

Assignment - 1

The case of 50 Start-up's

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

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

IBM

My IBM Profile Billing

IBMid: marieswari@student.tce.edu

Products

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1 Offering

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Active
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- ➔ Four main operations get displayed

My IBM Data Analytics - BB-24E 6th sep Home Datasets - Google Drive

us3.ca.analytics.ibm.com/bl/?perspective=home

IBM Cognos Analytics with Watson

Search content

Hello. Welcome to Cognos Analytics with Watson.

You can get started right away by taking a look at our introduction video, product tour and Getting Started tab.

[Watch video](#) [Take a product tour](#)

Quick launch

Upload data

Upload or drag and drop spreadsheets, csv files, and other data sources.

Prepare data

Use data modules to clean and connect data from multiple resources.

Exploration

Quickly find unbiased answers by identifying trends in your data with data exploration.

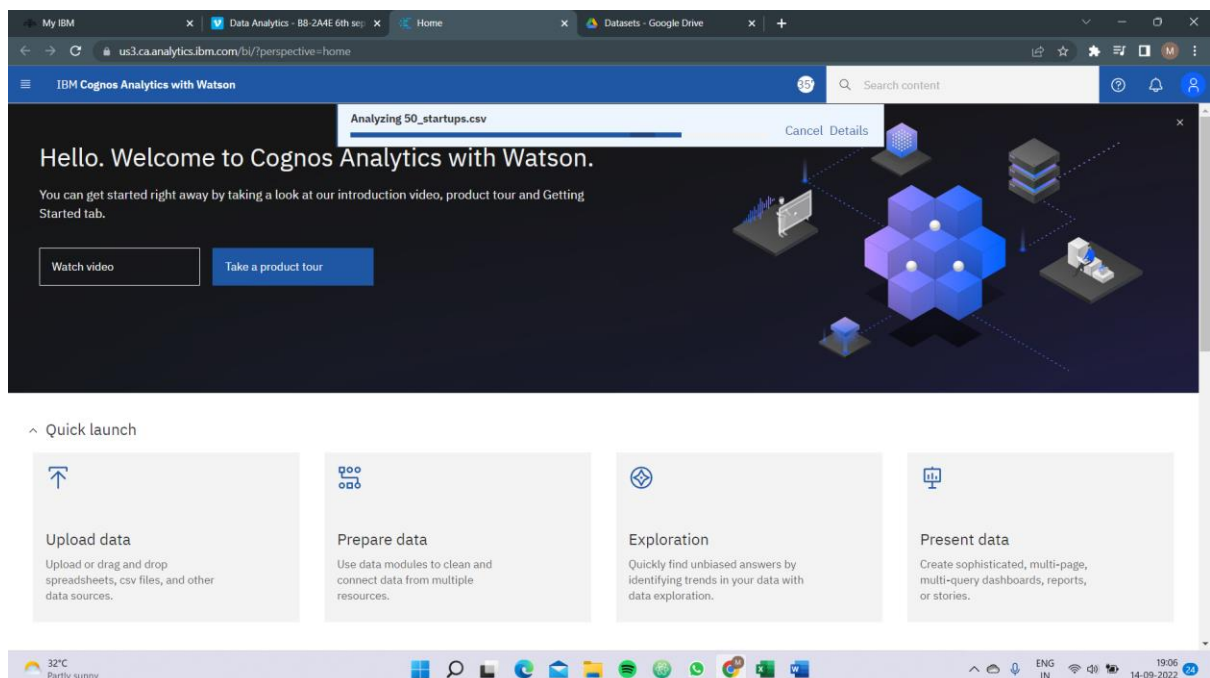
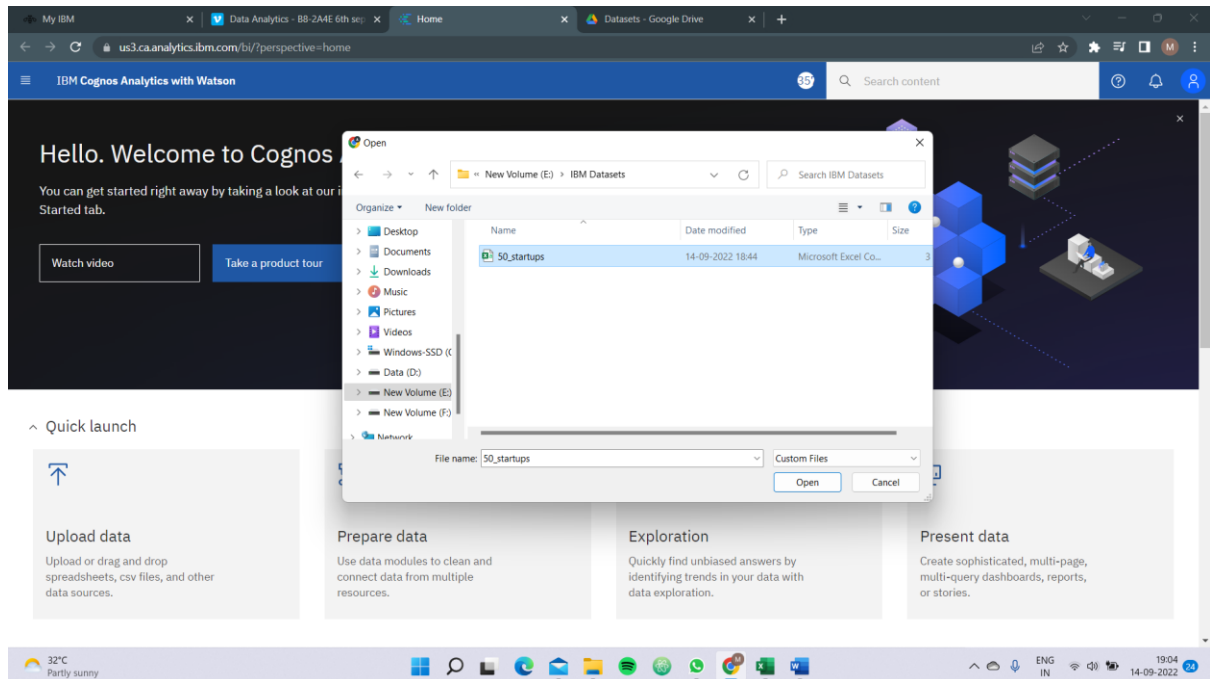
Present data

Create sophisticated, multi-page, multi-query dashboards, reports, or stories.

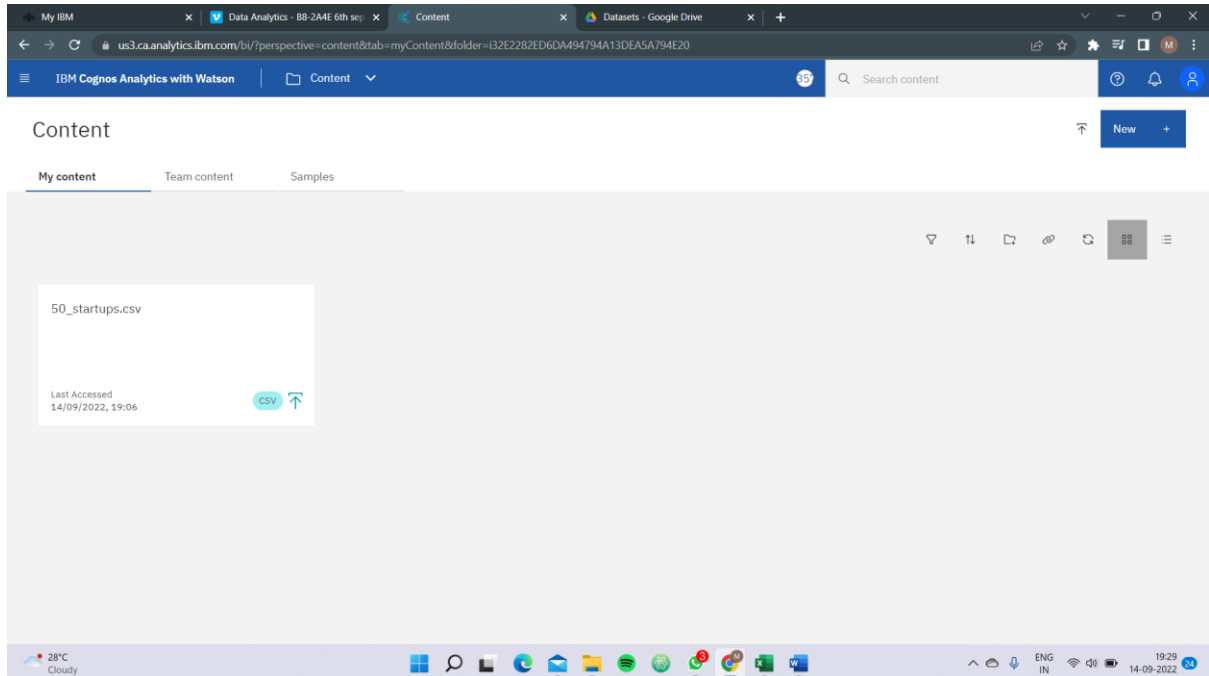
32°C Partly sunny

ENG IN 19:04 14-09-2022

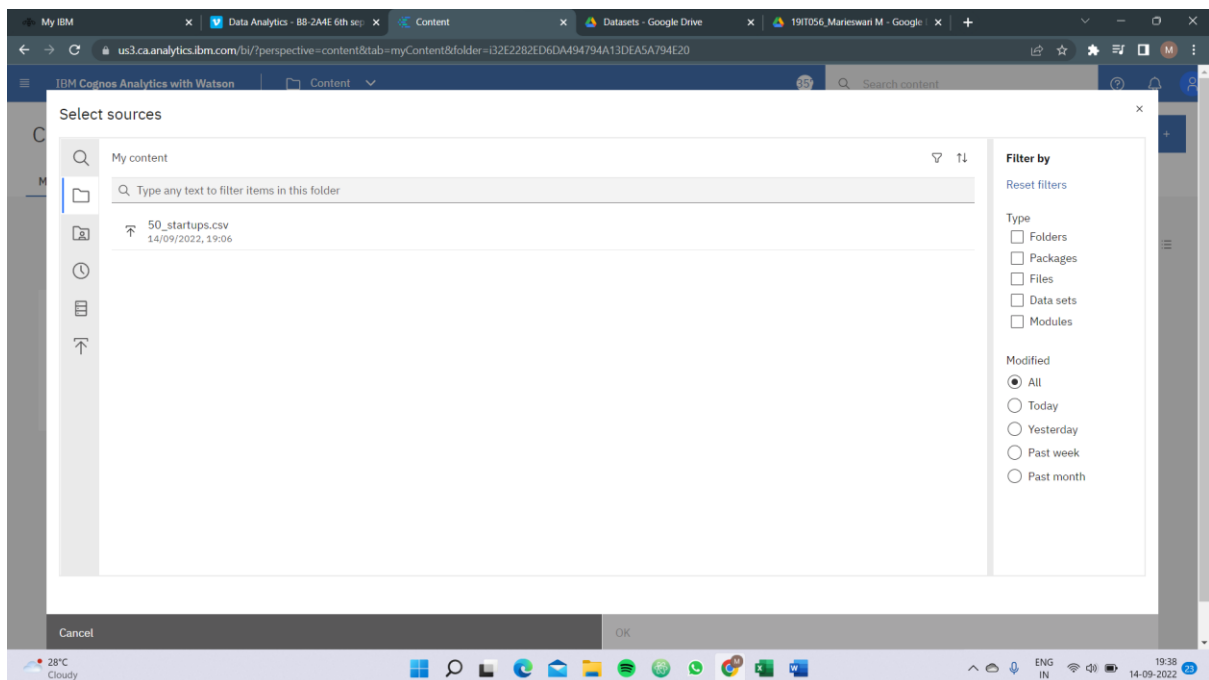
➔ Upload the 50 startup dataset from the local system



- ➔ 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, a sidebar lists the data module '50_startups.csv' and its attributes: Row Id, R&D Spend, Administration, Marketing Spend, State, and Profit. The main area displays a grid view of the data. The table has 14 rows and 6 columns. The 'State' column contains values: New York, California, Florida, New York, Florida, New York, California, Florida, New York, California, Florida, California, Florida, and California.

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

Clean - State

Whitespace

☒ Trim leading and trailing whitespace

Convert case to

☐ UPPERCASE ☐ lowercase ☒ Do not change

Return a substring of characters

Start Length

Preview
This is a preview

NULL values

☒ Replace this value with NULL

☐ Replace NULL values with

Cancel Clean

Data module

Search

New data module

Navigation paths

50_startups.csv

Row Id

R&D Spend

Administration

Marketing Spend

State

Profit

Grid

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: State

Hide from users: ☐

Expression: View or edit

Usage: Identifier

Aggregate: None

Data type: Text

Represents: Geographic location

City: California

Description:

Comments:

➔ Again replacing Null with Los Angeles

Clean - State

Whitespace

☒ Trim leading and trailing whitespace

Convert case to

☐ UPPERCASE ☐ lowercase ☒ Do not change

Return a substring of characters

Start Length

Preview
This is a preview

NULL values

☒ Replace this value with NULL

☒ Replace NULL values with

Cancel Clean

Data module

Grid

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

Properties

General

Label: State

Hide from users: ☐

Expression: View or edit >

Usage: Identifier

Aggregate: None

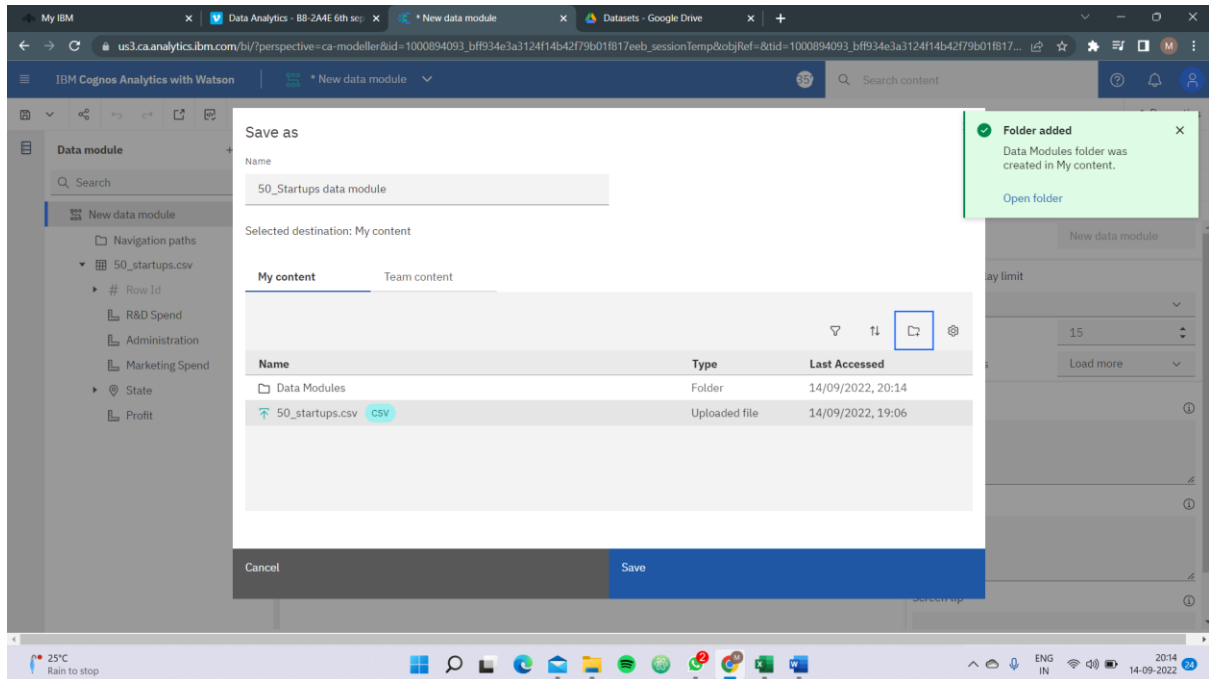
Data type: Text

Represents: Geographic location

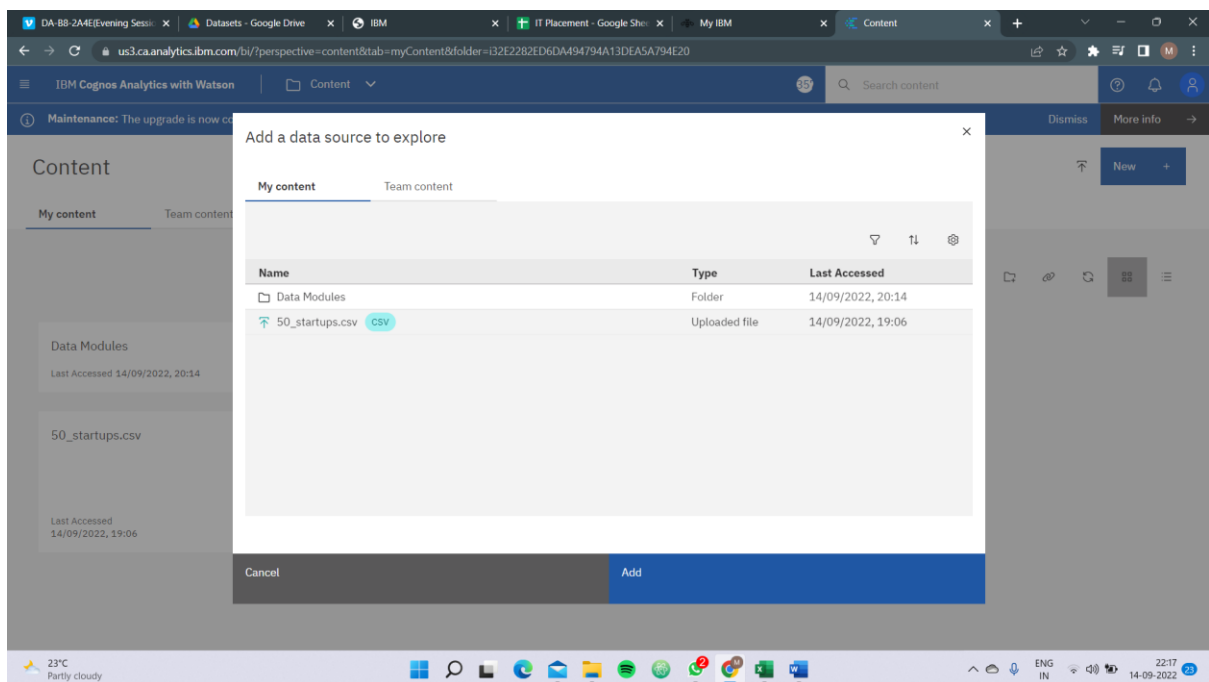
City: >

Description: >

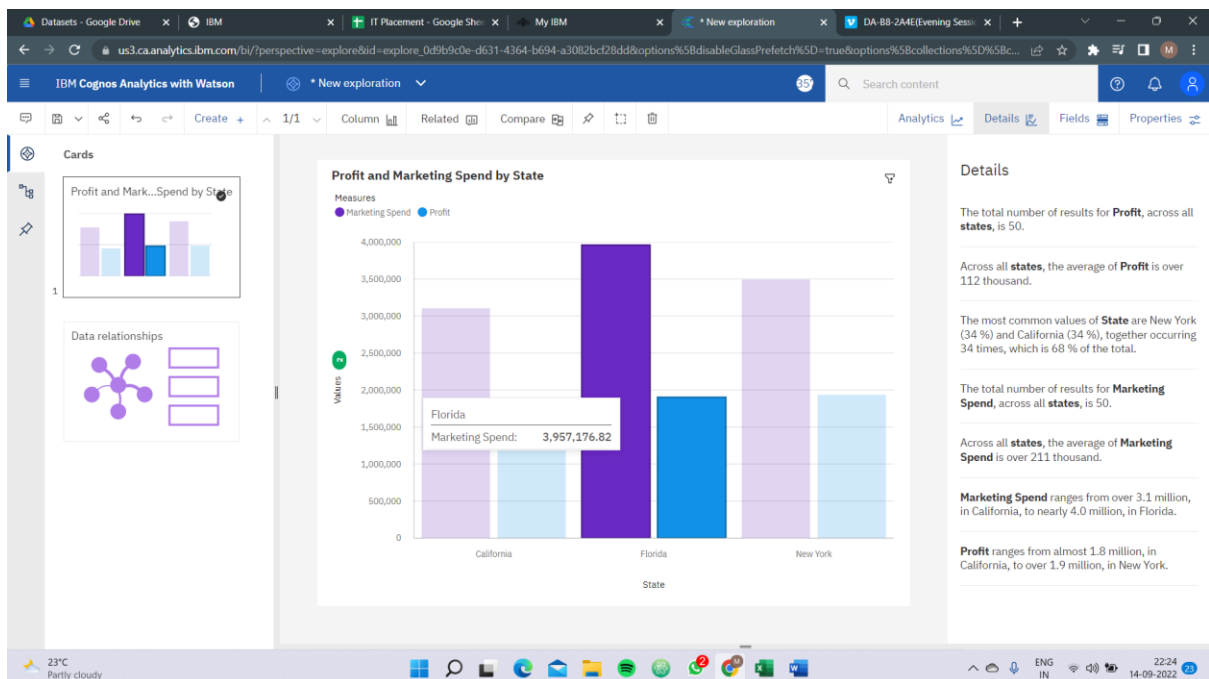
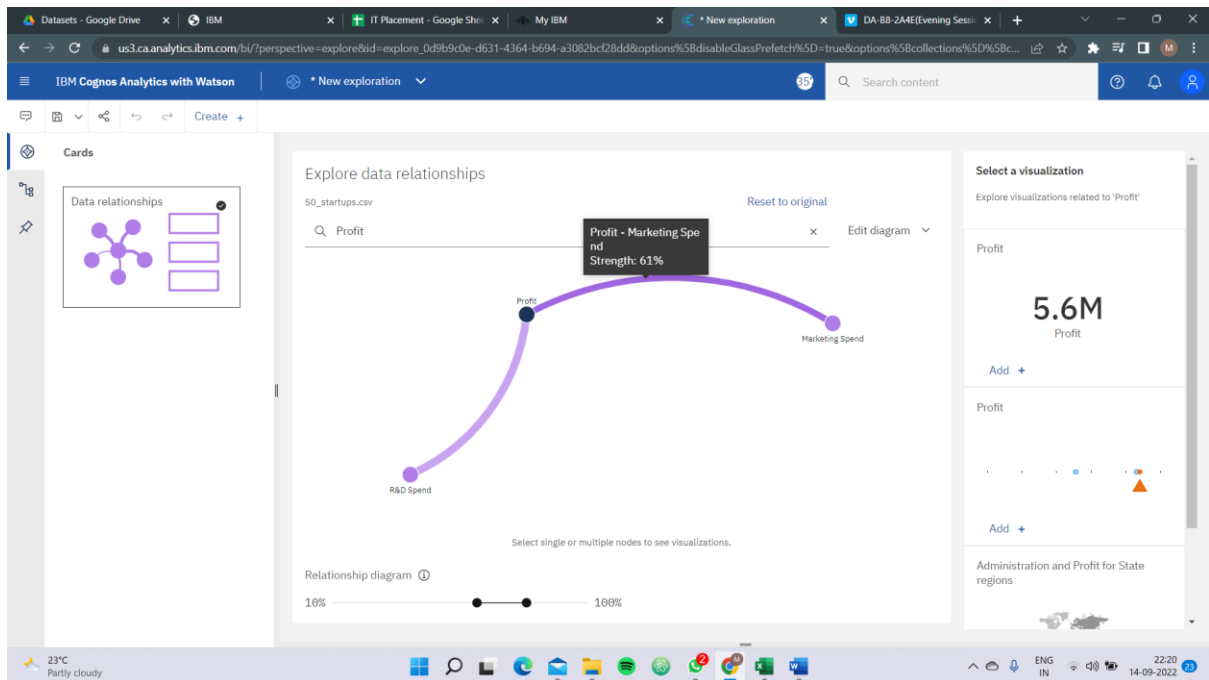
➔ To save the module in newly created folder



DATA EXPLORATION



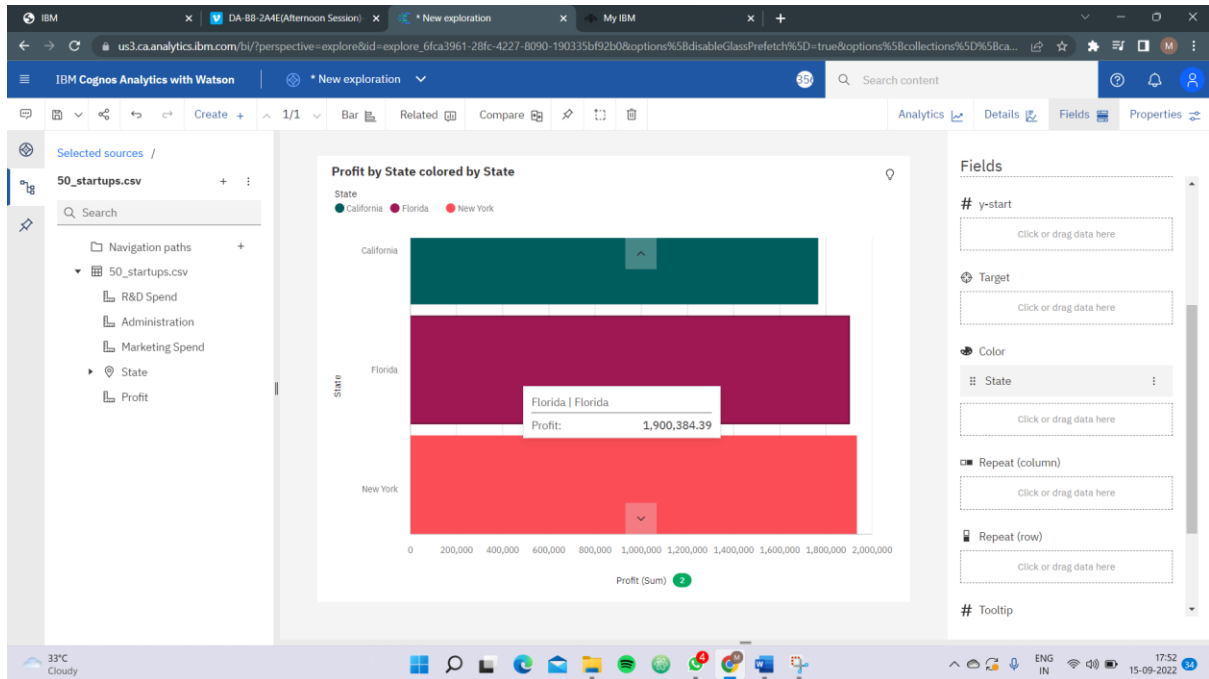
➔ Exploring recommended attribute profit



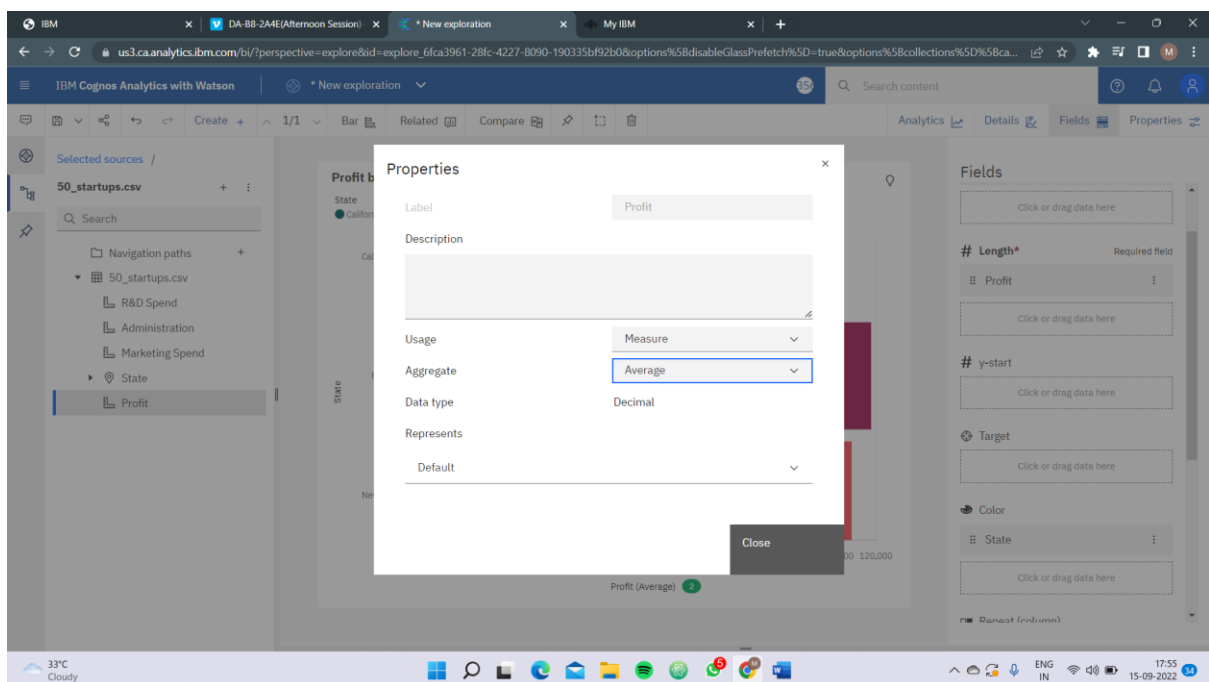
VISUALIZATION

1.Bar Graph

Profit by state



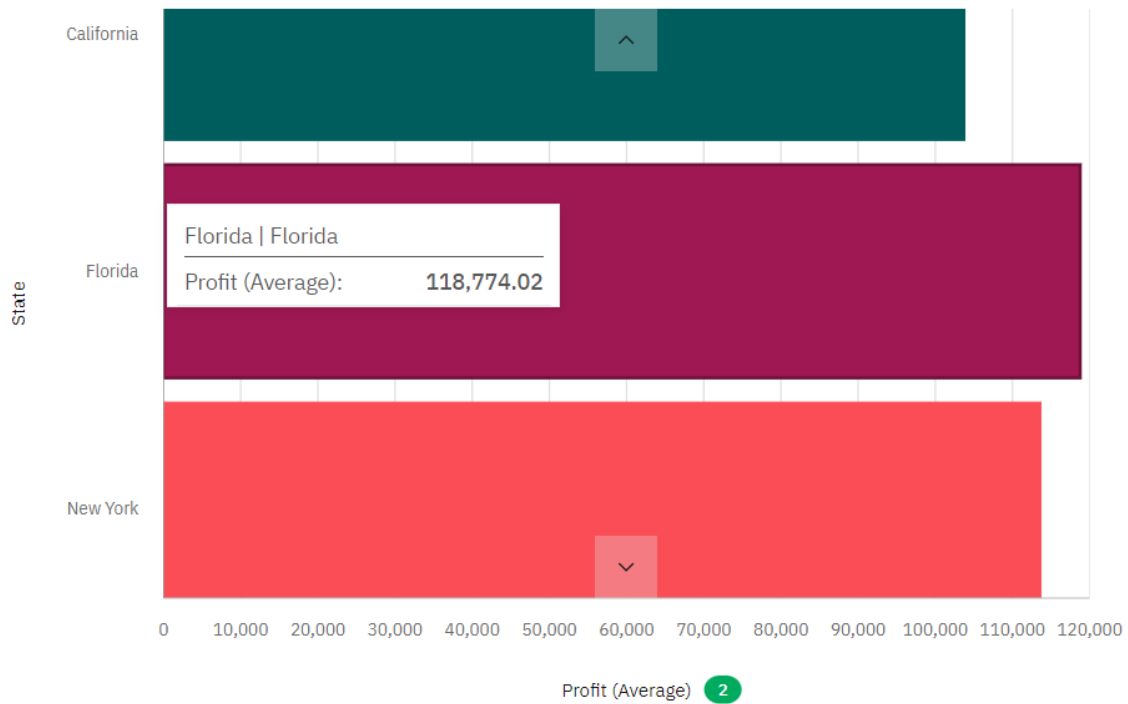
➔ Profit -> properties -> average profit



Profit by State colored by State

State

● California ● Florida ● New York

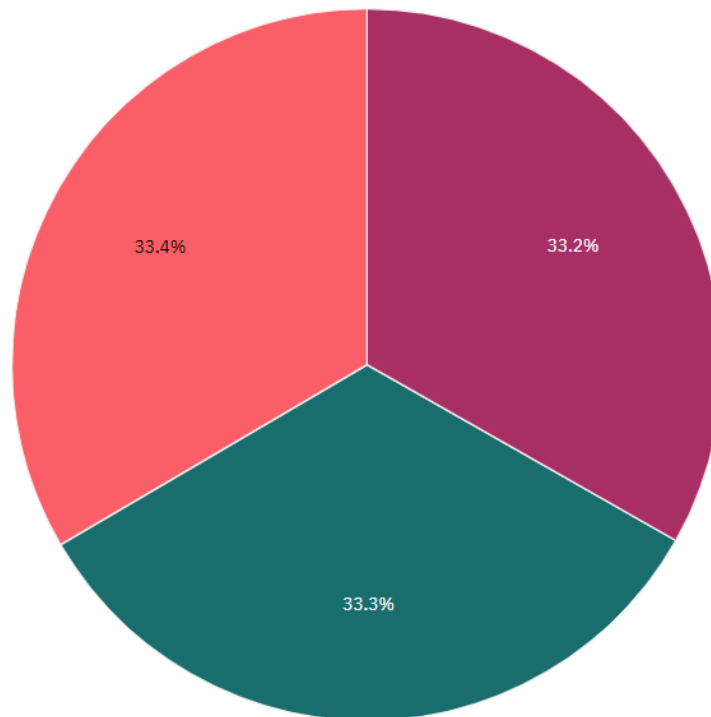
**2. Pie Chart**

Profit by state

Profit by State 2

State

● Florida ● California ● New York



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Search content

Analytics | Details | Fields | Properties

Selected sources / 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

Close

Fields

Segments*

State

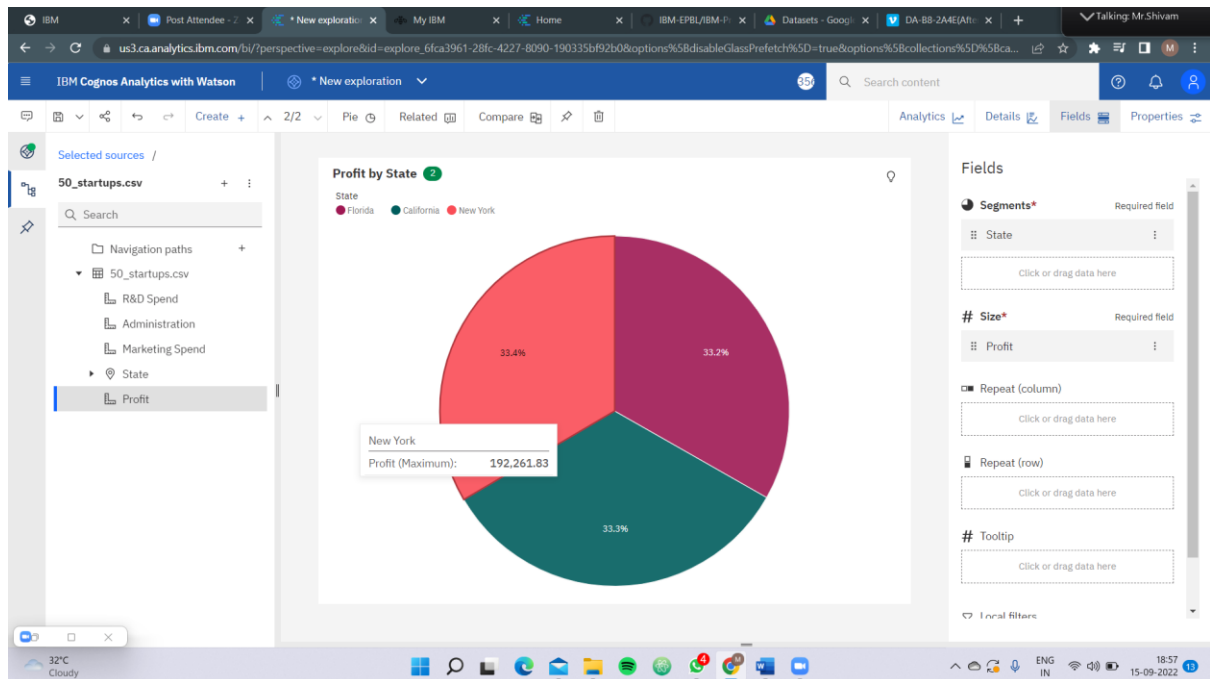
Size*

Profit

Repeat (column)

Repeat (row)

Tooltip

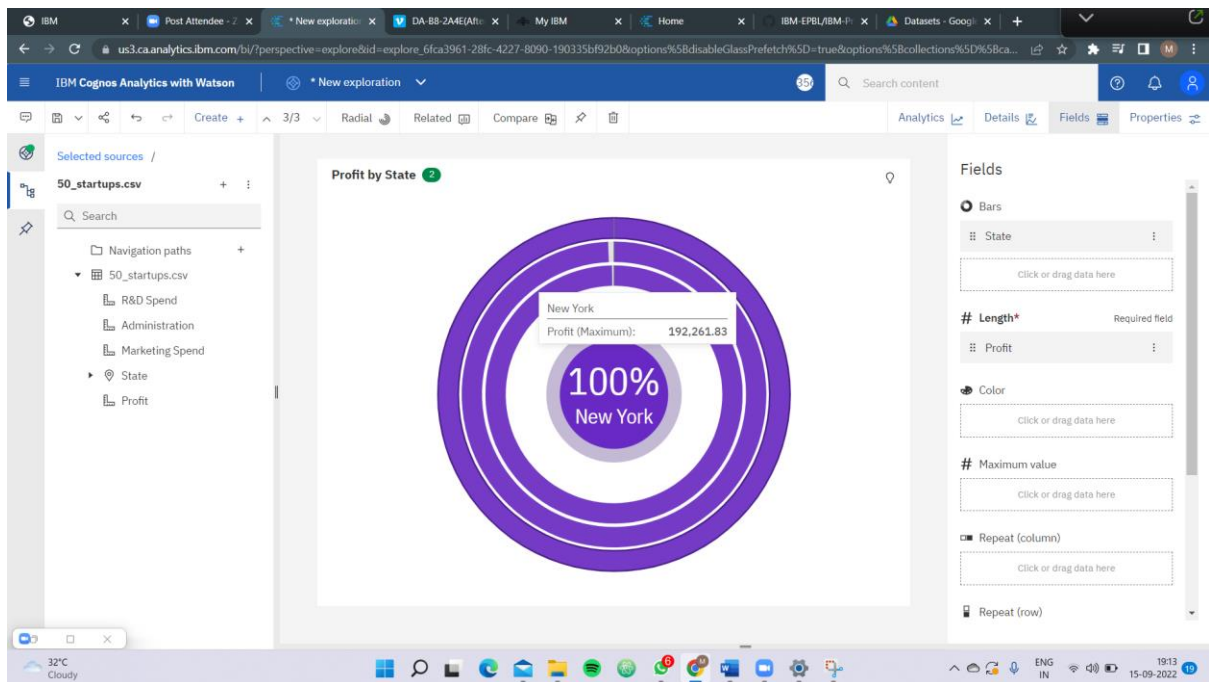


3.Crosstab

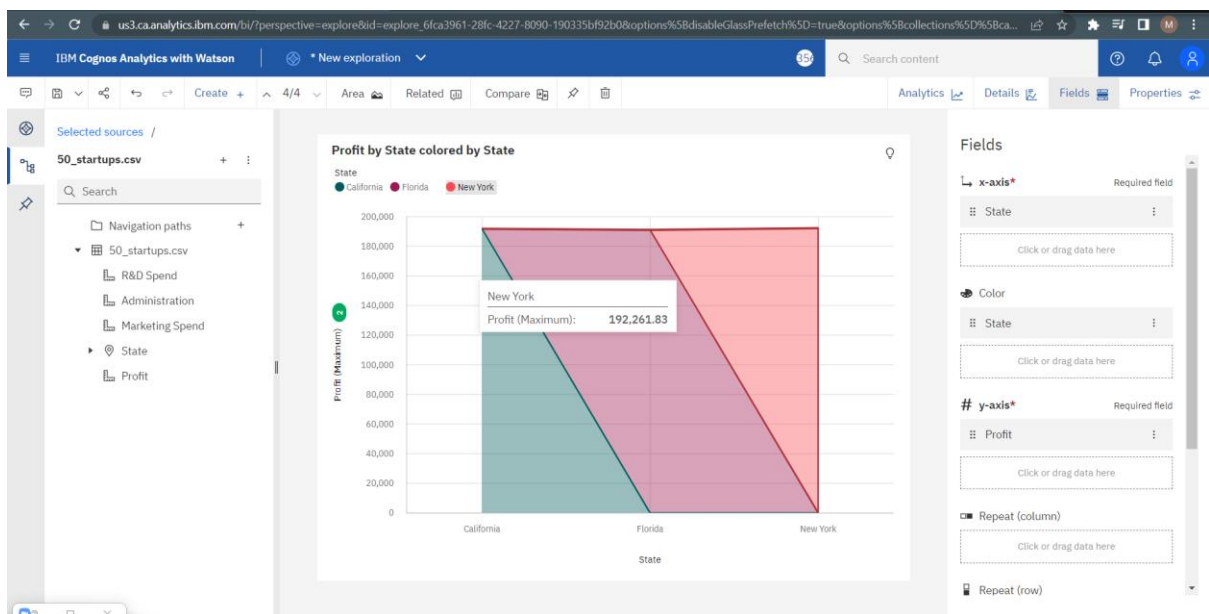
Profit for State

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

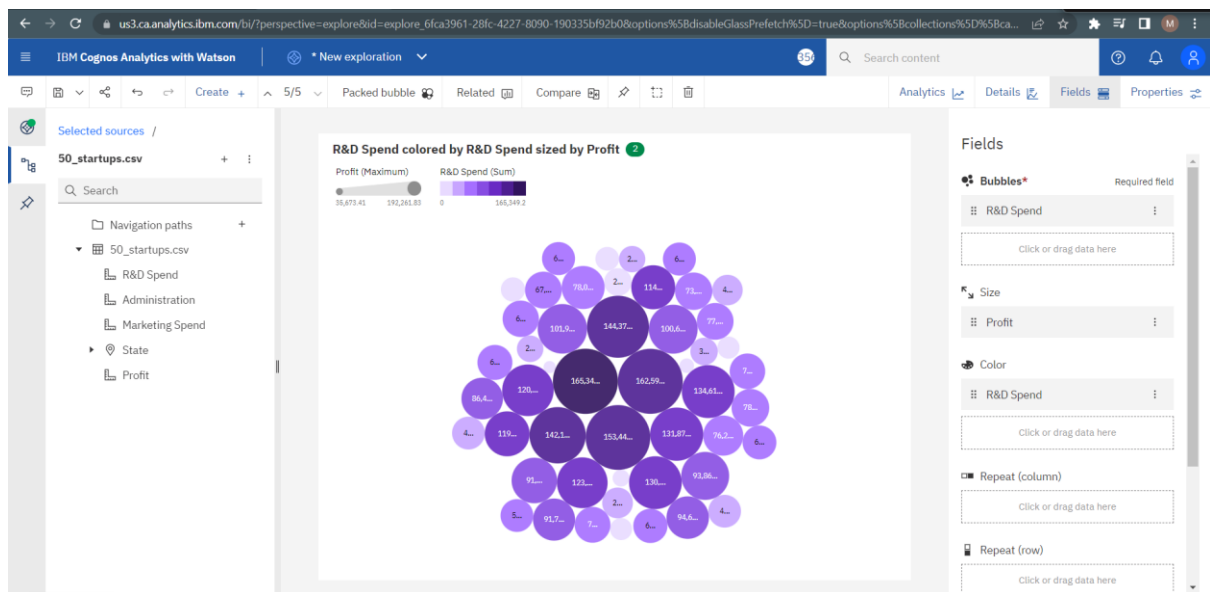
4. Radial



5. Area



6. Packed Bubble



7. Line graph

