

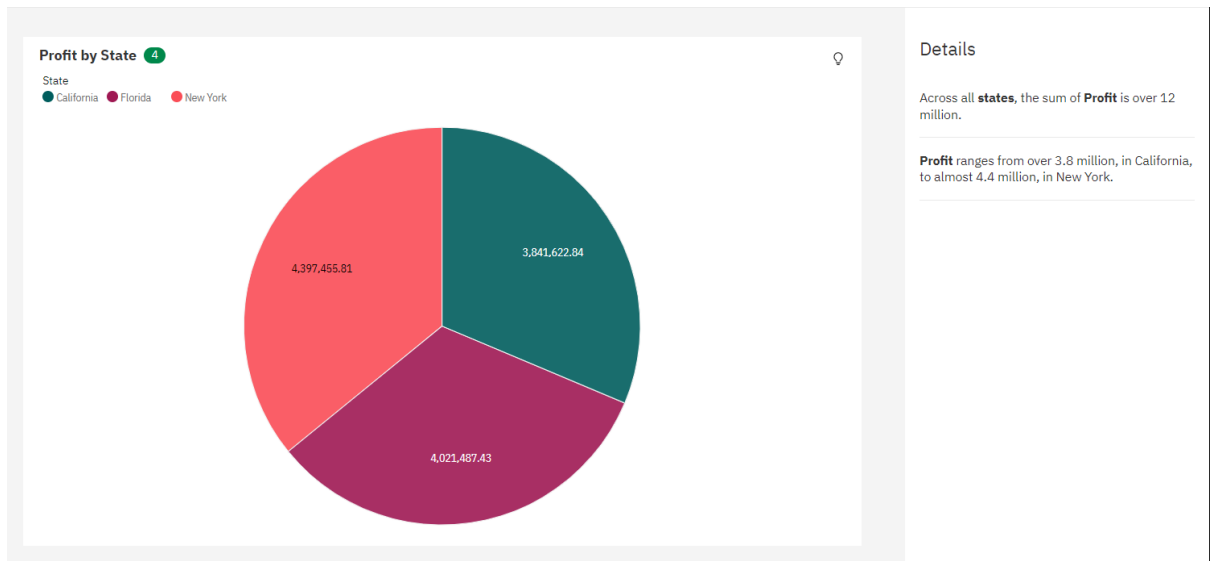
# IBM EEC- ASSIGNMENT 1

718019L216 – HARITHA K

BATCH – B6-6M2E

## Explorations

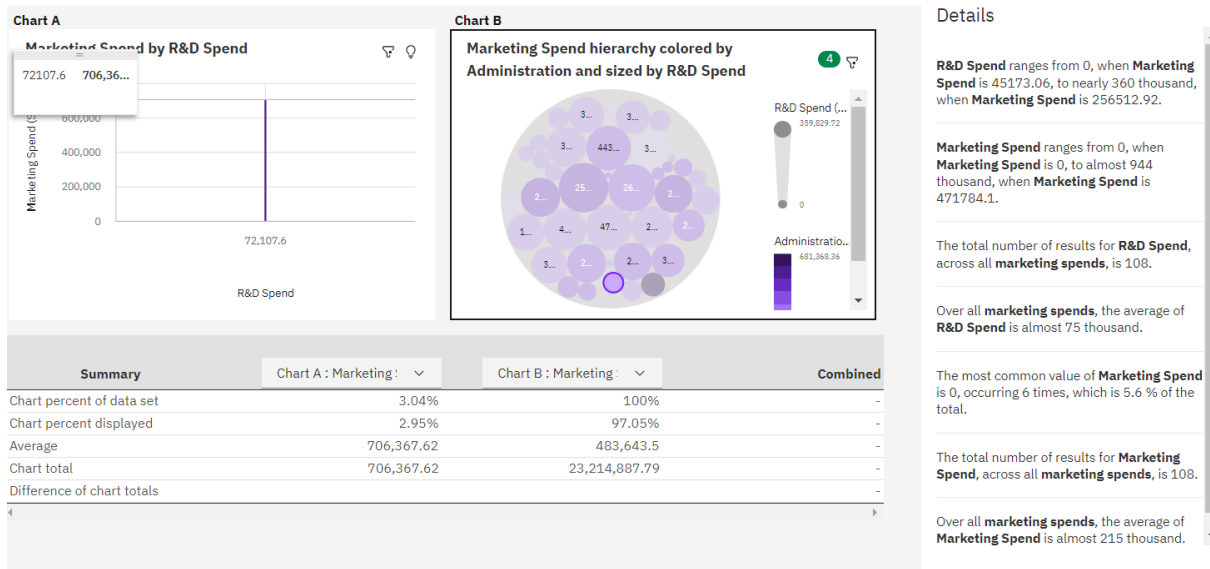
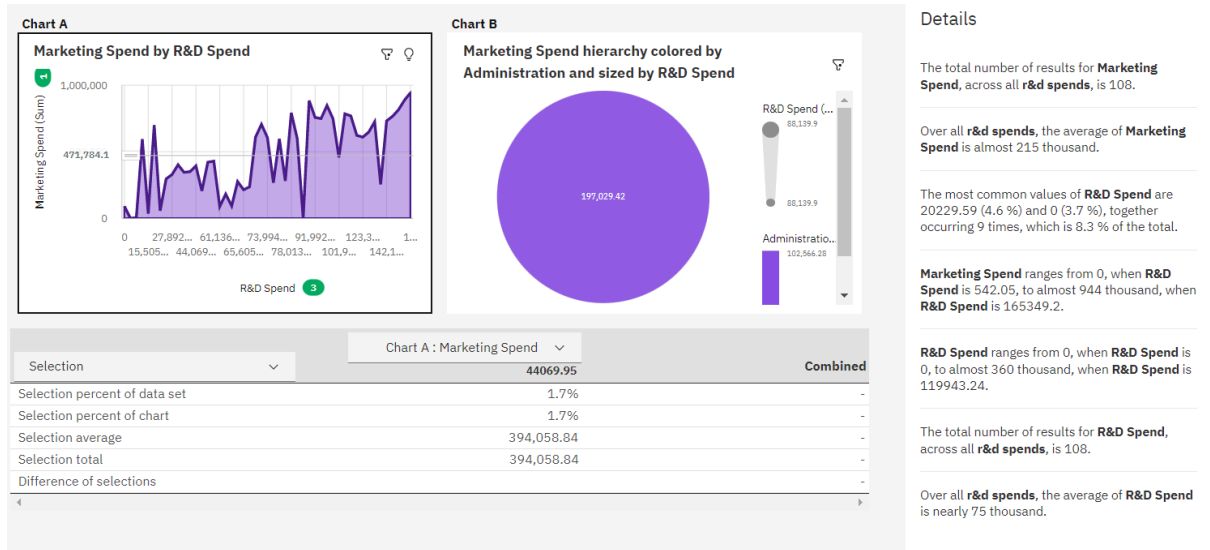
### 1)Profit by State



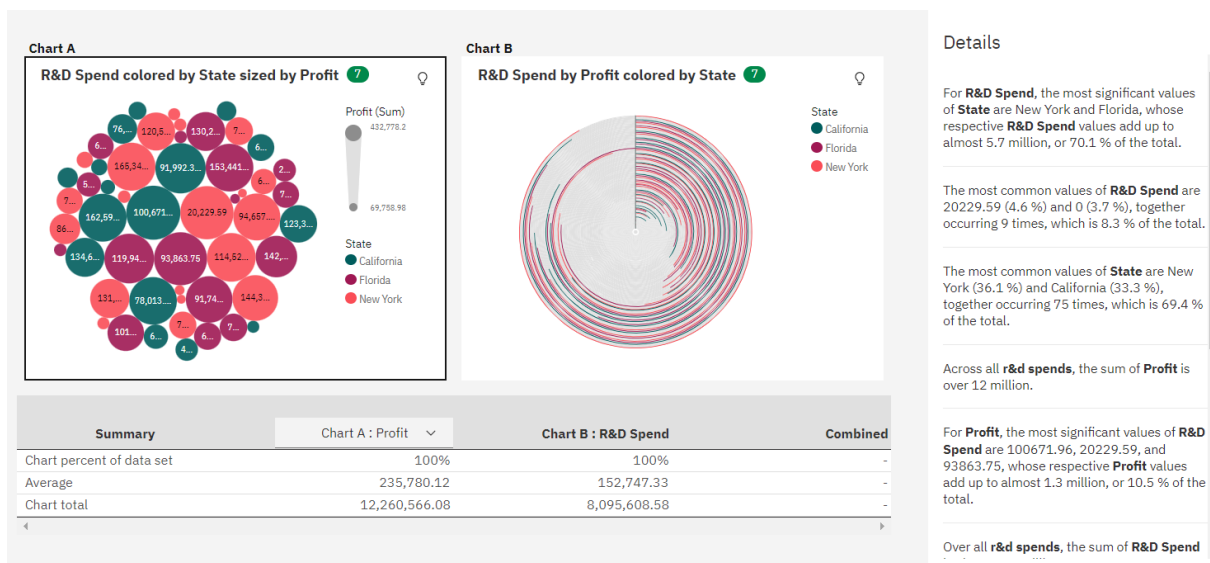
### 2)R&D Spend by state

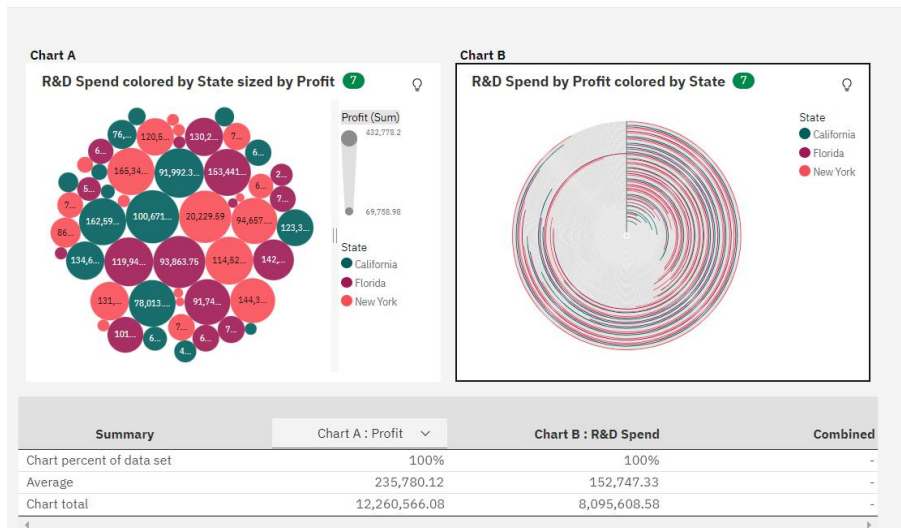


### 3) MARKETING SPENDS VS R&D IN AREA AND HIERARCHY CIRCLE:



### 4)R&D Spend statewise by Profit in Packed Bubble and Radial





## Details

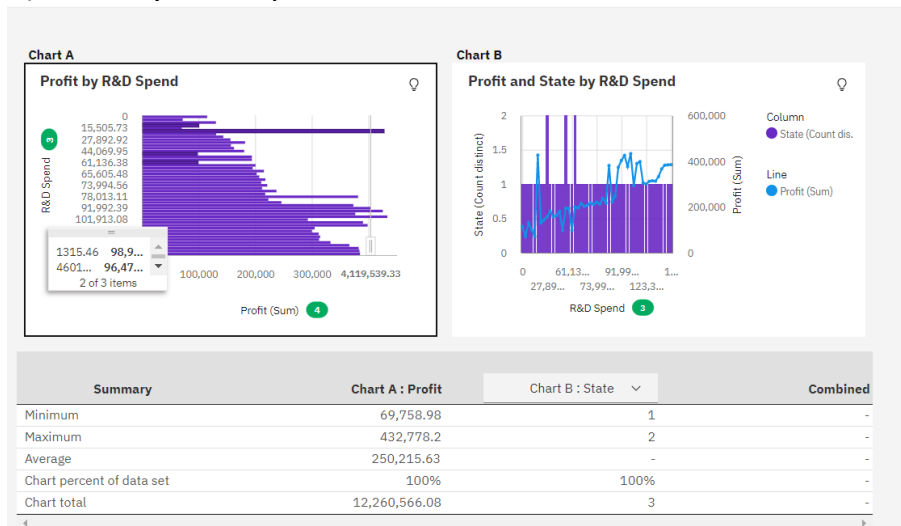
For **R&D Spend**, the most significant values of **State** are New York and Florida, whose respective **R&D Spend** values add up to nearly 5.7 million, or 70.1 % of the total.

Over all **profits** and **states**, the sum of **R&D Spend** is nearly 8.1 million.

For **R&D Spend**, the most significant value of **Profit** is 132602.65, whose respective **R&D Spend** values add up to nearly 360 thousand, or 4.4 % of the total.

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

## 5)Profit By R&D Spend

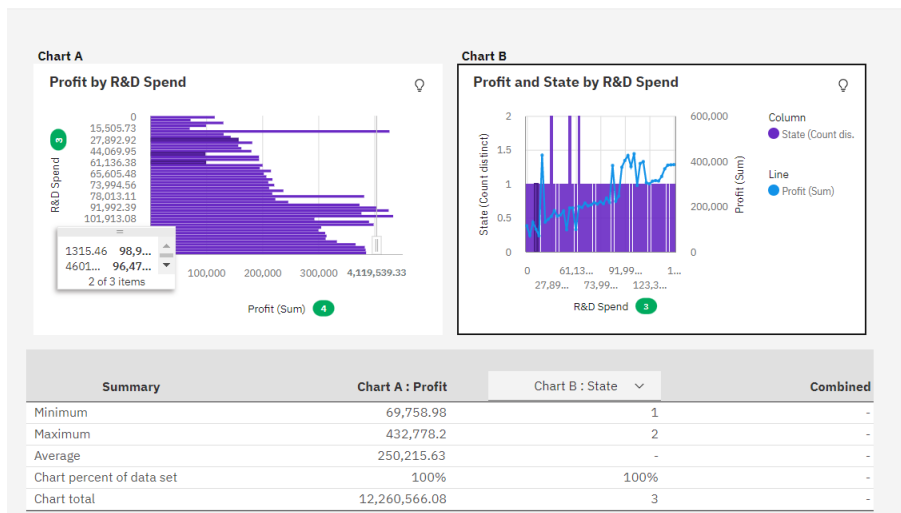


## Details

Across all **r&d spends**, the sum of **Profit** is over 12 million.

For **Profit**, the most significant values of **R&D Spend** are 100671.96, 20229.59, and 93863.75, whose respective **Profit** values add up to almost 1.3 million, or 10.5 % of the total.

**Profit** ranges from almost 70 thousand, when **R&D Spend** is 15505.73, to nearly 433 thousand, when **R&D Spend** is 100671.96.



## Details

The total number of results for **State**, across all **r&d spends**, is 108.

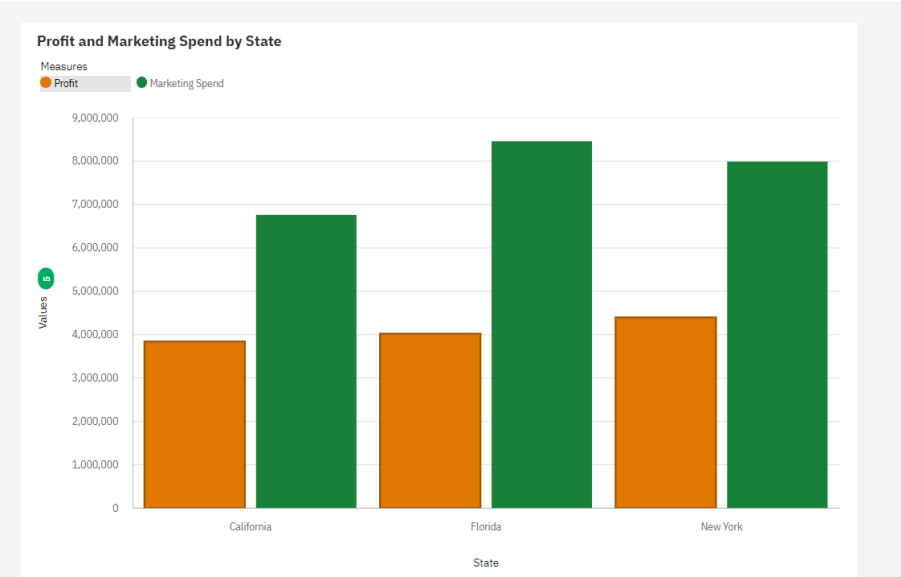
The most common values of **R&D Spend** are 20229.59 (4.6 %) and 0 (3.7 %), together occurring 9 times, which is 8.3 % of the total.

Across all **r&d spends**, the sum of **Profit** is over 12 million.

For **Profit**, the most significant values of **R&D Spend** are 100671.96, 20229.59, and 93863.75, whose respective **Profit** values add up to almost 1.3 million, or 10.5 % of the total.

**Profit** ranges from nearly 70 thousand, when **R&D Spend** is 15505.73, to nearly 433 thousand, when **R&D Spend** is 100671.96.

## 6) Profit VS Market Spending



### Details

The total number of results for **Profit**, across all **states**, is 108.

Over all **states**, the average of **Profit** is almost 114 thousand.

The most common values of **State** are New York (36.1 %) and California (33.3 %), together occurring 75 times, which is 69.4 % of the total.

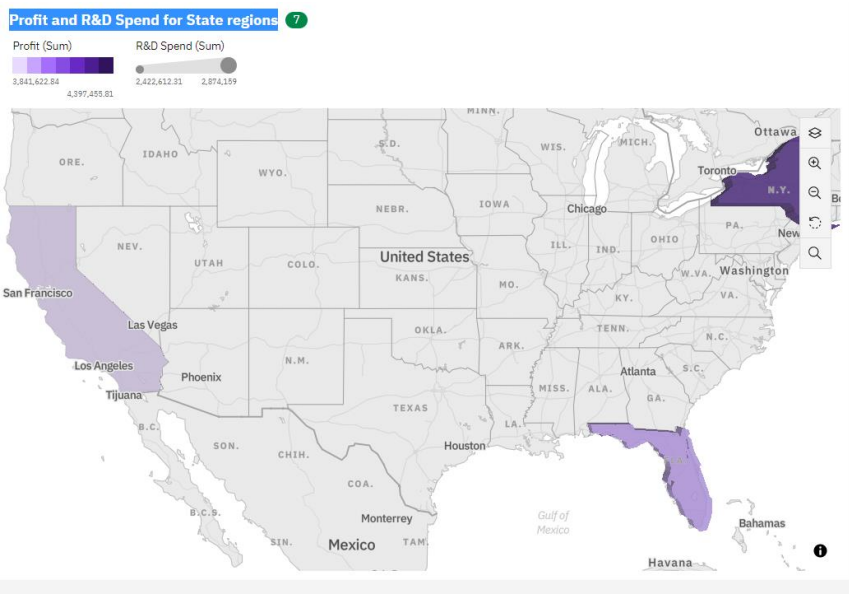
**Profit** ranges from over 3.8 million, in California, to almost 4.4 million, in New York.

**Marketing Spend** ranges from nearly 6.8 million, in California, to nearly 8.5 million, in Florida.

The total number of results for **Marketing Spend**, across all **states**, is 108.

Over all **states**, the average of **Marketing Spend** is nearly 215 thousand.

## 7) Profit and R&D Spend for State regions

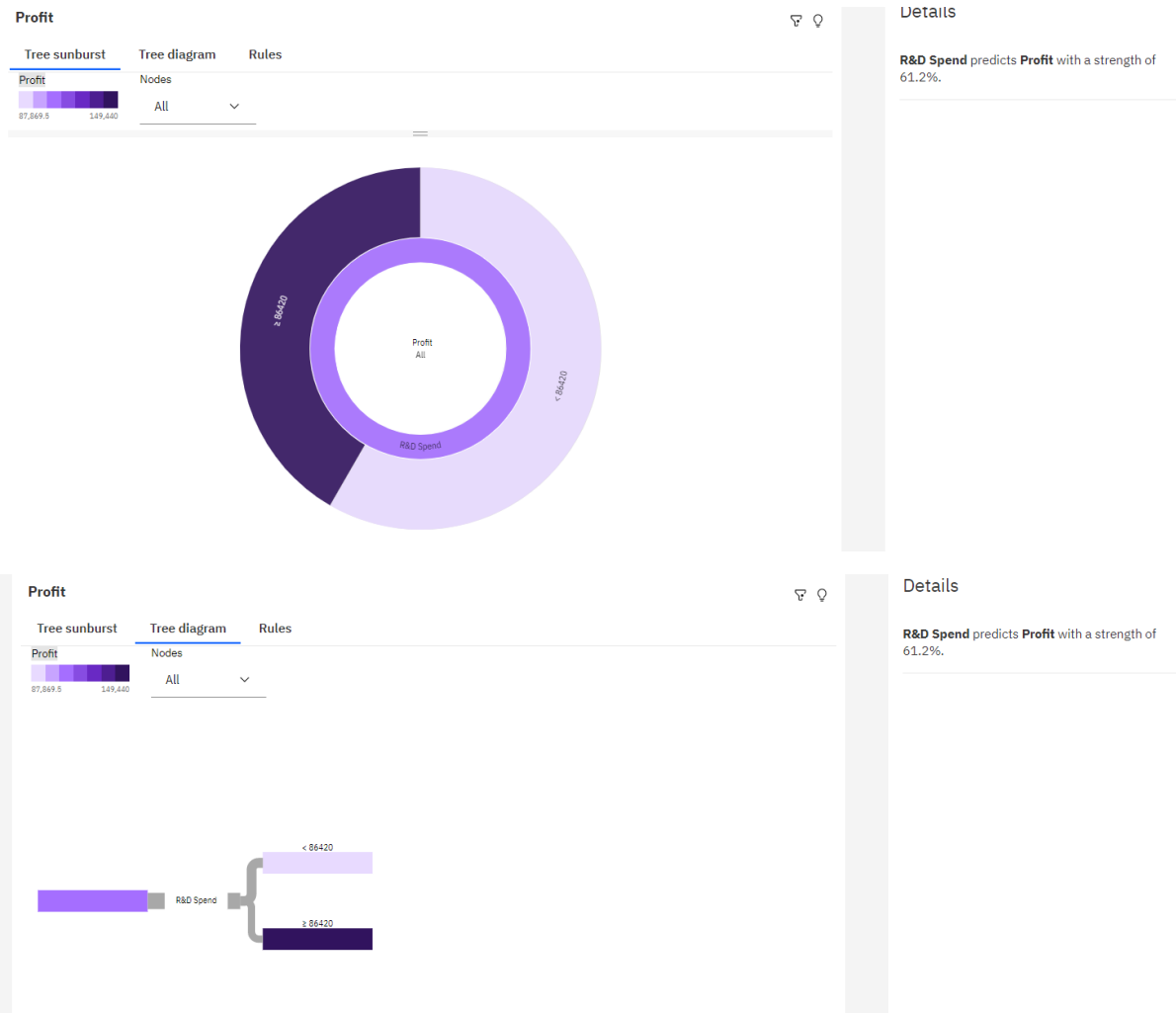


### Details

Across all **states**, the sum of **Profit** is over 12 million.

**Profit** ranges from over 3.8 million, in California, to nearly 4.4 million, in New York.

8)Decision Tree for Profit



9)Market Spend For Profit

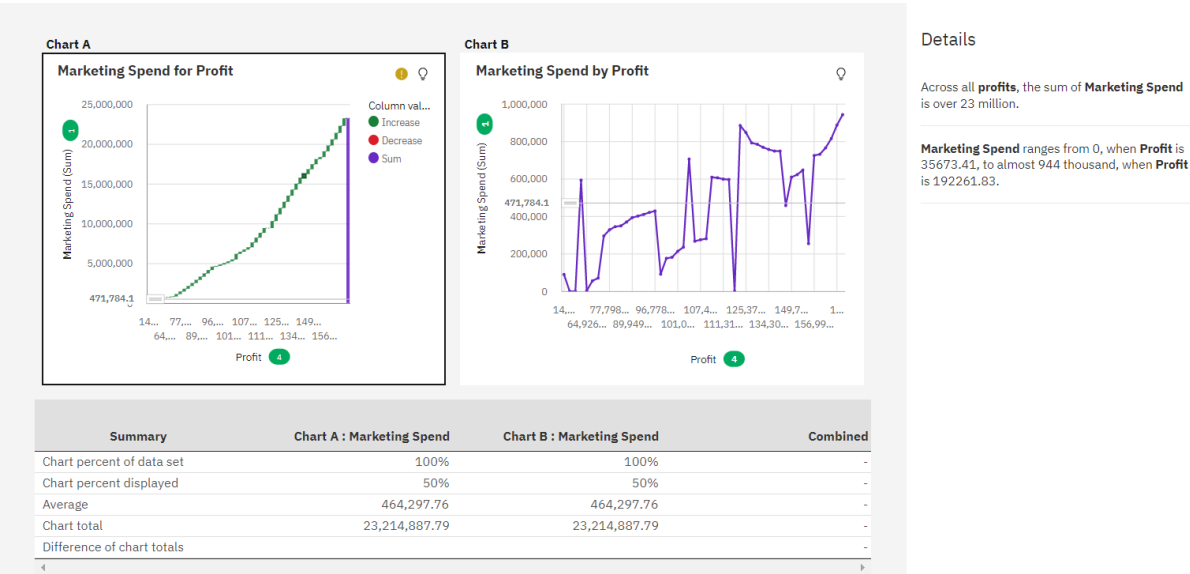


Chart A

Marketing Spend for Profit

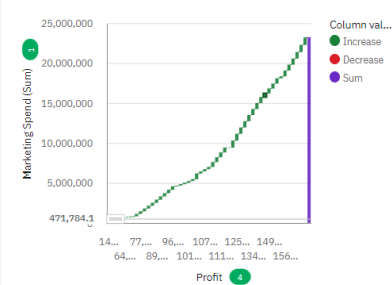
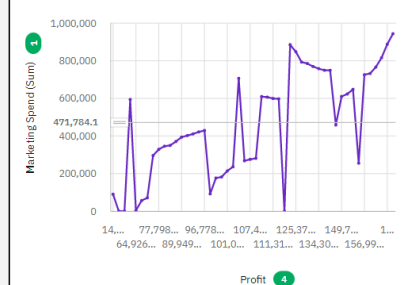


Chart B

Marketing Spend by Profit



Summary	Chart A : Marketing Spend	Chart B : Marketing Spend	Combined
Chart percent of data set	100%	100%	-
Chart percent displayed	50%	50%	-
Average	464,297.76	464,297.76	-
Chart total	23,214,887.79	23,214,887.79	-
Difference of chart totals			-

## Details

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

**Marketing Spend** ranges from 0, when **Profit** is 35673.41, to almost 944 thousand, when **Profit** is 192261.83.

## 10) R&D Spend and Marketing Spend for State

R&D Spend and Marketing Spend for State 4

	R&D Spend	Marketing Spend
California	2,422,612.31	6,762,349.47
Florida	2,798,837.27	8,460,023.62
New York	2,874,159	7,992,514.7
Summary	8,095,608.58	23,214,887.79

## Details

The total number of results for **Marketing Spend**, across all **states**, is 3.

Across all **states**, the average of **Marketing Spend** is over 7.7 million.

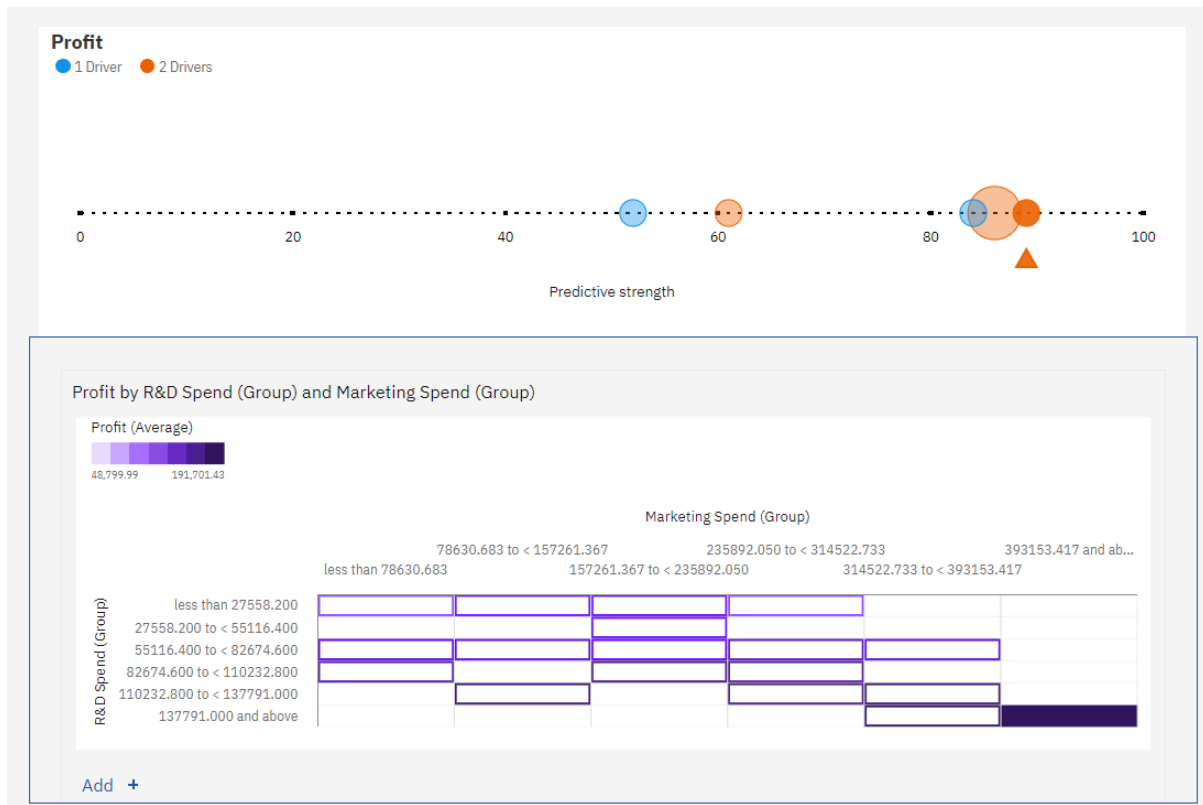
**R&D Spend** ranges from over 2.4 million, in California, to nearly 2.9 million, in New York.

**Marketing Spend** ranges from almost 6.8 million, in California, to nearly 8.5 million, in Florida.

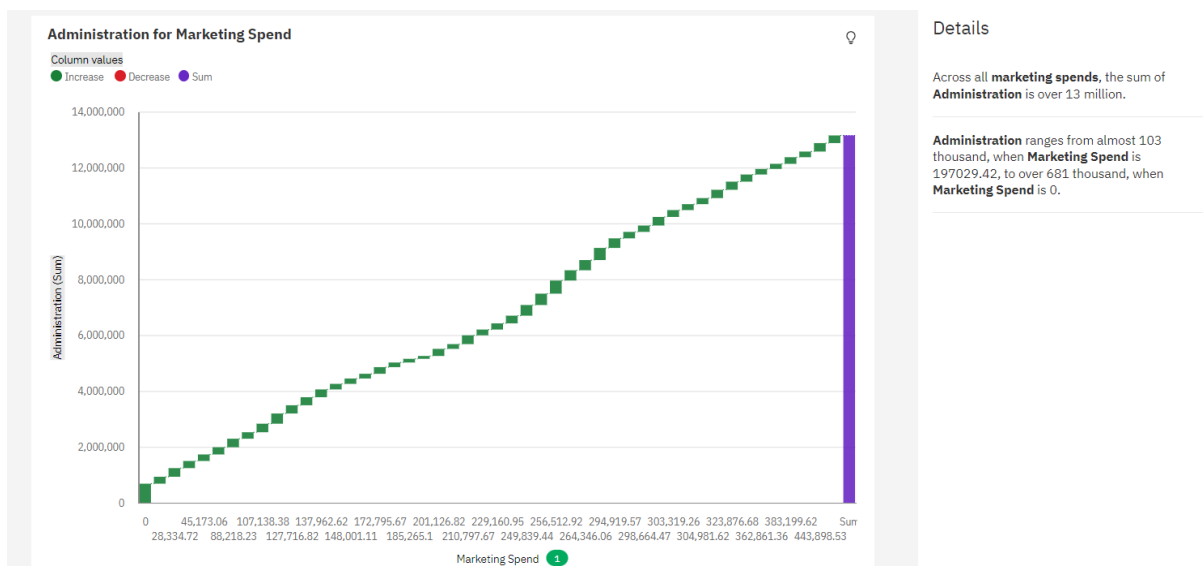
The total number of results for **R&D Spend**, across all **states**, is 3.

Over all **states**, the average of **R&D Spend** is nearly 2.7 million.

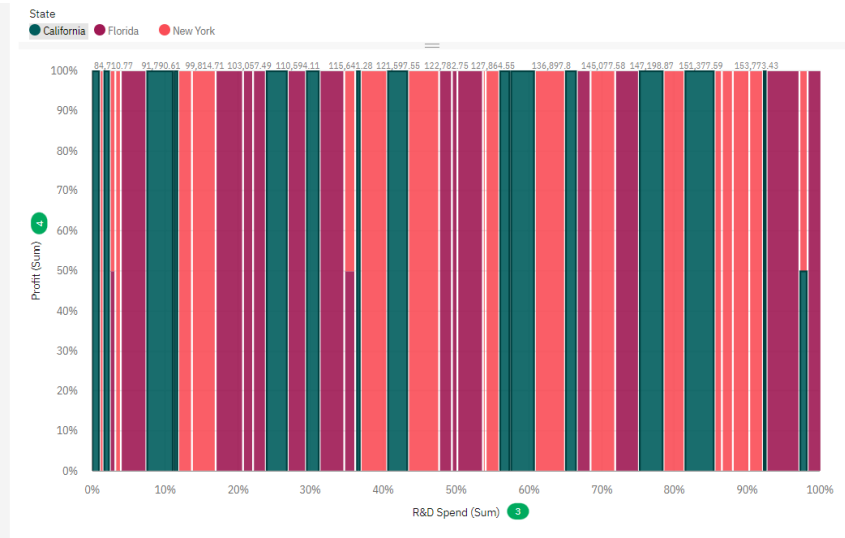
## 11) PROFIT ON STATE WISE AND WITH RESPECT TO R&D AND MARKETING



## 12) Administration for Marketing Spend



13) Profit and R&D Spend for Administration colored by State



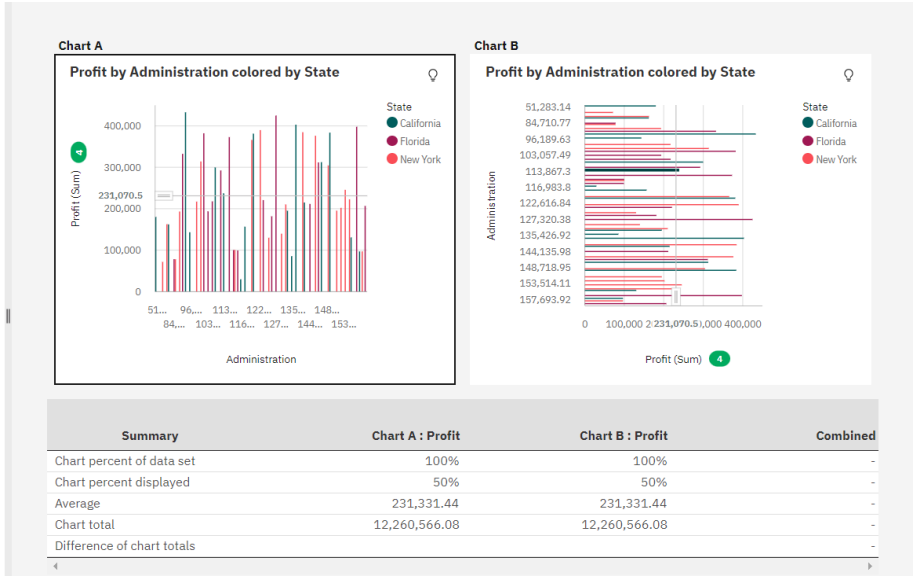
For **Profit**, the most significant value of **State** is New York, whose respective **Profit** values add up to nearly 4.4 million, or 35.9 % of the total.

Across all **administrations** and **states**, the sum of **Profit** is over 12 million.

For **Profit**, the most significant values of **Administration** are 91790.61 and 127320.38, whose respective **Profit** values add up to almost 858 thousand, or 7 % of the total.

The summed values of **Profit** range from over 29 thousand to almost 433 thousand.

14) Profit vs administration with respect to state



Details

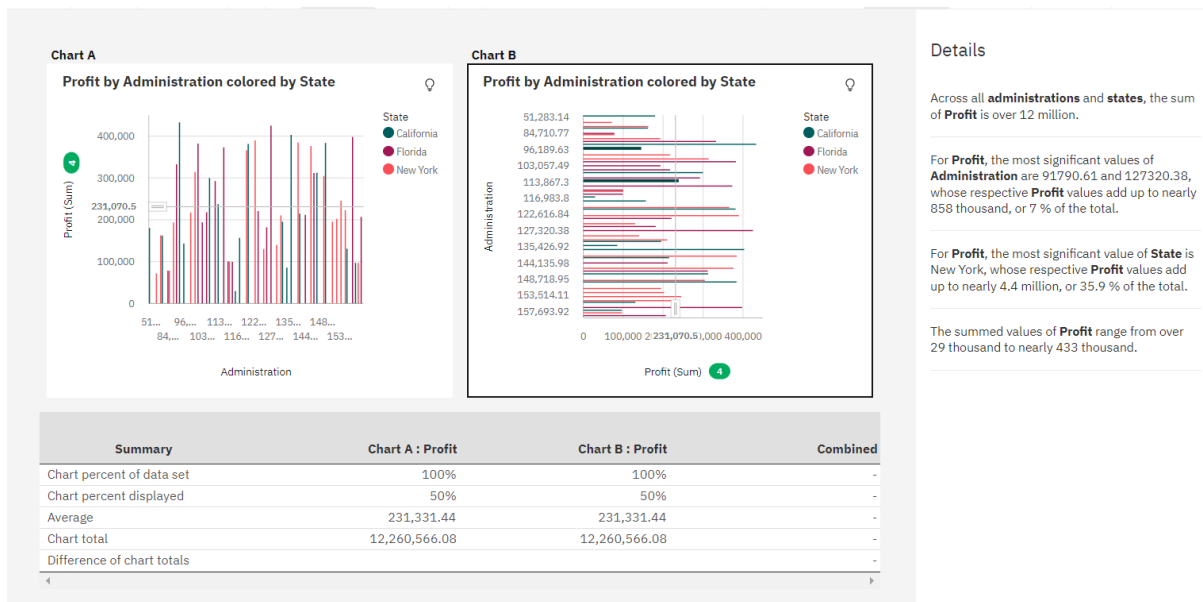
For **Profit**, the most significant value of **State** is New York, whose respective **Profit** values add up to almost 4.4 million, or 35.9 % of the total.

Across all **administrations** and **states**, the sum of **Profit** is over 12 million.

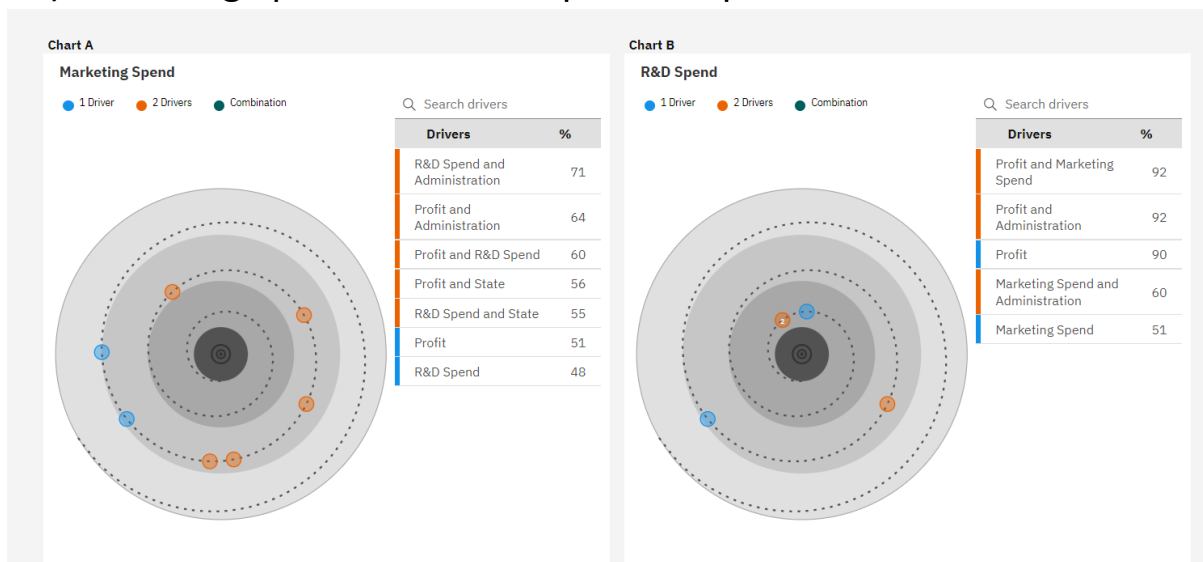
For **Profit**, the most significant values of **Administration** are 91790.61 and 127320.38, whose respective **Profit** values add up to nearly 858 thousand, or 7 % of the total.

The summed values of **Profit** range from over 29 thousand to nearly 433 thousand.





## 15)Marketing Spend and R&D Spend in Spiral



**COGNOS ASSIGNMENT\_1 LINK:**

[https://us3.ca.analytics.ibm.com/bi/?perspective=explore&pathRef=.my\\_folders%2Fexploration1&subView=model00000183610ab81b\\_00000004](https://us3.ca.analytics.ibm.com/bi/?perspective=explore&pathRef=.my_folders%2Fexploration1&subView=model00000183610ab81b_00000004)