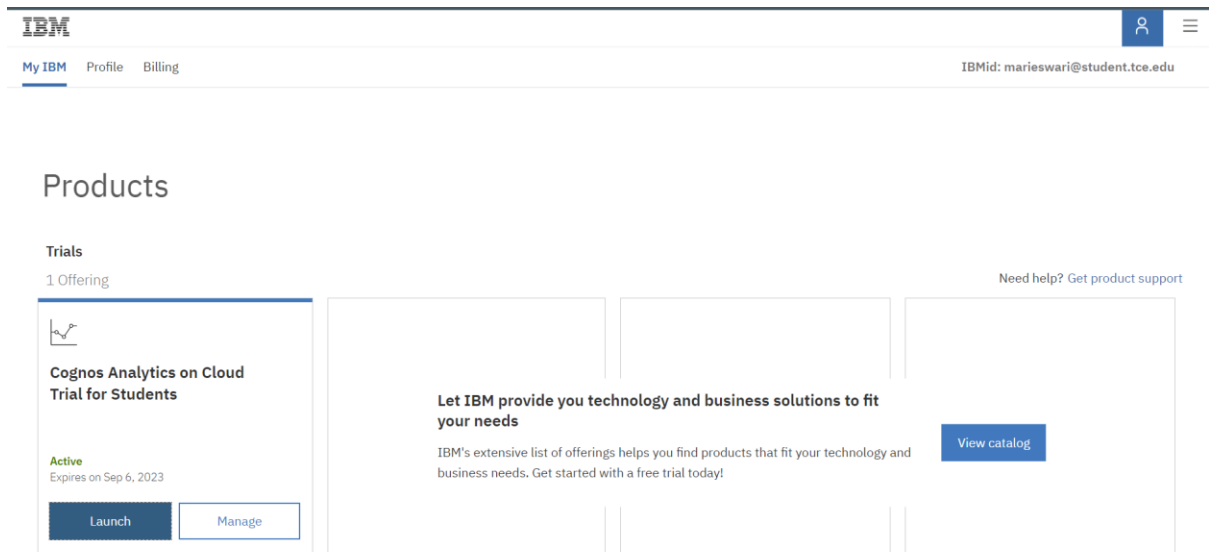


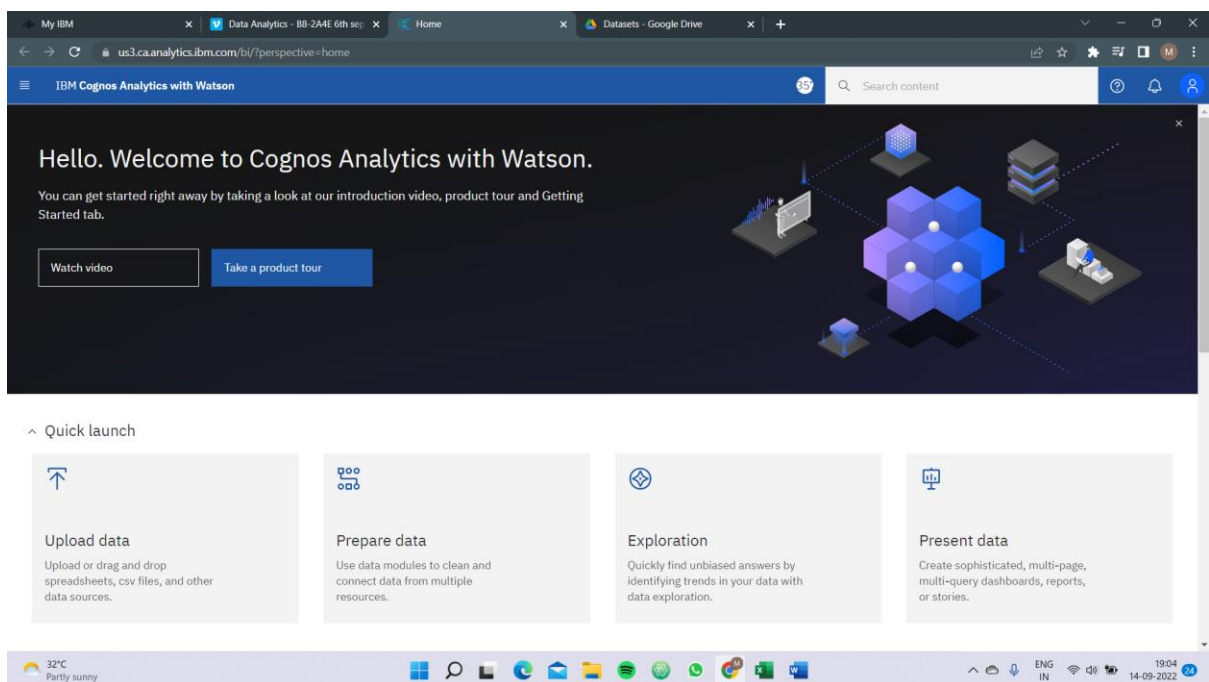
Assignment - 1**The case of 50 Start-up's**

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

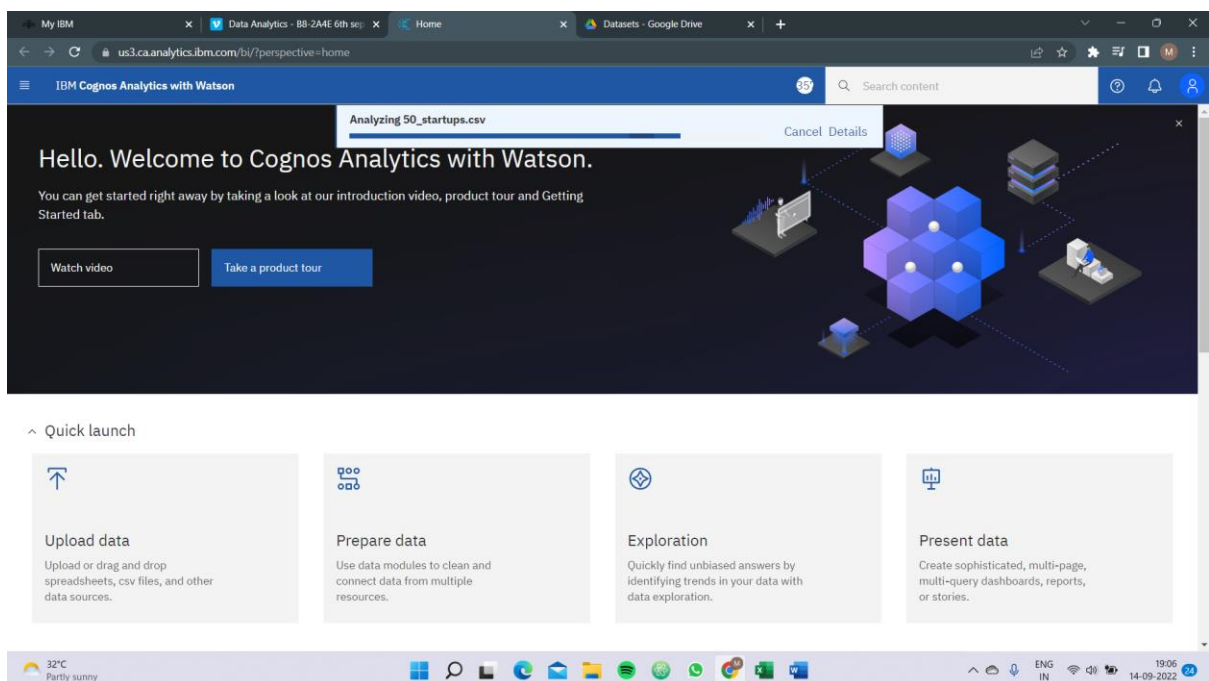
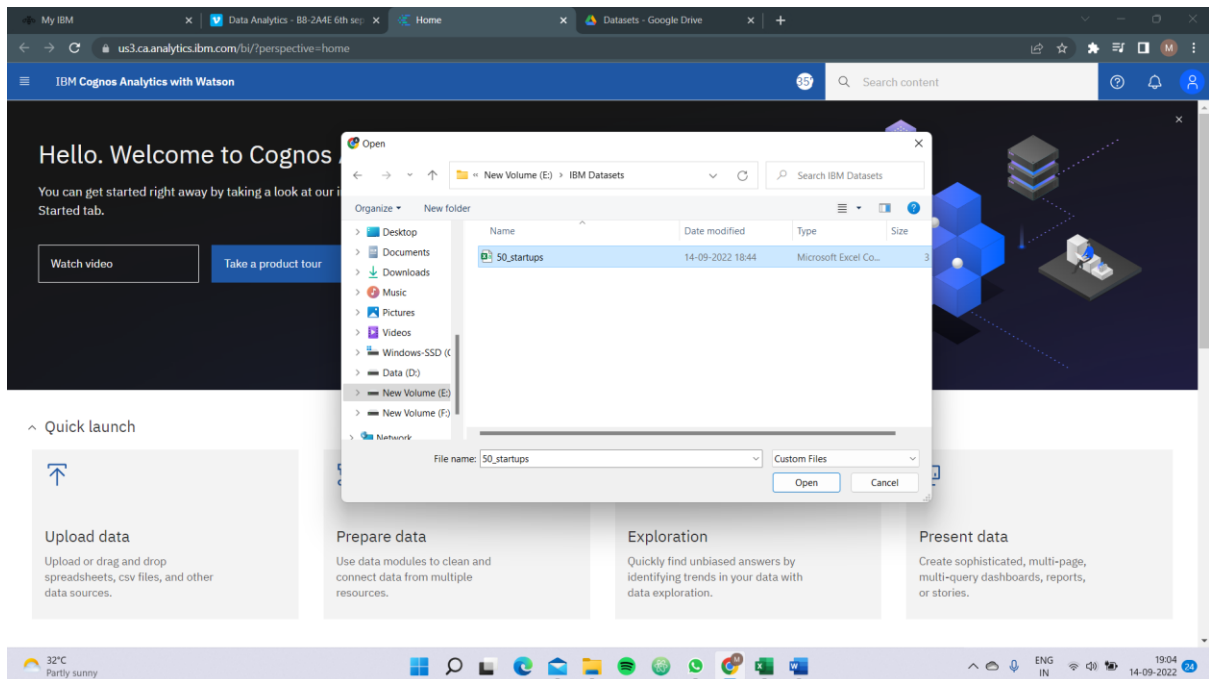
- ➔ Login to the IBM Cognos Analytics
- ➔ Select Launch from the product



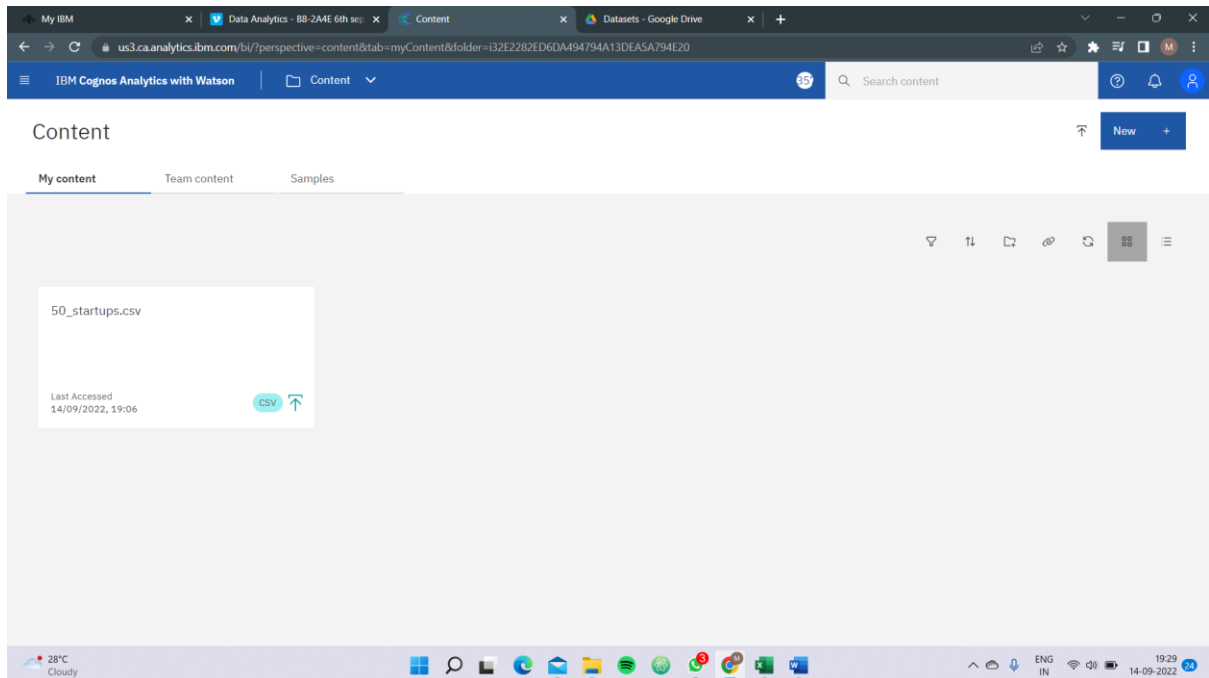
- ➔ Four main operations get displayed



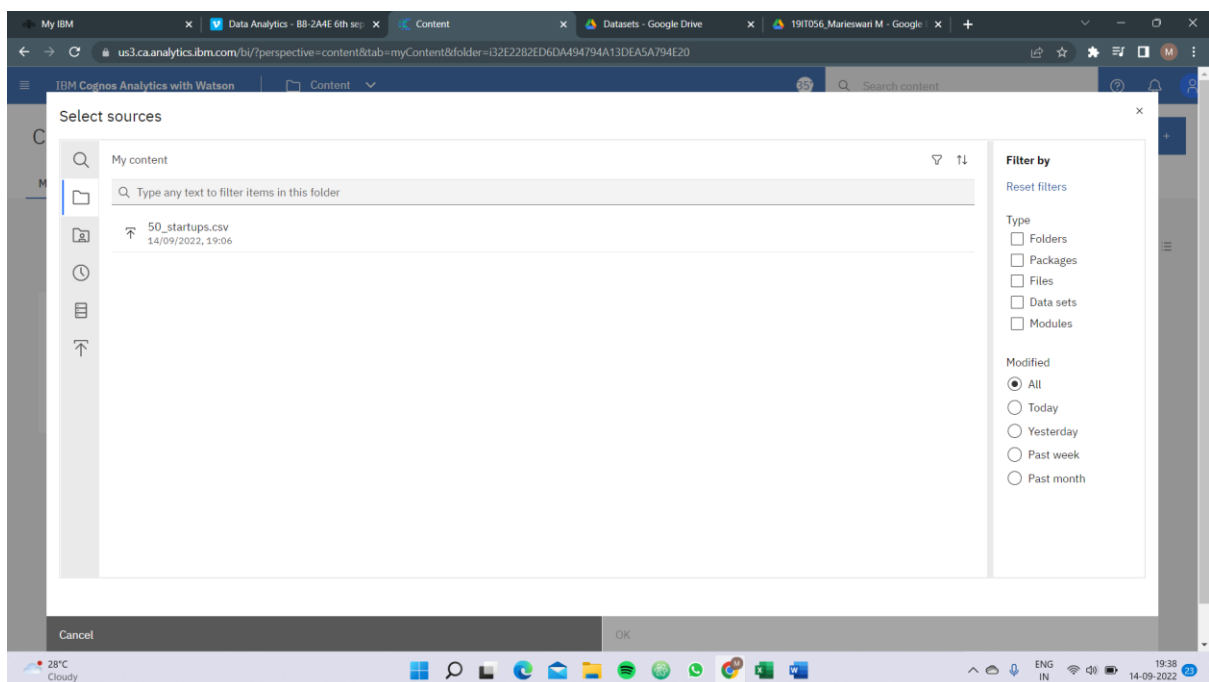
➔ Upload the 50 startup dataset from the local system



- ➔ 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

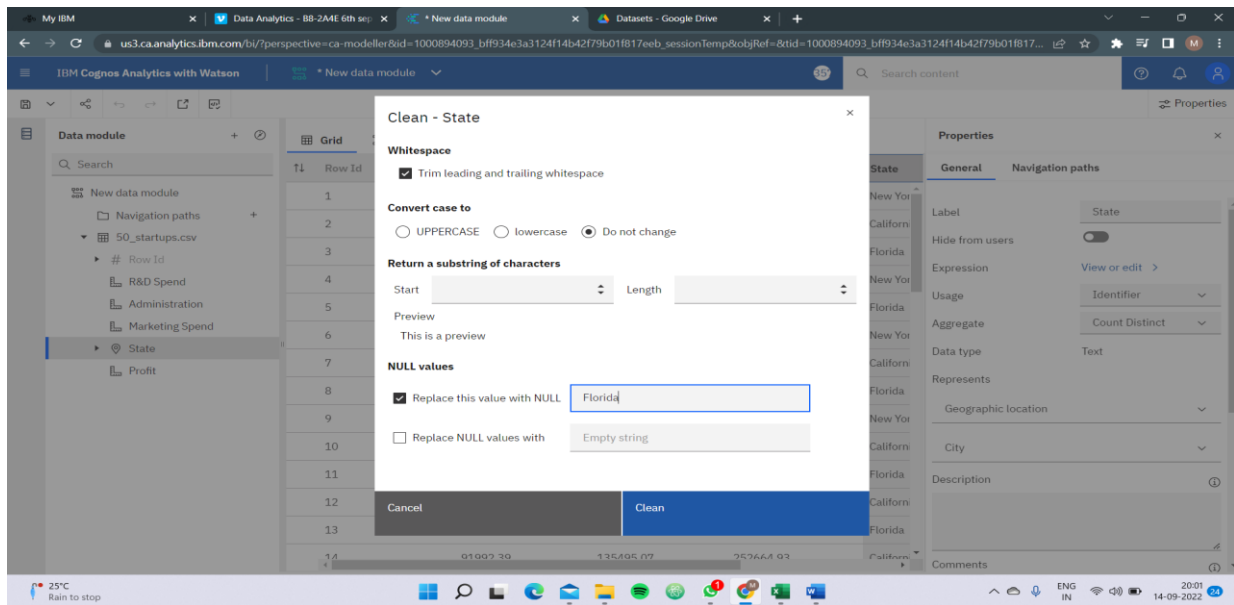
The screenshot shows the IBM Cognos Analytics interface. On the left, the 'Data module' pane displays a search bar and a list of modules. The '50_startups.csv' module is selected, showing a hierarchy with 'Row Id', 'R&D Spend', 'Administration', 'Marketing Spend', 'State', and 'Profit'. The main area shows a grid view of the data. The table has 14 rows and 6 columns: Row Id, R&D Spend, Administration, Marketing Spend, State, and Profit. The data is as follows:

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

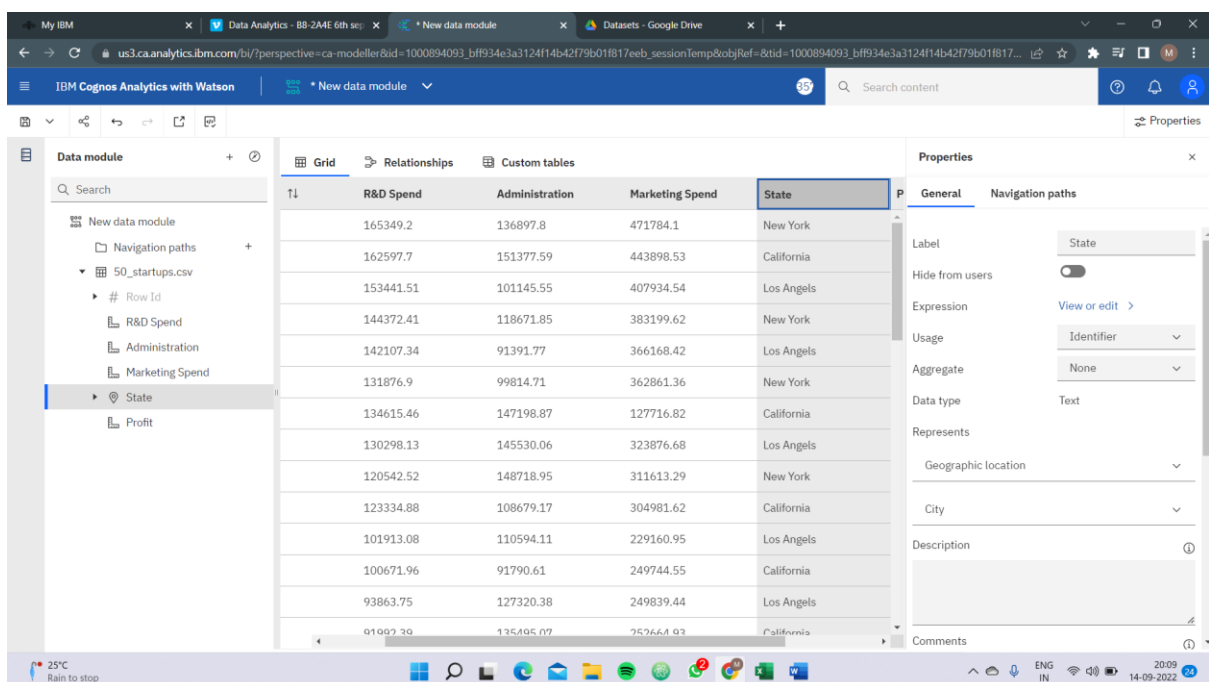
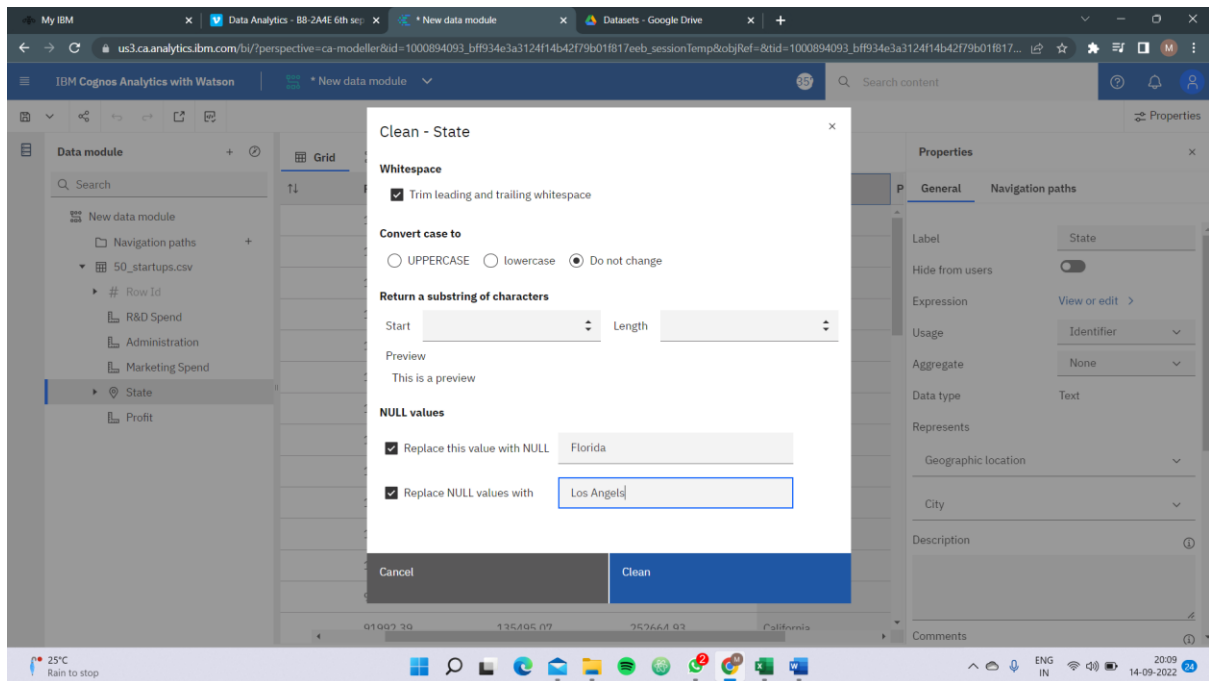
IBM SMARTINTERNZ



	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
	91097.39	135495.07	252664.93	California

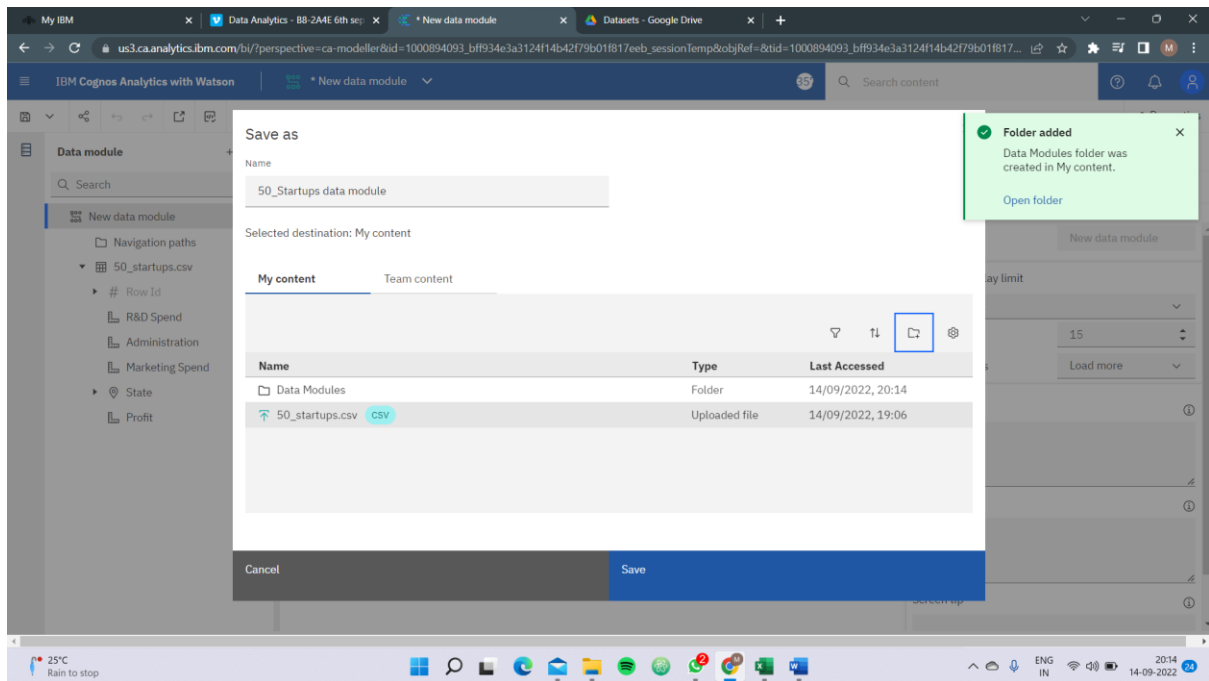
➔ Again replacing Null with Los Angeles

IBM SMARTINTERNZ

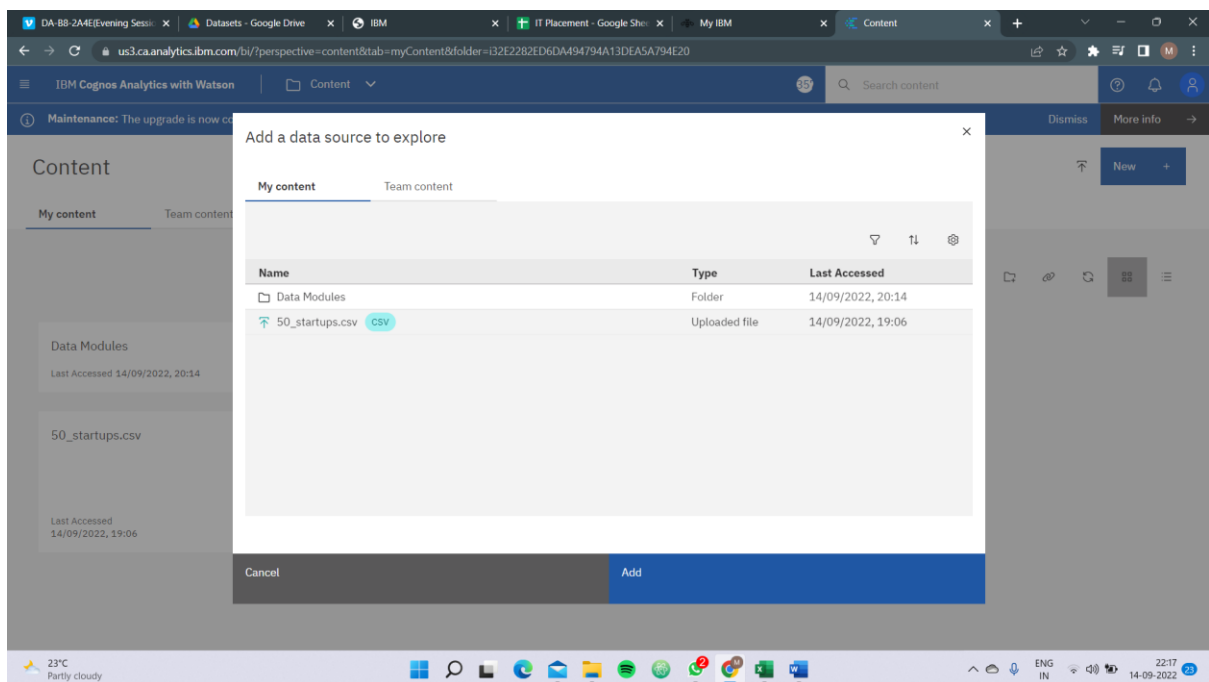


➔ To save the module in newly created folder

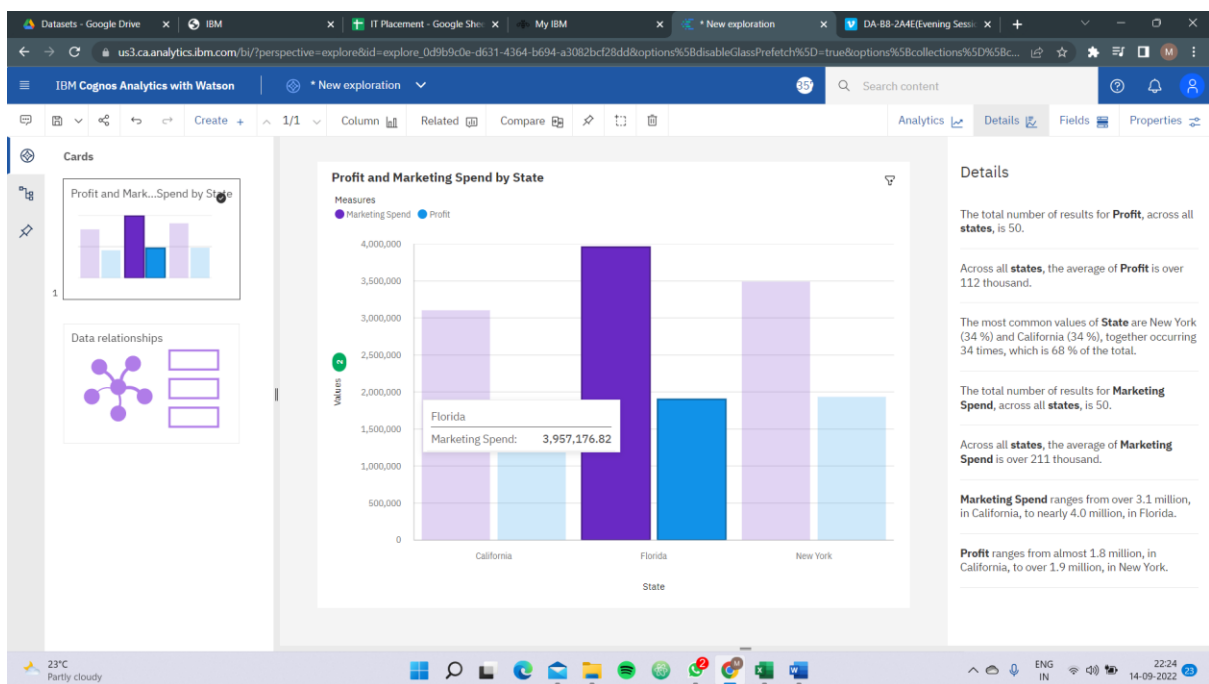
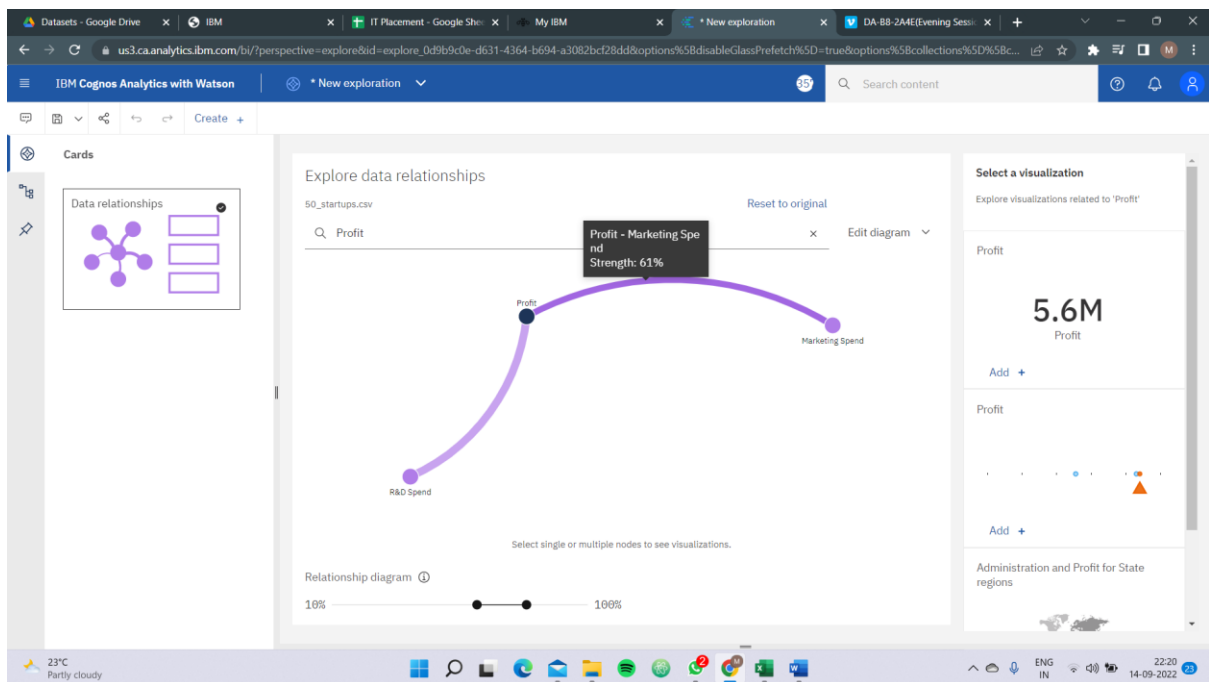
IBM SMARTINTERNZ



DATA EXPLORATION



➔ Exploring recommended attribute profit

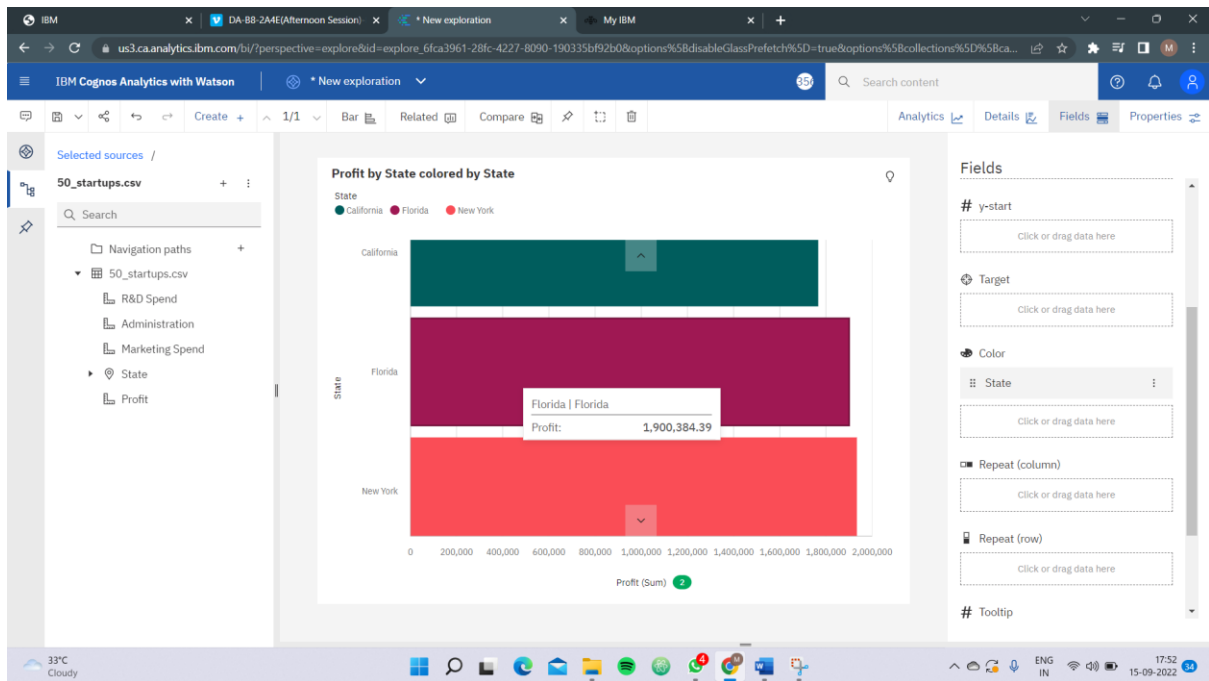


VISUALIZATION

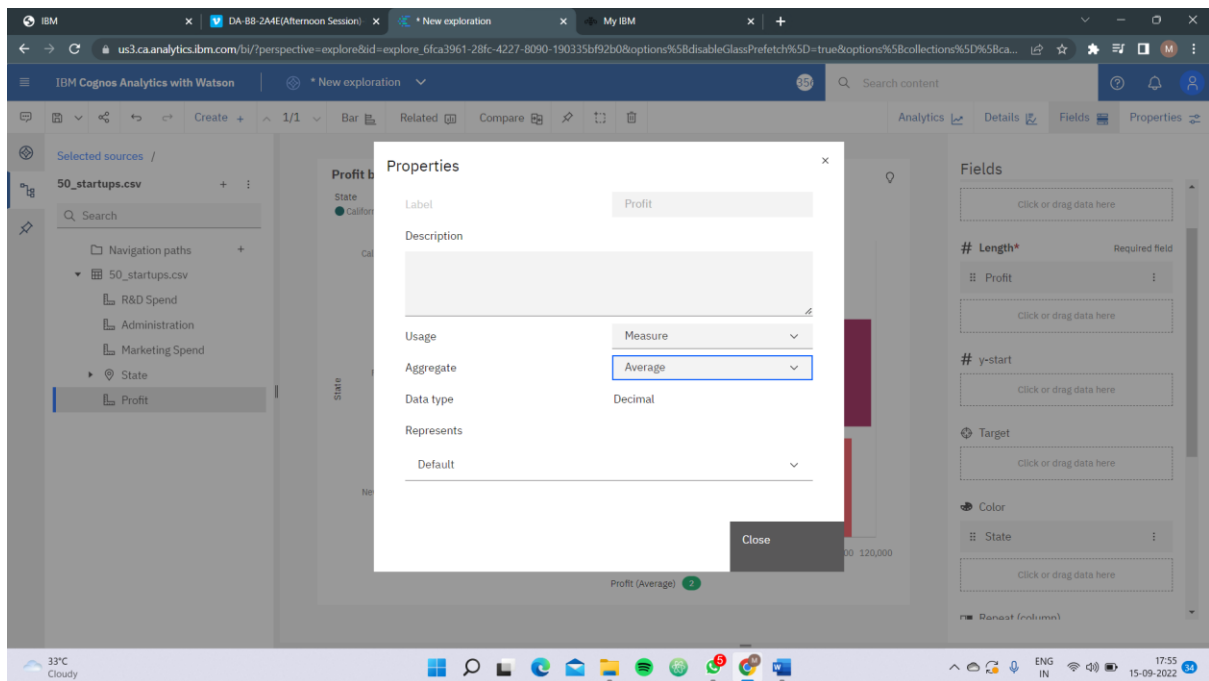
1.Bar Graph

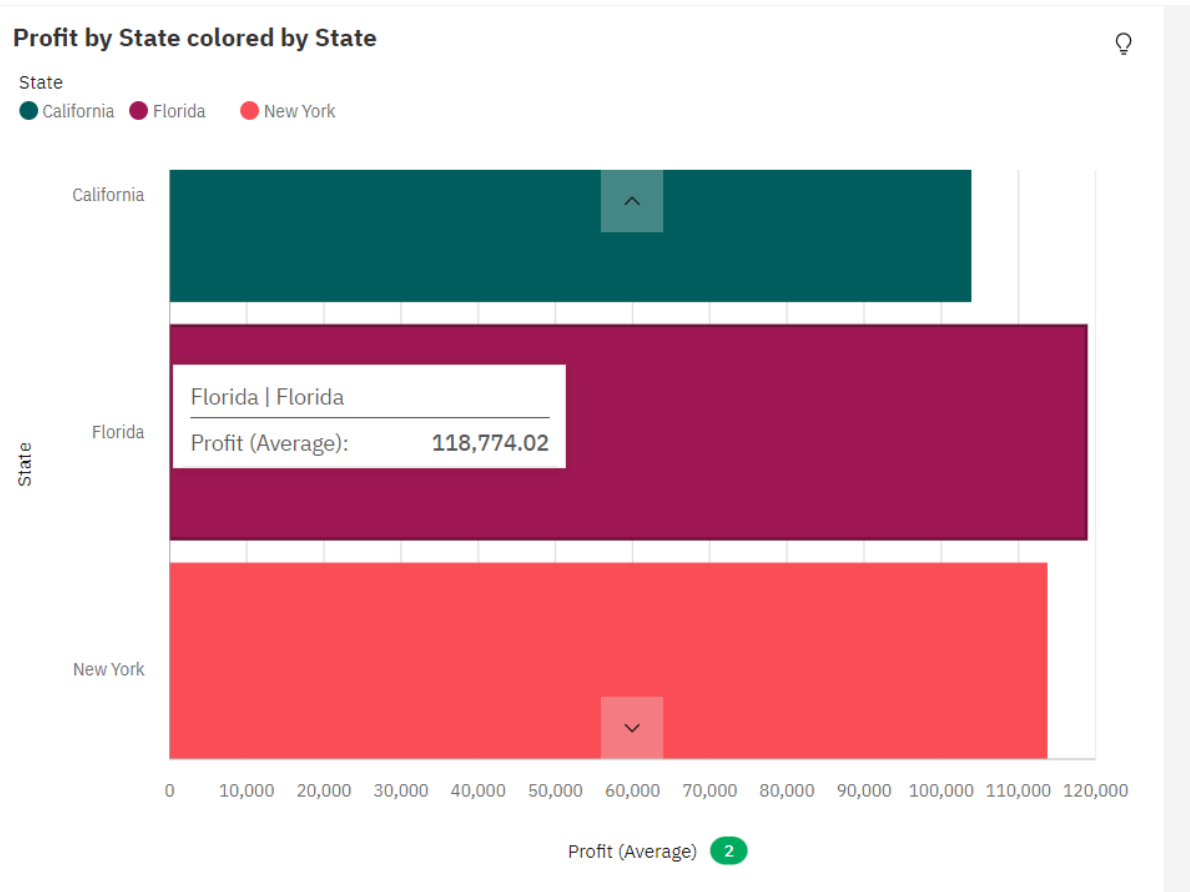
Profit by state

IBM SMARTINTERNZ



➔ Profit -> properties -> average profit



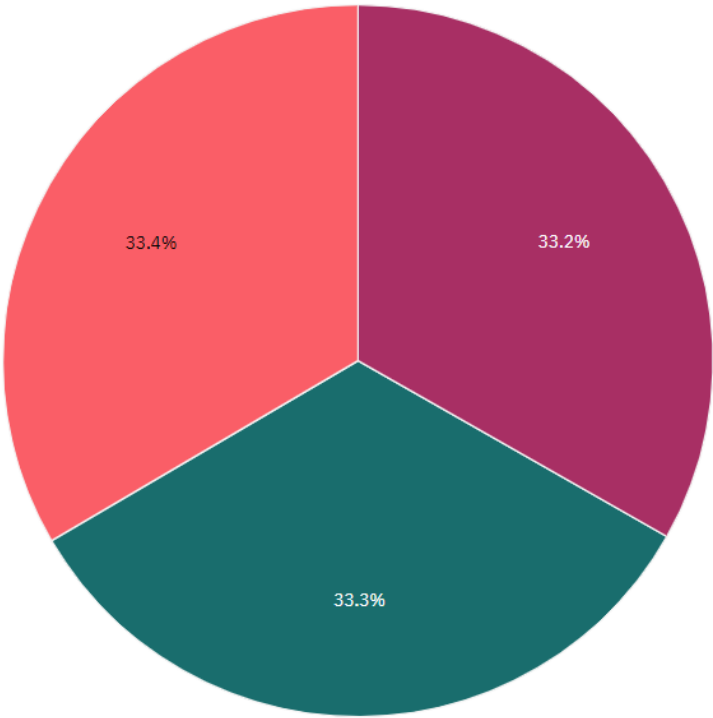


2. Pie Chart

Profit by state

Profit by State 2

State
● Florida ● California ● New York



IBM Cognos Analytics with Watson

50_startups.csv

Navigation paths

- 50_startups.csv
 - R&D Spend
 - Administration
 - Marketing Spend
 - State
 - Profit

Properties

Label: Profit

Description:

Usage: Measure

Aggregate: Maximum

Data type: Decimal

Represents:

Default:

Fields

Segments*

State

Size*

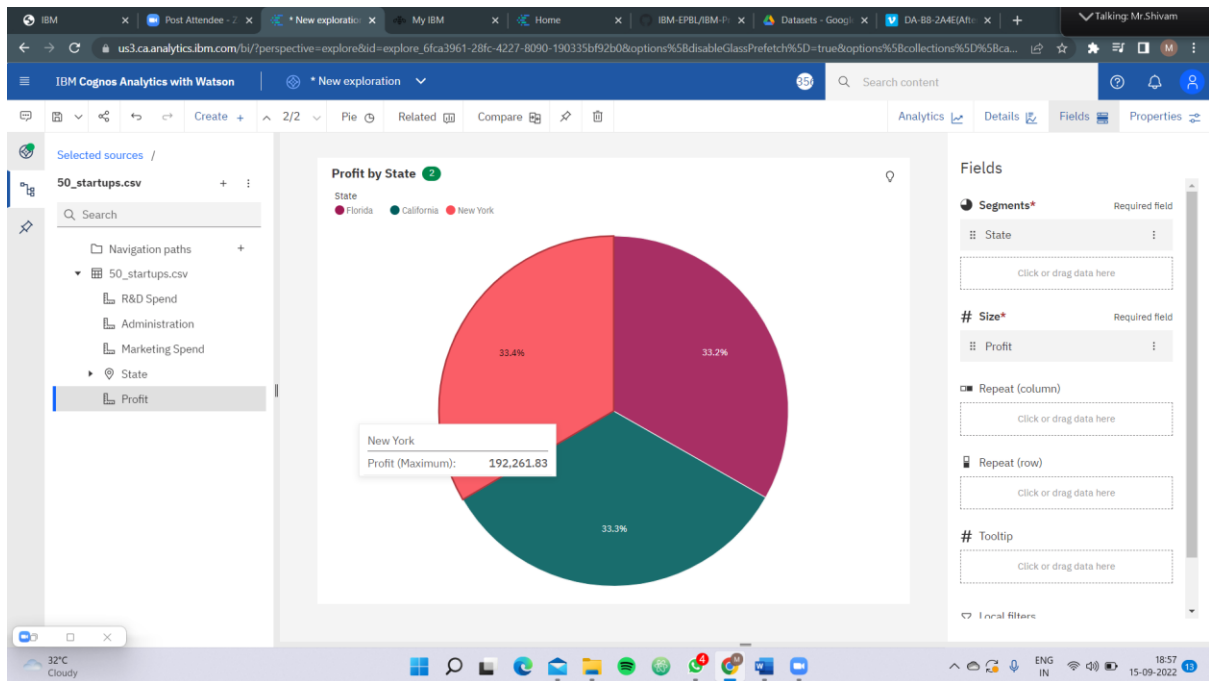
Profit

Repeat (column)

Repeat (row)

Tooltip

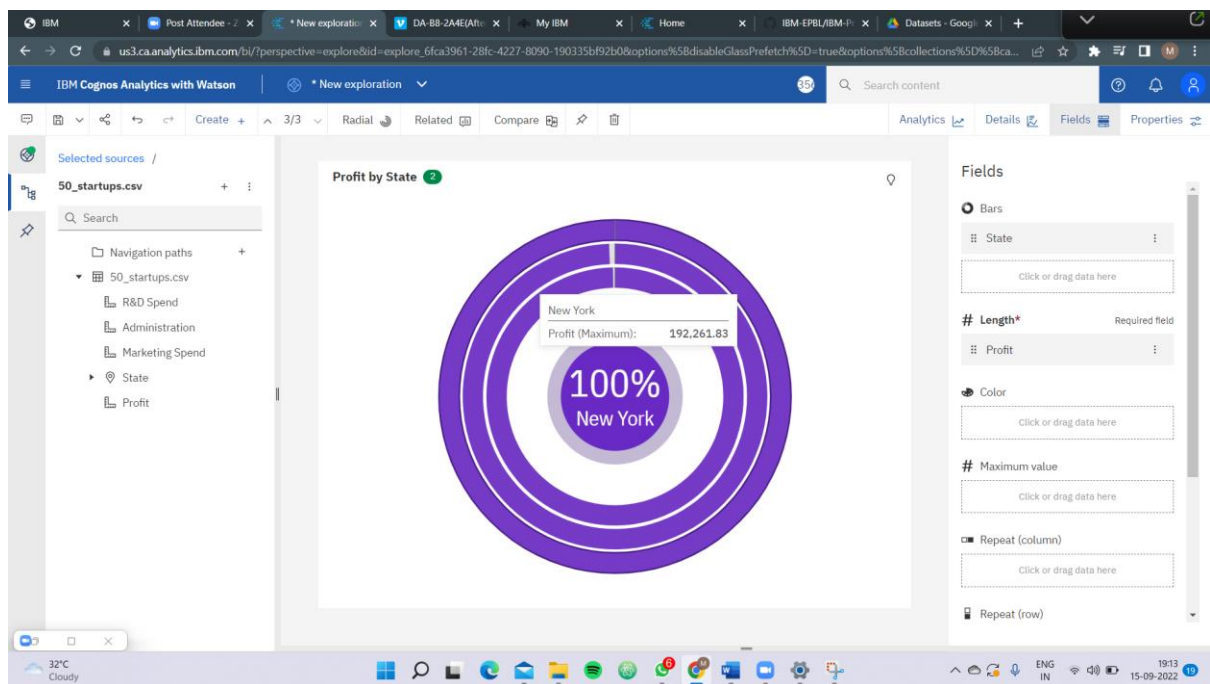
IBM SMARTINTERNZ

**3.Crosstab**

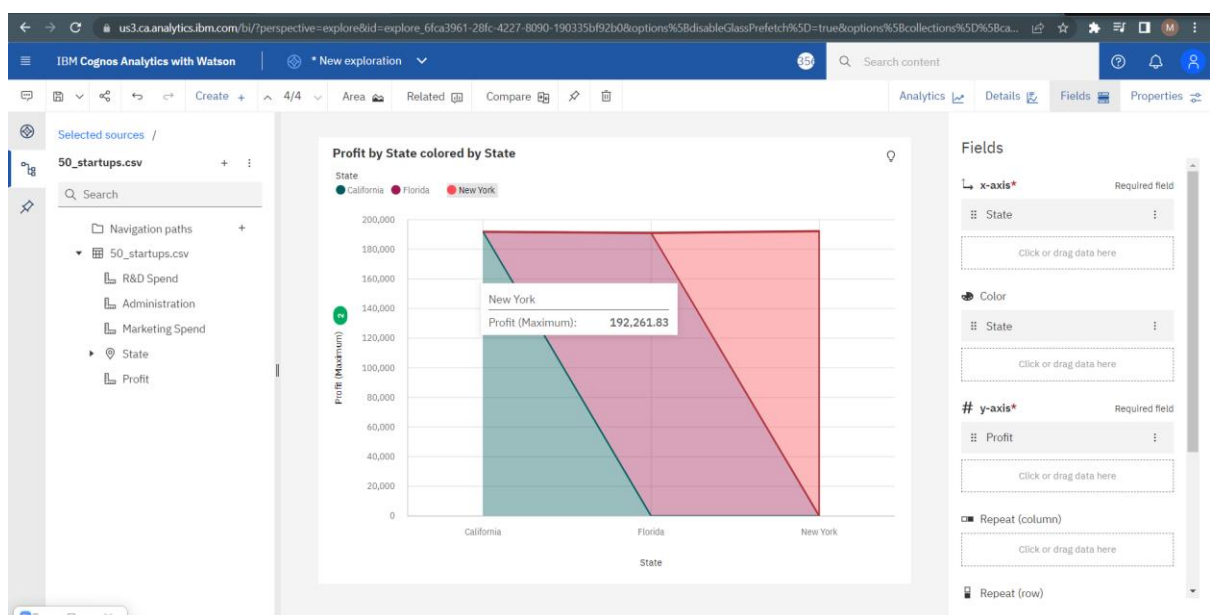
The screenshot shows the IBM Cognos Analytics interface with a crosstab titled 'Profit for State'. The left pane is the same as the previous screenshot. The main area displays a table with 'State' as rows and 'Profit' as columns. The table shows profit values for California, Florida, and New York, with a 'Summary' row. On the right, the 'Fields' pane shows 'Columns' with 'Profit' selected, 'Rows' with 'State' selected, and 'Values*' with 'Profit' selected. Below these are options for 'Local filters'.

	Profit
California	191,792.06
Florida	191,050.39
New York	192,261.83
Summary	192,261.83

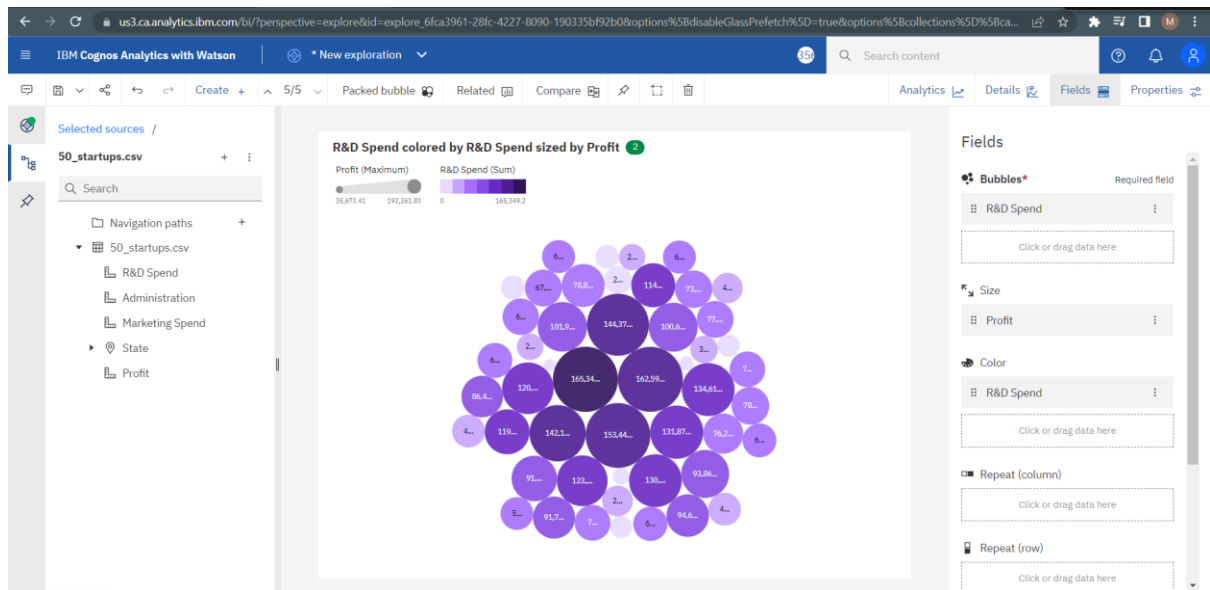
4. Radial



5. Area



6. Packed Bubble



7. Line graph

