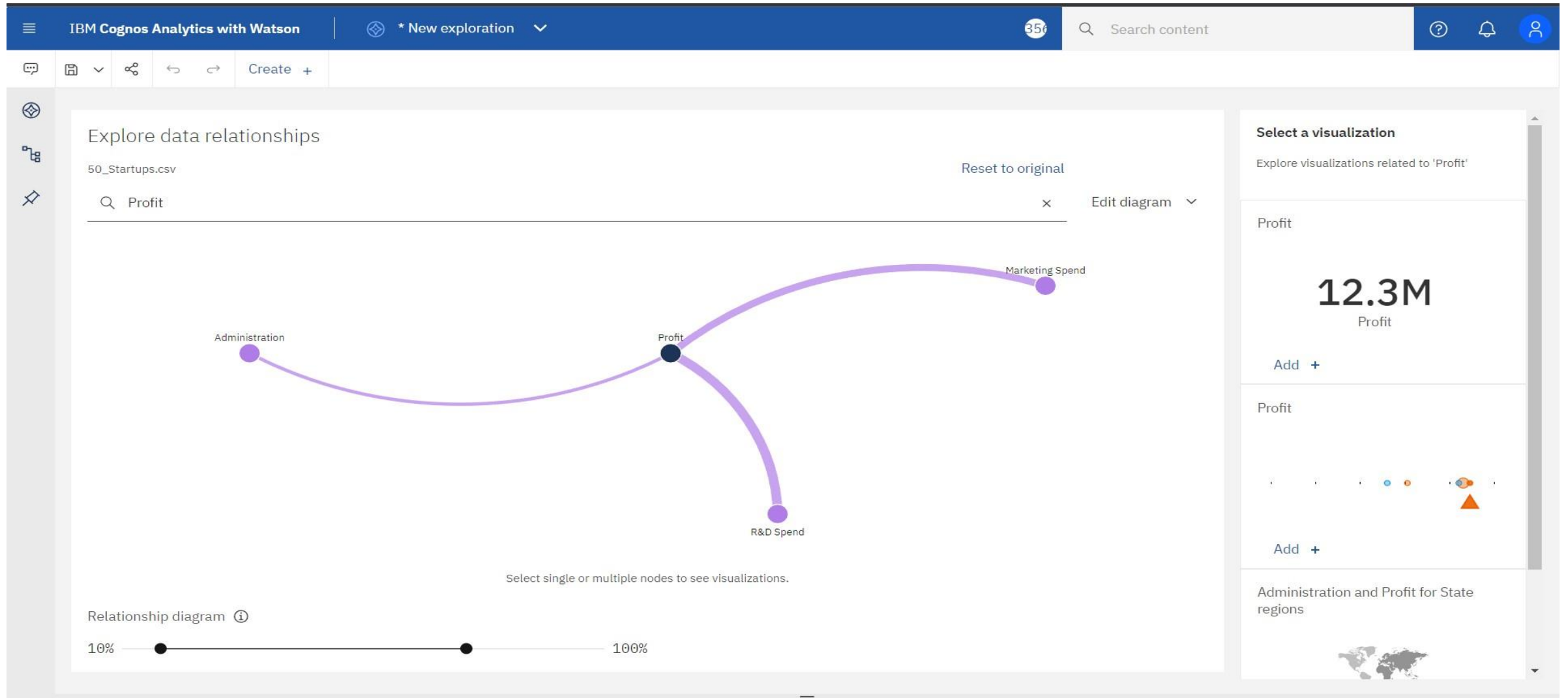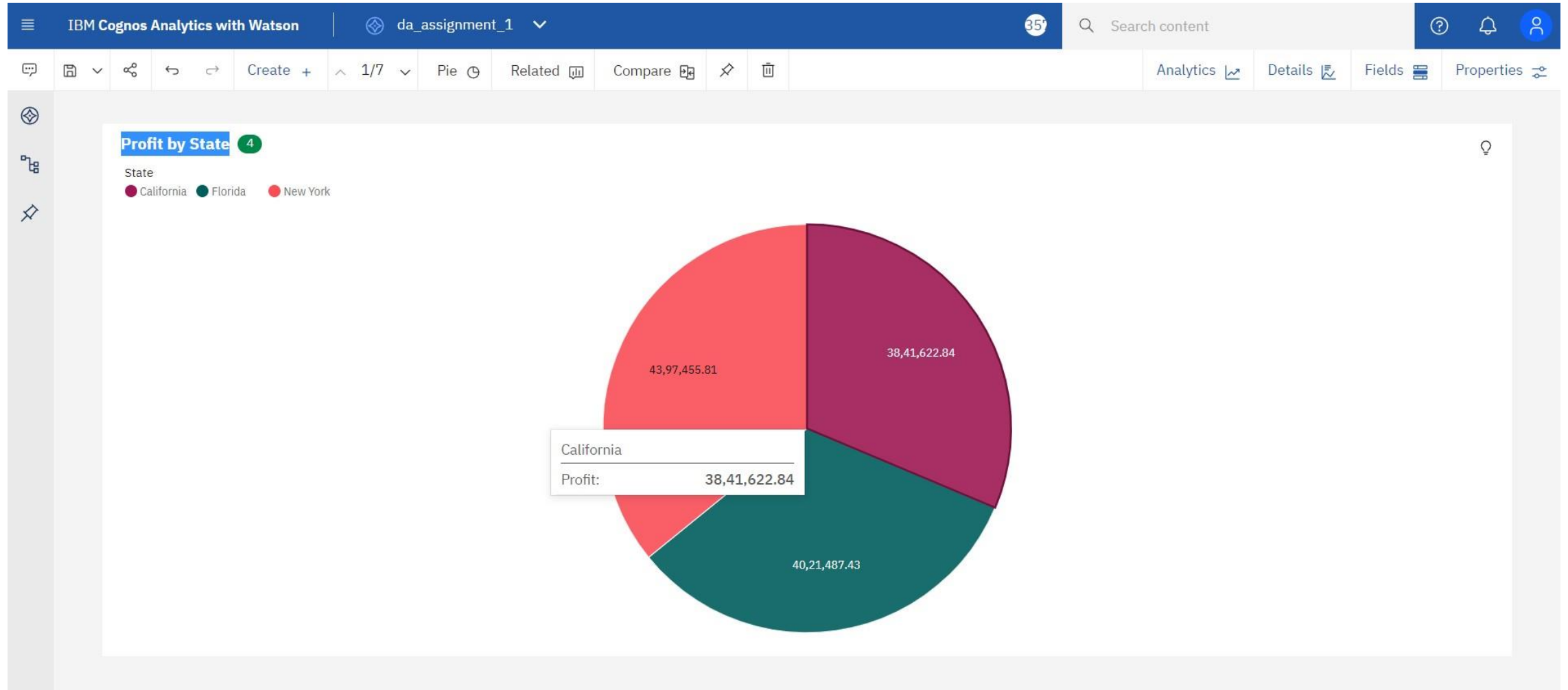# IBM COGNOS ANALYTICS WITH WATSON

- ➢ **Profit by State**

- ➢ **Marketing Spend by Administration with points for Profit**

- ➢ **Profit compared to Marketing Spend by R&D Spend colored by State**

- ➢ **R&D Spend by Marketing Spend colored by State**

- ➢ **R&D Spend and Marketing Spend with State and State for Profit**

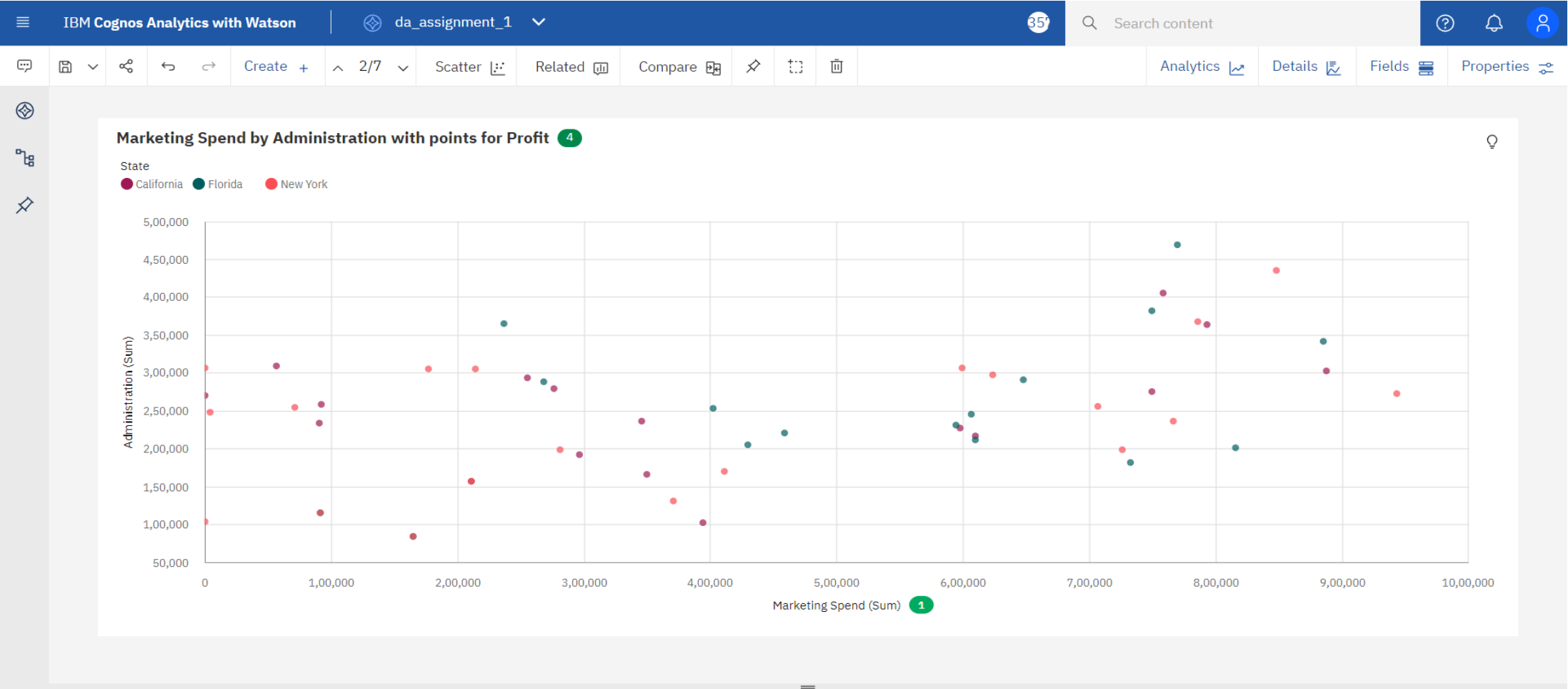- ➢ **Profit by Marketing Spend colored by State**
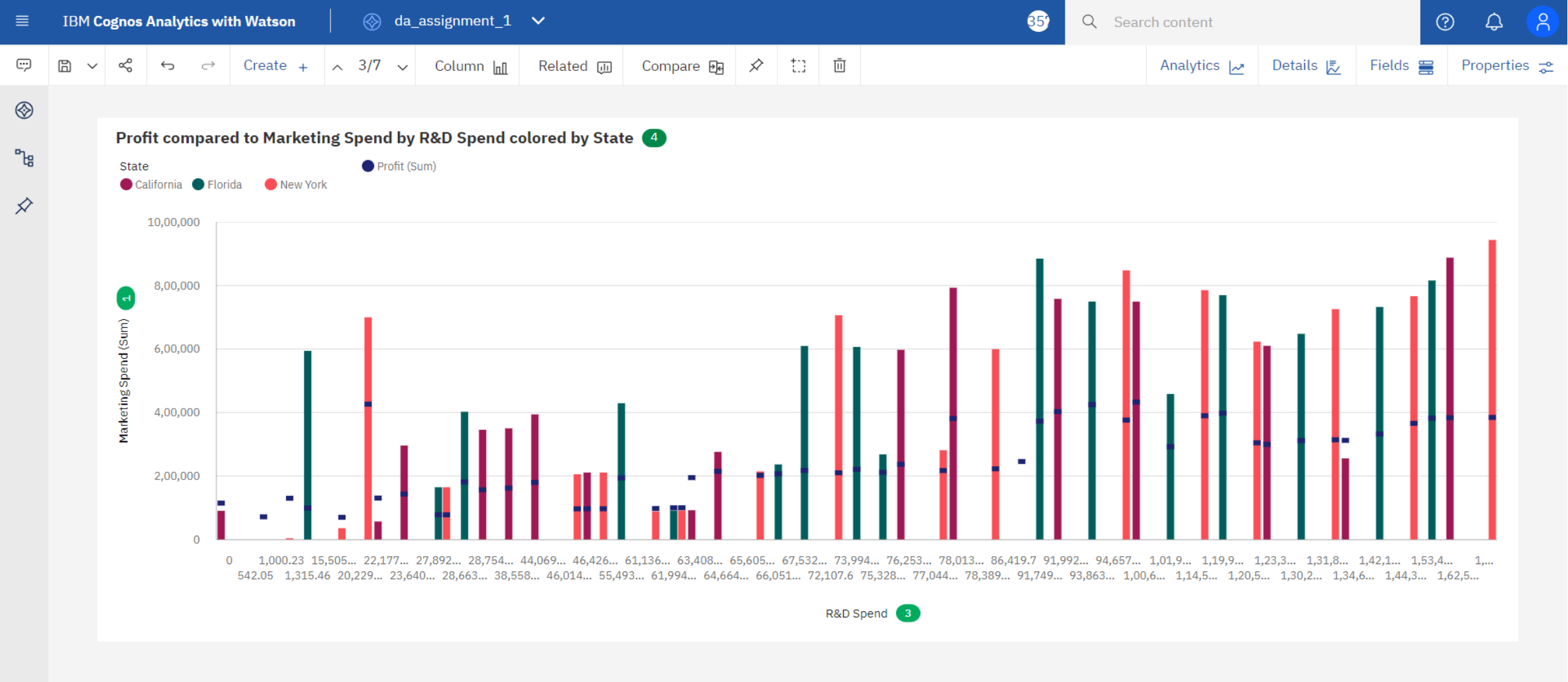
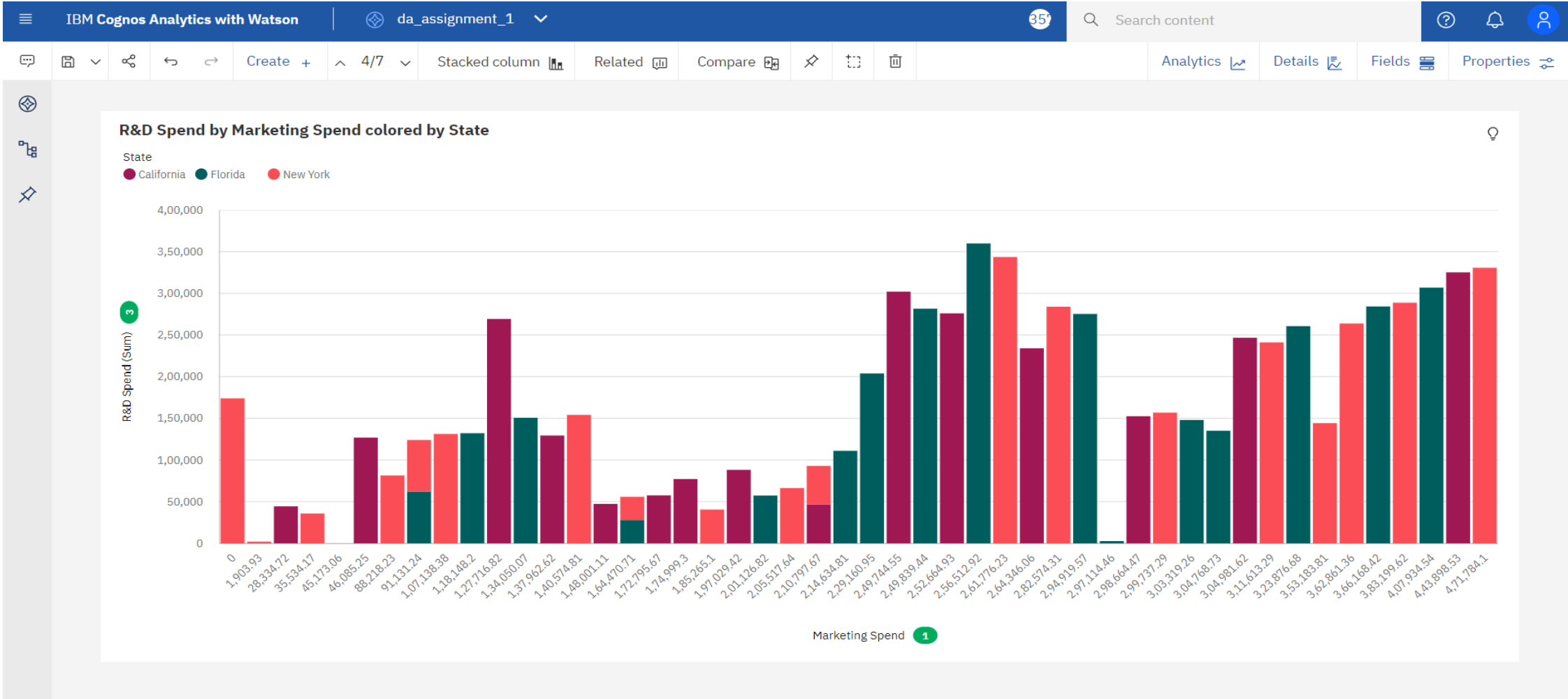# Explore data relationships

Profit by State

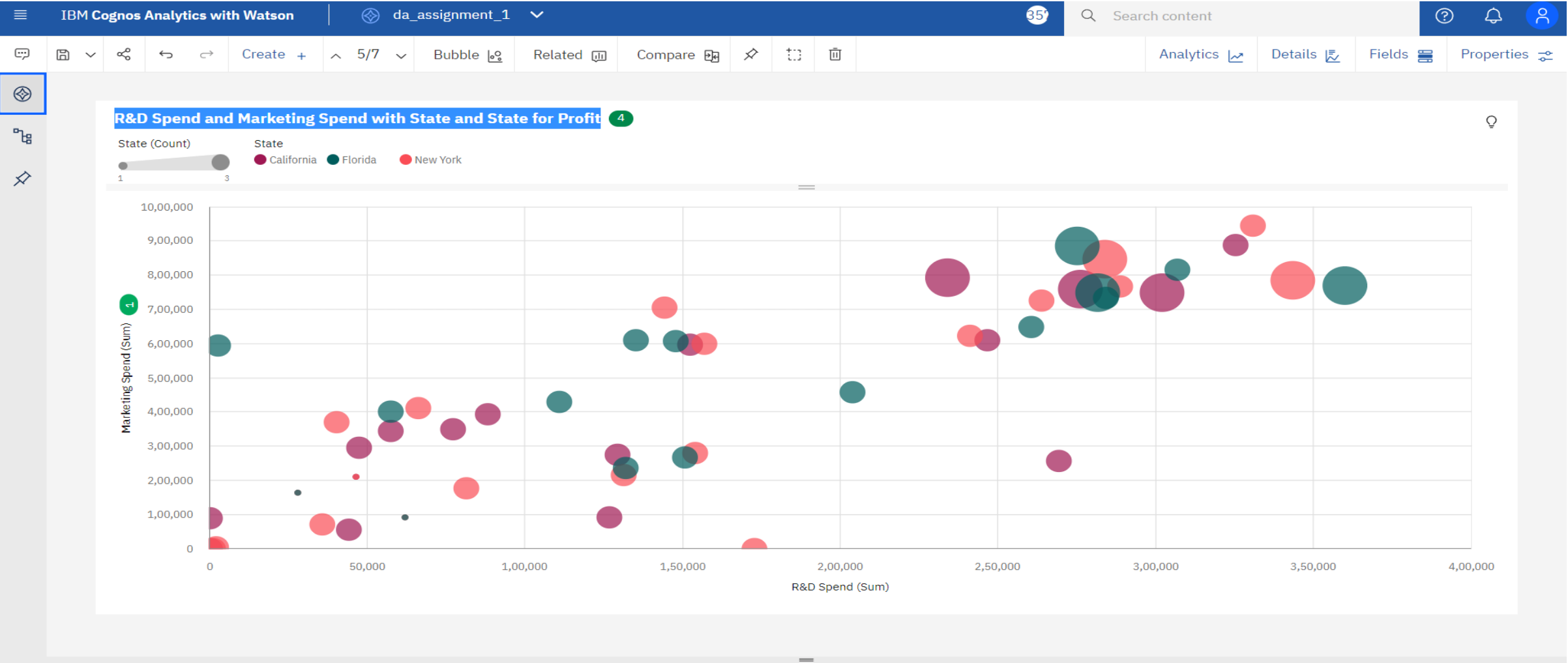# Marketing Spend by Administration with points for Profit

Profit compared to Marketing Spend by R&D Spend colored by State

R&D Spend by Marketing Spend colored by State

R&D Spend and Marketing Spend with State and State for Profit

Profit by Marketing Spend colored by State