paths
50_startups.csv
R&D Spend
Administration
Marketing Spend
State
California
Florida
New York
Profit
Profit by State
2
State
California
New York
Florida
103,905.18
118,774.02
113,756.45
Fields
Segments*
Required field
State
Click or drag data here
Size*
Required field
Profit
Repeat (column)
Click or drag data here
Repeat (row)
Click or drag data here
Tooltip
Click or drag data here

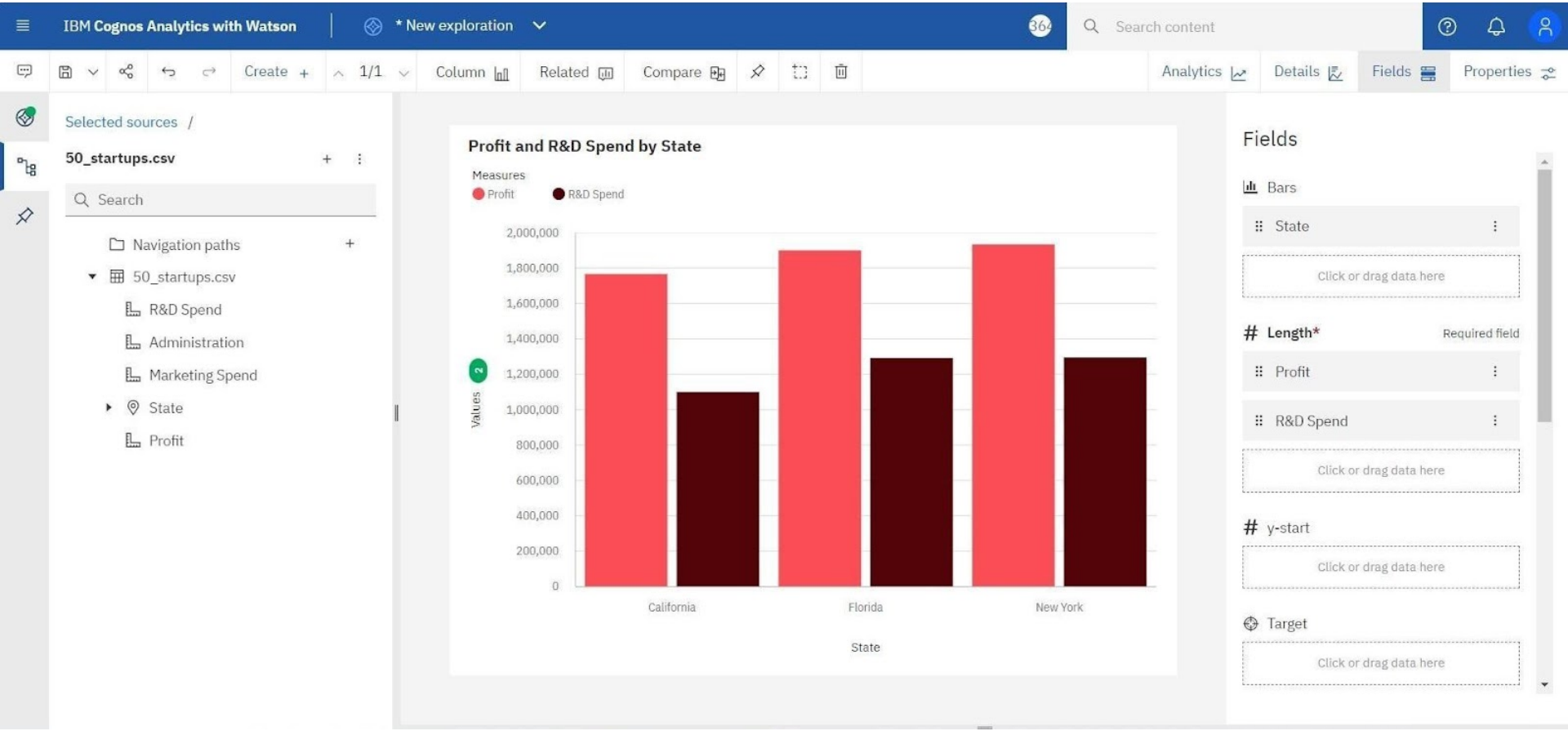

IBM Cognos Analytics with Watson
* New exploration
364
Search content
Create
2/2
Pie
Related
Compare
Analytics
Details
Fields
Properties
Selected sources /
50_startups.csv
Search
Navigation paths
50_startups.csv
R&D Spend
Administration
Marketing Spend
State
California
Florida
New York
Profit
Profit by State
2
State
California
New York
Florida
103,905.18
118,774.02
113,756.45
Fields
Segments*
Required field
State
Click or drag data here
Size*
Required field
Profit
Repeat (column)
Click or drag data here
Repeat (row)
Click or drag data here
Tooltip
Click or drag data here

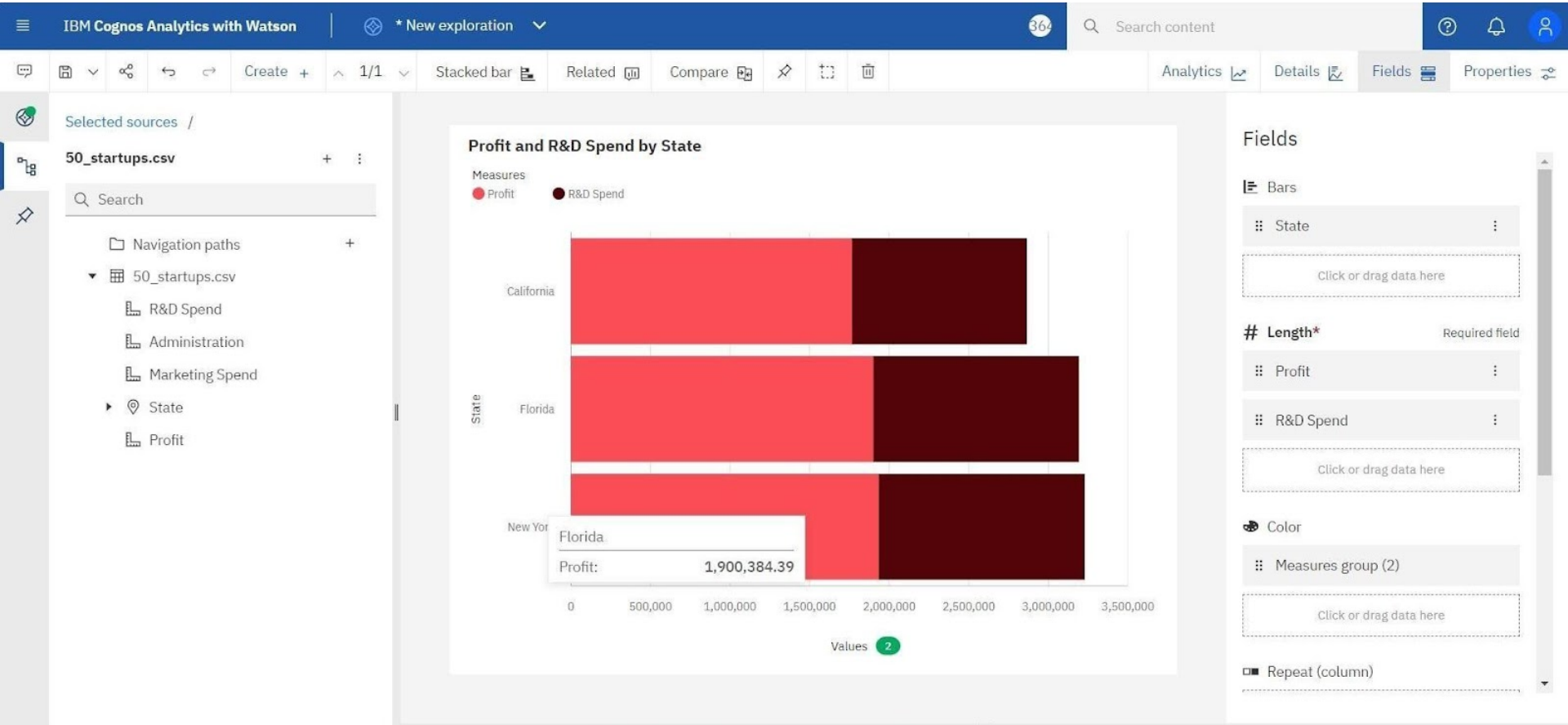

IBM Cognos Analytics with Watson
* New exploration
364
Search content
Create
2/2
Pie
Related
Compare
Analytics
Details
Fields
Properties
Selected sources /
50_startups.csv
Search
Navigation paths
50_startups.csv
R&D Spend
Administration
Marketing Spend
State
California
Florida
New York
Profit
Administration by State
State
Florida
California
New York
2,066,239
1,948,302.36
2,052,690.62
Fields
Segments*
Required field
State
Click or drag data here
Size*
Required field
Administration
Repeat (column)
Click or drag data here
Repeat (row)
Click or drag data here
Tooltip
Click or drag data here

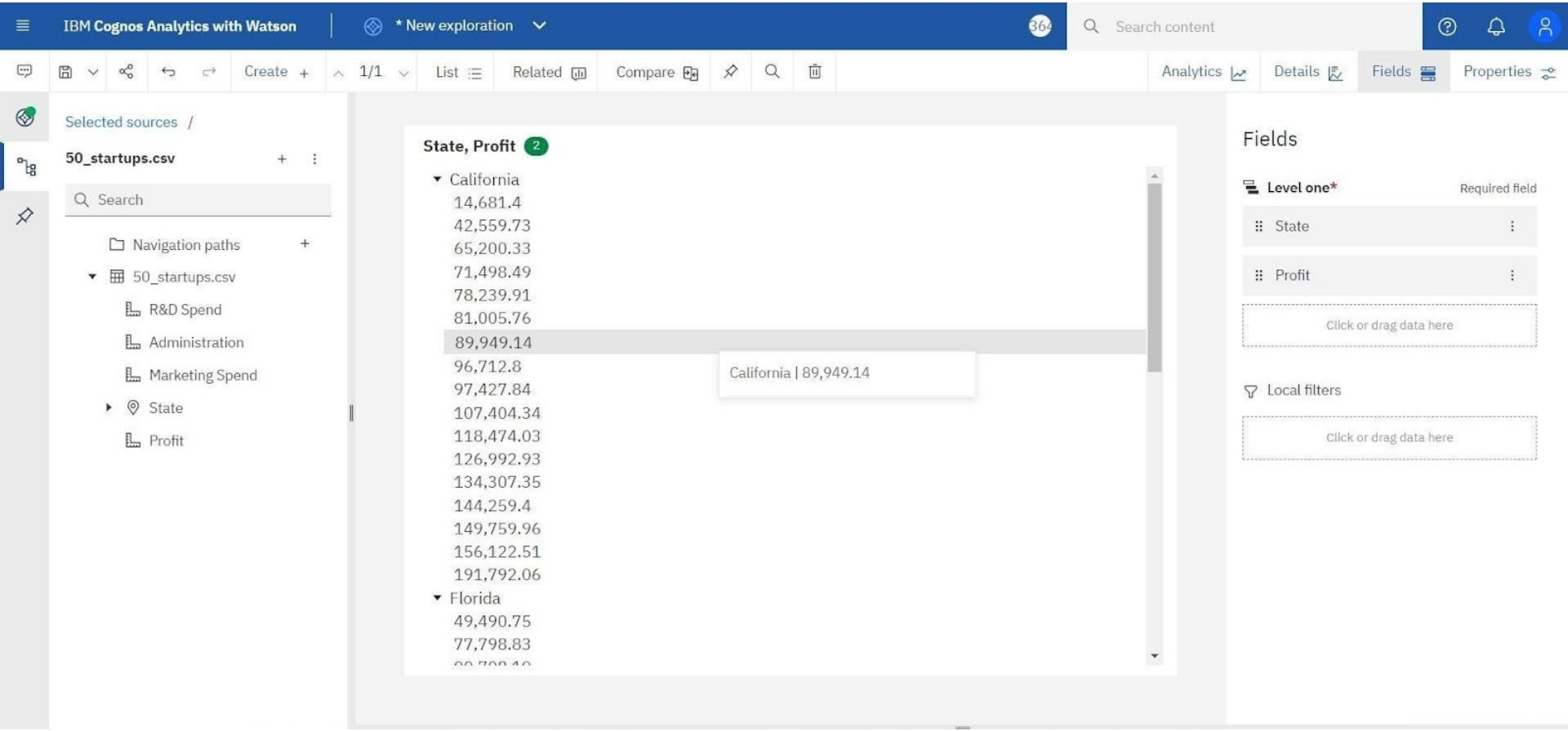

IBM Cognos Analytics with Watson
* Demo
364
Search content
Create
2/2
Pie
Related
Compare
Analytics
Details
Fields
Properties
Selected sources /
50_startups.csv
Search
Navigation paths
50_startups.csv
R&D Spend
Administration
Marketing Spend
State
Profit
Profit by State
2
State
California
Florida
New York
1,933,859.59
1,766,387.98
1,900,384.39
Fields
Click or drag data here
Size*
Required field
Profit
Repeat (column)
Click or drag data here
Repeat (row)
Click or drag data here
Tooltip
Click or drag data here
Local filters
Click or drag data here

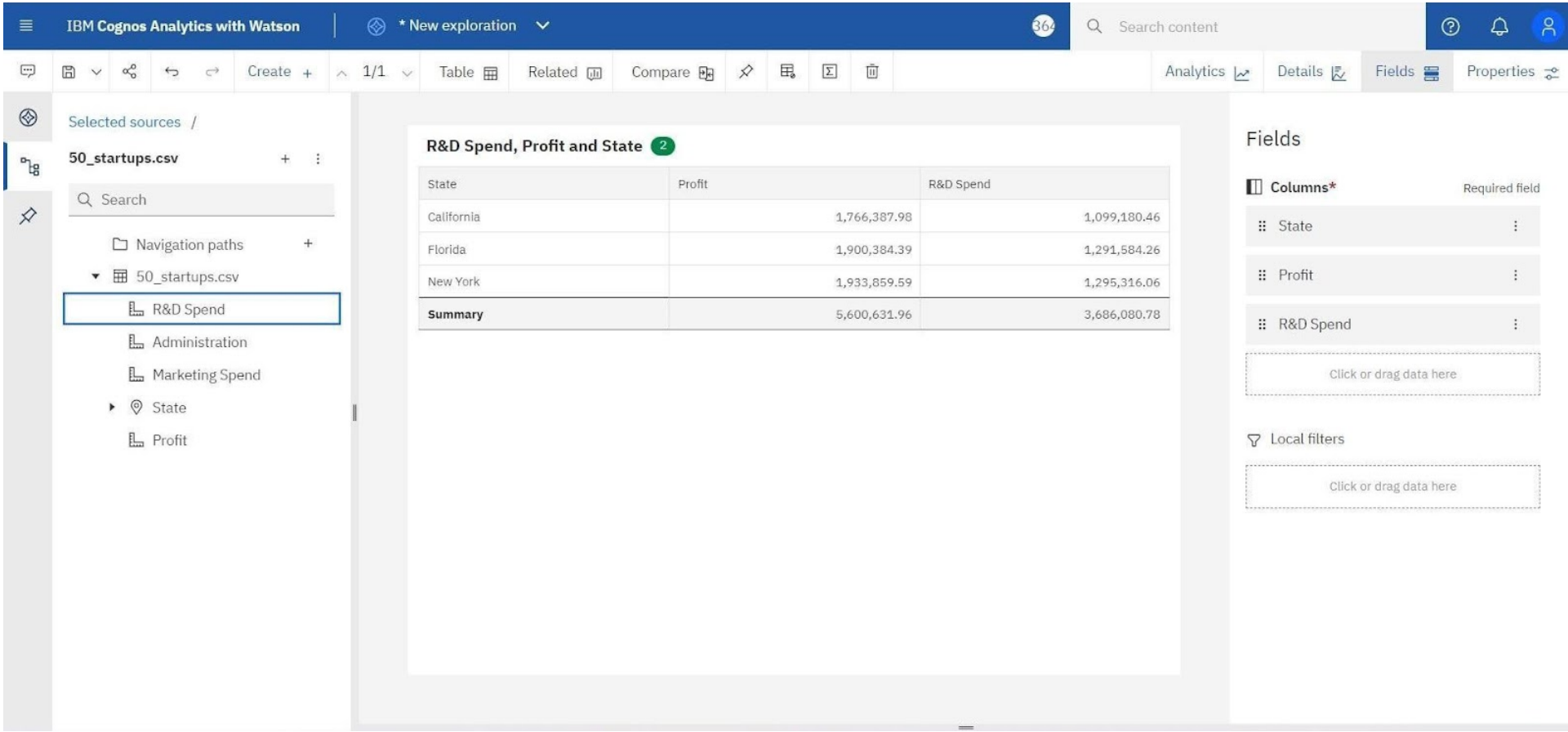

IBM Cognos Analytics with Watson
* Demo
364
Search content
Create
3/3
Column
Related
Sync
Analytics
Details
Filters
Fields
Properties
Selected sources /
50_startups.csv
Search
Navigation paths
50_startups.csv
R&D Spend
Administration
Marketing Spend
State
Profit
Chart A
Profit by State
2
State
California
New York
Florida
103,905.18
118,774.02
113,756.45
Chart B
Profit by State colored by State
111,339.6
100,000
50,000
0
Profit (Average)
California
Florida
New York
State
Summary
Chart A : Profit
Chart B : Profit
Combined
Minimum
103,905.18
103,905.18
-
Maximum
118,774.02
118,774.02
-
Average (weighted)
112,012.64
112,012.64
-
Fields
Bars
State
Click or drag data here
Length*
Required field
Profit
Click or drag data here
y-start
Click or drag data here
Target
Click or drag data here
Color

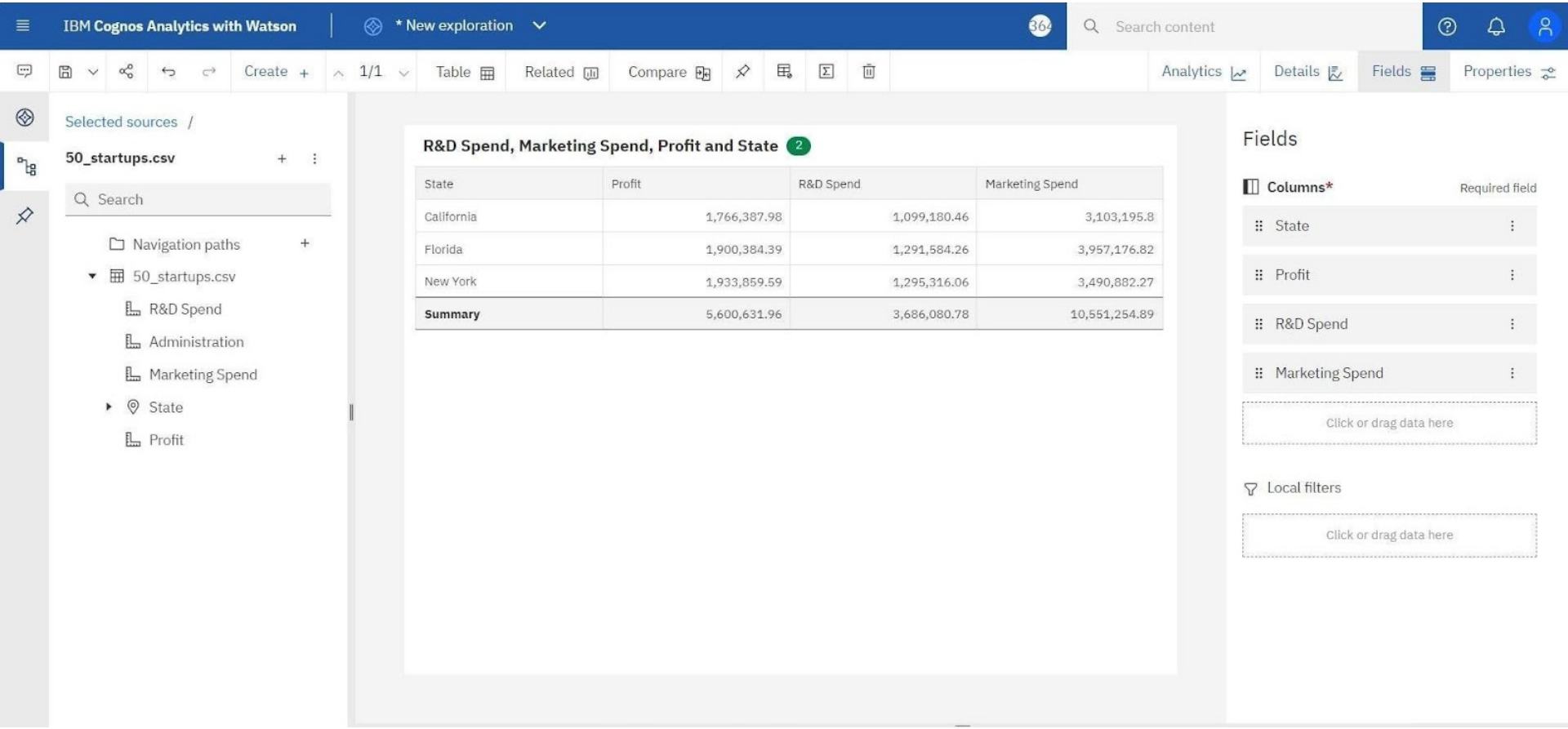

IBM Cognos Analytics with Watson
* New exploration
Search content
Create
1/1
Bar
Related
Compare
Analytics
Details
Fields
Properties
Selected sources /
50_startups.csv
Search
Navigation paths
50_startups.csv
R&D Spend
Administration
Marketing Spend
State
Profit
Profit by State colored by R&D Spend
R&D Spend (Sum)
1,099,180.46
1,295,316.06
California
Florida
New York
State
New York
Profit: 1,933,859.59
R&D Spend: 1,295,316.06
1,000,000 1,200,000 1,400,000 1,600,000 1,800,000 2,000,000
Profit (Sum) 2
Fields
Bars
State
Click or drag data here
Length* Required field
Profit
Click or drag data here
y-start
Click or drag data here
Target
Click or drag data here
Color

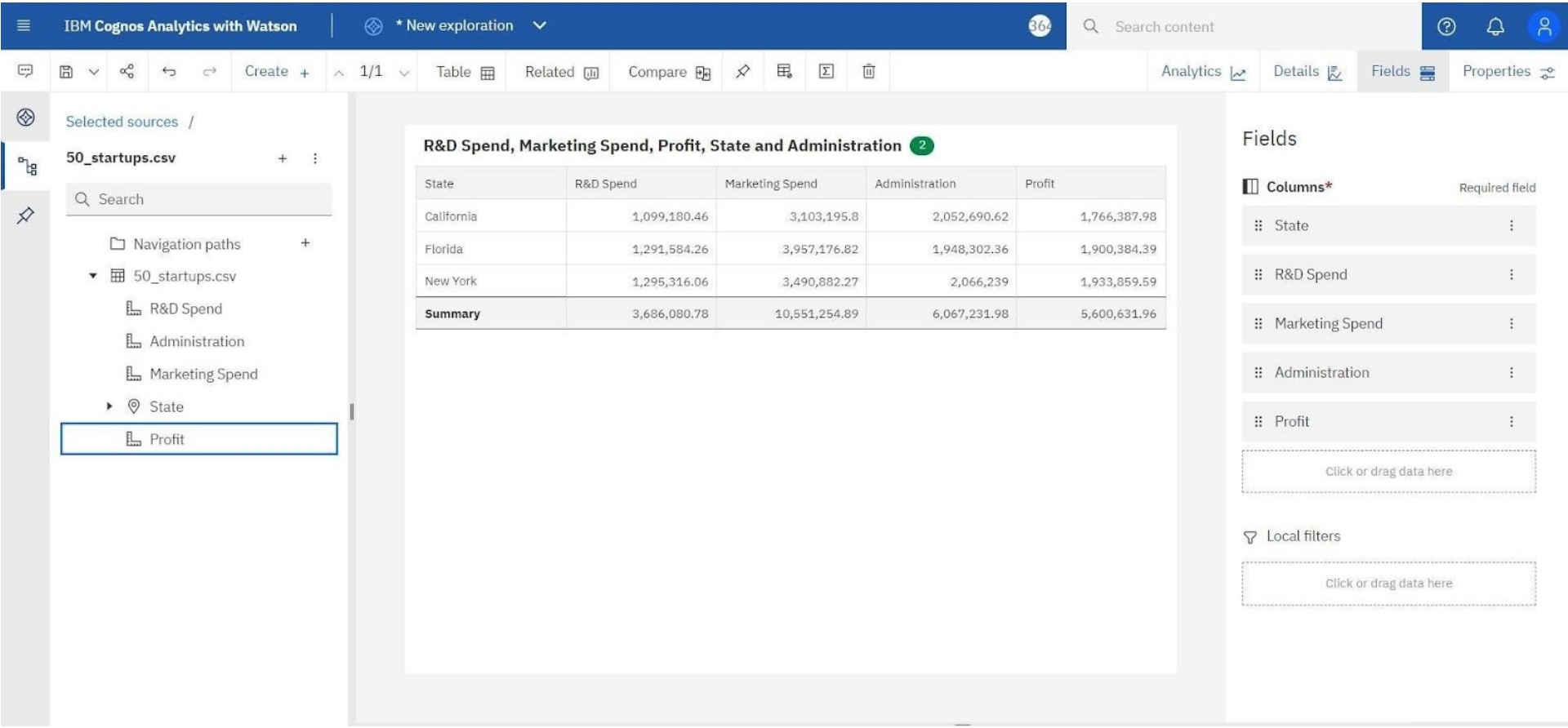

IBM Cognos Analytics with Watson
* New exploration
364
Search content
Create
1/1
Column
Related
Compare
Analytics
Details
Fields
Properties
Selected sources /
50_startups.csv
Search
Navigation paths
50_startups.csv
R&D Spend
Administration
Marketing Spend
State
Profit
Profit and R&D Spend by State
Measures
Profit
R&D Spend
2,000,000
1,800,000
1,600,000
1,400,000
1,200,000
1,000,000
800,000
600,000
400,000
200,000
0
Values
2
California
Florida
New York
State
Fields
Bars
State
Click or drag data here
Length*
Required field
Profit
R&D Spend
Click or drag data here
y-start
Click or drag data here
Target
Click or drag data here


IBM Cognos Analytics with Watson
* New exploration
364
Search content
Create
1/1
Stacked bar
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
Profit and R&D Spend by State
Measures
Profit
R&D Spend
California
Florida
New Yor
State
Florida
Profit: 1,900,384.39
0
500,000
1,000,000
1,500,000
2,000,000
2,500,000
3,000,000
3,500,000
Values 2
Fields
Bars
State
Click or drag data here
Length*
Required field
Profit
R&D Spend
Click or drag data here
Color
Measures group (2)
Click or drag data here
Repeat (column)


IBM Cognos Analytics with Watson
* New exploration
364
Search content
Create
1/1
List
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
State, Profit 2
California
14,681.4
42,559.73
65,200.33
71,498.49
78,239.91
81,005.76
89,949.14
96,712.8
97,427.84
107,404.34
118,474.03
126,992.93
134,307.35
144,259.4
149,759.96
156,122.51
191,792.06
Florida
49,490.75
77,798.83
California | 89,949.14
Fields
Level one*
Required field
State
Profit
Click or drag data here
Local filters
Click or drag data here


IBM Cognos Analytics with Watson
* New exploration
364
Search content
Create
1/1
Table
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
R&D Spend, Profit and State
2
State
Profit
R&D Spend
California
1,766,387.98
1,099,180.46
Florida
1,900,384.39
1,291,584.26
New York
1,933,859.59
1,295,316.06
Summary
5,600,631.96
3,686,080.78
Fields
Columns*
Required field
State
Profit
R&D Spend
Click or drag data here
Local filters
Click or drag data here


IBM Cognos Analytics with Watson
* New exploration
364
Search content
Create
1/1
Table
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
R&D Spend, Marketing Spend, Profit and State
2
State
Profit
R&D Spend
Marketing Spend
California
1,766,387.98
1,099,180.46
3,103,195.8
Florida
1,900,384.39
1,291,584.26
3,957,176.82
New York
1,933,859.59
1,295,316.06
3,490,882.27
Summary
5,600,631.96
3,686,080.78
10,551,254.89
Fields
Columns*
Required field
State
Profit
R&D Spend
Marketing Spend
Click or drag data here
Local filters
Click or drag data here


IBM Cognos Analytics with Watson
* New exploration
364
Search content
Create
1/1
Table
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
R&D Spend, Marketing Spend, Profit, State and Administration 2
State | R&D Spend | Marketing Spend | Administration | Profit
California | 1,099,180.46 | 3,103,195.8 | 2,052,690.62 | 1,766,387.98
Florida | 1,291,584.26 | 3,957,176.82 | 1,948,302.36 | 1,900,384.39
New York | 1,295,316.06 | 3,490,882.27 | 2,066,239 | 1,933,859.59
Summary | 3,686,080.78 | 10,551,254.89 | 6,067,231.98 | 5,600,631.96
Fields
Columns*
Required field
State
R&D Spend
Marketing Spend
Administration
Profit
Click or drag data here
Local filters
Click or drag data here