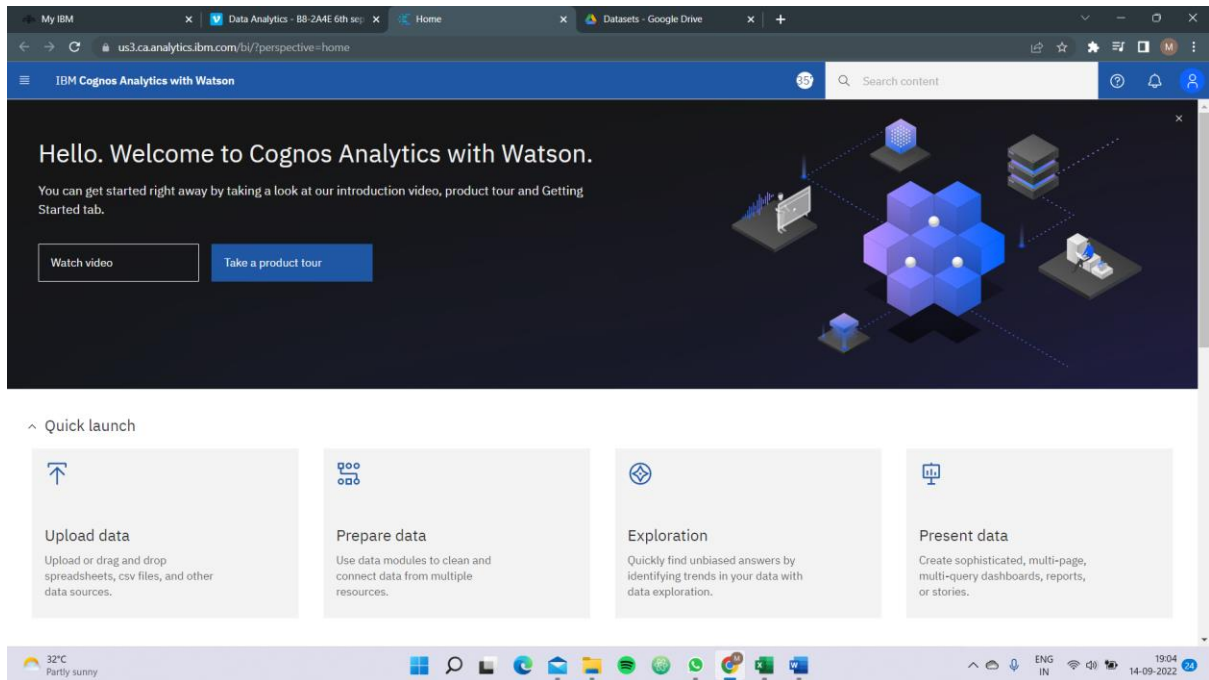


Assignment - 1

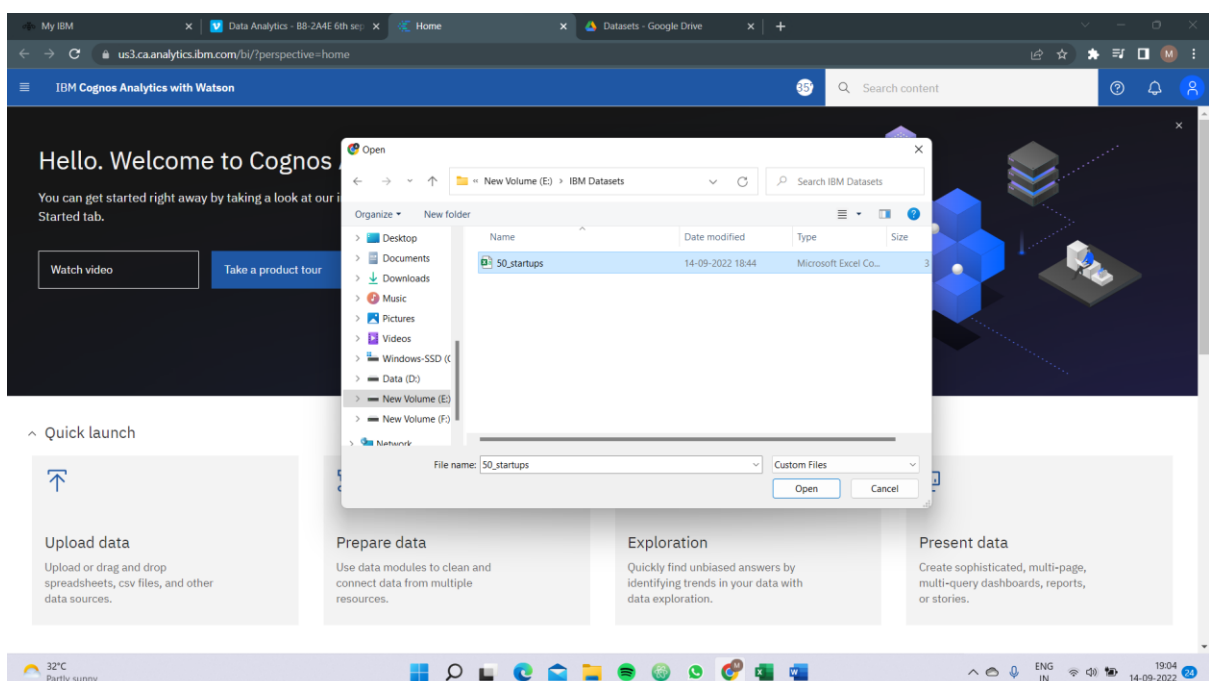
The case of 50 Start-up's

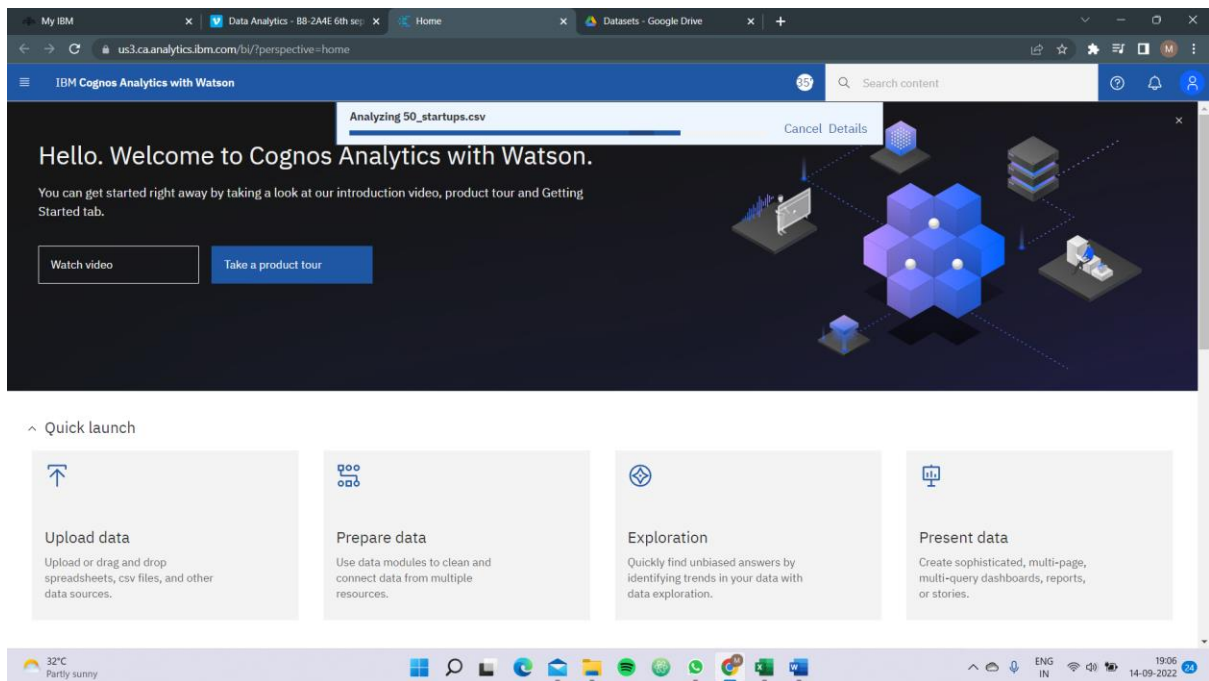
Dataset: [50-Startup-Dataset](#)

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

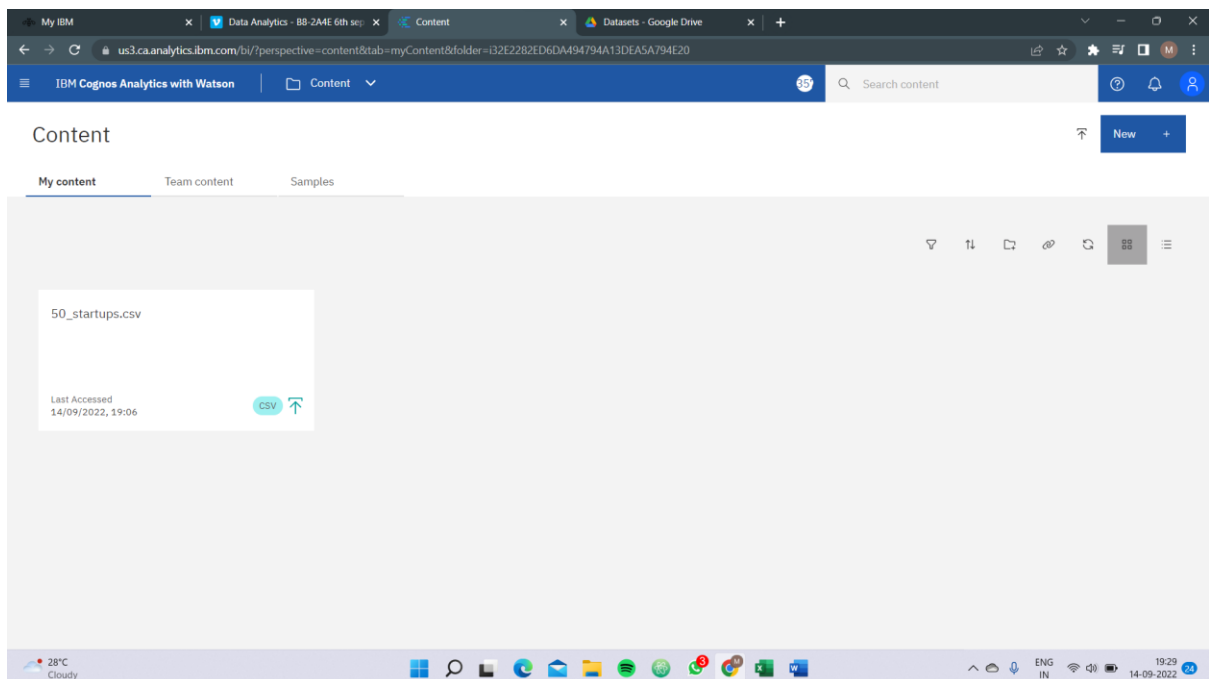


- ➔ Upload the 50 startup dataset from the local system

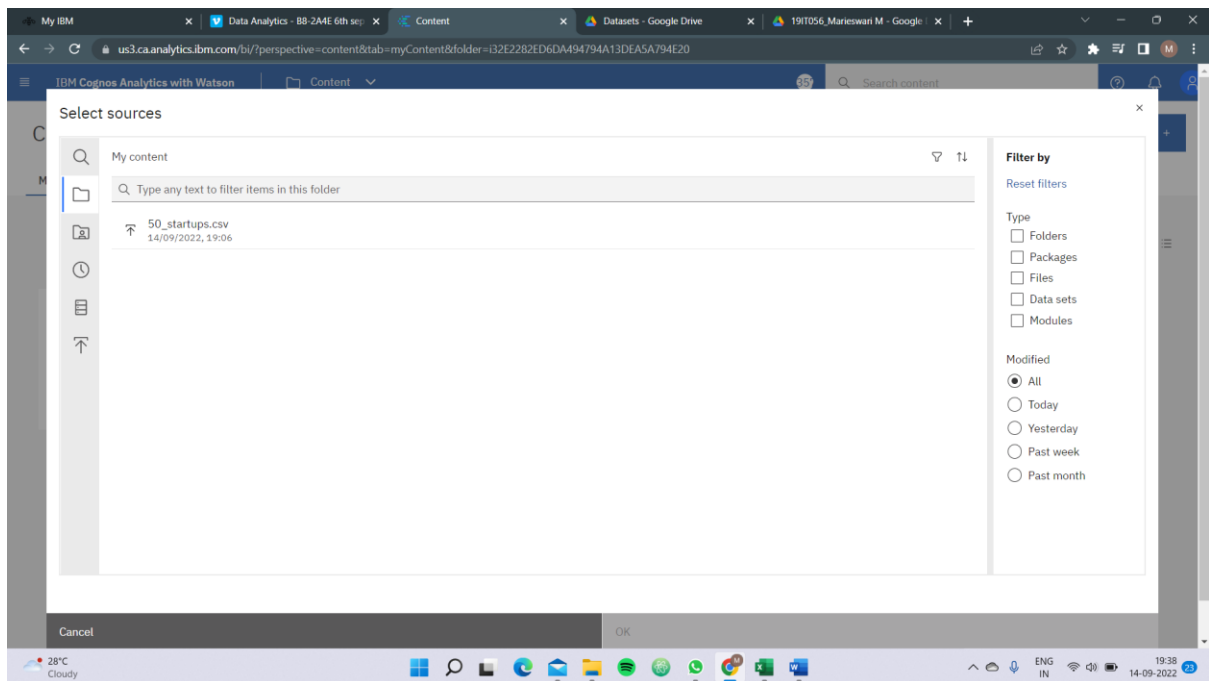




- ➔ The uploaded dataset can be viewed in My Content page
- ➔ Or you can also upload the dataset directly in my content page



➔ Dataset get displayed with date and time



DATA PREPARATION

#- Unique values

Abc – Text values

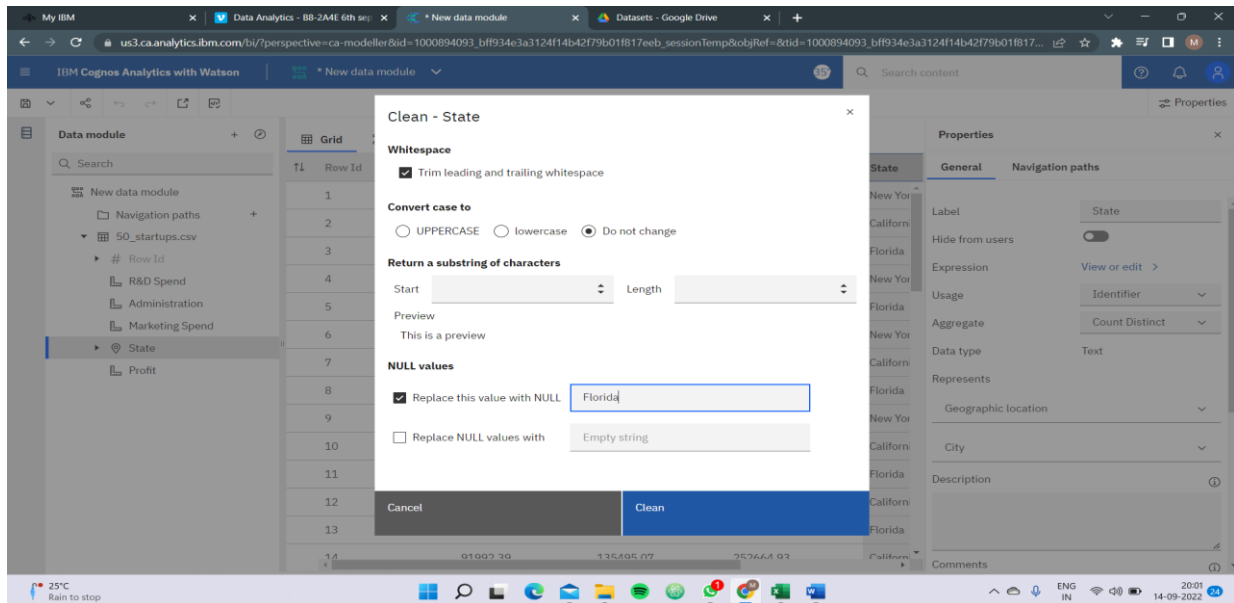
Scale- Measure(numerical value)

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

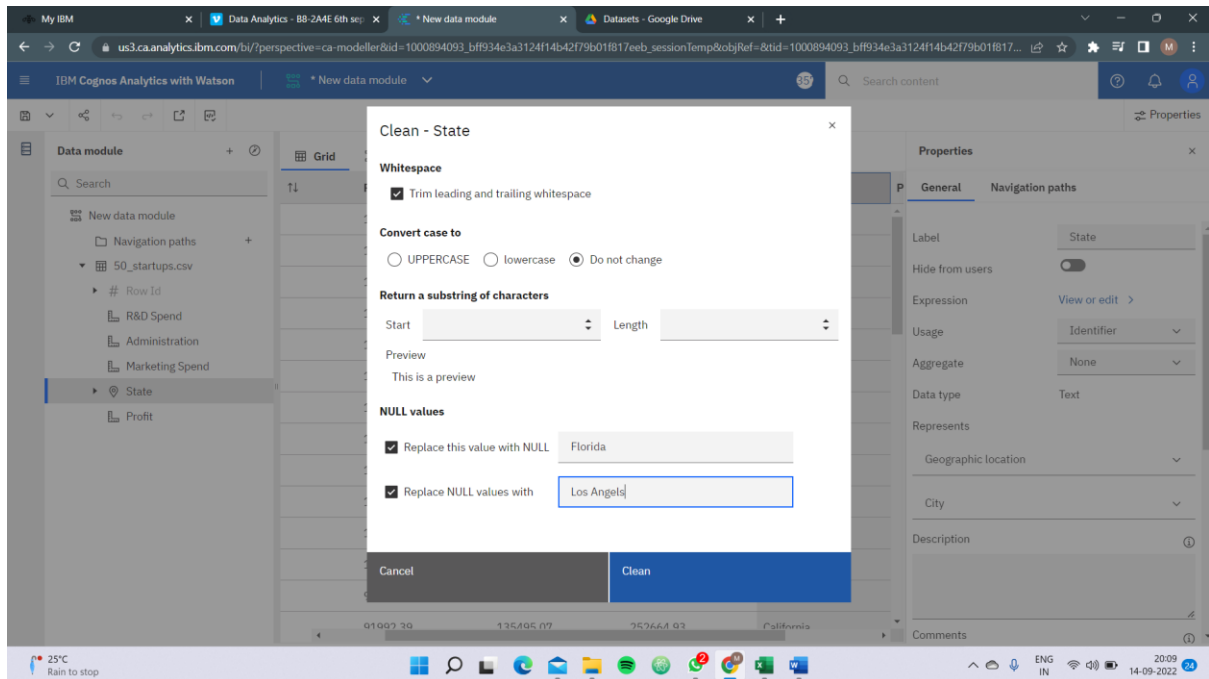
- ➔ Clean the data for attribute state:-
- ➔ Replace Florida with null value



The screenshot shows the IBM Cognos Analytics interface with the data grid displayed. The 'State' column has been cleaned, and the values are now 'New York', 'California', and 'Null'. The 'Properties' panel on the right shows the 'State' attribute settings, including 'Label', 'Hide from users', 'Expression', 'Usage', 'Aggregate', 'Data type', 'Represents', 'Geographic location', 'City', and 'Description'.

	R&D Spend	Administration	Marketing Spend	State
1	165349.2	136897.8	471784.1	New York
2	162597.7	151377.59	443898.53	California
3	153441.51	101145.55	407934.54	Null
4	144372.41	118671.85	383199.62	New York
5	142107.34	91391.77	366168.42	Null
6	131876.9	99814.71	362861.36	New York
7	134615.46	147198.87	127716.82	California
8	130298.13	145530.06	323876.68	Null
9	120542.52	148718.95	311613.29	New York
10	123334.88	108679.17	304981.62	California
11	101913.08	110594.11	229160.95	Null
12	100671.96	91790.61	249744.55	California
13	93863.75	127320.38	249839.44	Null

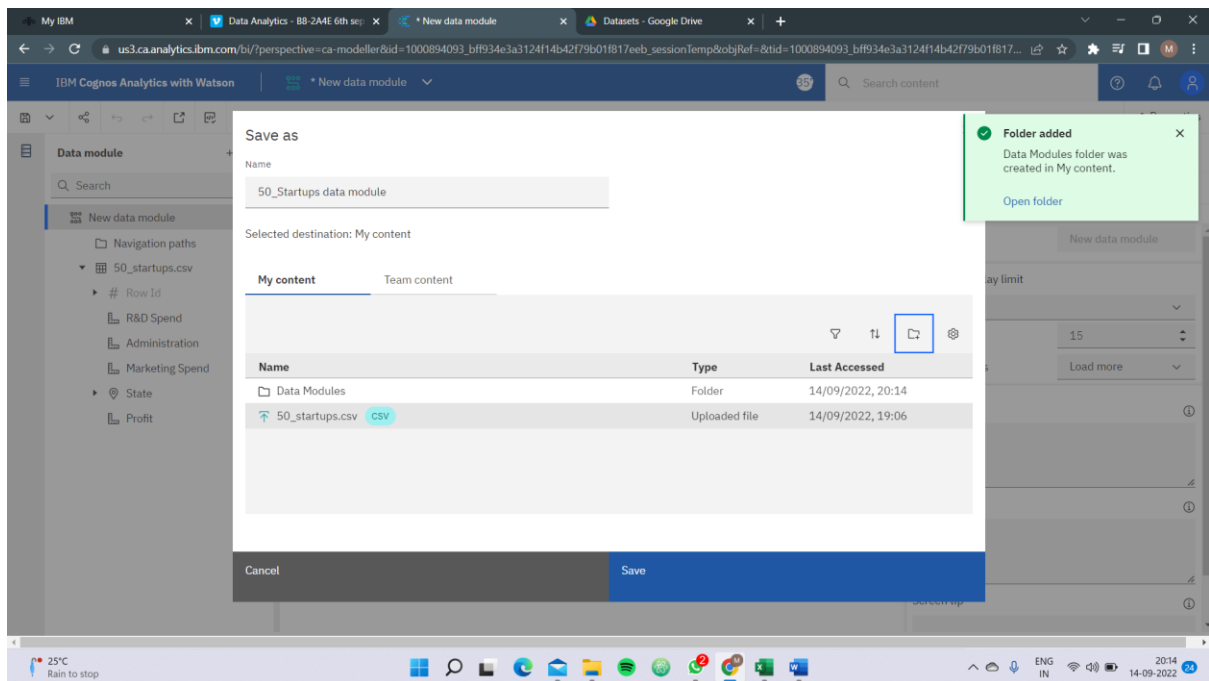
➔ Again replacing Null with Los Angeles



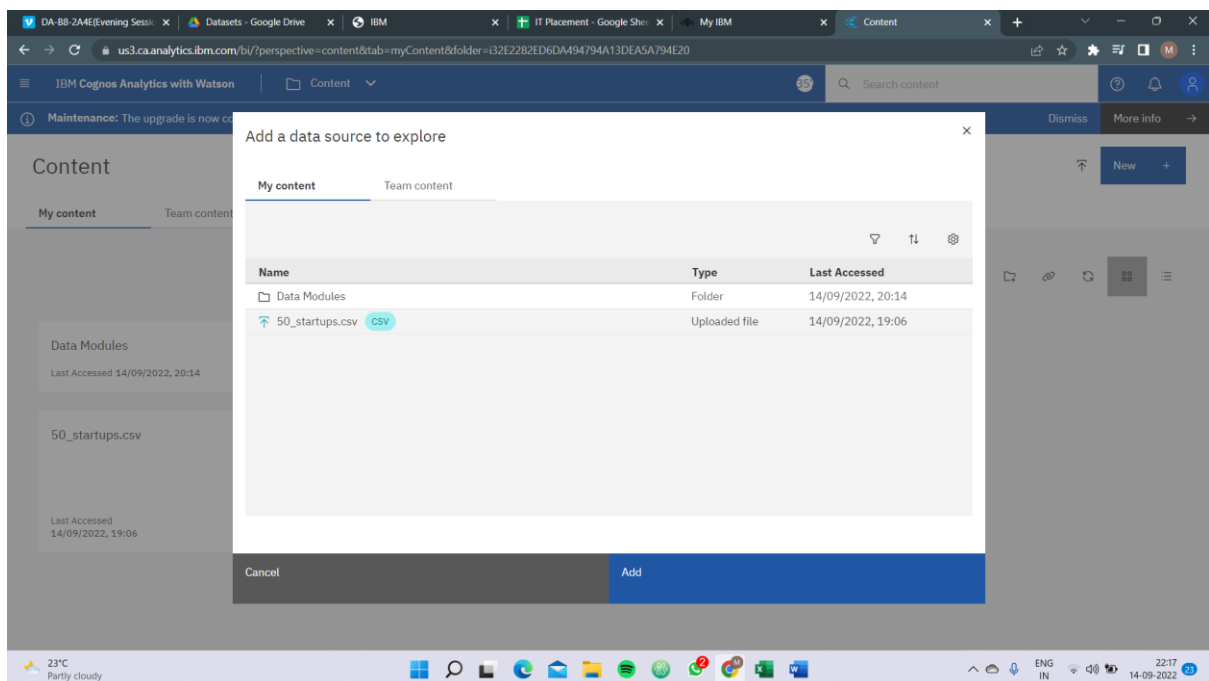
The screenshot shows the IBM Cognos Analytics interface with the 'Grid' view of the '50_startups.csv' data module. The 'State' column is highlighted, and the 'Properties' panel on the right shows the 'State' field settings.

R&D Spend	Administration	Marketing Spend	State
165349.2	136897.8	471784.1	New York
162597.7	151377.59	443898.53	California
153441.51	101145.55	407934.54	Los Angeles
144372.41	118671.85	383199.62	New York
142107.34	91391.77	366168.42	Los Angeles
131876.9	99814.71	362861.36	New York
134615.46	147198.87	127716.82	California
130298.13	145530.06	323876.68	Los Angeles
120542.52	148718.95	311613.29	New York
123334.88	108679.17	304981.62	California
101913.08	110594.11	229160.95	Los Angeles
100671.96	91790.61	249744.55	California
93863.75	127320.38	249839.44	Los Angeles

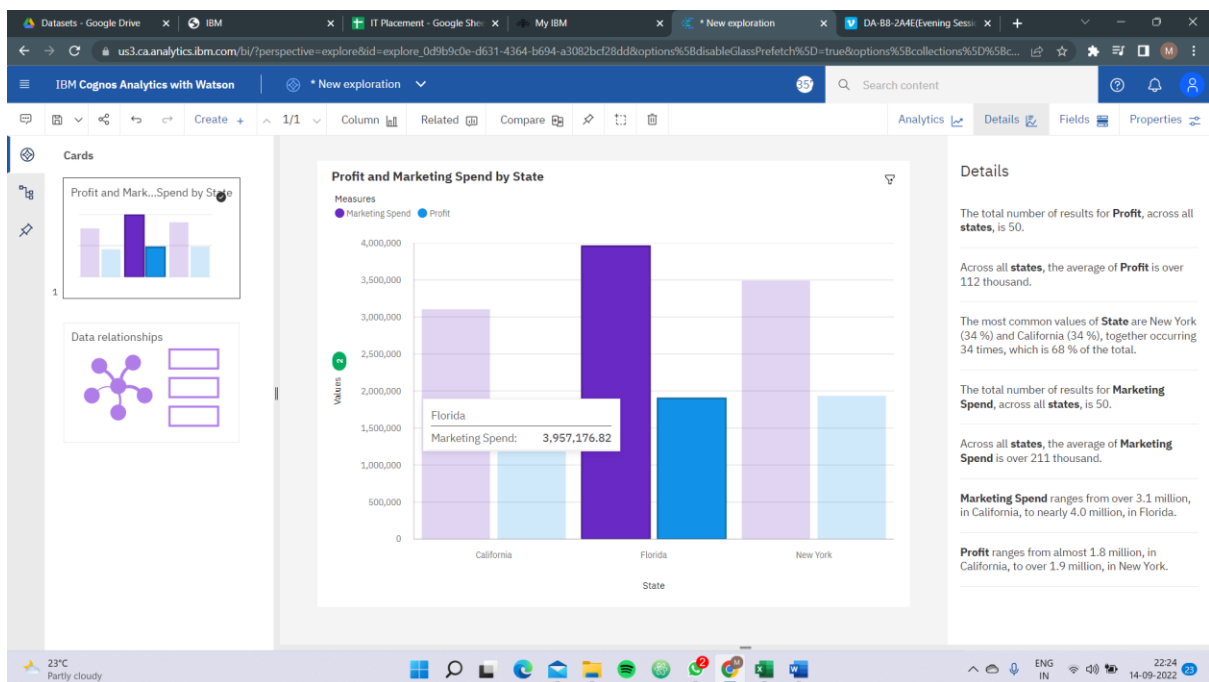
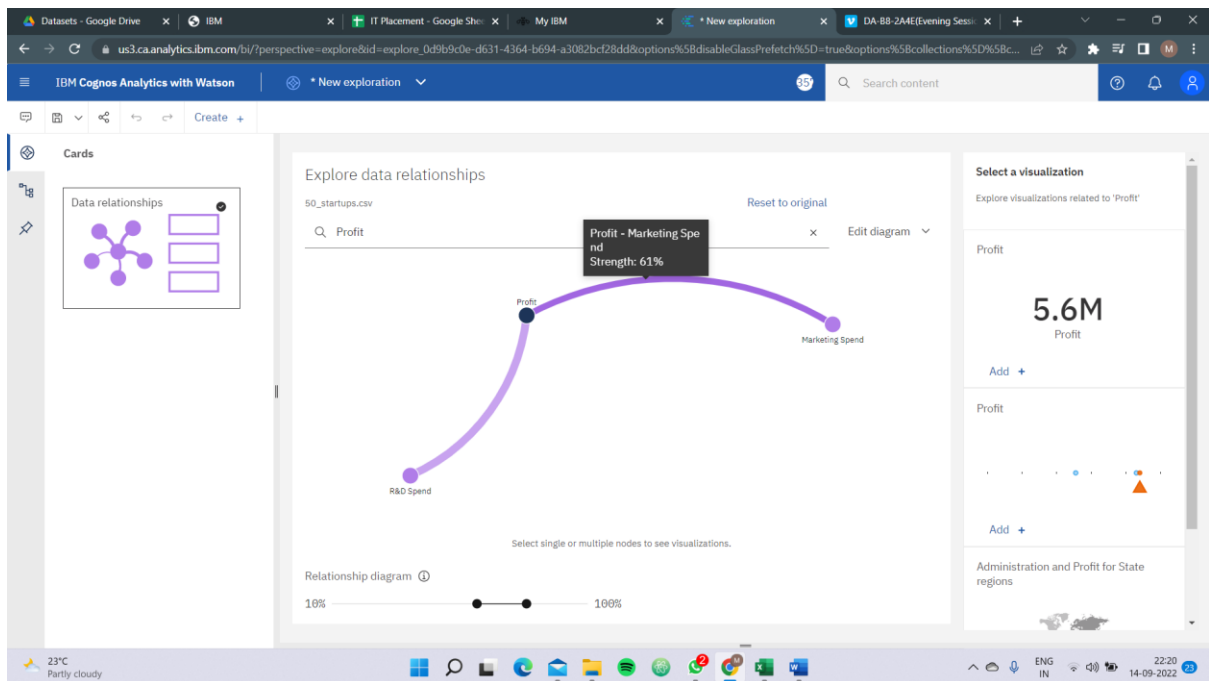
➔ To save the module in newly created folder



DATA EXPLORATION



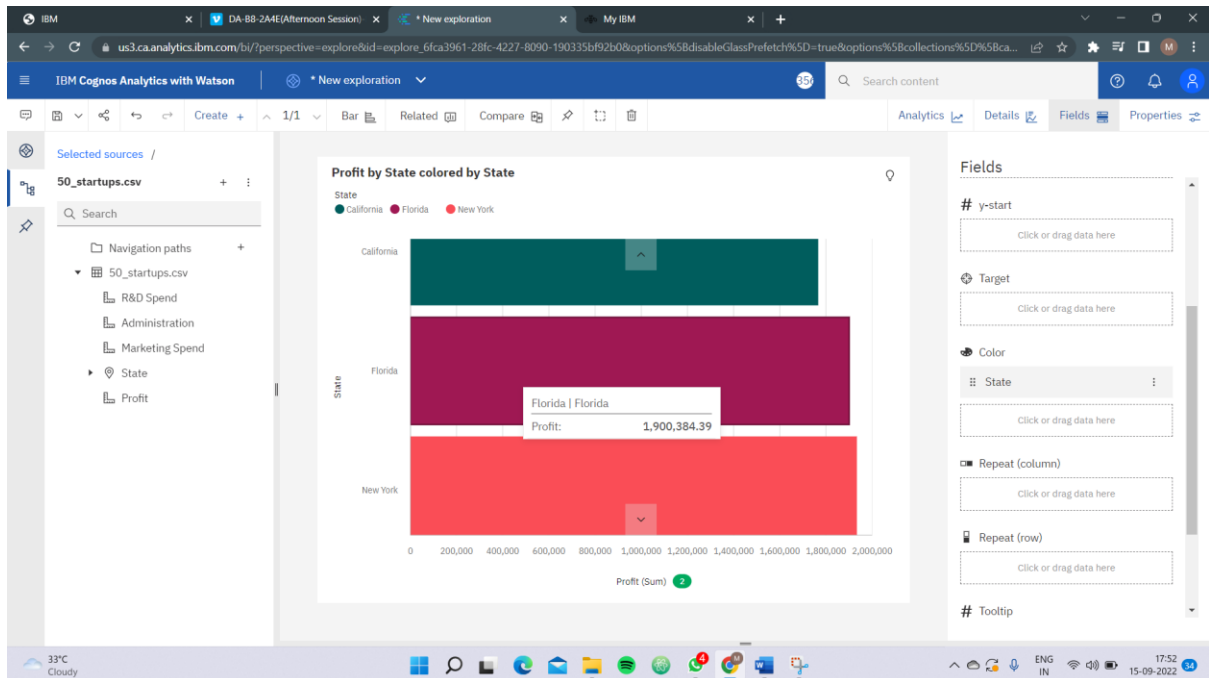
➔ Exploring recommended attribute profit



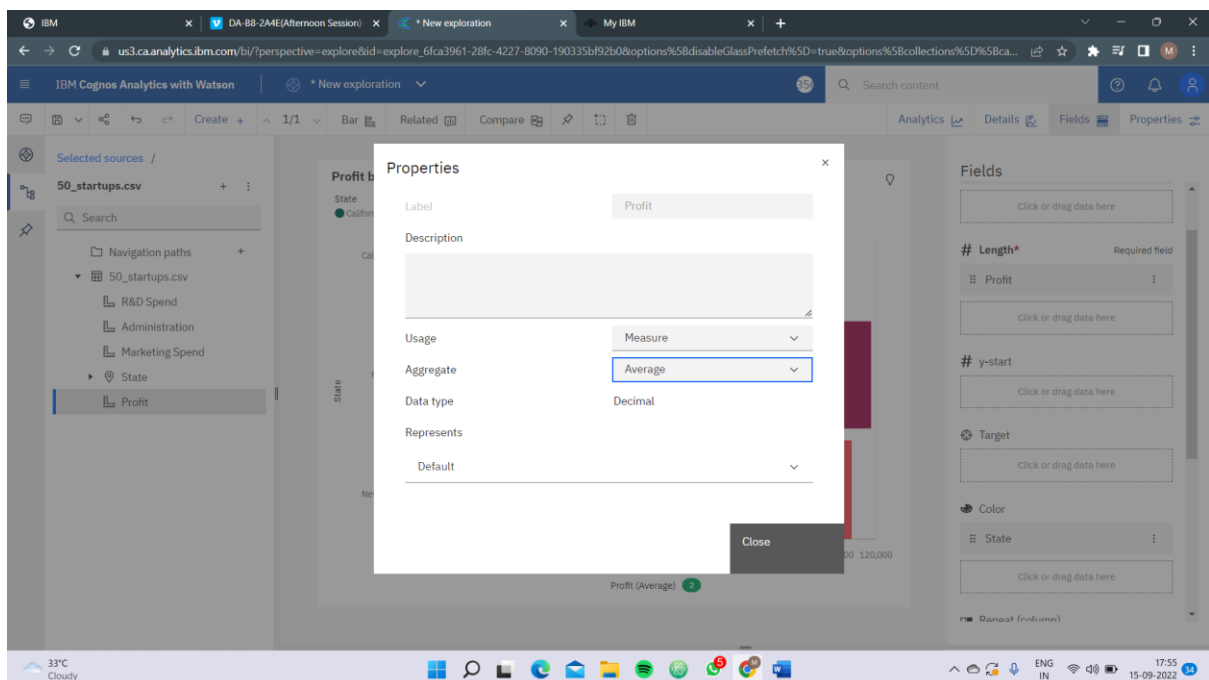
VISUALIZATION

1.Bar Graph

Profit by state



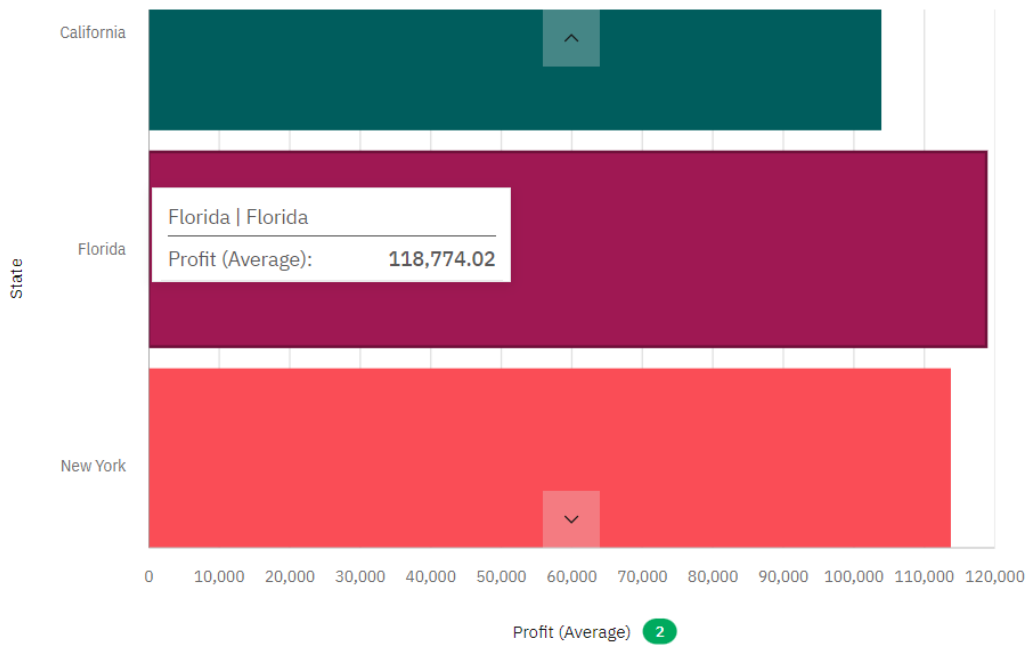
➔ Profit -> properties -> average profit



Profit by State colored by State

State

California Florida New York



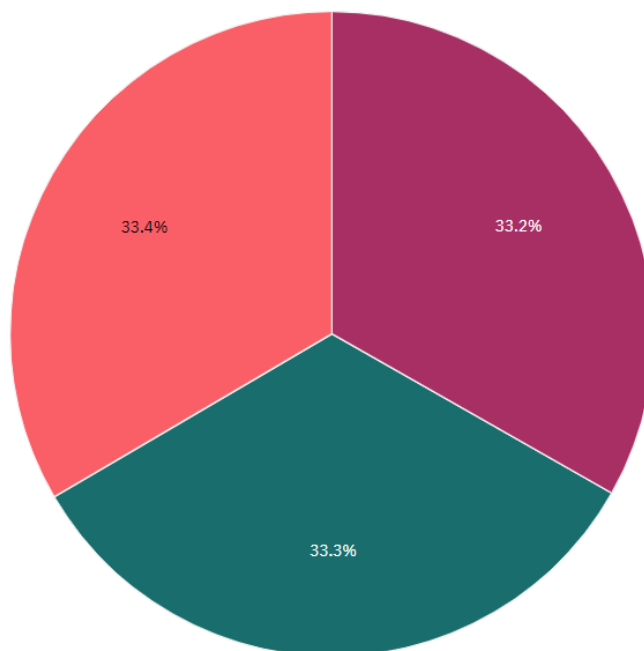
2. Pie Chart

Profit by state

Profit by State 2

State

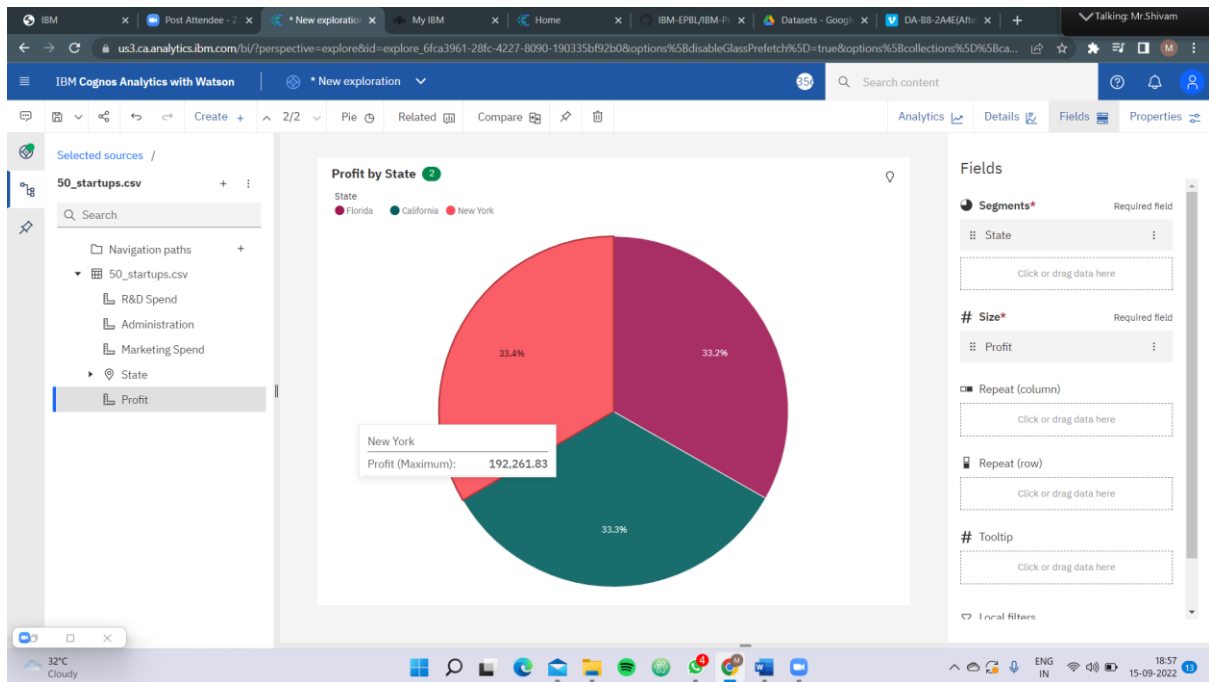
Florida California New York



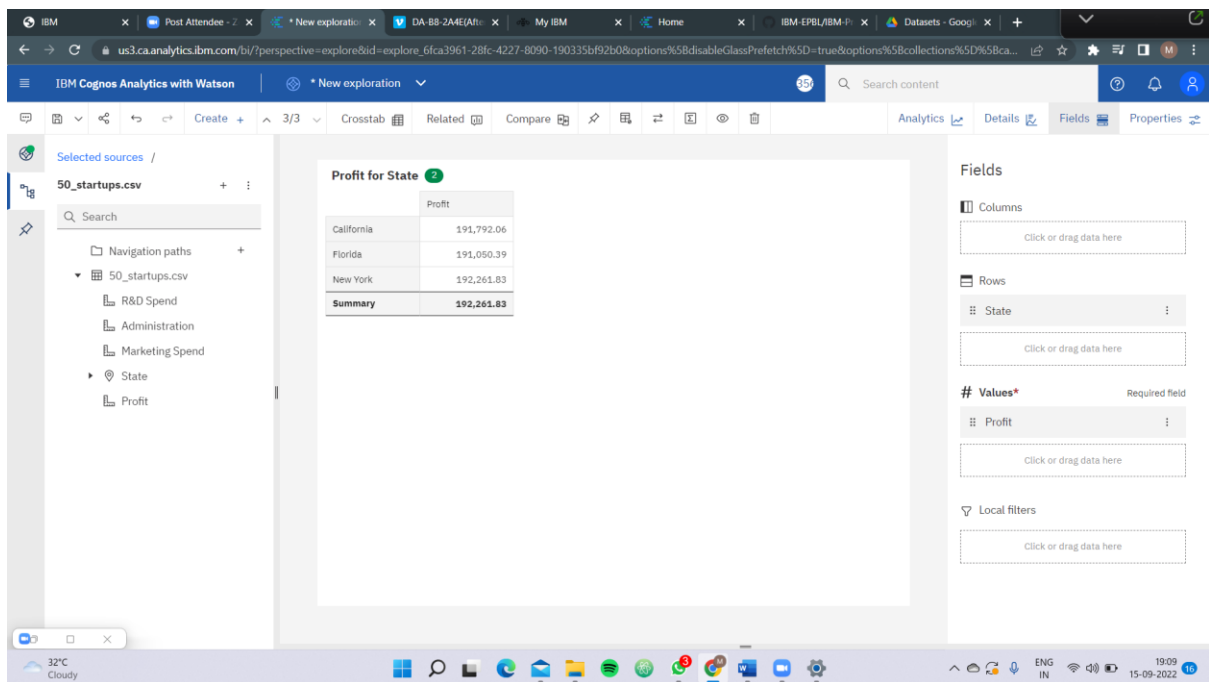
The screenshot shows the IBM Cognos Analytics interface. A 'Properties' dialog box is open for the 'Profit' field. The dialog contains the following fields:

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

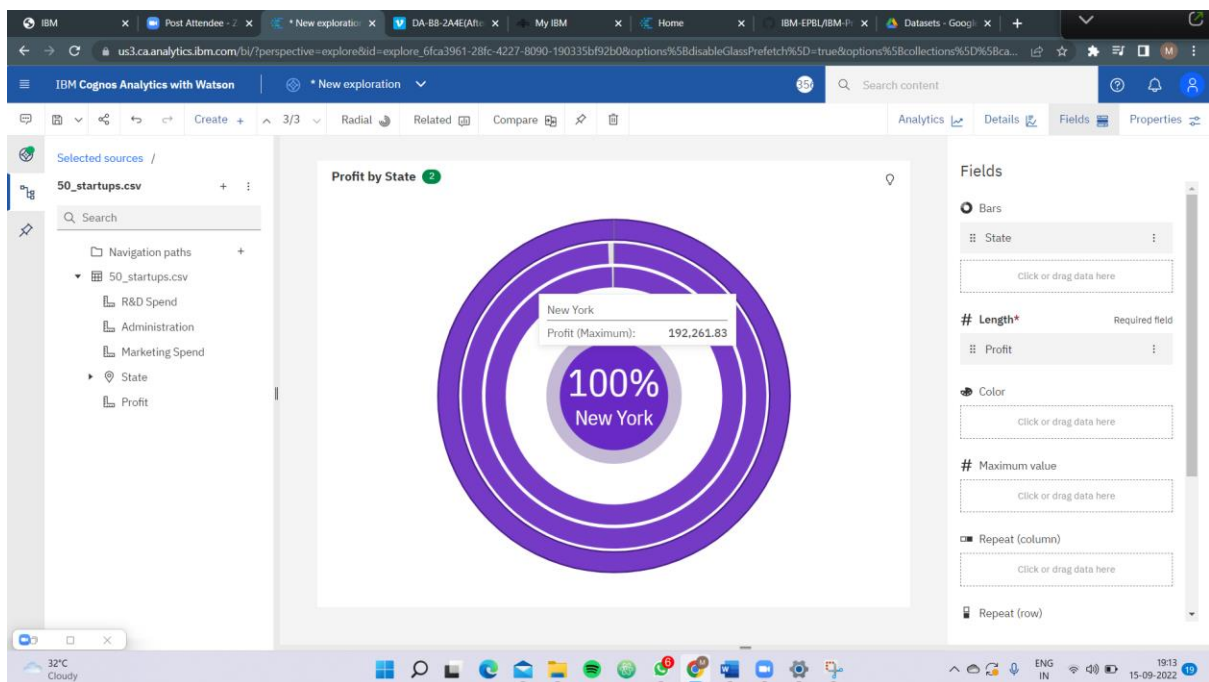
The background shows the 'Fields' pane with 'State' and 'Profit' listed under 'Segments*'. The 'Profit' field is selected.



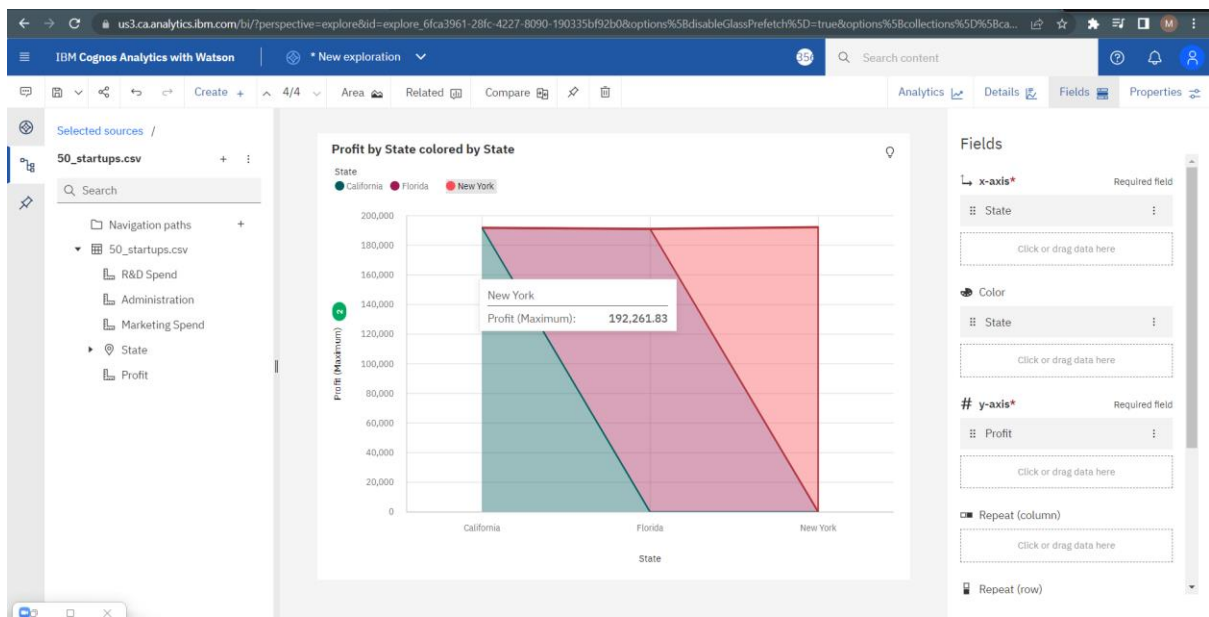
3. Crosstab



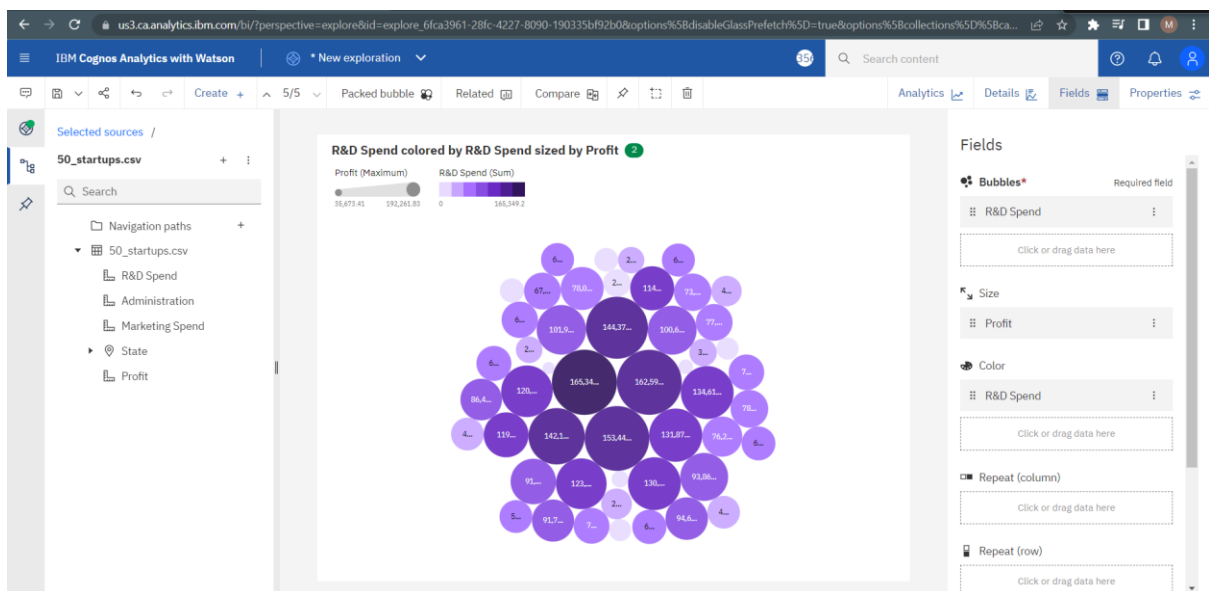
4. Radial



5. Area



6. Packed Bubble



7. Line graph

