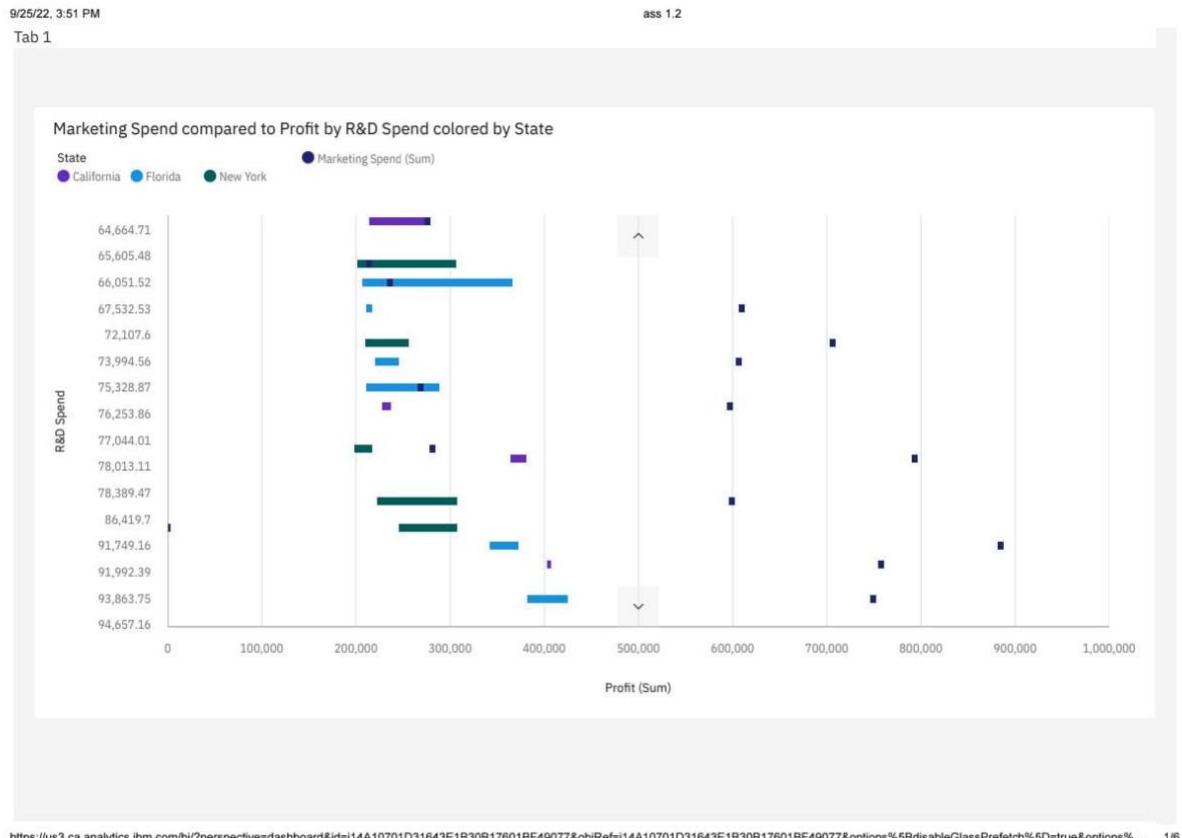


# 50\_STARTUPS VISUALIZATION AND EXPLORATION

## Virtualization



9/25/22, 3:51 PM

ass 1.2

Tab 2

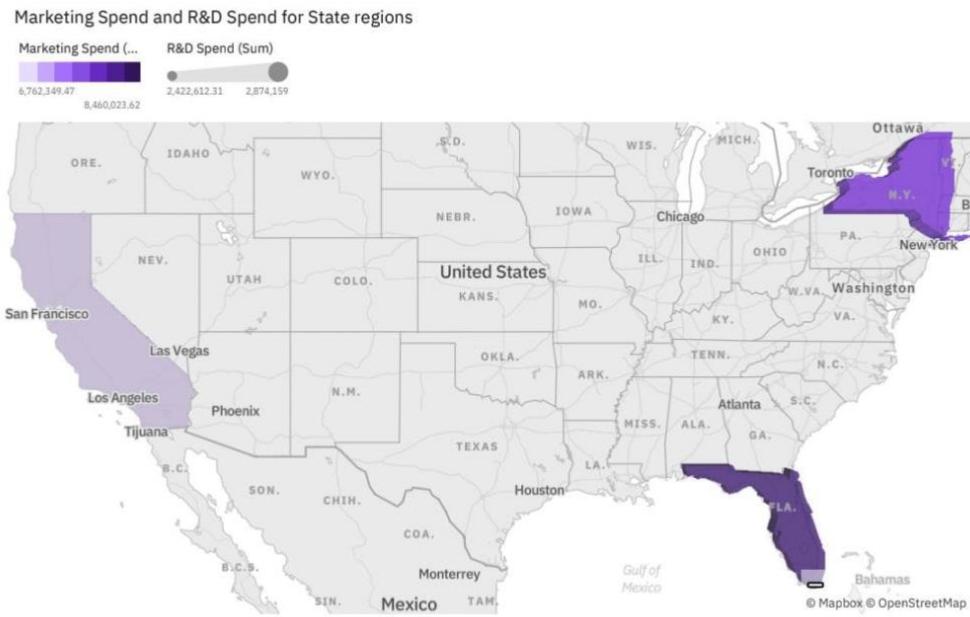
Administration compared to Marketing Spend with State minimum

● Administration (Sum) ● State (Count distinct) ● Marketing Spend (Sum)



<https://us3.ca.analytics.ibm.com/bi/?perspective=dashboard&id=14A10701D31643E1B30B17601BF49077&objRef=14A10701D31643E1B30B17601BF49077&options%5BdisableGlassPrefetch%5D=true&options%5B> ... 2/6

Tab 4



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ass 1.2

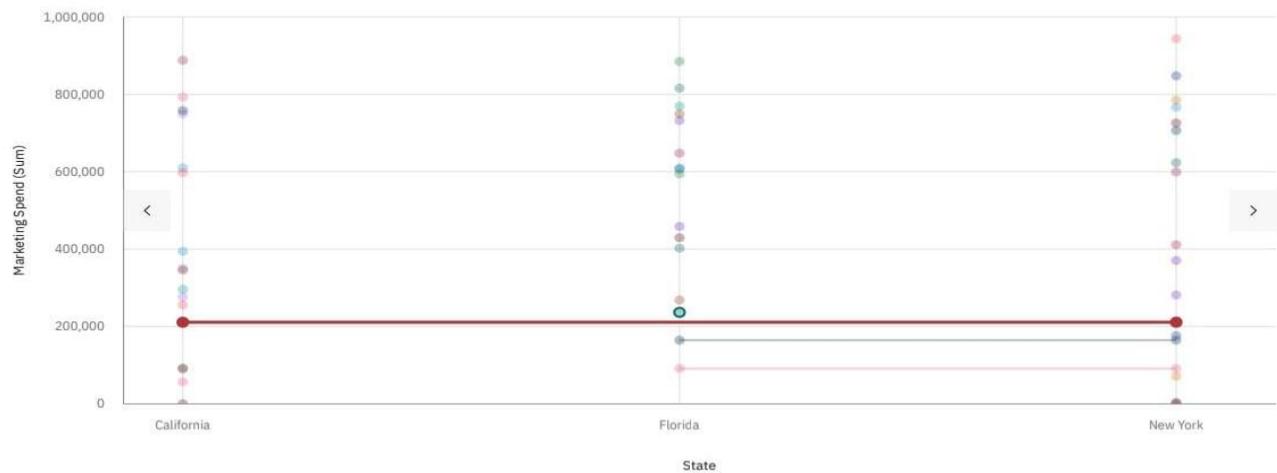
Tab 5

1

#### Marketing Spend by State colored by Profit

Profit

14,681.4	35,673.41	42,559.73	49,490.75	64,926.08	65,200.33	69,758.98	71,498.49	77,798.83	78,239.91	81,005.76	81,229.06
89,949.14	90,708.19	96,479.51	96,712.8	96,778.92	97,427.84	97,483.56	99,937.59	101,004.64	103,282.38	105,008.31	105,733.54
107,404.34	108,552.04	108,733.99	110,352.25	111,313.02	118,474.03	122,776.86	124,266.9	125,370.37	126,992.93	129,917.04	132,602.65
134,307.35	141,585.52	144,259.4	146,121.95	149,759.96	152,211.77	155,752.6	156,122.51	156,991.12	166,187.94	182,901.99	191,050.39
191,792.06	192,261.83										



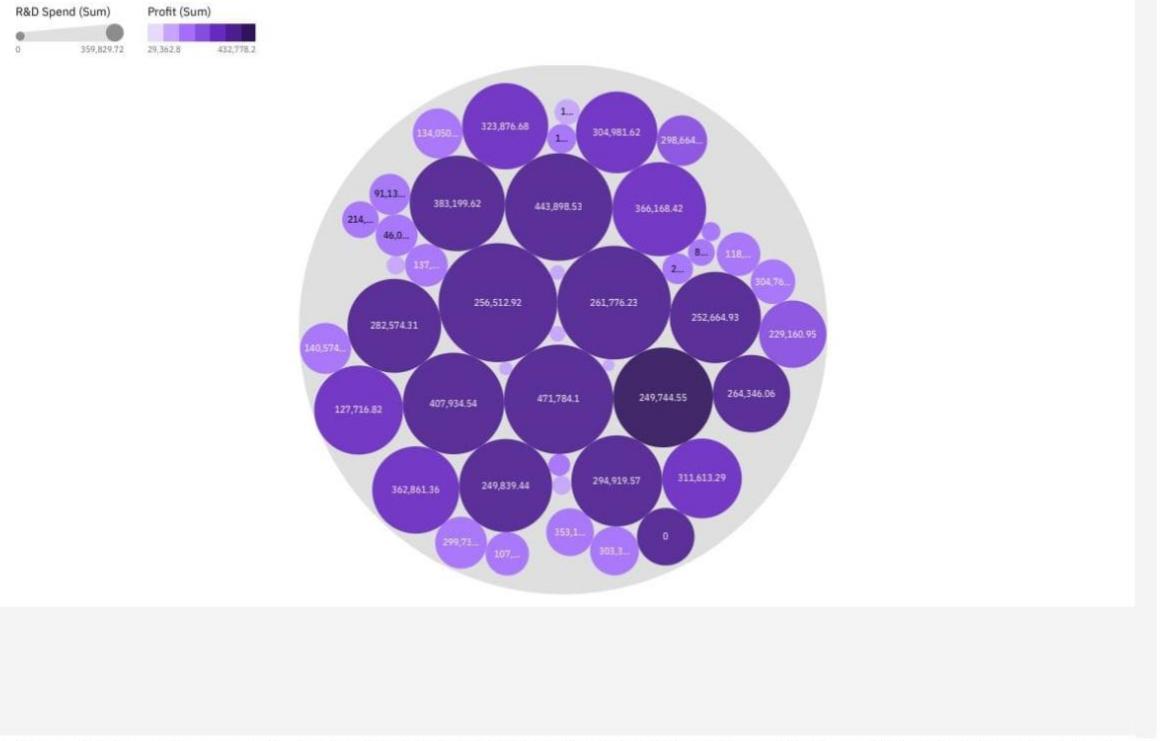
# Exploration

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ass 1.2

Tab 3

Marketing Spend hierarchy colored by Profit and sized by R&D Spend



<https://us3.ca.analytics.ibm.com/bi/?perspective=dashboard&id=i14A10701D31643E1B30B17601BF49077&objRef=i14A10701D31643E1B30B17601BF49077&options%5BdisableGlassPrefetch%5D=true&options%5B> 3/6