

IBM Cognos Analytics with Watson | startup exploration

Maintenance: The upgrade is now complete. Click on More Info to see what actions may be necessary and to subscribe to future events

Cards

- Marketing Spen...Administration
 - Administration,...D Spend, Profit
 - Data relationships

Marketing Spend by Administration

Administration	Marketing Spend (Sum)
51,283.14	~400,000
84,710.77	~400,000
96,189.63	~750,000
103,057.49	~800,000
113,867.3	~600,000
116,983.8	~600,000
122,616.84	~800,000
127,320.38	~750,000
135,426.92	~900,000
144,135.98	~850,000
148,718.95	~850,000
153,514.11	~600,000
157,693.92	~400,000

Marketing Spend (Sum) 1

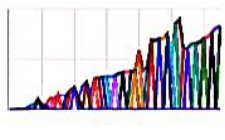
Details

Across all **administrations**, the sum of **Marketing Spend** is over 23 million.

Marketing Spend ranges from 0, when **Administration** is 51743.15, to almost 944 thousand, when **Administration** is 136897.8.

Cards

R&D Spend by R...dministration



Administration for R&D Spend

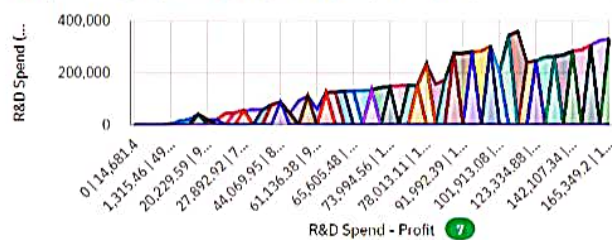
Data relationships



R&D Spend by R&D Spend and Profit colored by Administration

Administration

51,283.14 51,743.15 65,947.93 82,982.09 84,710.77
 85,047.44 91,391.77 91,790.61 96,189.63 99,281.34
 99,814.71 101,145.55 103,057.49 105,751.03 108,679.17



Details

Over all **r&d spend - profits** and **administrations**, the sum of **R&D Spend** is almost 1500.

For **R&D Spend**, the most significant value of **R&D Spend - Profit** is 15505.73|69758.98, whose respective **R&D Spend** values add up to 78, or 6 % of the total.

For **R&D Spend**, the most significant value of **Administration** is 96189.63, whose respective **R&D Spend** values add up to 84, or 6.5 % of the total.

The summed values of **R&D Spend** range from 0 to 49.

Marketing Spend to Administration with line width R&D Spend

From To
● Marketing Spend ● Administration



Details

For **R&D Spend**, the most significant value of **Administration** is 156547.42, whose respective **R&D Spend** values add up to almost 360 thousand, or 4.4 % of the total.

For **R&D Spend**, the most significant value of **Marketing Spend** is 256512.92, whose respective **R&D Spend** values add up to almost 360 thousand, or 4.4 % of the total.

Over all **marketing spends** and **administrations**, the sum of **R&D Spend** is nearly 8.1 million.

The summed values of **R&D Spend** range from 0 to nearly 360 thousand.

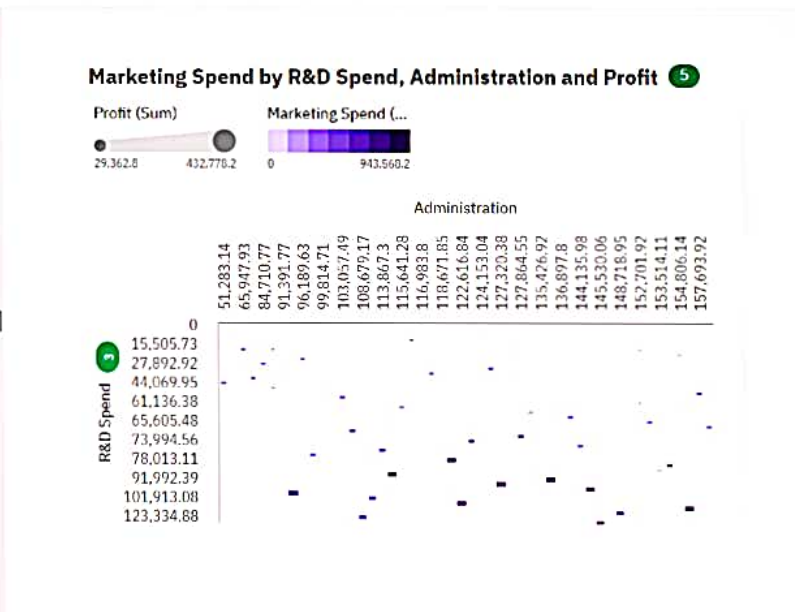
Cards

5

Marketing Spend...ion and Profit

6

Data relationships



Details

For **Marketing Spend**, the most significant value of **R&D Spend** is 165349.2, whose respective **Marketing Spend** values add up to nearly 944 thousand, or 4.1 % of the total.

For **Marketing Spend**, the most significant value of **Administration** is 136897.8, whose respective **Marketing Spend** values add up to nearly 944 thousand, or 4.1 % of the total.

Across all **r&d spends** and **administrations**, the sum of **Marketing Spend** is over 23 million.

The summed values of **Marketing Spend** range from 0 to almost 944 thousand.

Cards

Administration for R&D Spend

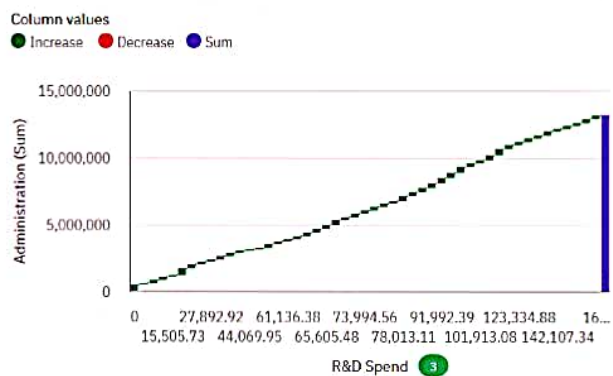


Marketing Spend...ion and Profit

Data relationships



Administration for R&D Spend

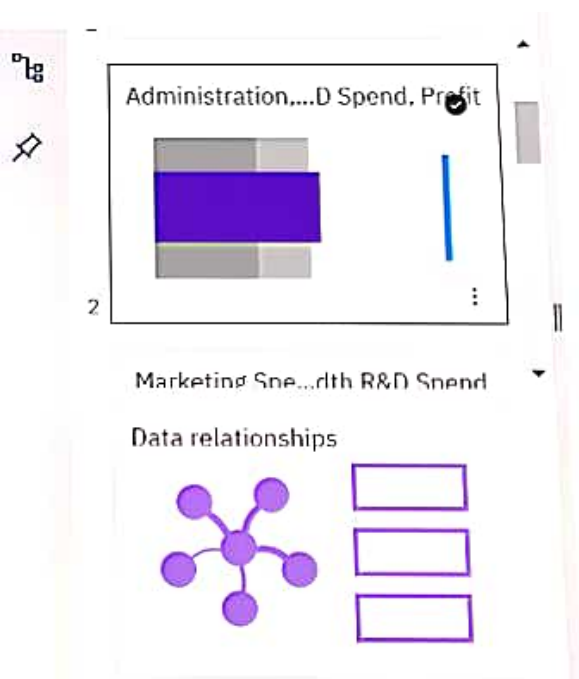


Details

Across all **r&d spends**, the sum of **Administration** is over 13 million.

For **Administration**, the most significant values of **R&D Spend** are 0, 20229.59, 119943.24, and 94657.16, whose respective **Administration** values add up to over 1.9 million, or 14.5 % of the total.

Administration ranges from over 85 thousand, when **R&D Spend** is 46014.02, to almost 505 thousand, when **R&D Spend** is 0.



Administration, Marketing Spend, R&D Spend, Profit 8

- Administration (Sum)
- R&D Spend (Sum)
- Profit (Sum)
- Marketing Spend (Sum)

