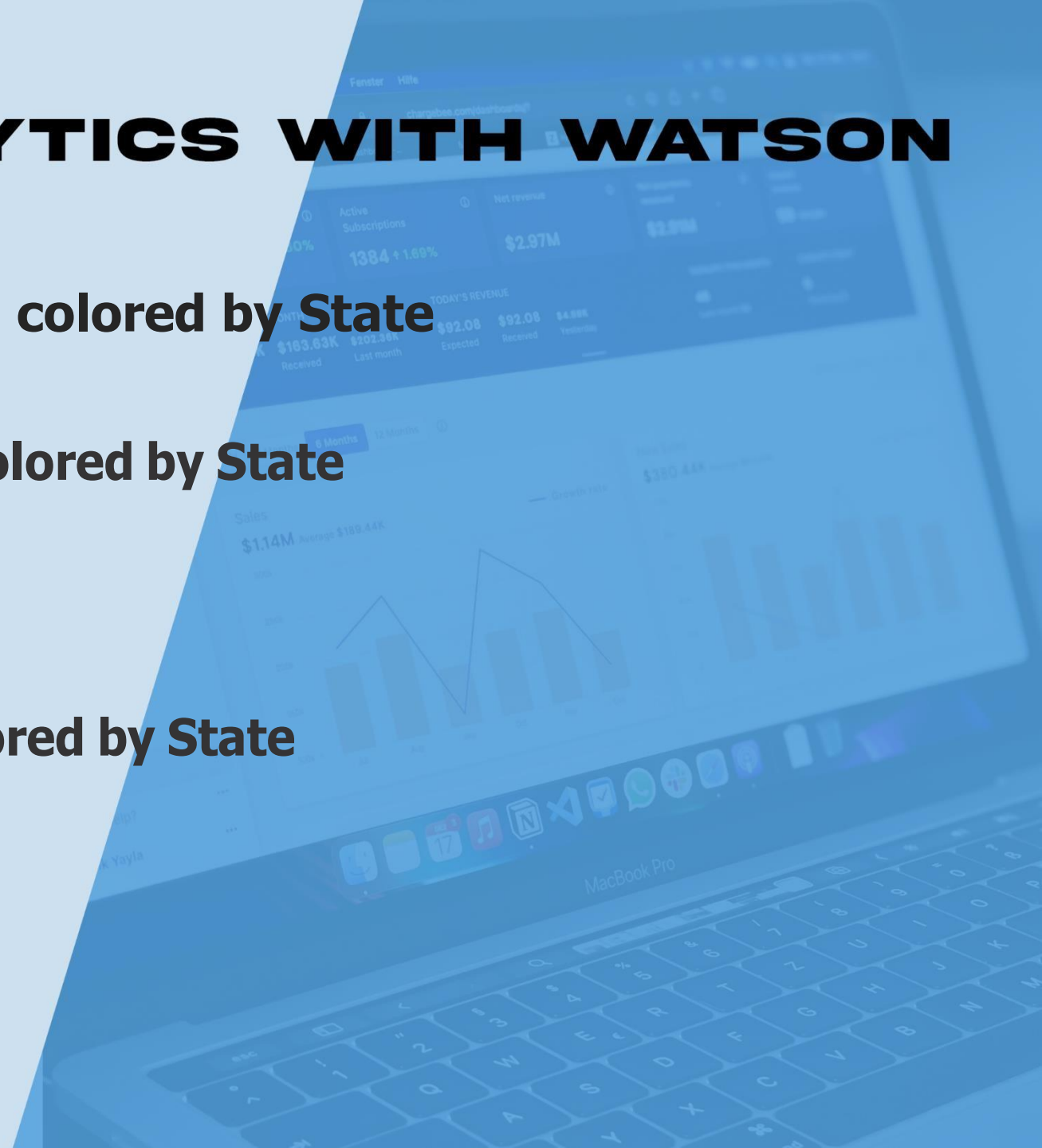
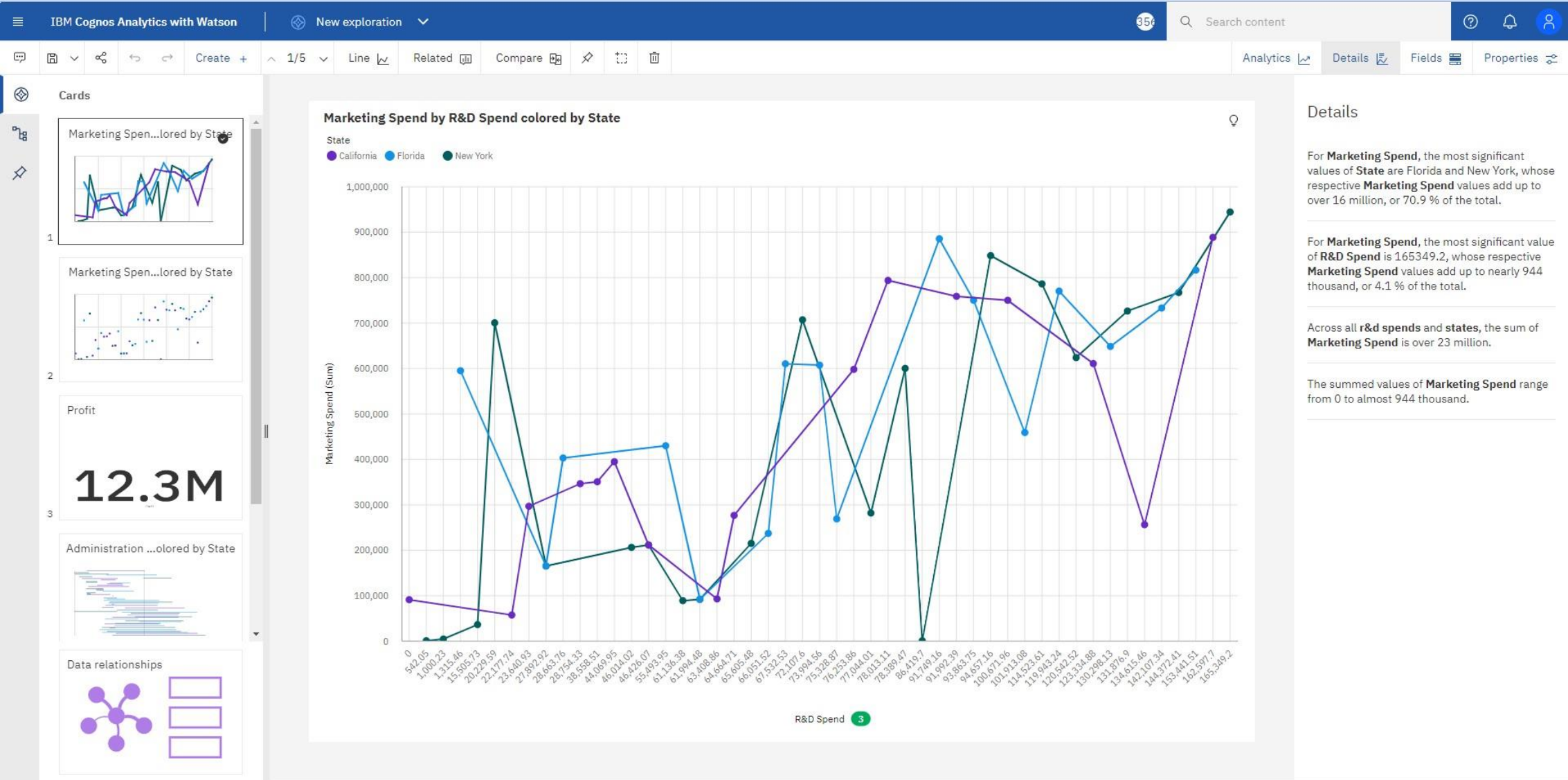


IBM COGNOS ANALYTICS WITH WATSON

- + Marketing Spend by R&D Spend colored by State
- + Marketing Spend by R&D Spend colored by State
- + Profit
- + Administration by R&D Spend colored by State
- + R&D Spend by State



Marketing Spend by R&D Spend colored by State



Marketing Spend by R&D Spend colored by State

State

California Florida New York

Marketing Spend (Sum)

R&D Spend 3

Details

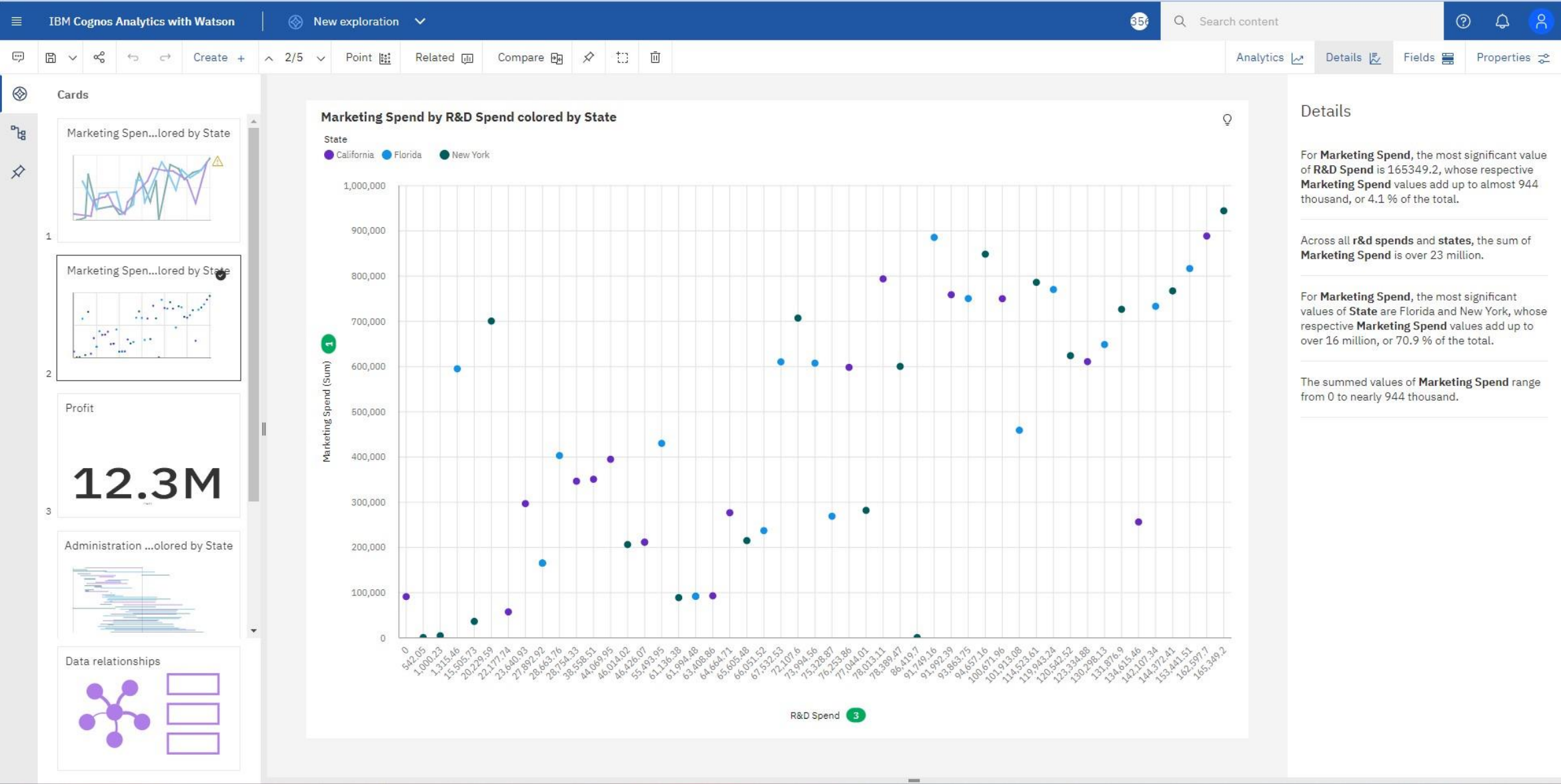
For **Marketing Spend**, the most significant values of **State** are Florida and New York, whose respective **Marketing Spend** values add up to over 16 million, or 70.9 % of the total.

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.

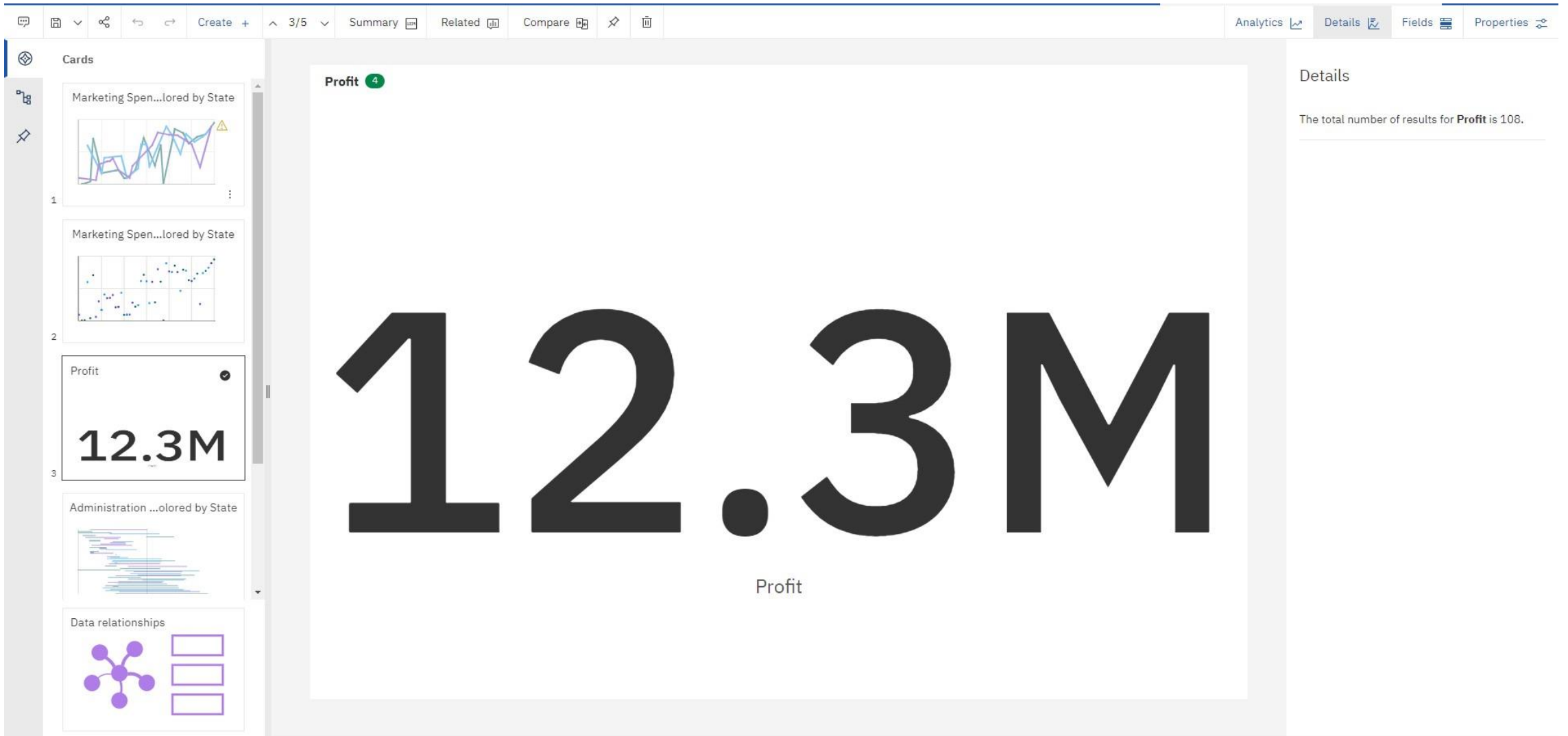
Across all **r&d spends** and **states**, the sum of **Marketing Spend** is over 23 million.

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

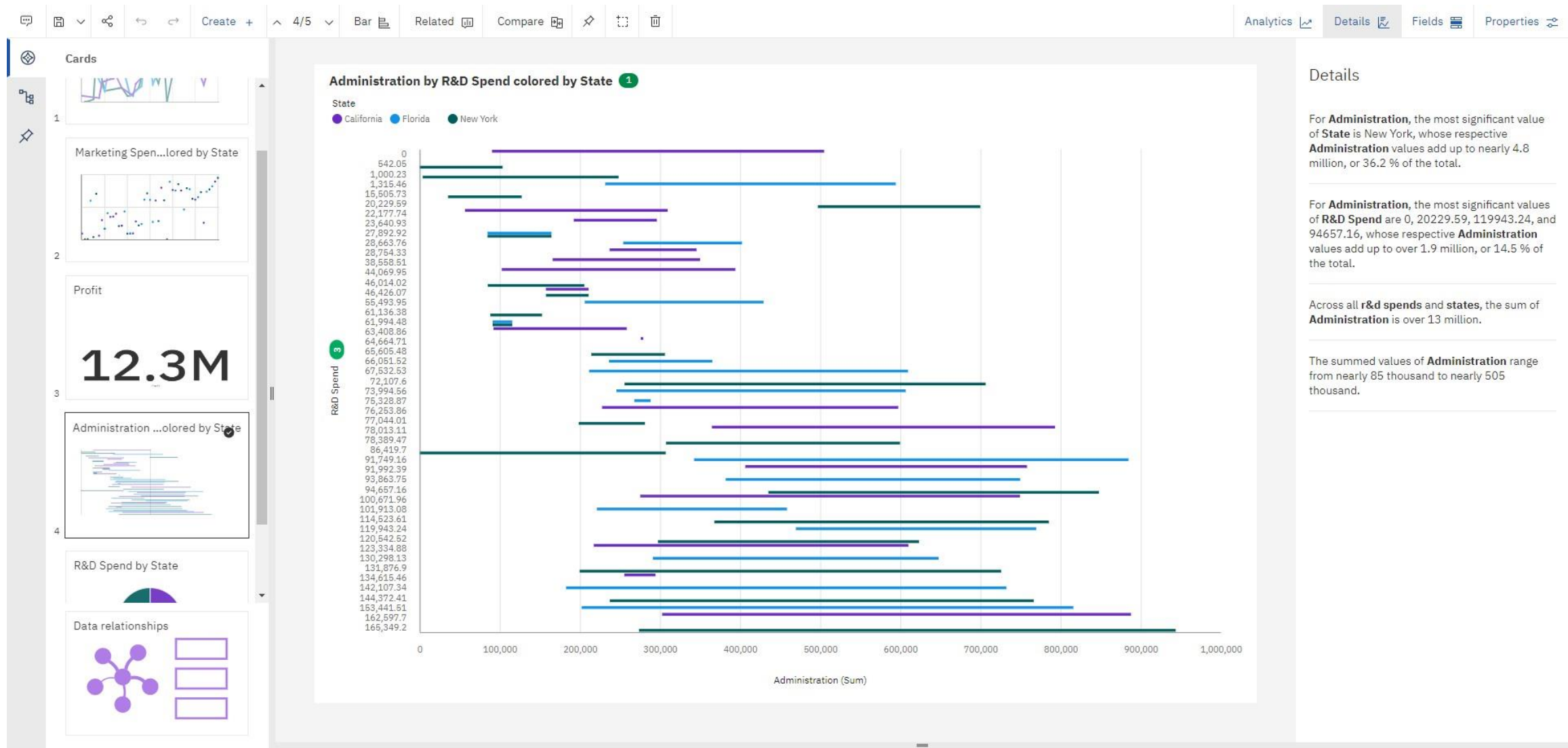
Marketing Spend by R&D Spend colored by State



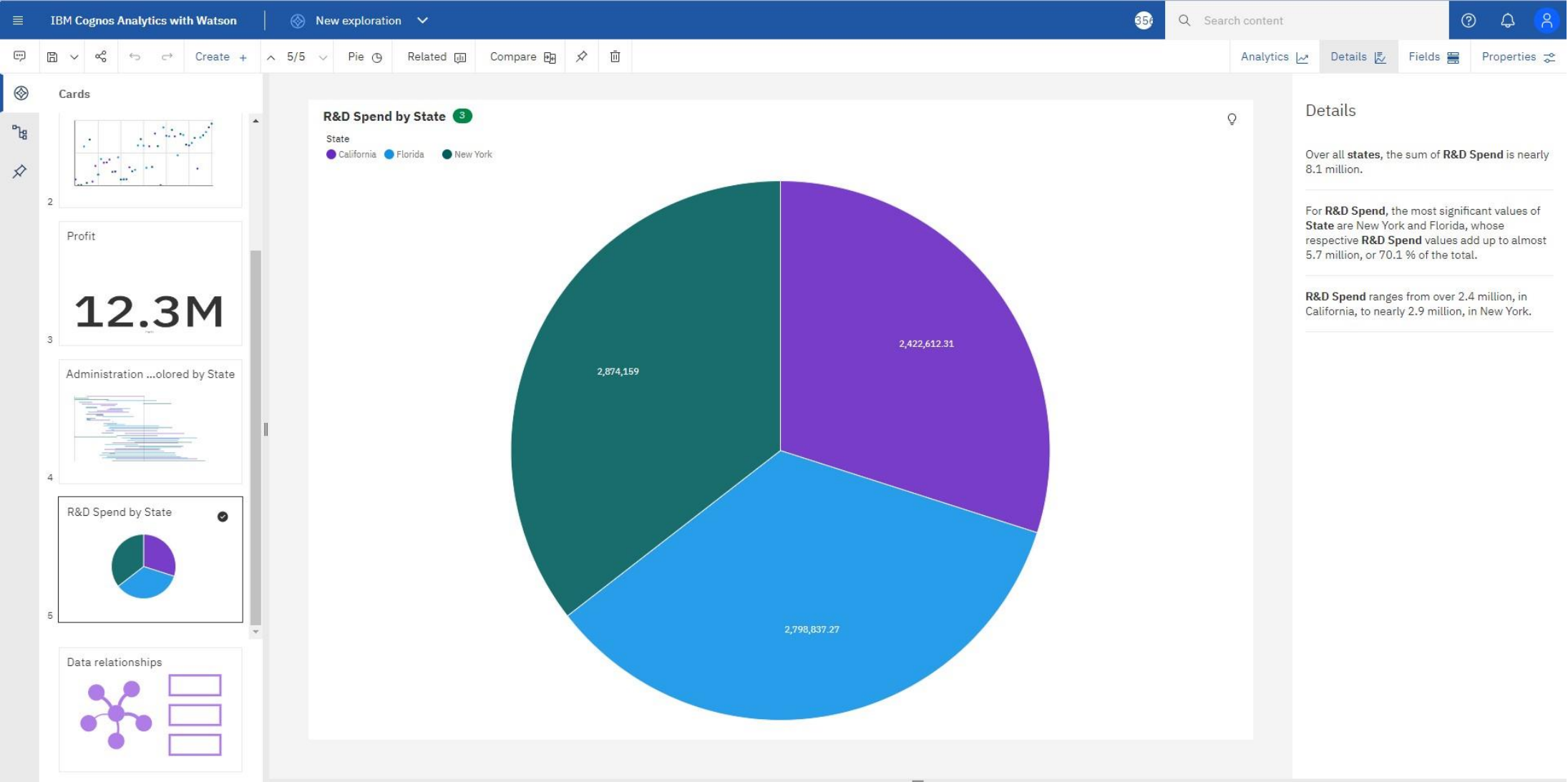
Profit



Administration by R&D Spend colored by State



R&D Spend by State



IBM Cognos Analytics with Watson

* New exploration

356

Search content

Cards

Data relationships

50_Startups.csv

Reset to original

Profit

Administration

Profit

Marketing Spend

R&D Spend

Relationship diagram

10% 100%

Select a visualization

Explore visualizations related to 'Profit'

Profit

12.3M

Profit

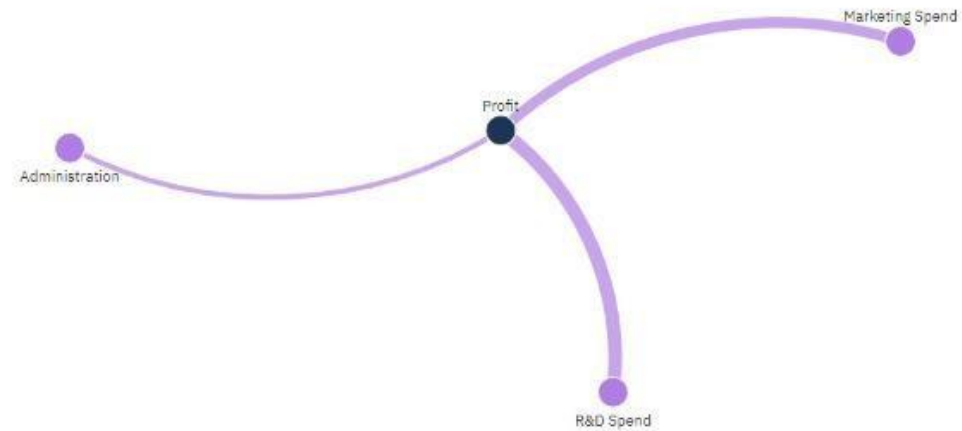
Add

Profit

Add

Administration and Profit for State regions

The screenshot displays the IBM Cognos Analytics interface. At the top, there is a navigation bar with the text 'IBM Cognos Analytics with Watson' and a dropdown menu for '* New exploration'. A search bar on the right contains the text 'Search content'. Below the navigation bar, a sidebar on the left shows 'Cards' and 'Data relationships'. The main workspace features a search bar with 'Profit' entered, a 'Reset to original' button, and a relationship diagram. The diagram shows 'Profit' as a central node connected to 'Administration', 'Marketing Spend', and 'R&D Spend'. A slider at the bottom indicates a zoom level from 10% to 100%. On the right, a 'Select a visualization' panel shows 'Profit' with a value of '12.3M' and a map of the United States.



Relationship diagram 



Select a visualization

Explore visualizations related to 'Profit'

Profit

12.3M
Profit

Add +

Profit

Add +

Administration and Profit for State regions