

## EXPLORATION AND VISUALIZATION OF DATASET

Assignment Date	08 September 2022
Student Name	KOUSALYA R
Student Roll Number	212219220025
Maximum Marks	2 Marks

### QUESTION:

Upload the dataset to Cognos Analytics, explore and visualize the dataset.

### PROBLEM DESCRIPTION:

**Dataset:50\_Startups.csv**

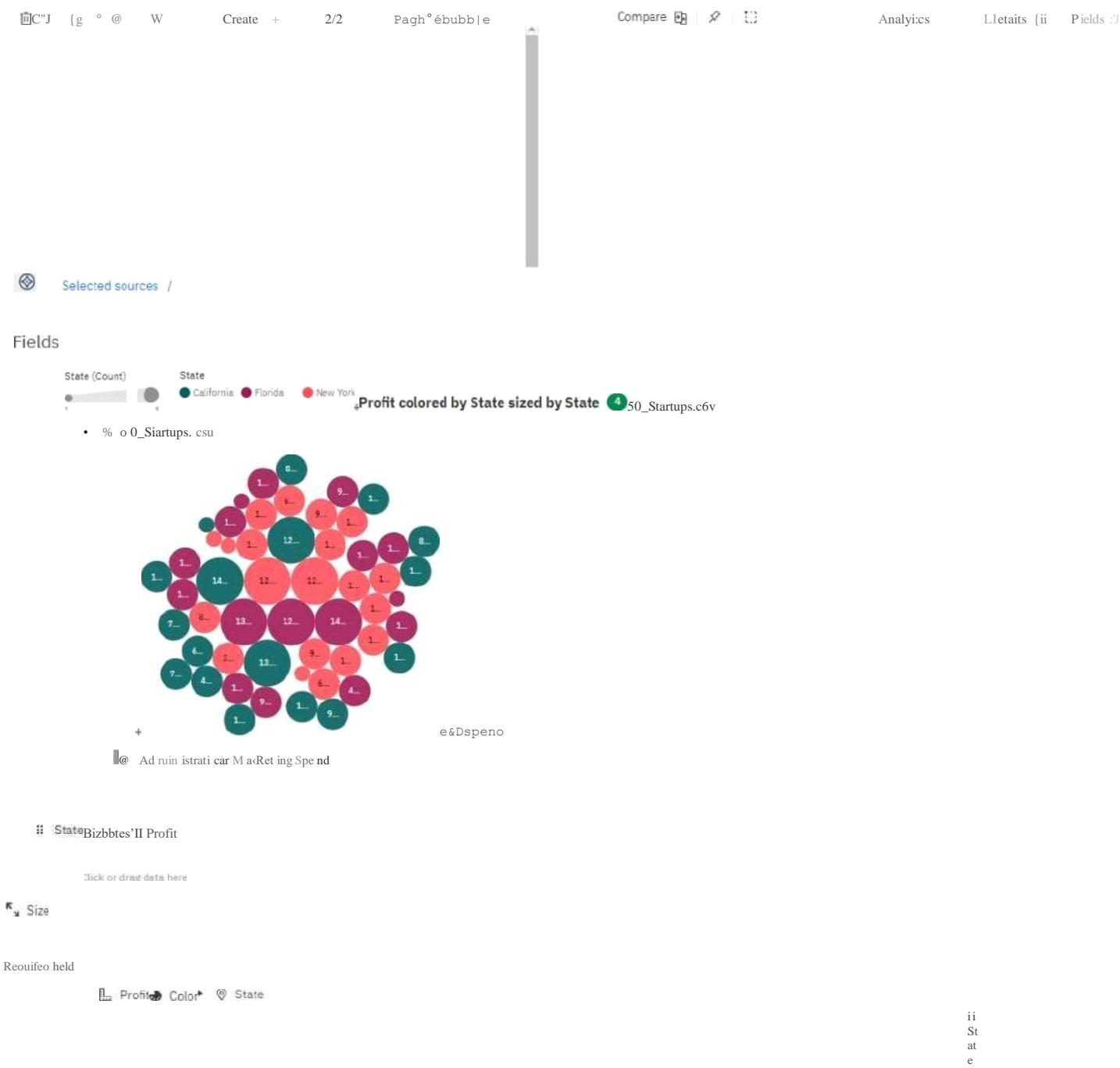
[https://drive.google.com/file/d/100OUJFG8GQjhFztbfG5JP\\_jvzRgoihr/view?usp=sharing](https://drive.google.com/file/d/100OUJFG8GQjhFztbfG5JP_jvzRgoihr/view?usp=sharing)

### About the 50 startups dataset

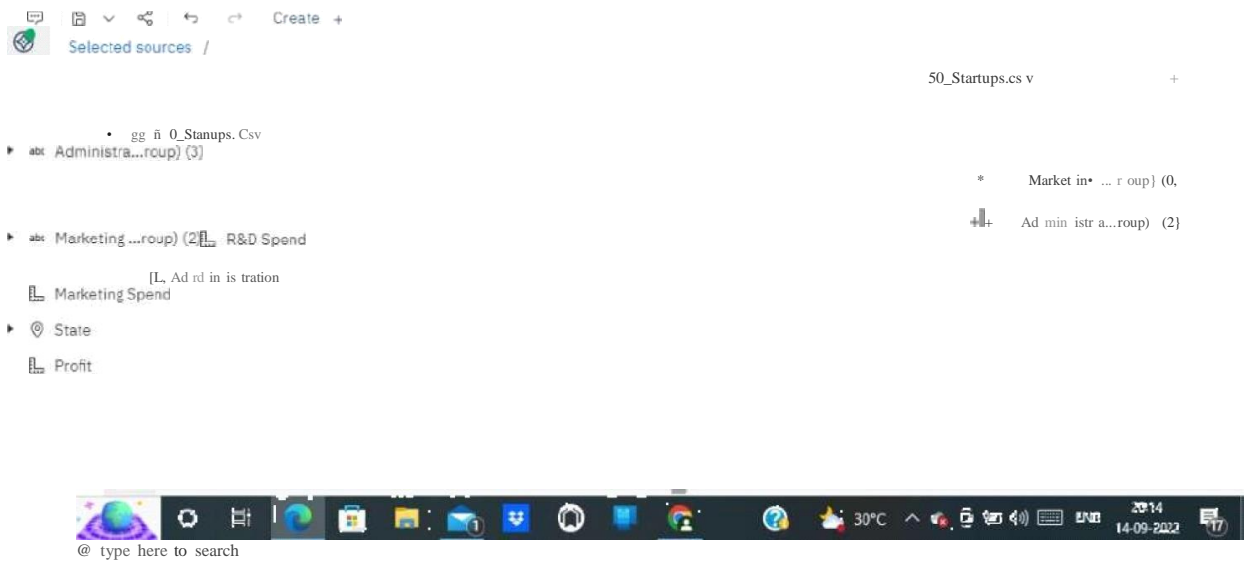
This particular dataset holds data from 50 startups in New York, California, and Florida. The features in this dataset are R&D spending, Administration Spending, Marketing Spending, and location features, while the target variable is: Profit.

- R&D spending: The amount which startups are spending on Research and development.
- Administration spending: The amount which startups are spending on the Admin panel.
- Marketing spending: The amount which startups are spending on marketing strategies.
- State: To which state that particular startup belongs.
- Profit: How much profit that particular startup is making.

# PACKED BUBBLE EXPLORATION



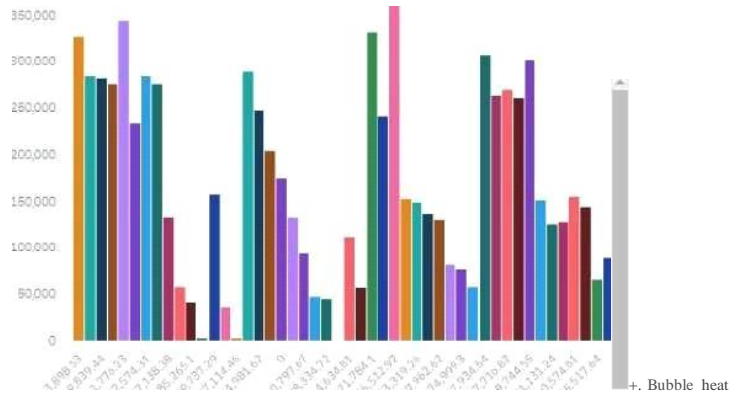
# LEGACY MAP EXPLORATION



**Fields**

@ Regions' Required field

Marketing Spend Regions heat R&D Spend Size Administration



- Repeat (column)

## BAR EXPLORATION

Create + 1/1 Bar Related Compare

Assignment-1.pdf - Google Drive 50\_Startups.csv - Google Drive

IBMid - Sign in or create an IBMid Bar exploration + a x

Navigation paths

50\_Startups.csv 50\_Startups.csv

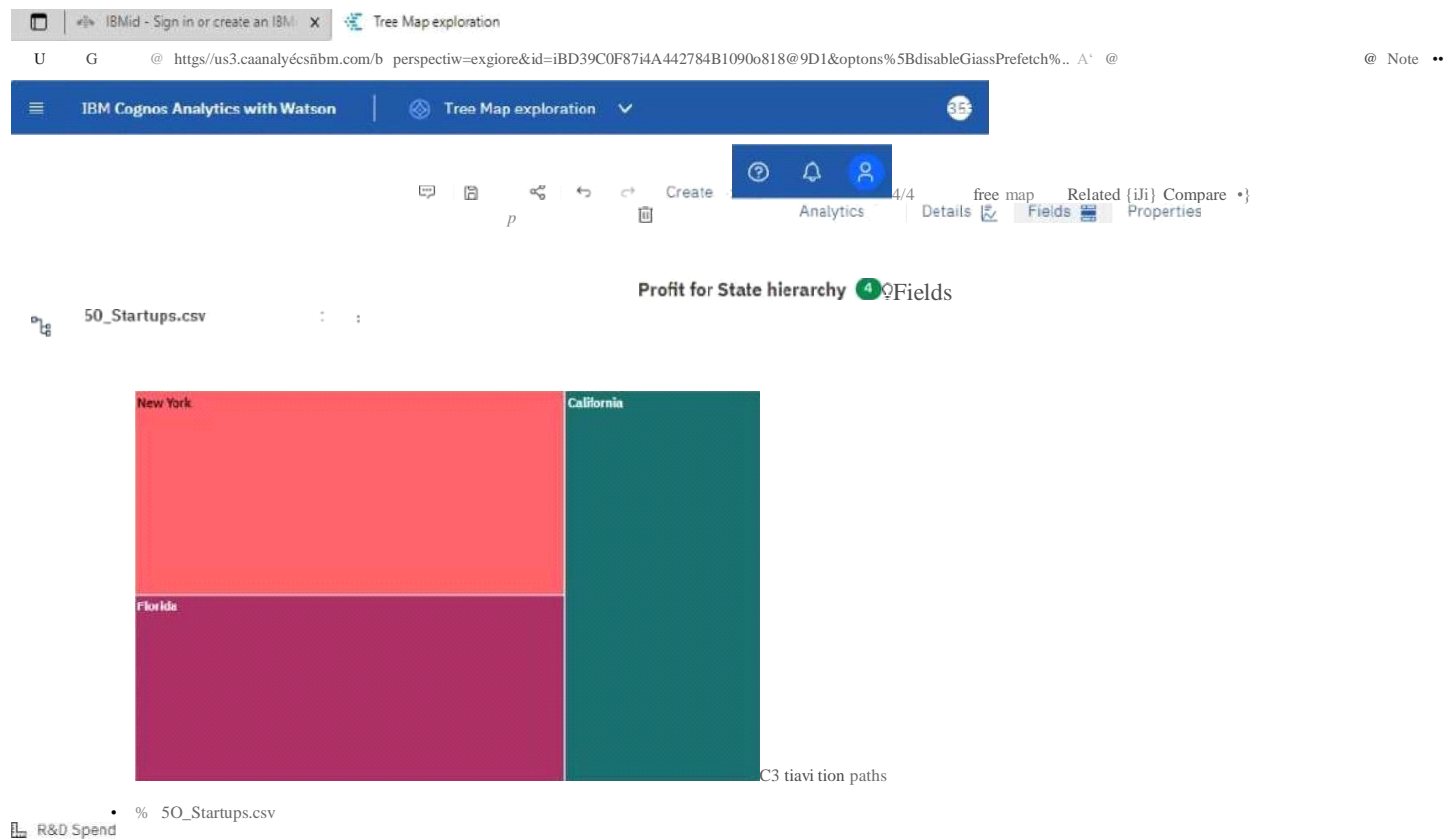
Fields# Length Administration Profit by State

colored by State

Target



# TREE MAP EXPLORATION



@ t4aike\ ing Spend

Rapeai teolurnn)

g Regeat (row)

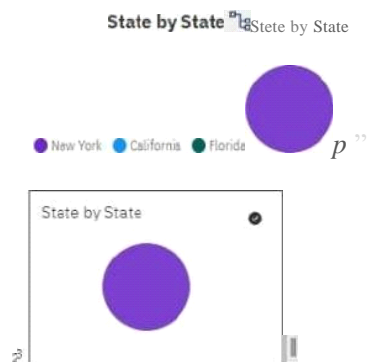


Tooltip

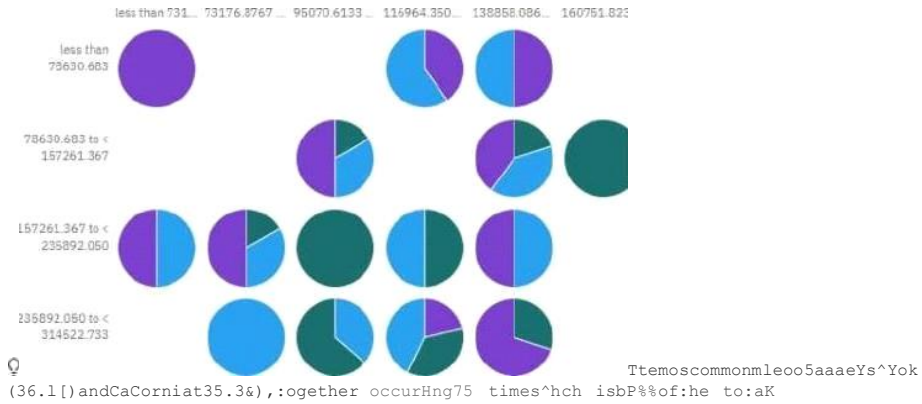
Local filters

# PIE EXPLORATION

Analytics Details Fields Properties Create + 3/3 Pie @9elatec Compare Qj:P



## Details



# HEAT MAP EXPLORATION

C's [B 0 / Cream d/4


 Selected sources /

50\_Startups.csv +

 Navigation paths,

- % o 0\_Startups.csv

e&Dspeno

 @ Ad ruin istrati car MacRet ing Spe nd

Hea map &{ Related @] Compare @

craftp stste and Profh


.,'"'  Analytics Lletaits {ii Fields :J Pro pert res

Fields

Click or drag data here

Click or drag data here

Re ouie d flend

►  State