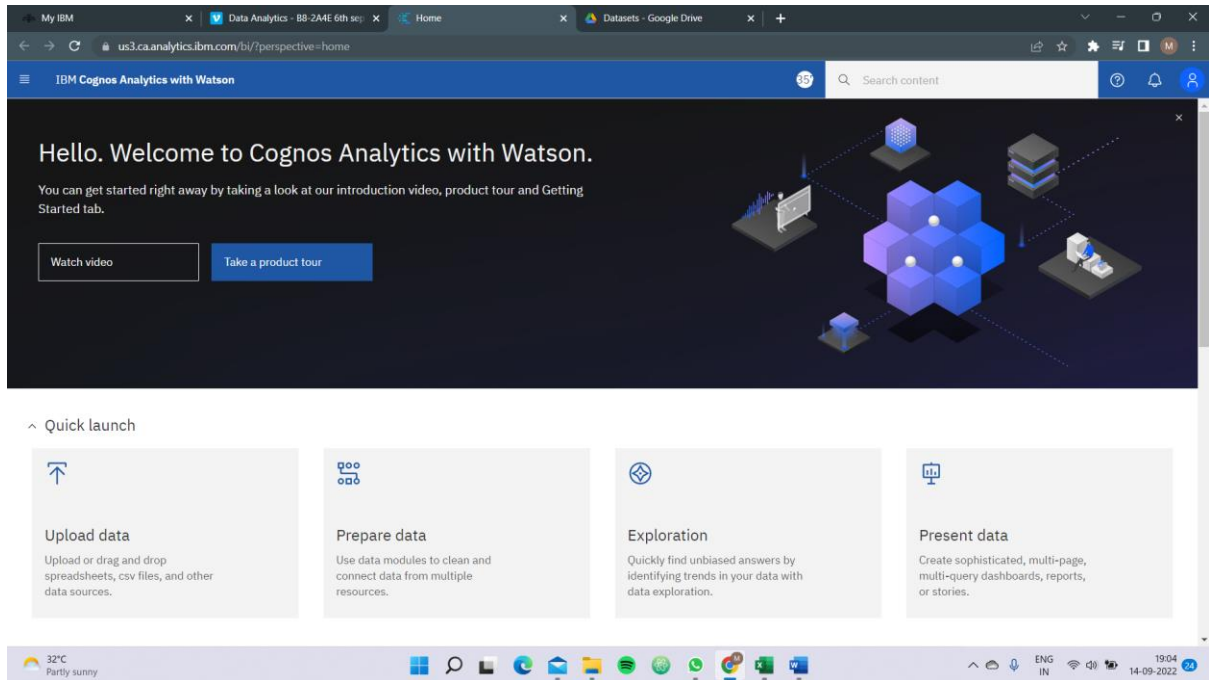


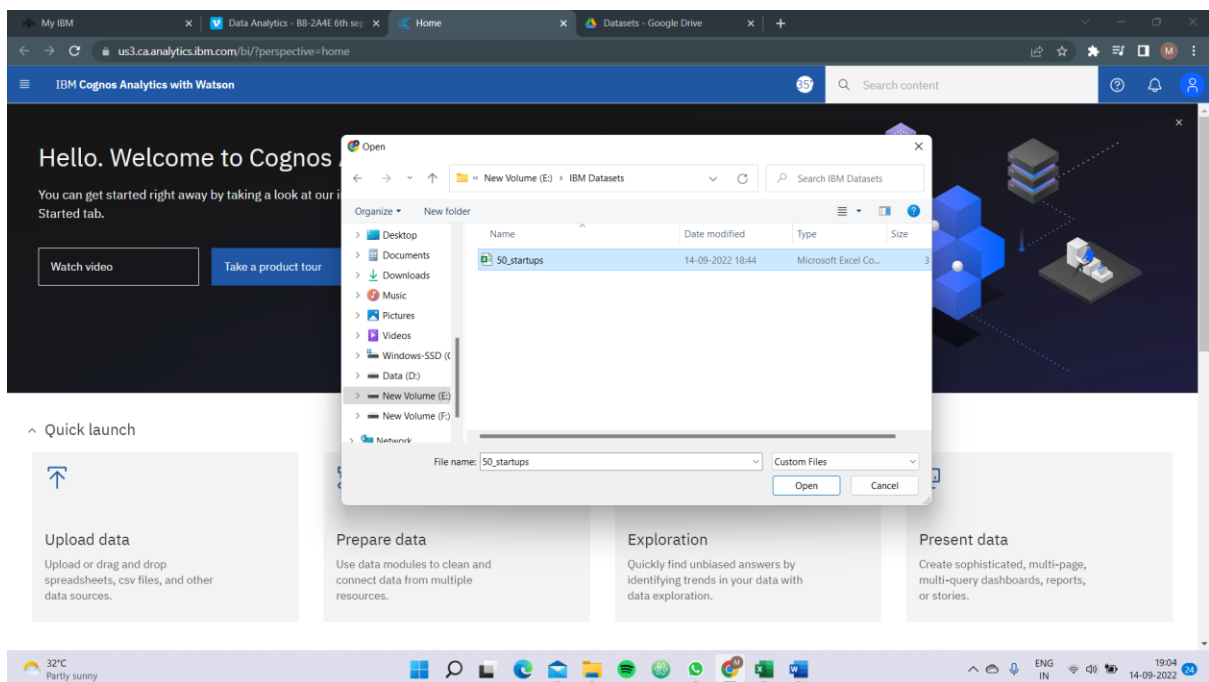
## ASSIGNMENT 1 - THE CASE OF 50 START-UP'S

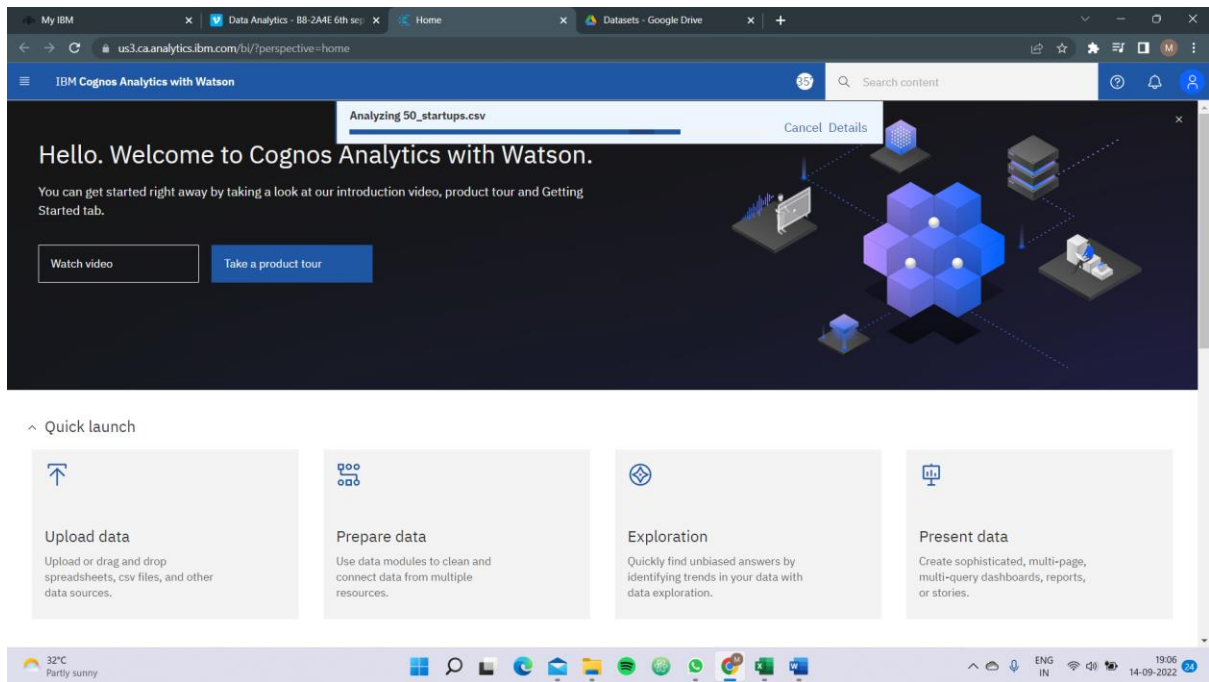
### Dataset: 50-Startup-Dataset

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

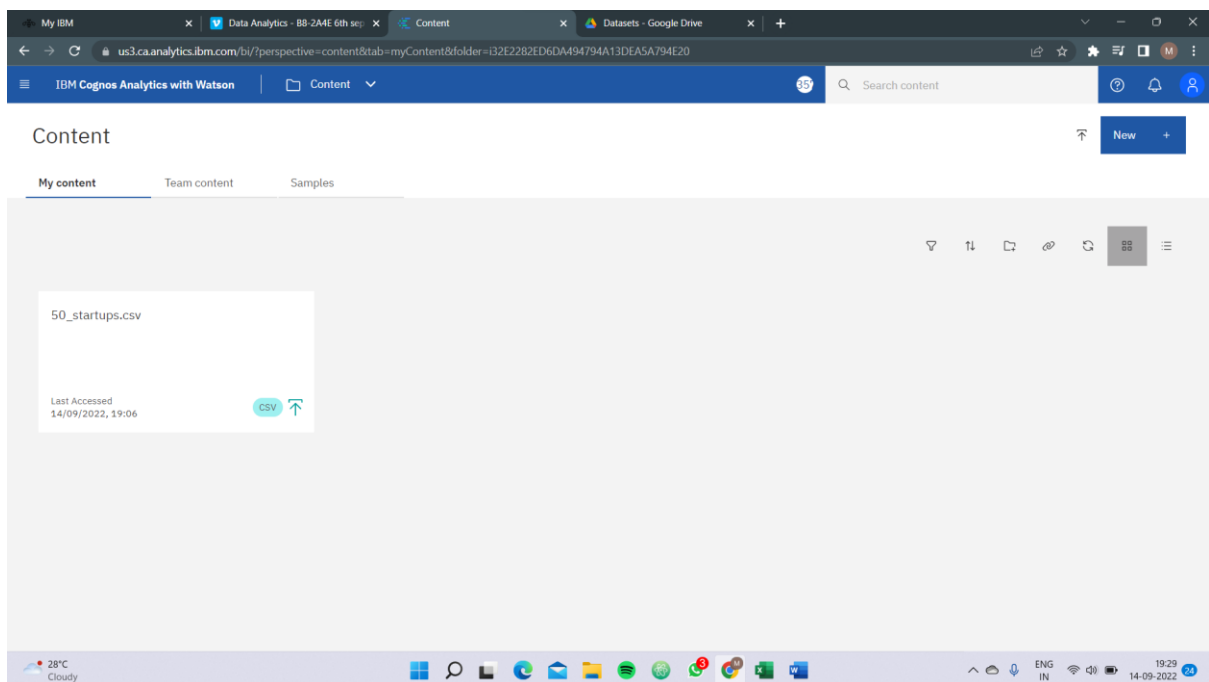


- ➔ Upload the 50 startup dataset from the local system

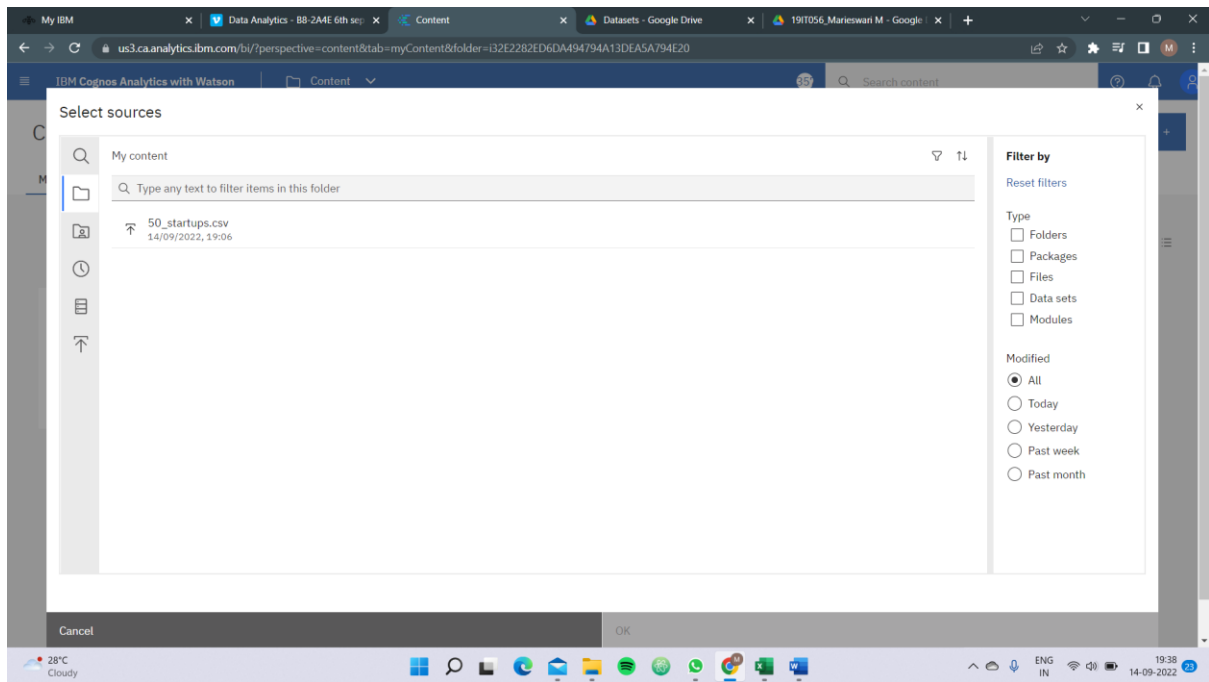




- ➔ The uploaded dataset can be viewed in My Content page
- ➔ Or you can also upload the dataset directly in my content page



- ➔ Dataset get displayed with date and time



## DATA PREPARATION

#- Unique values

Abc – Text values

Scale- Measure(numerical value)

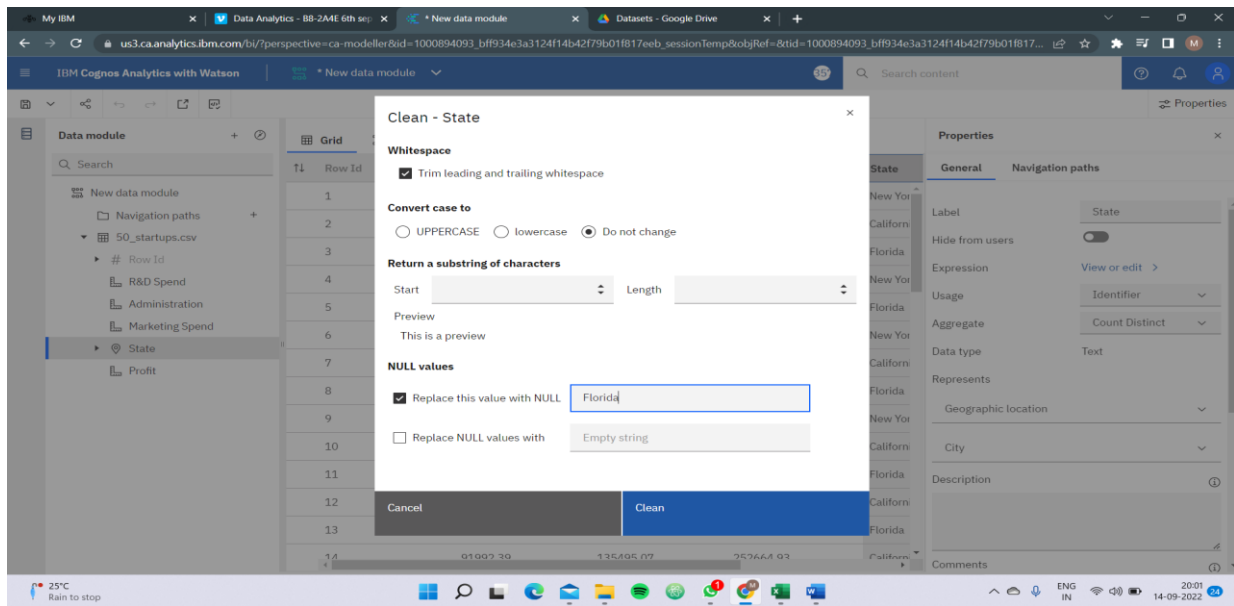
Map mark – Map value

➔ 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



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	Null
144372.41	118671.85	383199.62	New York
142107.34	91391.77	366168.42	Null
131876.9	99814.71	362861.36	New York
134615.46	147198.87	127716.82	California
130298.13	145530.06	323876.68	Null
120542.52	148718.95	311613.29	New York
123334.88	108679.17	304981.62	California
101913.08	110594.11	229160.95	Null
100671.96	91790.61	249744.55	California
93863.75	127320.38	249839.44	Null

**Properties**

**General** **Navigation paths**

Label

Hide from users ☐

Expression [View or edit](#)

Usage

Aggregate

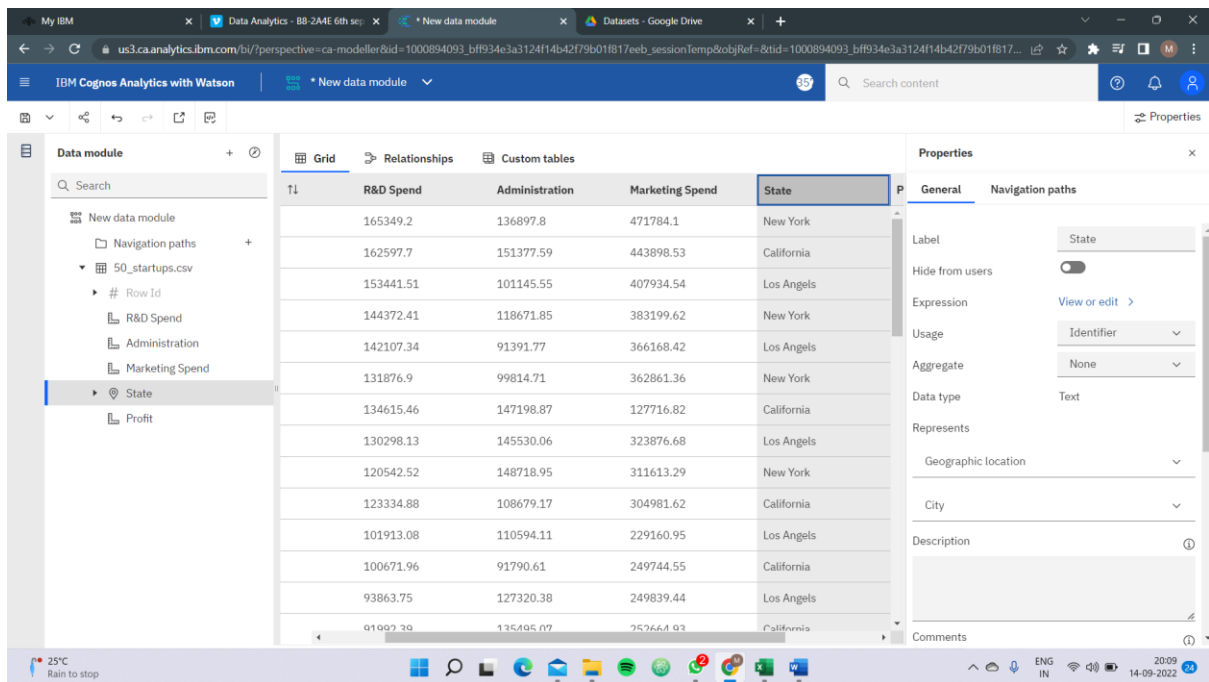
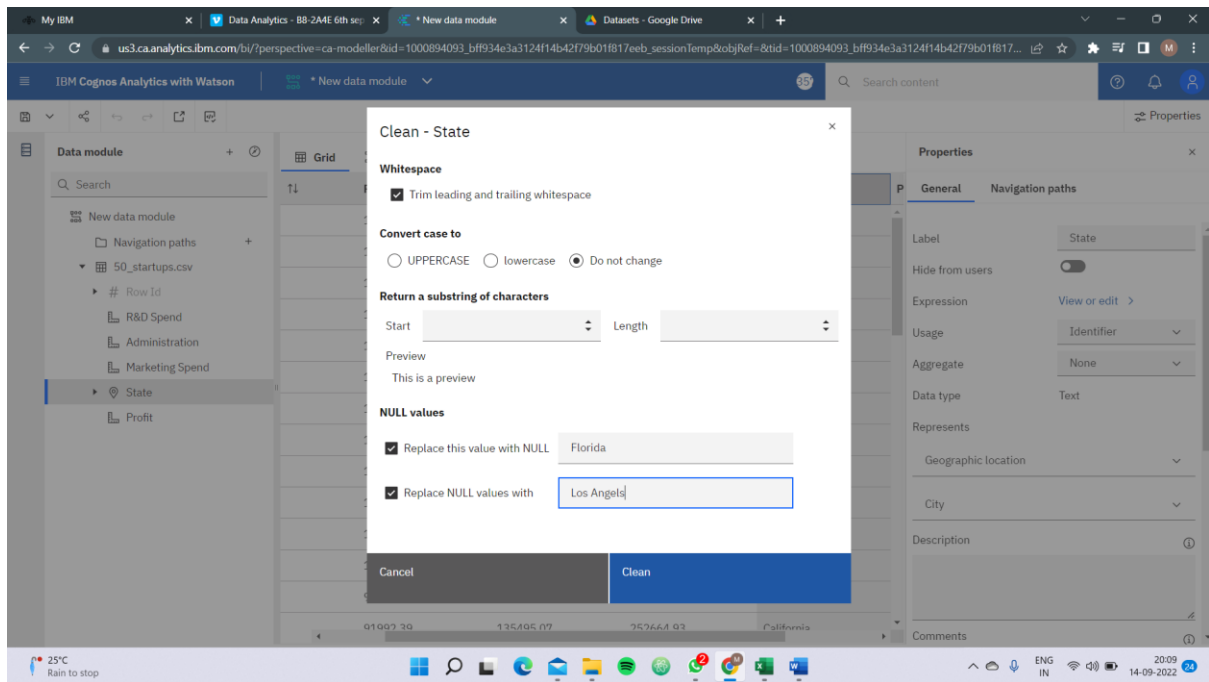
Data type

Represents

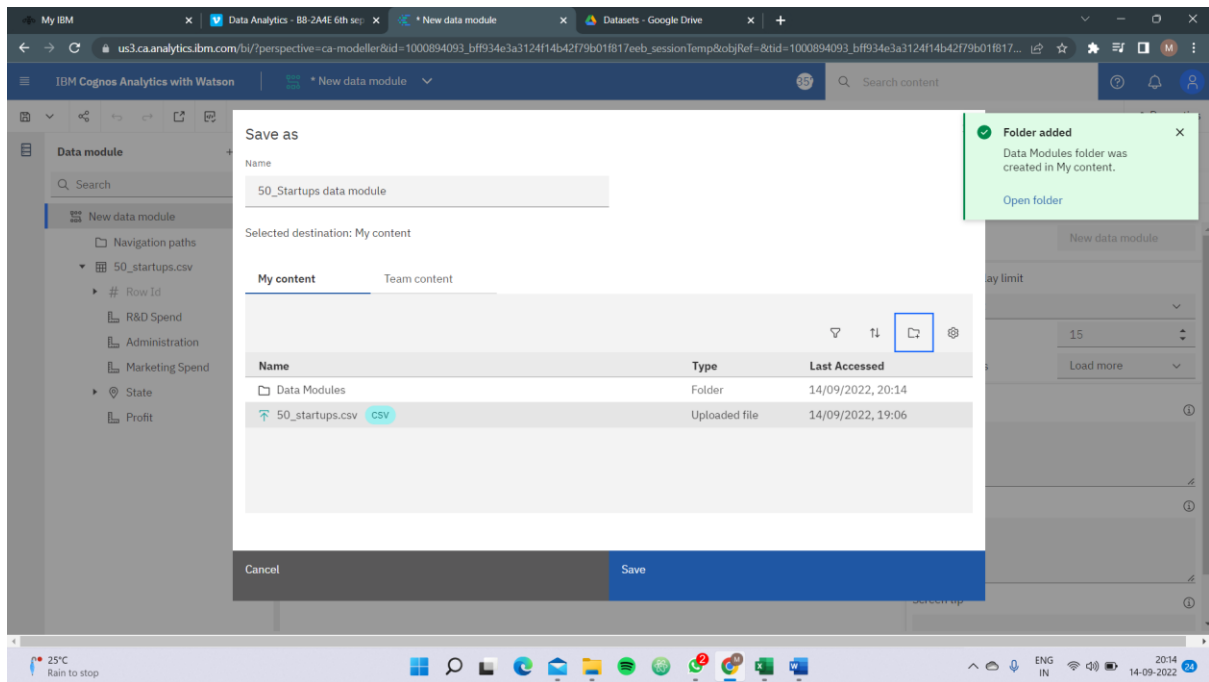
City

Description

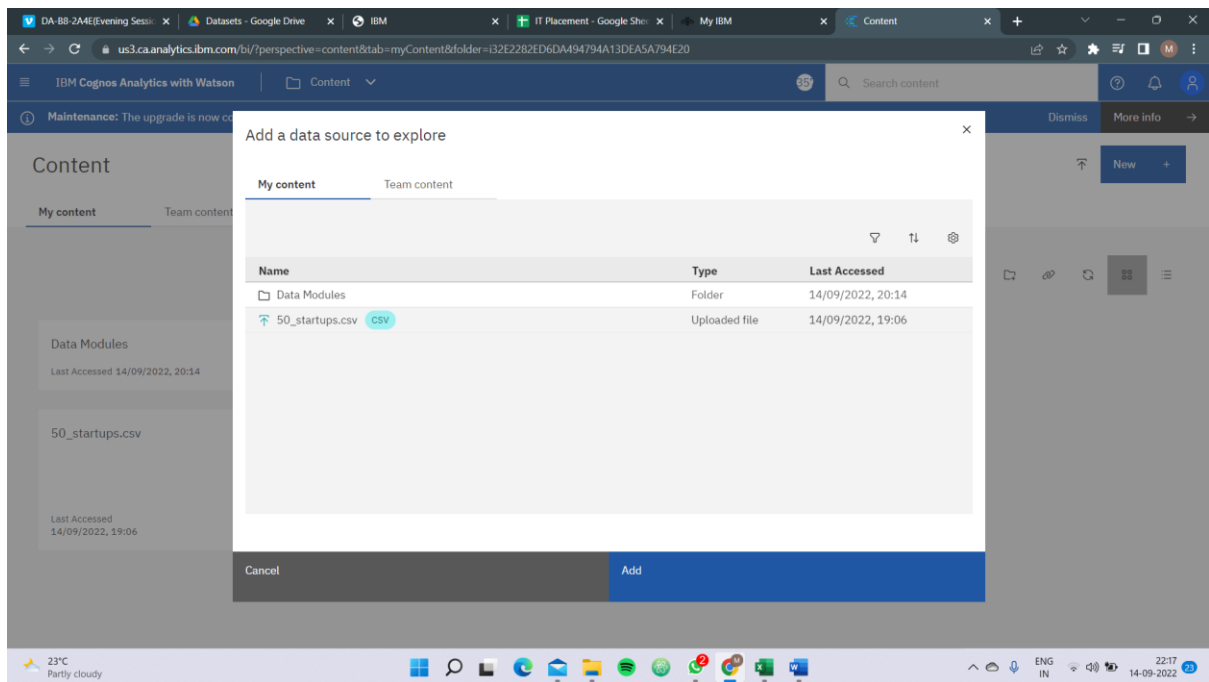
➔ Again replacing Null with Los Angeles



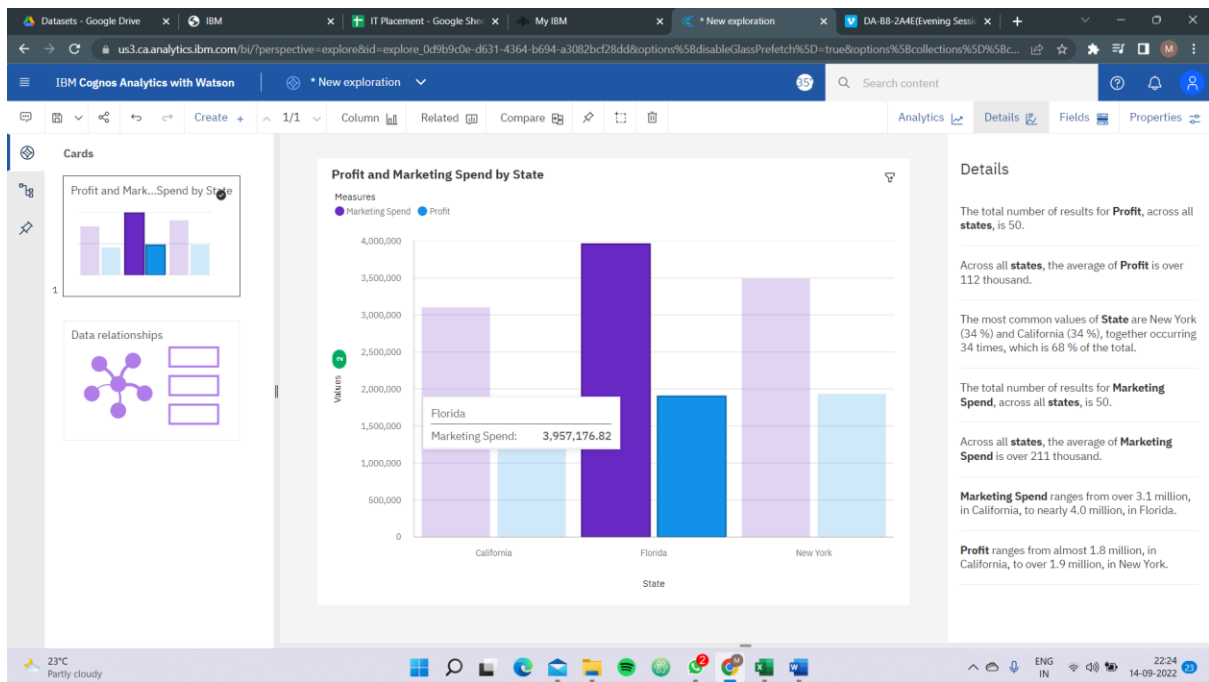
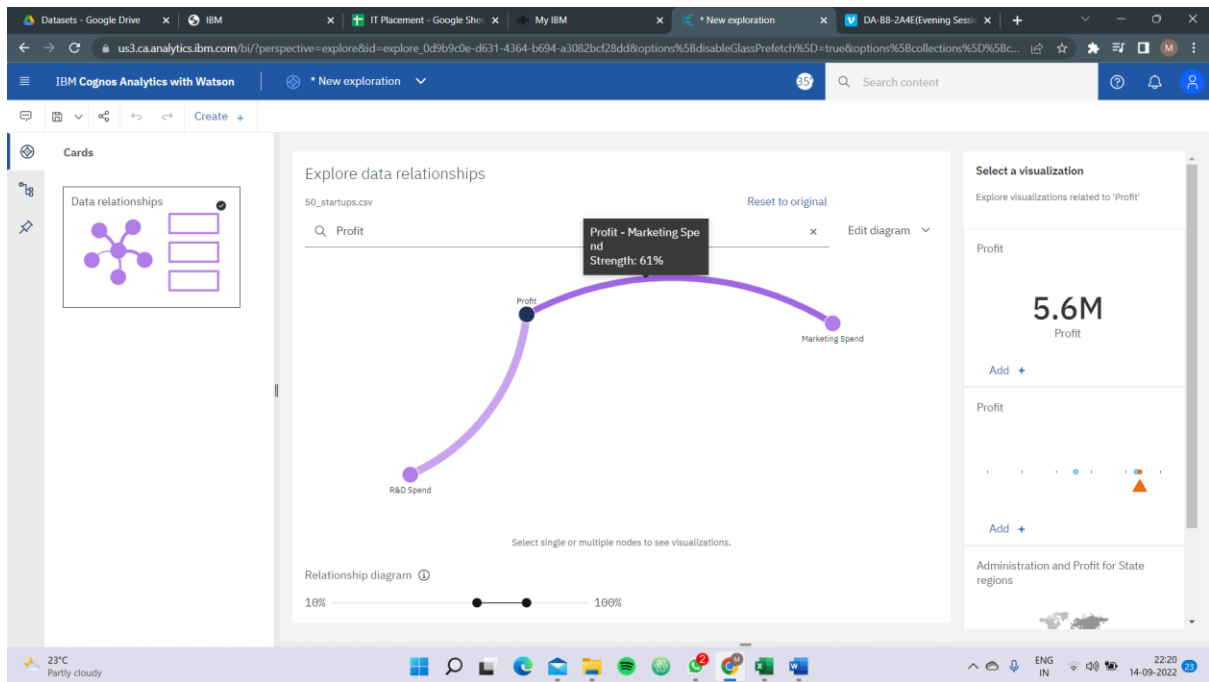
➔ To save the module in newly created folder



## DATA EXPLORATION



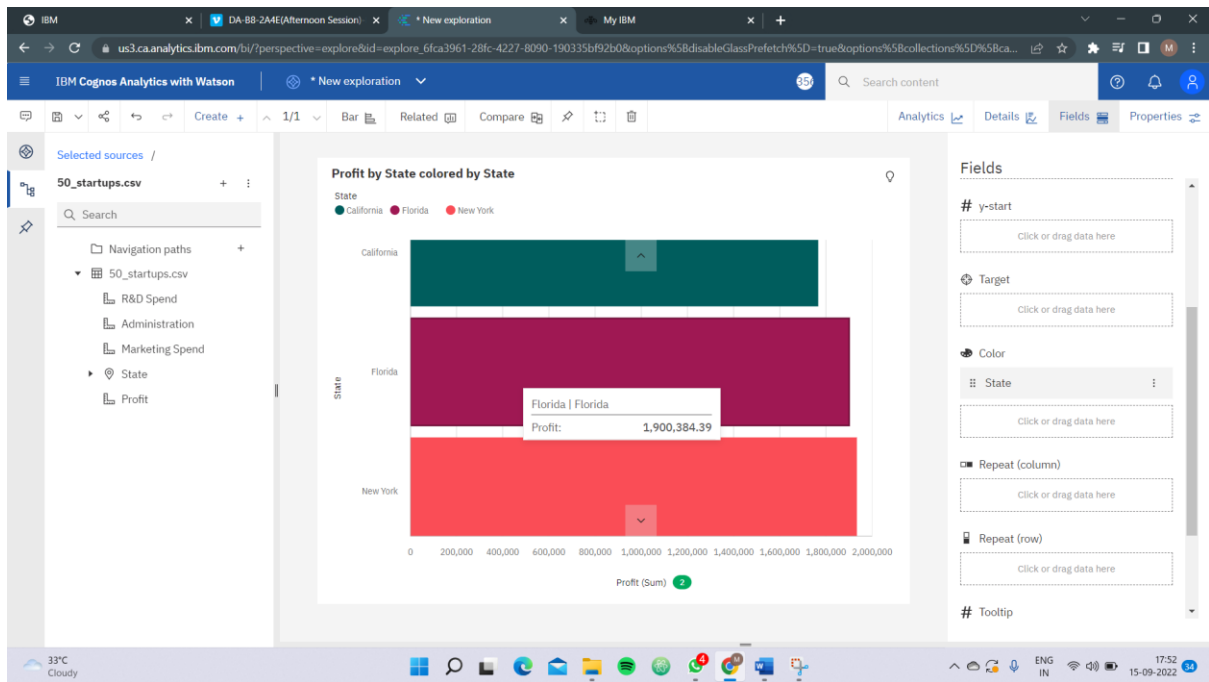
➔ Exploring recommended attribute profit



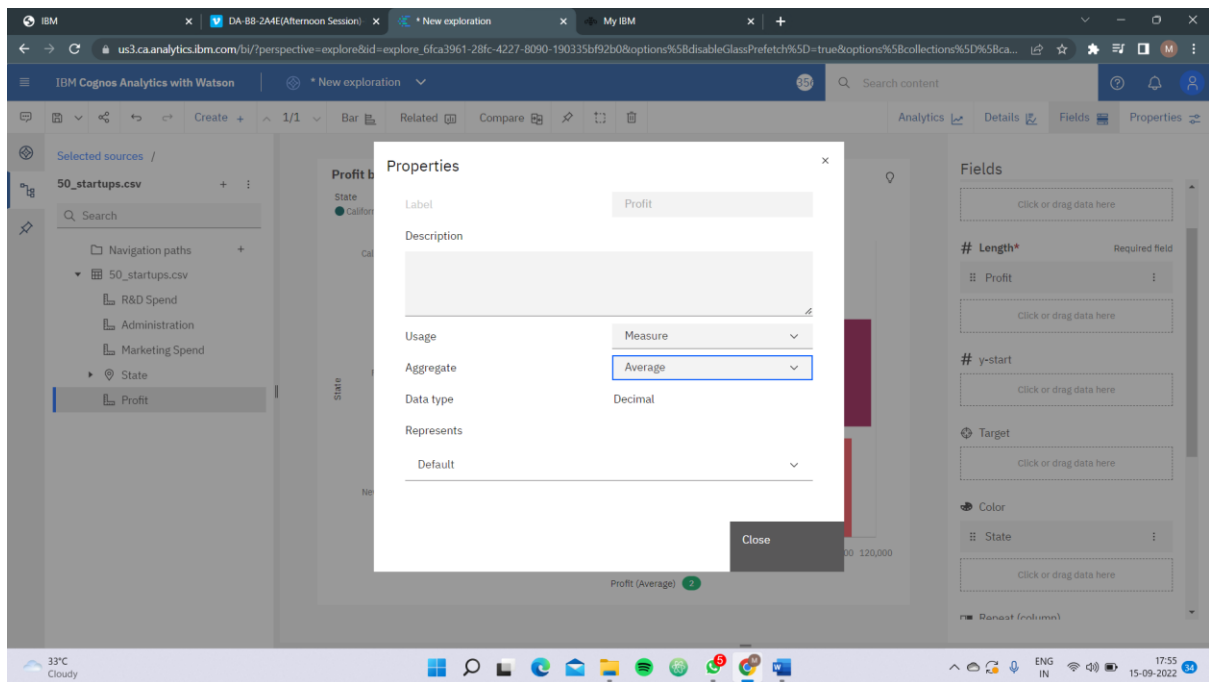
## VISUALIZATION

### 1. Bar Graph

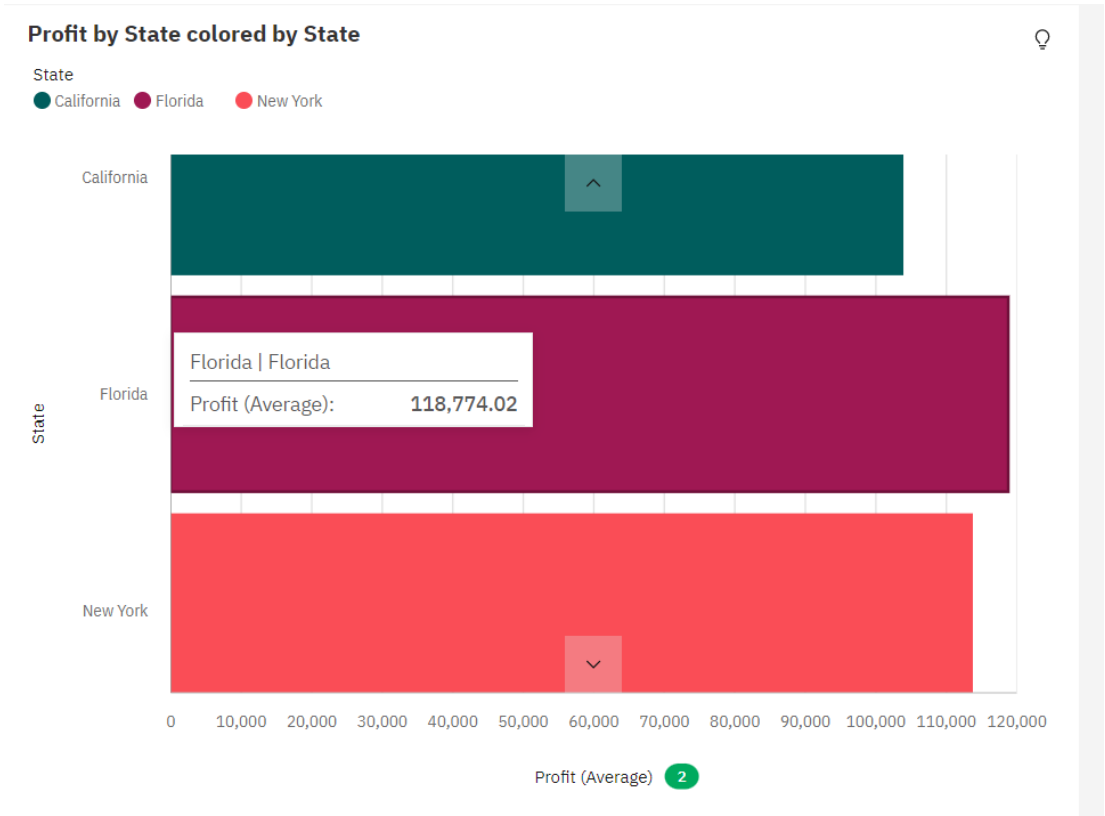
Profit by state



➔ Profit -> properties -> average profit

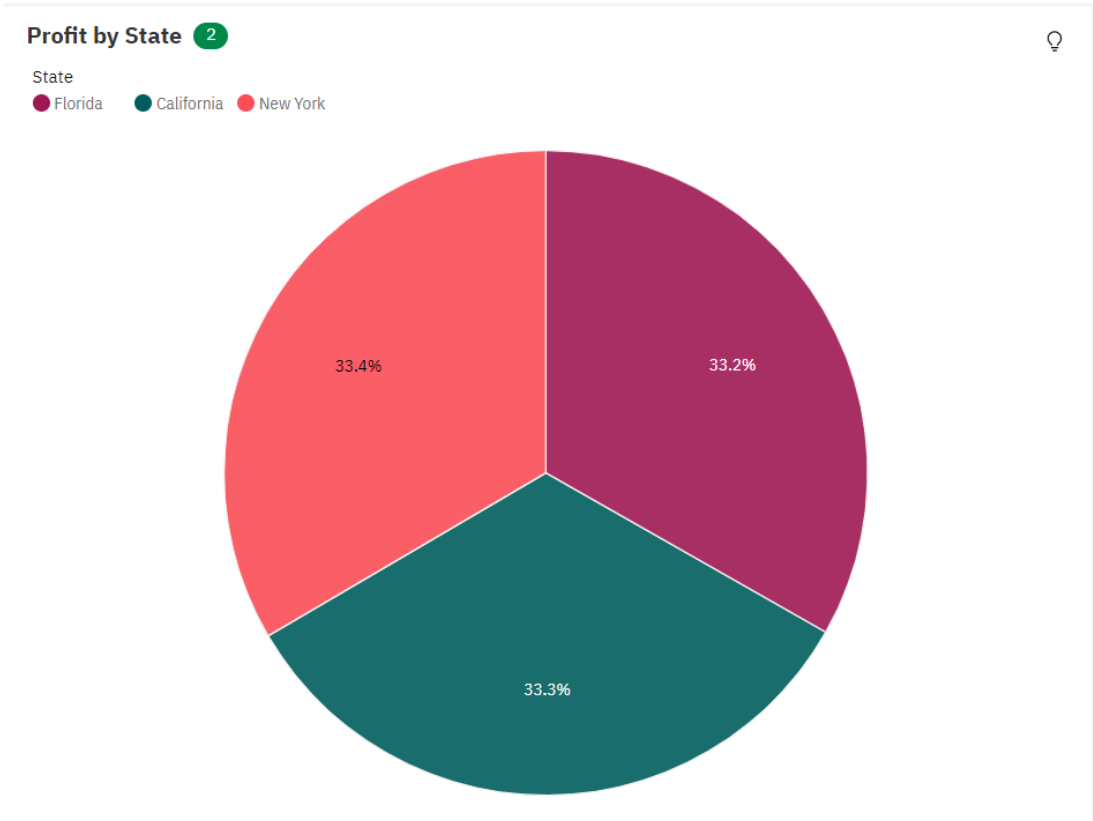


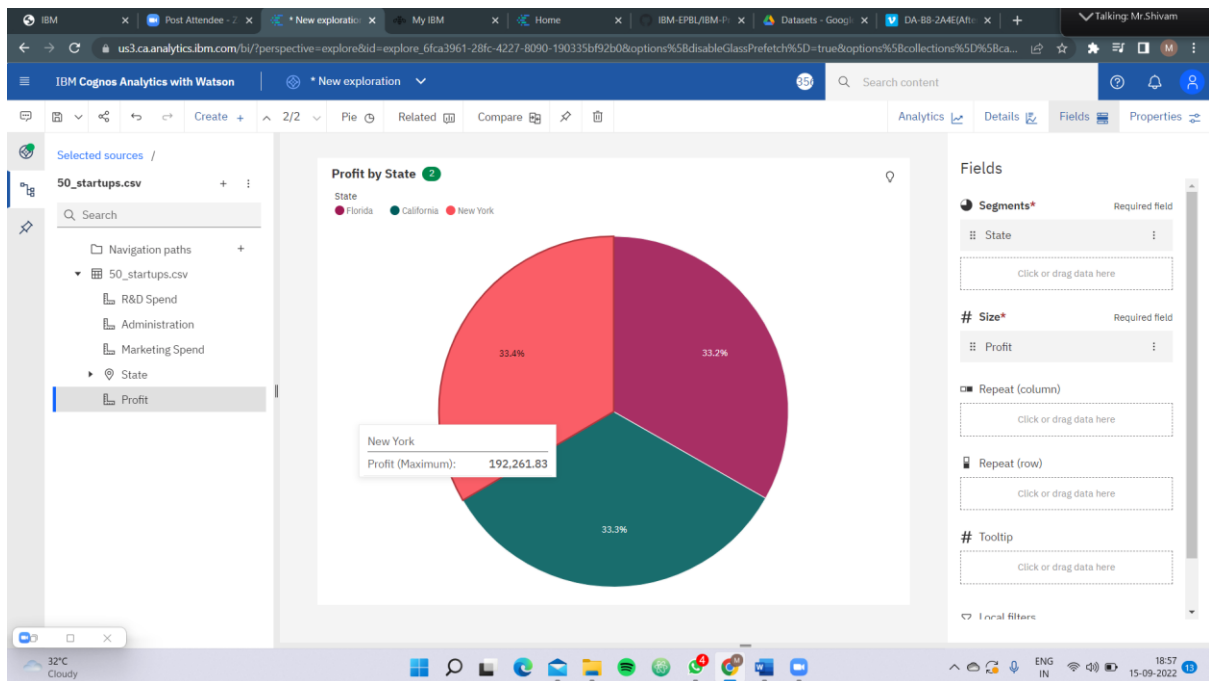
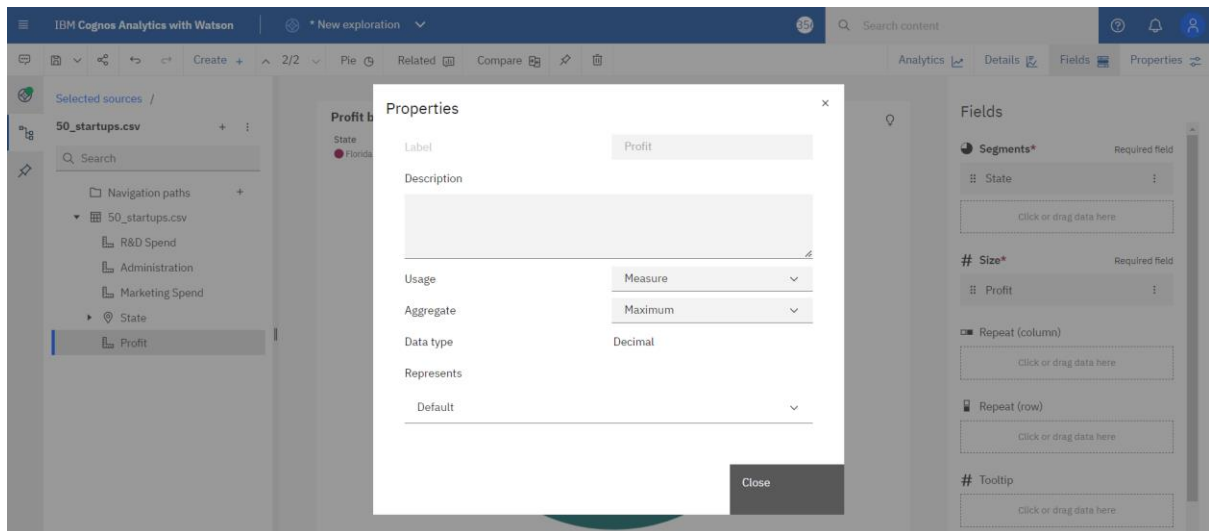




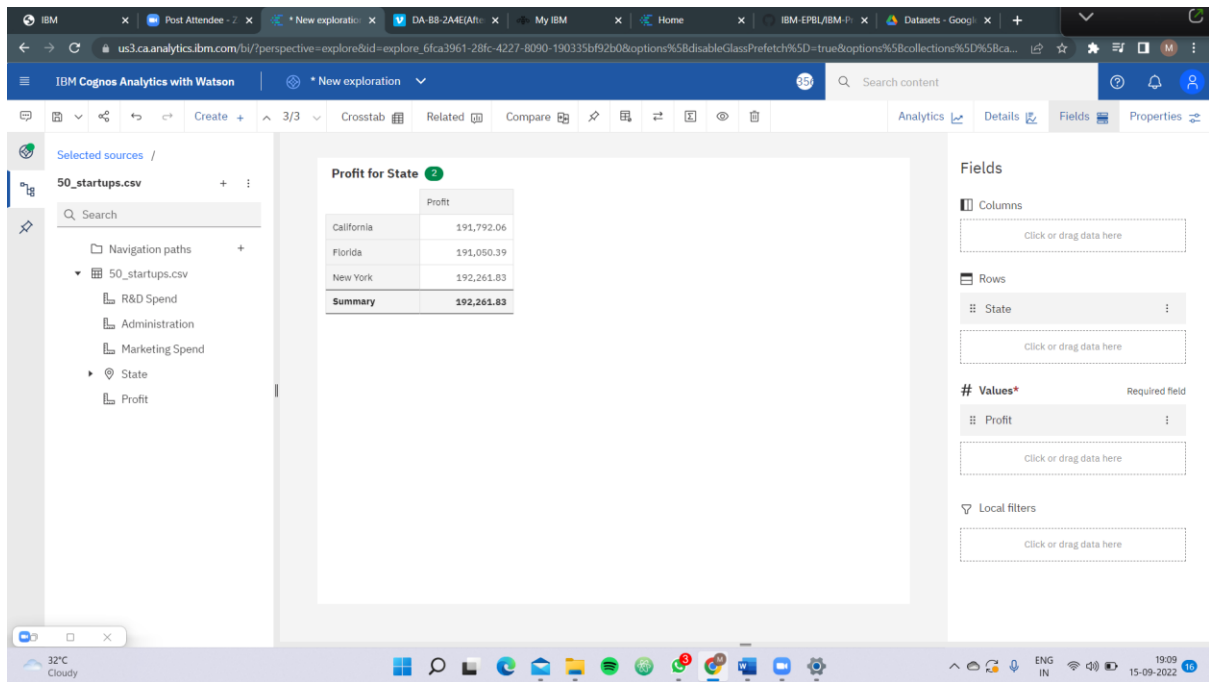
2. Pie Chart

Profit by state

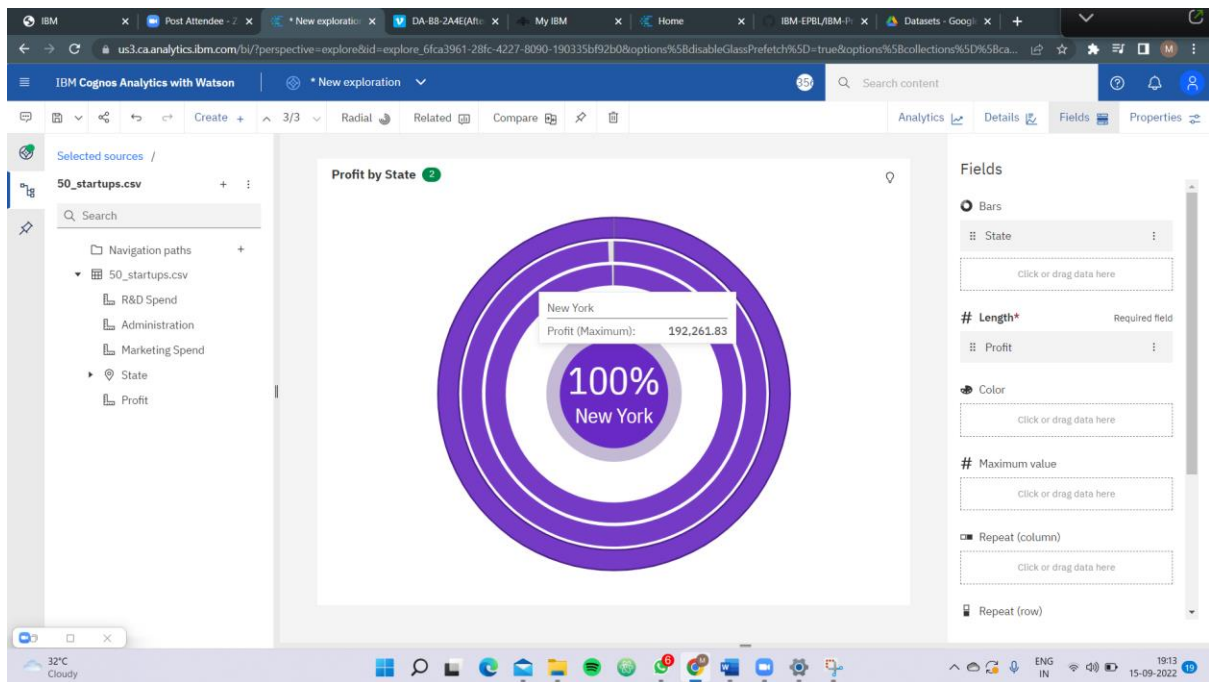




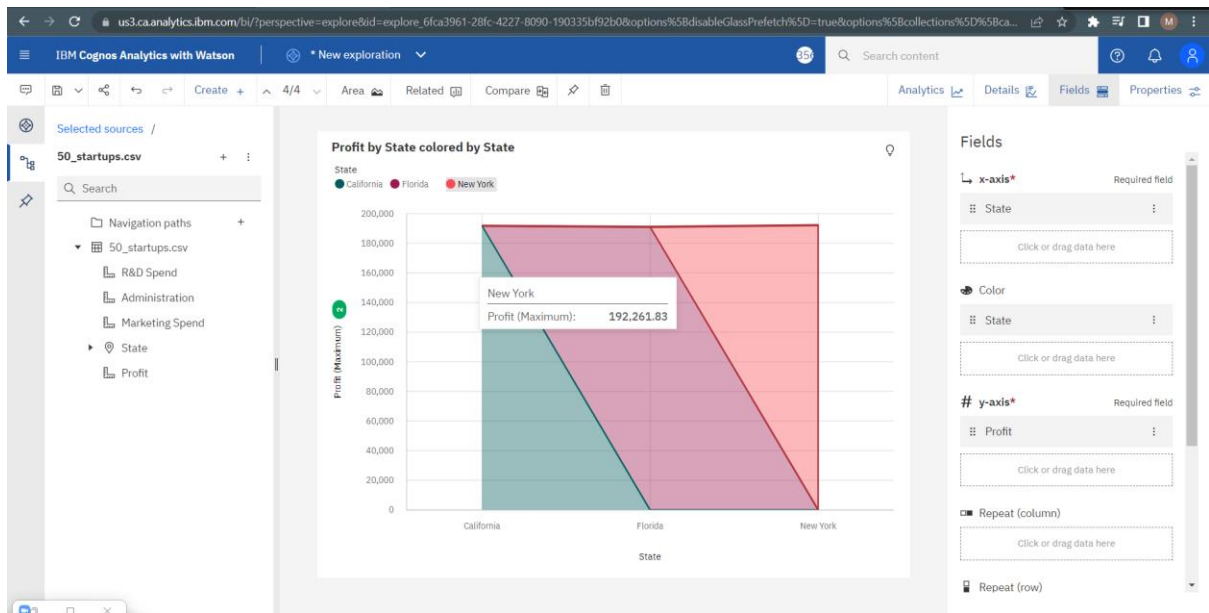
### 3. Crosstab



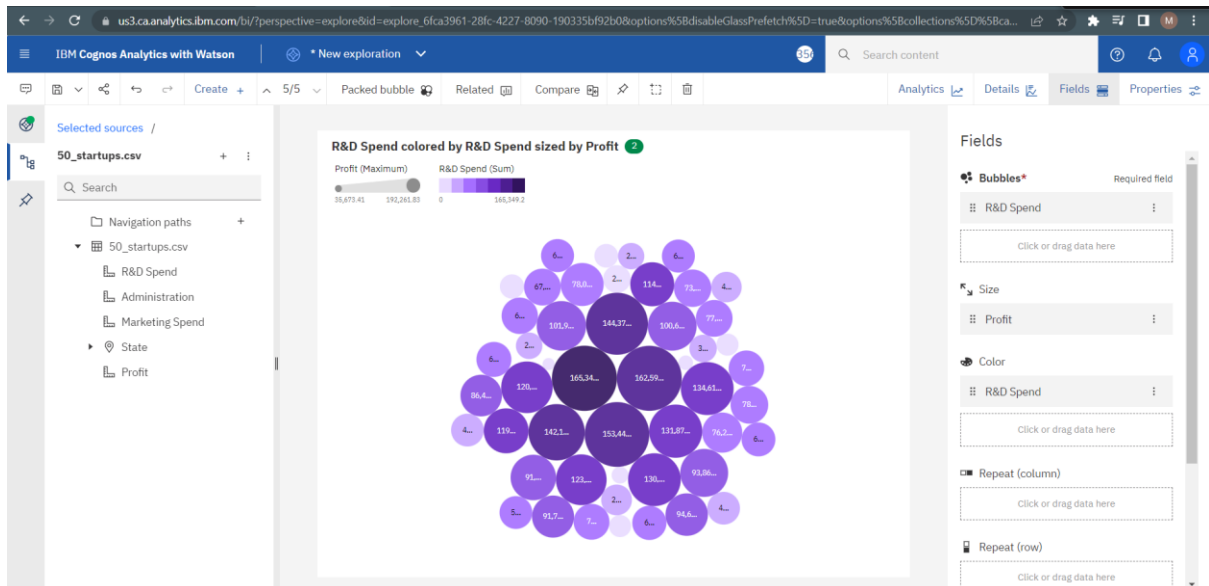
#### 4. Radial



#### 5. Area



## 6. Packed Bubble



## 7. Line graph

