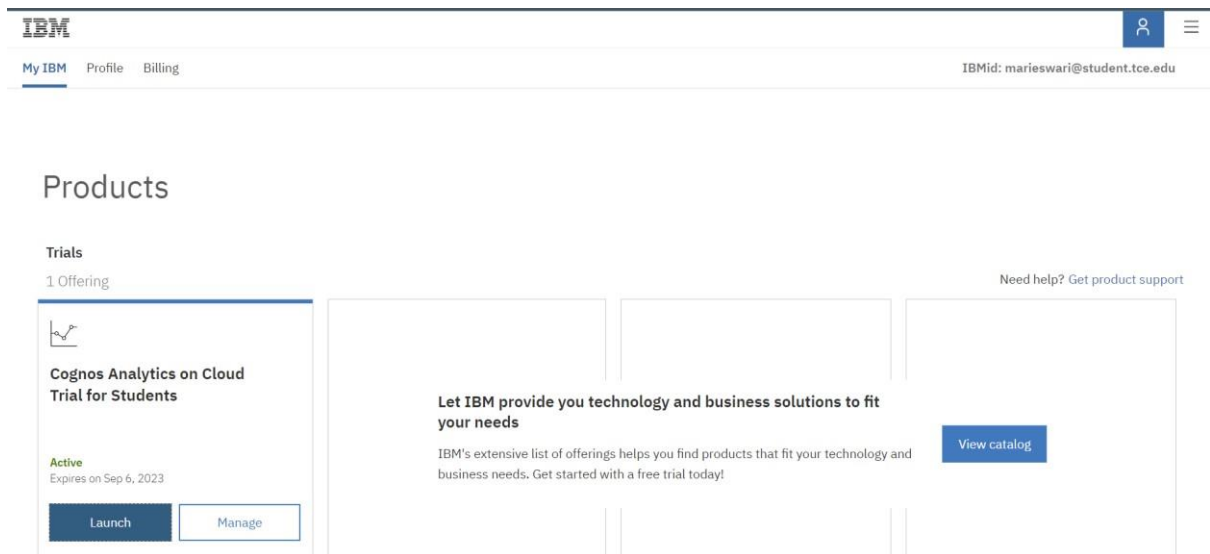


Assignment - 1

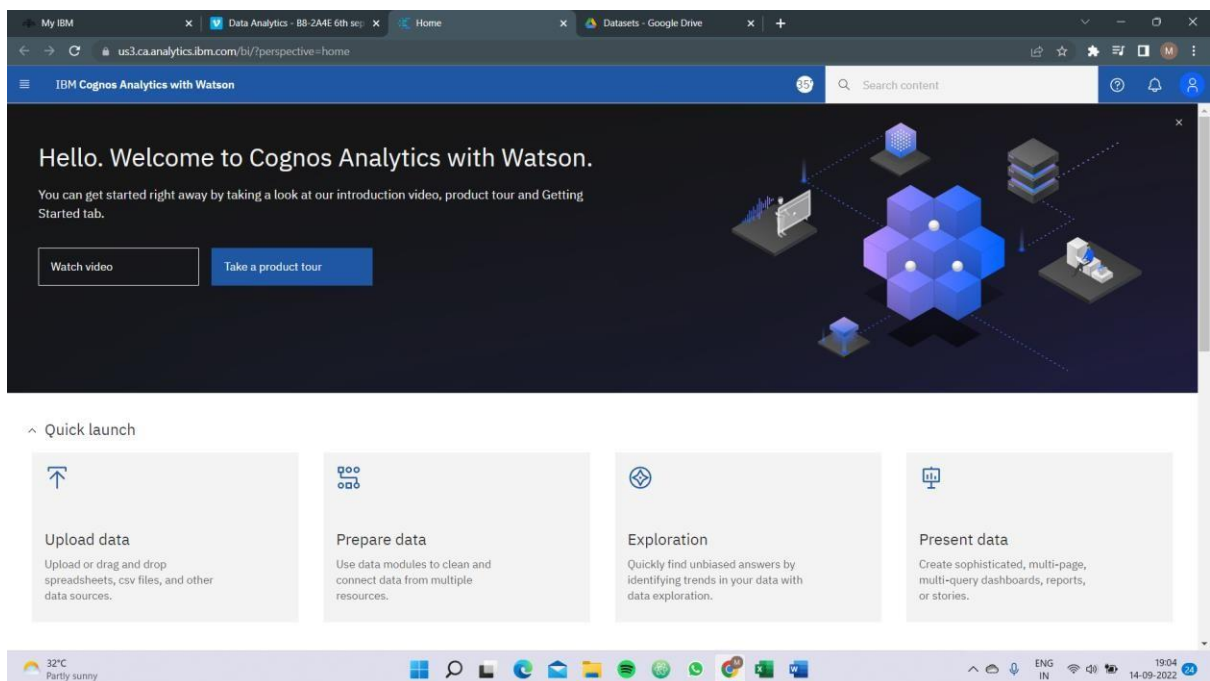
The case of 50 Start-up's

Dataset: [50-Startup-Dataset](#)

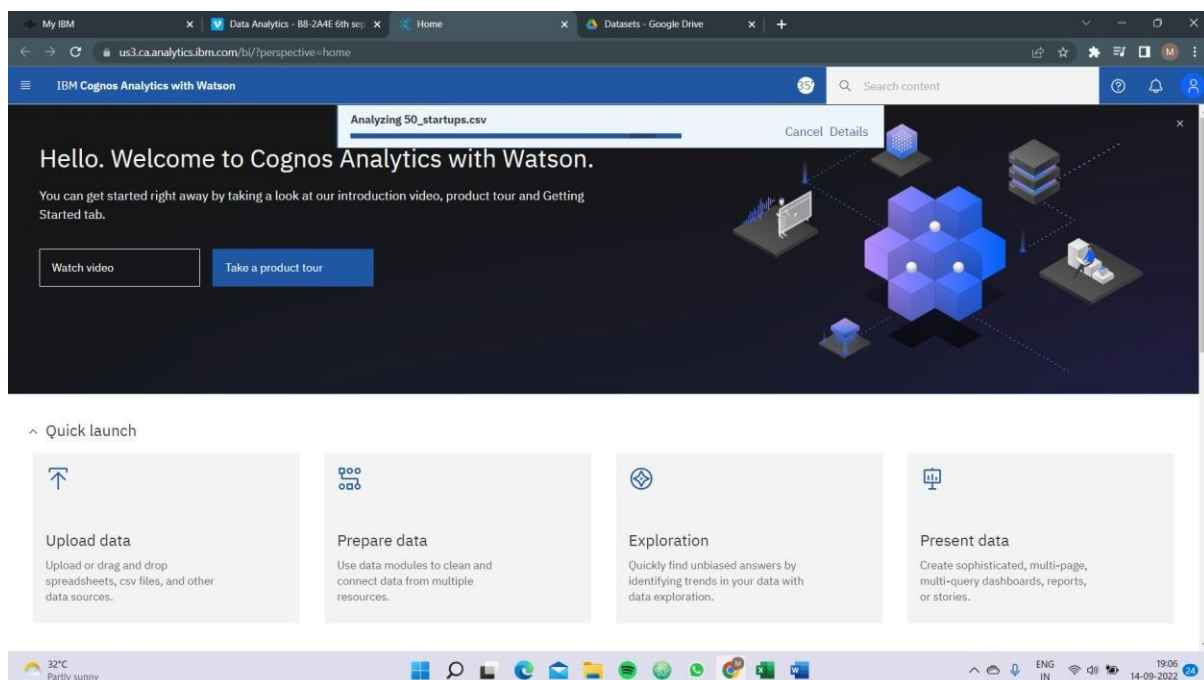
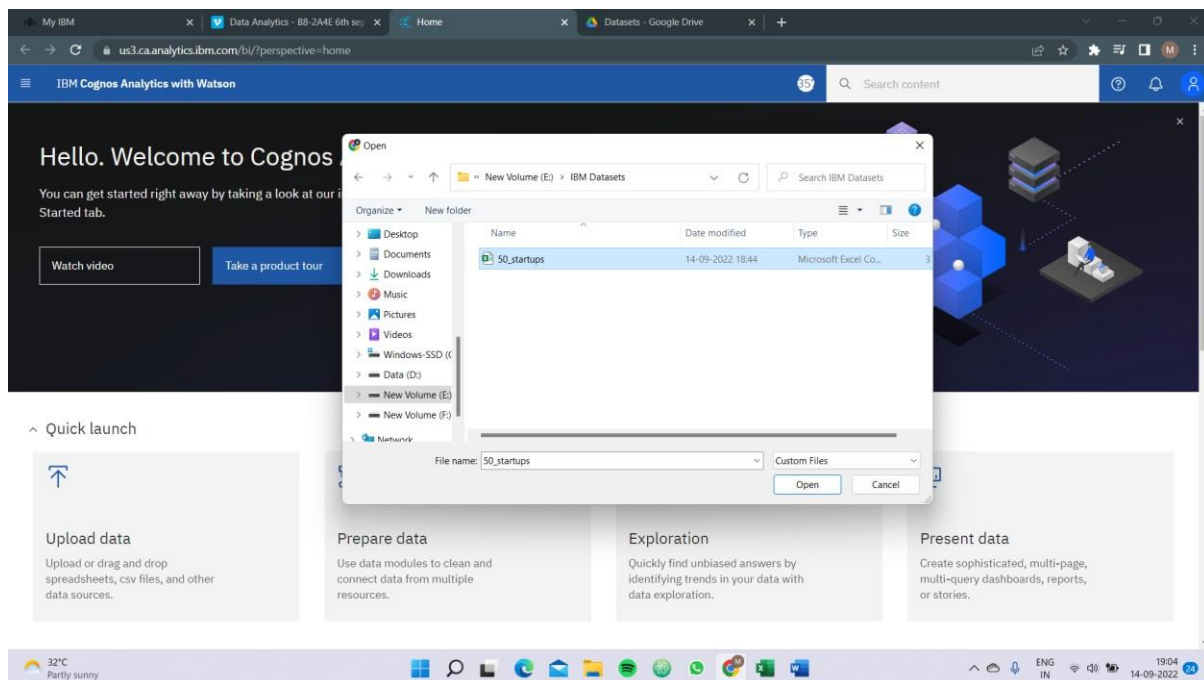
- ➔ Login to the IBM Cognos Analytics
- ➔ Select Launch from the product



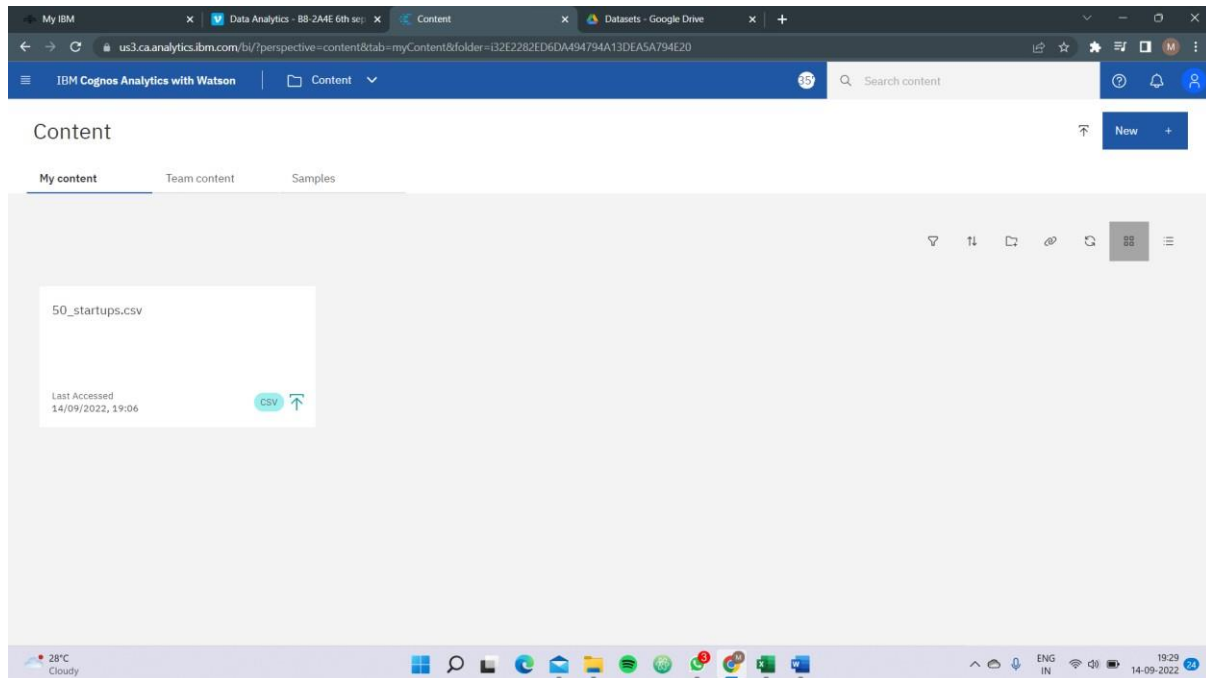
- ➔ Four main operations get displayed



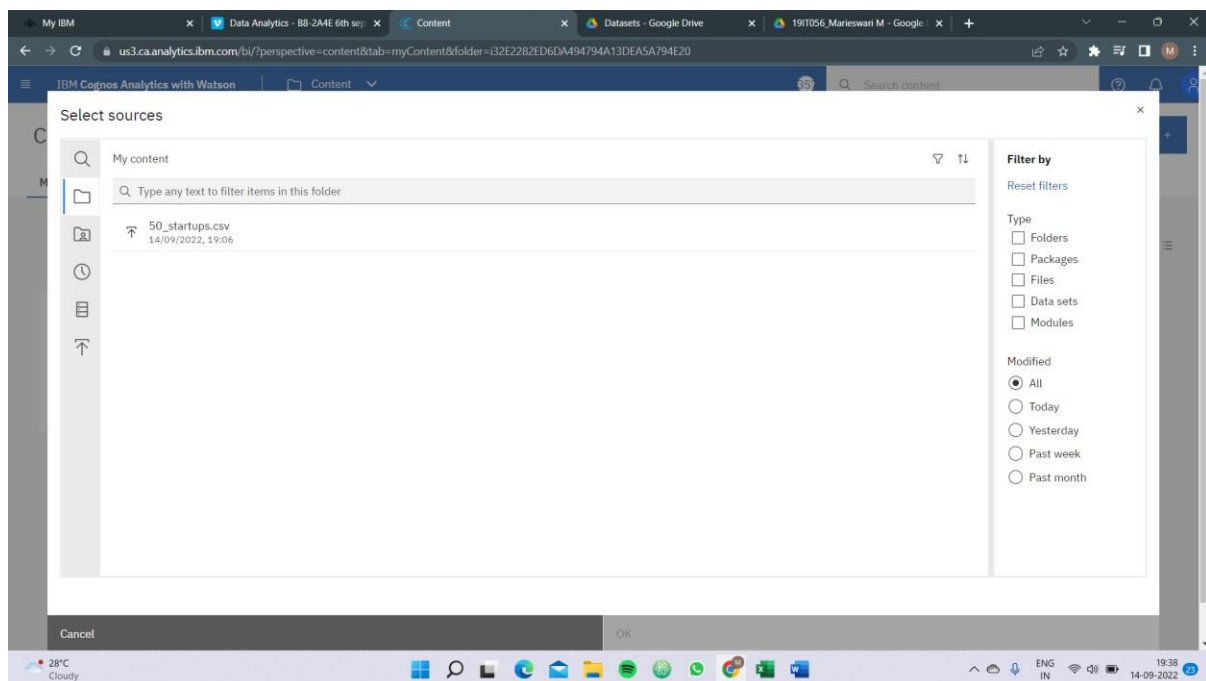
➔ Upload the 50 startup dataset from the local system



- ➔ The uploaded dataset can be viewed in My Content page
- ➔ Or you can also upload the dataset directly in my content page



- ➔ Dataset get displayed with date and time



DATA PREPARATION

#- Unique values

Abc – Text values

Scale- Measure(numerical value)

Map mark – Map value

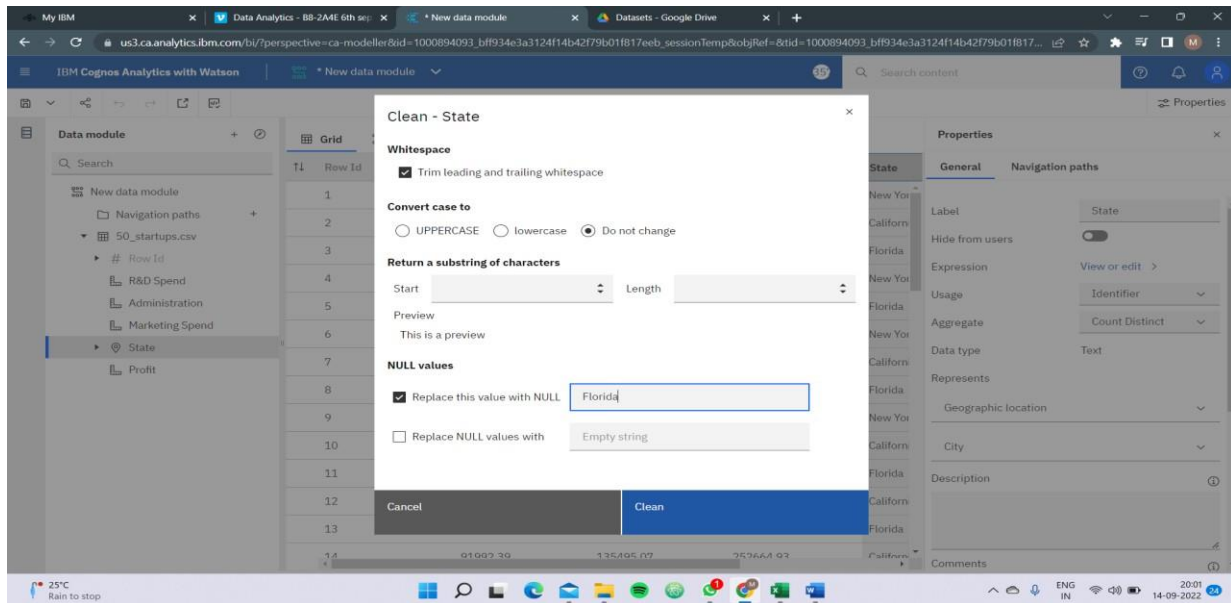
➔ Click +new – data module – select 50 startup module

The screenshot shows the IBM Cognos Analytics interface. On the left, the 'Data module' pane shows a search bar and a list of modules. The '50_startups.csv' module is selected, and its fields are listed: # Row Id, R&D Spend, Administration, Marketing Spend, State, and Profit. The main area displays a grid view of the data. The table has 14 rows and 6 columns. The 'State' column contains values: New York, California, Florida, New York, Florida, New York, California, Florida, New York, California, Florida, California, Florida, and California.

Row Id	R&D Spend	Administration	Marketing Spend	State	Profit
1	165349.2	136897.8	471784.1	New York	192261.83
2	162597.7	151377.59	443898.53	California	191792.06
3	153441.51	101145.55	407934.54	Florida	191050.39
4	144372.41	118671.85	383199.62	New York	182901.99
5	142107.34	91391.77	366168.42	Florida	166187.94
6	131876.9	99814.71	362861.36	New York	156991.12
7	134615.46	147198.87	127716.82	California	156122.51
8	130298.13	145530.06	323876.68	Florida	155752.6
9	120542.52	148718.95	311613.29	New York	152211.77
10	123334.88	108679.17	304981.62	California	149759.96
11	101913.08	110594.11	229160.95	Florida	146121.95
12	100671.96	91790.61	249744.55	California	144259.4
13	93863.75	127320.38	249839.44	Florida	141585.52
14	91992.39	135495.07	252664.93	California	134307.35

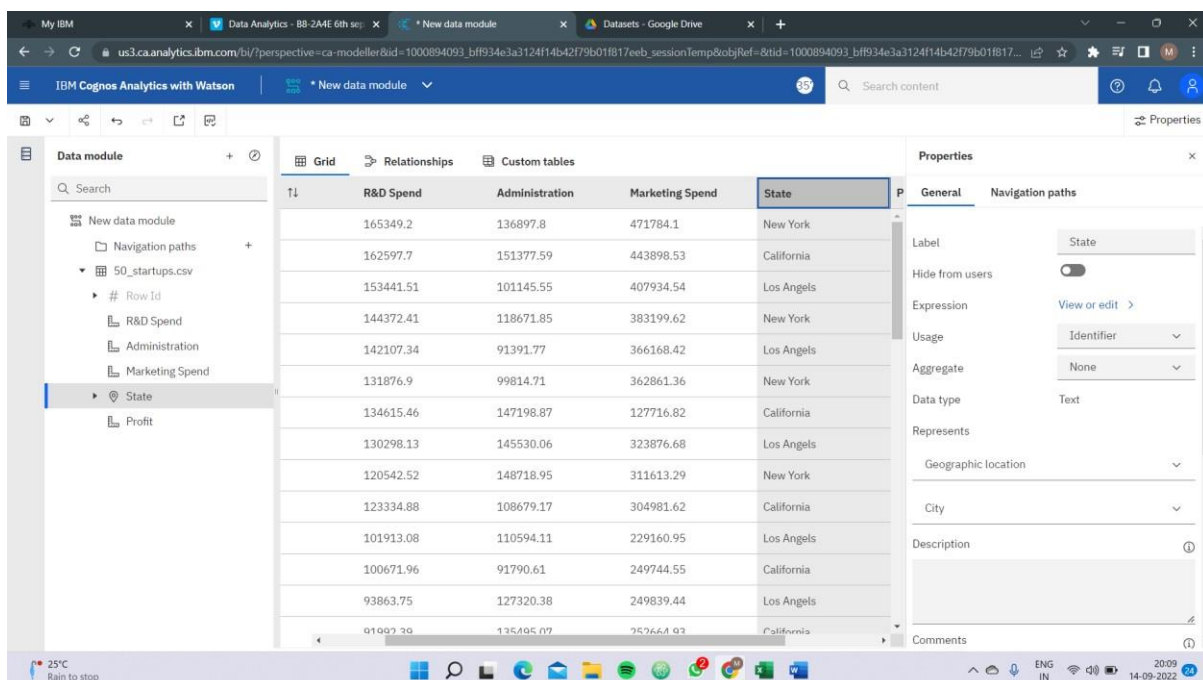
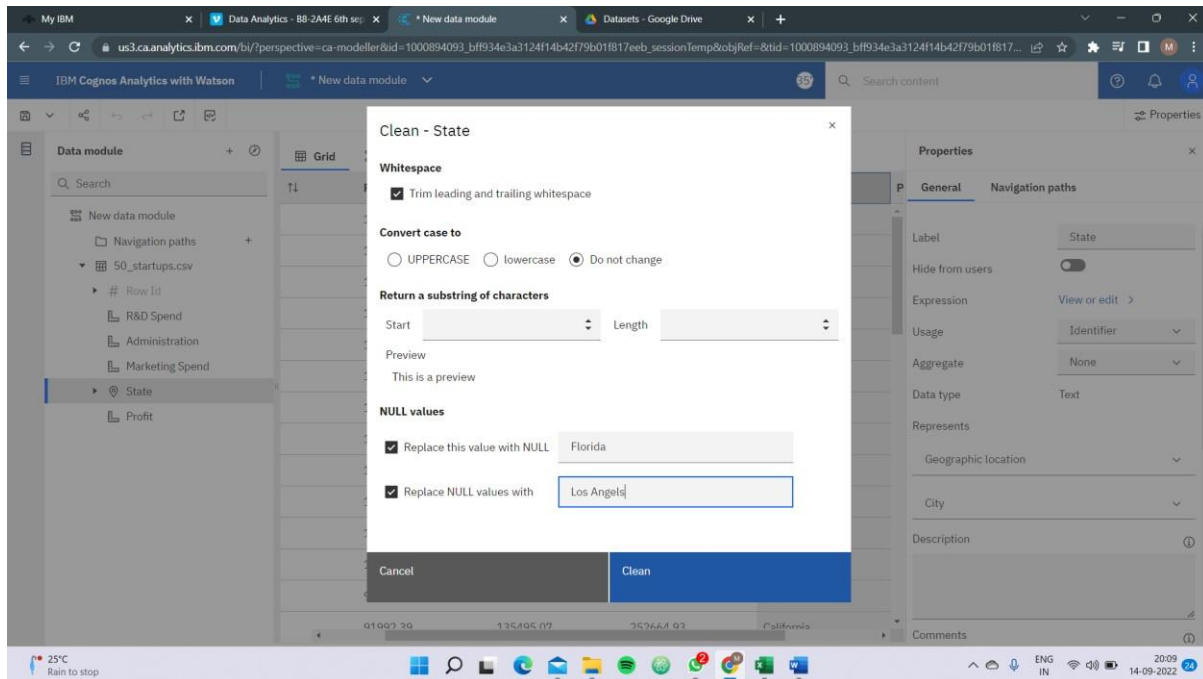
➔ Clean the data for attribute state:-

➔ Replace Florida with null value

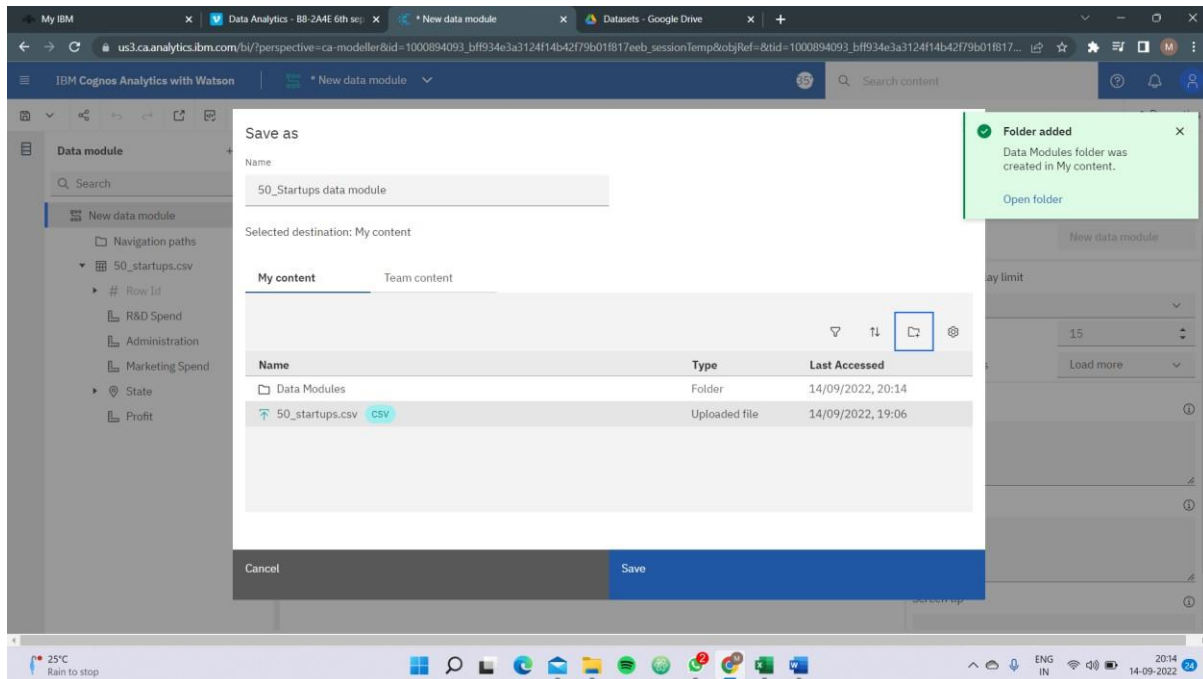


	R&D Spend	Administration	Marketing Spend	State
1	165349.2	136897.8	471784.1	New York
2	162597.7	151377.59	443898.53	California
3	153441.51	101145.55	407934.54	Null
4	144372.41	118671.85	383199.62	New York
5	142107.34	91391.77	366168.42	Null
6	131876.9	99814.71	362861.36	New York
7	134615.46	147198.87	127716.82	California
8	130298.13	145530.06	323876.68	Null
9	120542.52	148718.95	311613.29	New York
10	123334.88	108679.17	304981.62	California
11	101913.08	110594.11	229160.95	Null
12	100671.96	91790.61	249744.55	California
13	93863.75	127320.38	249839.44	Null

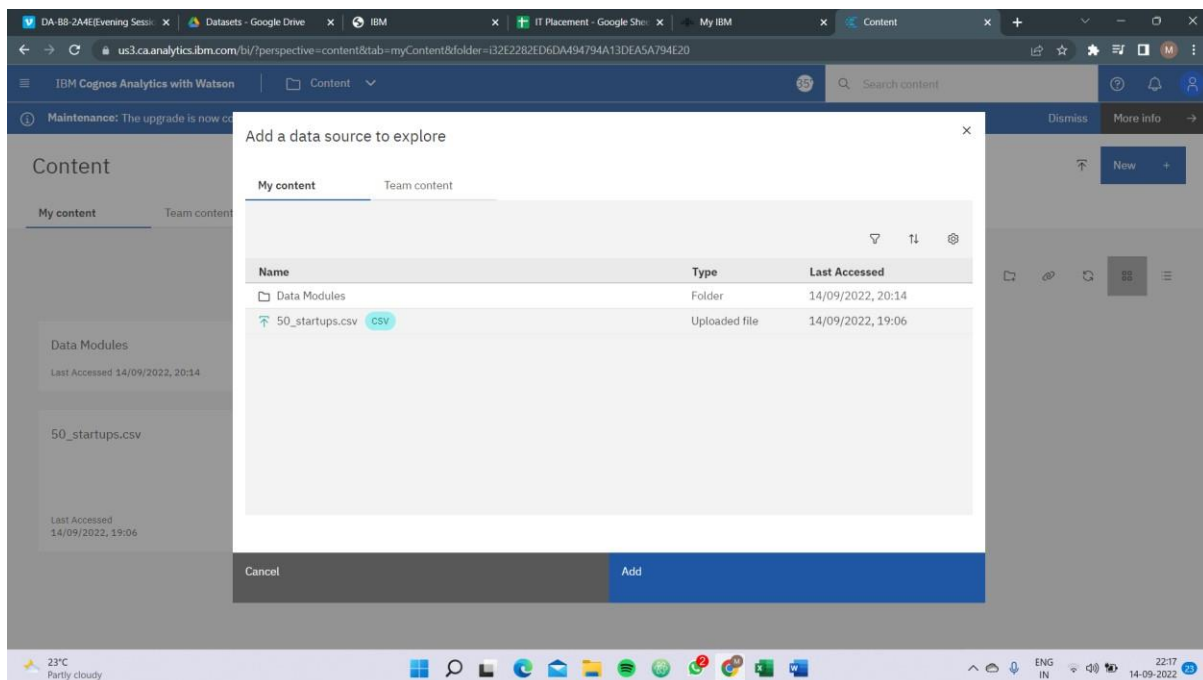
➔ Again replacing Null with Los Angeles



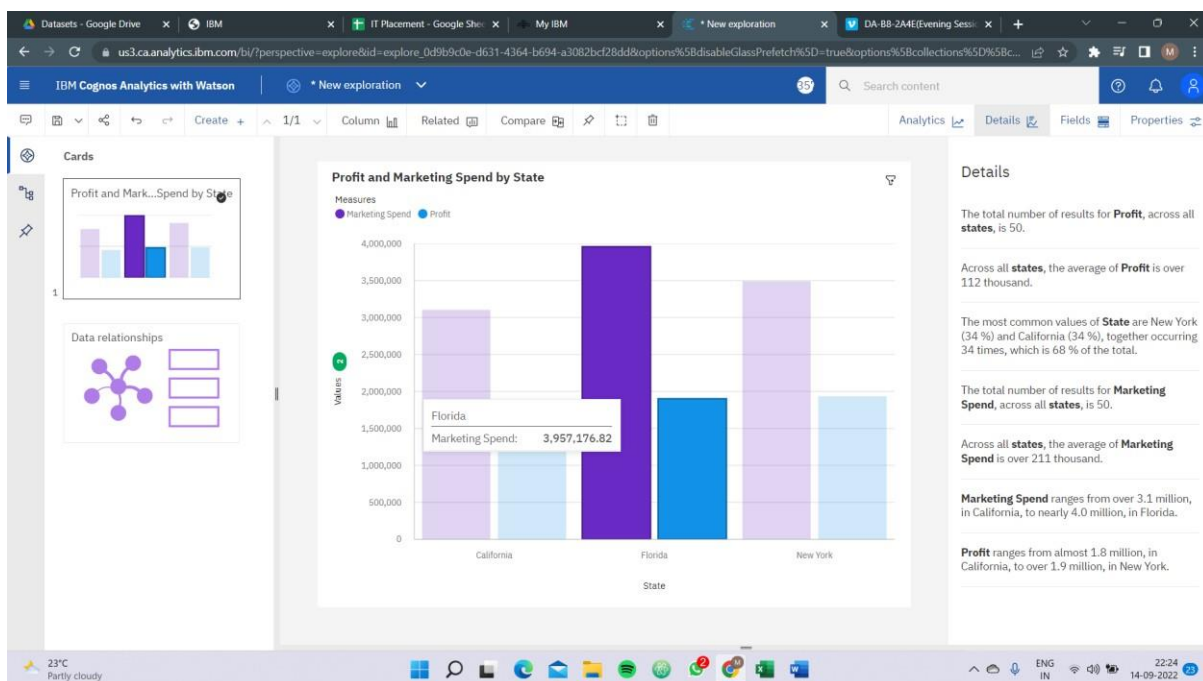
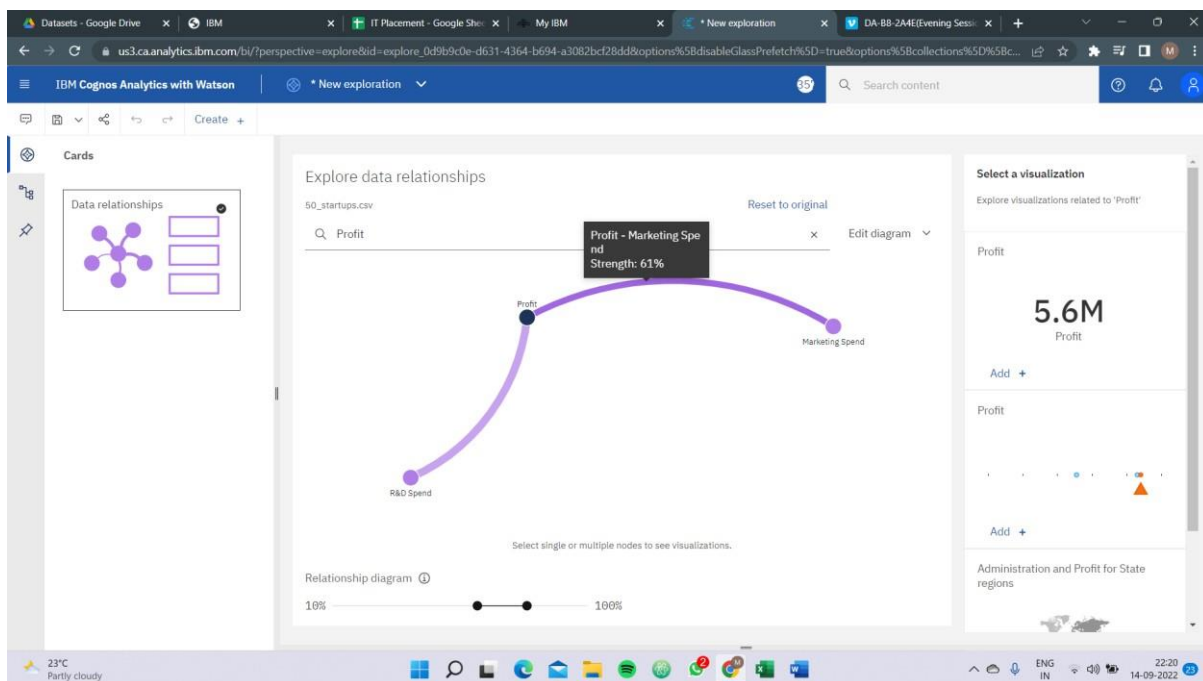
➔ To save the module in newly created folder



DATA EXPLORATION



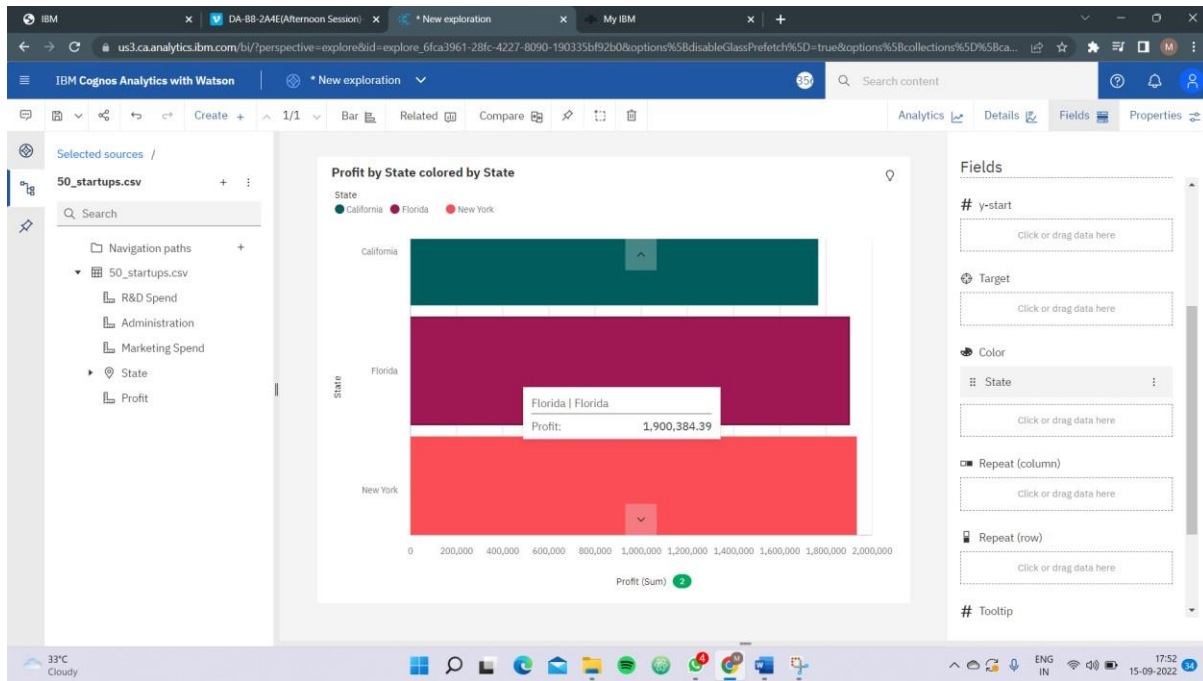
➔ Exploring recommended attribute profit



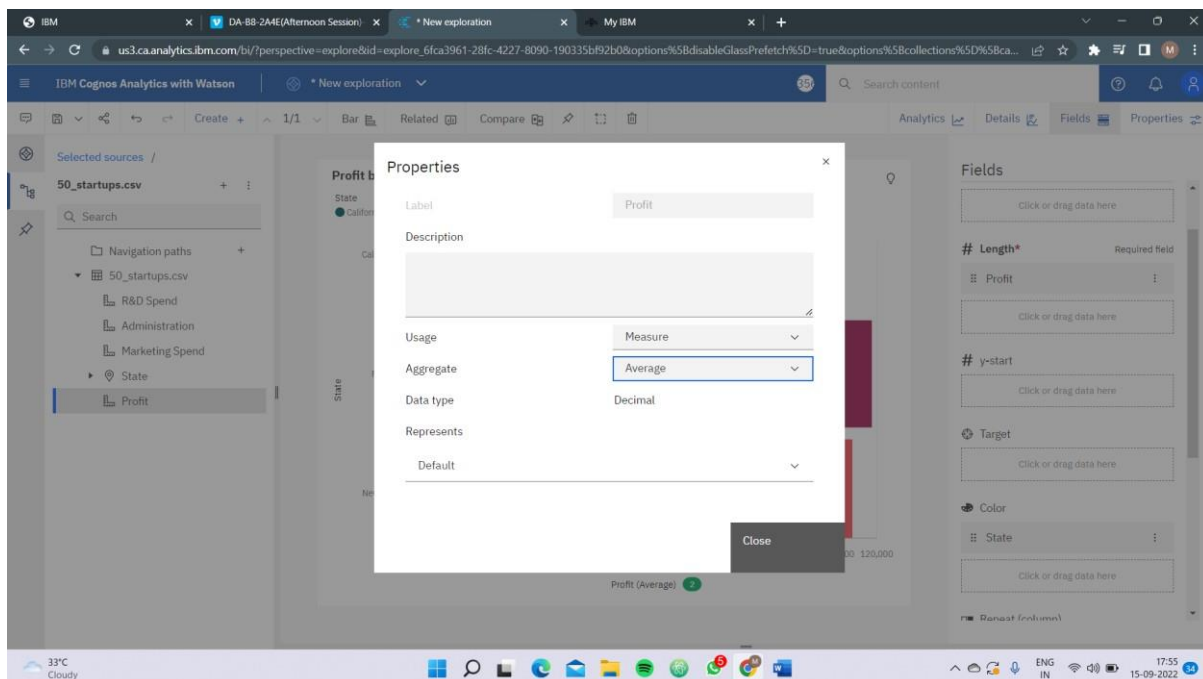
VISUALIZATION

1. Bar Graph

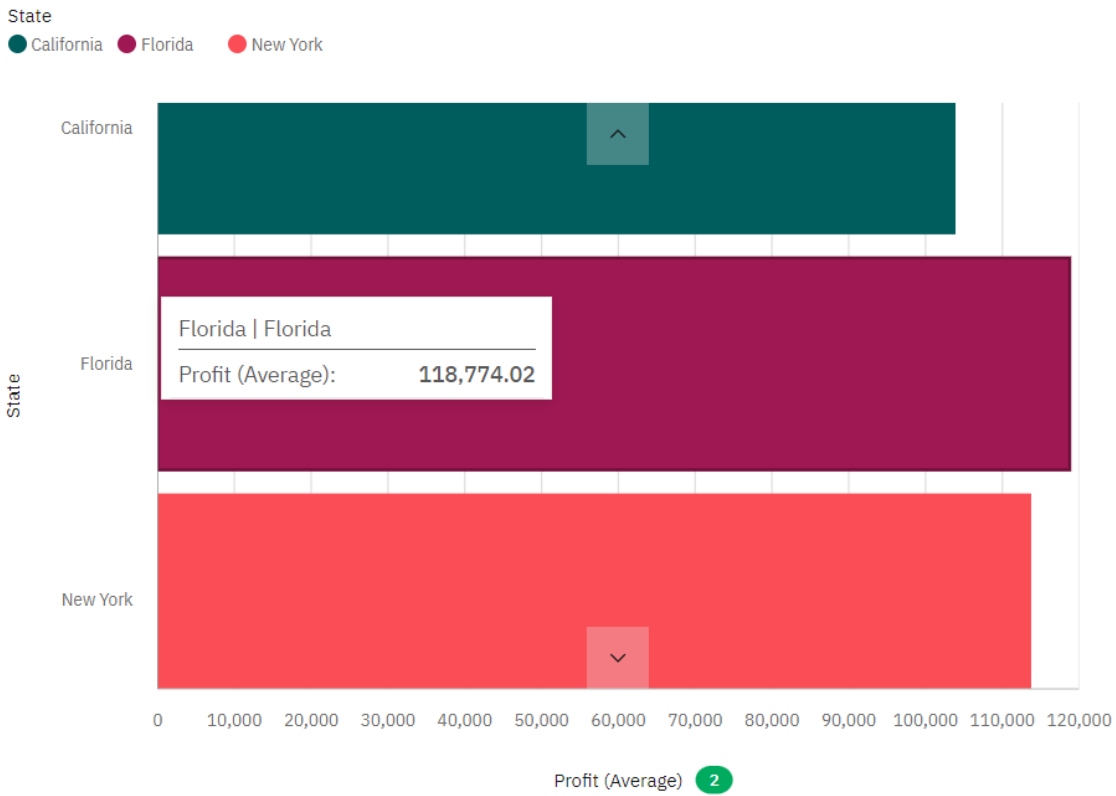
Profit by state



➔ Profit -> properties -> average profit



Profit by State colored by State



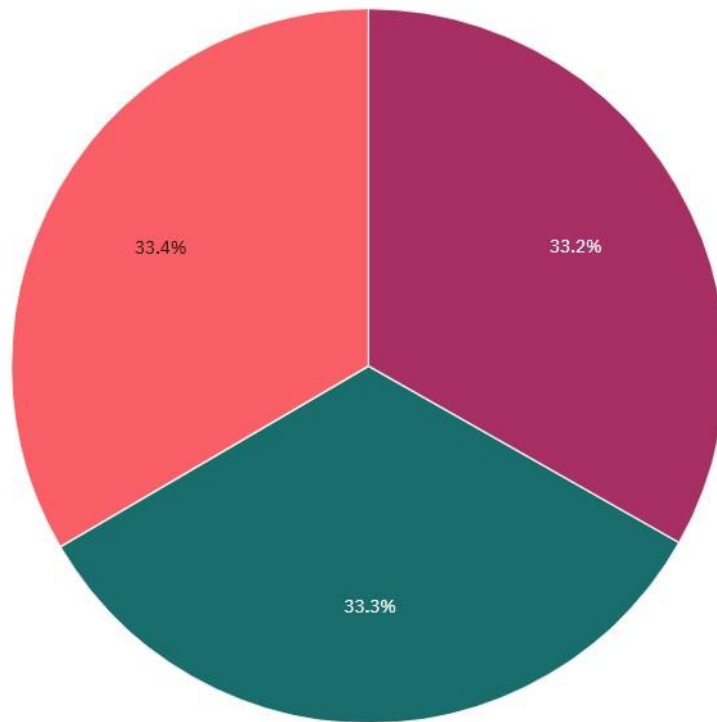
2. Pie Chart

Profit by state

Profit by State 2

State

Florida California New York



IBM Cognos Analytics with Watson

50_startups.csv

Navigation paths

- 50_startups.csv
 - R&D Spend
 - Administration
 - Marketing Spend
 - State
 - Profit

Properties

Label: Profit

Description:

Usage: Measure

Aggregate: Maximum

Data type: Decimal

Represents:

Default:

Close

Fields

Segments*

State

Click or drag data here

Size*

Profit

Click or drag data here

Repeat (column)

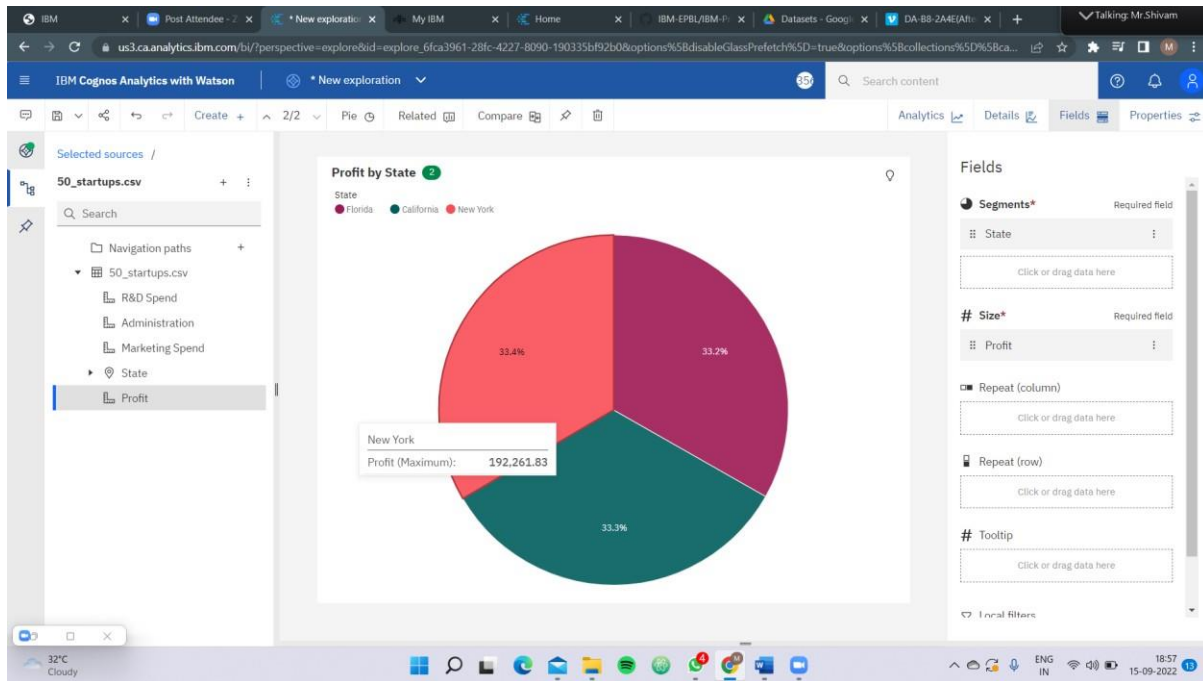
Click or drag data here

Repeat (row)

Click or drag data here

Tooltip

Click or drag data here

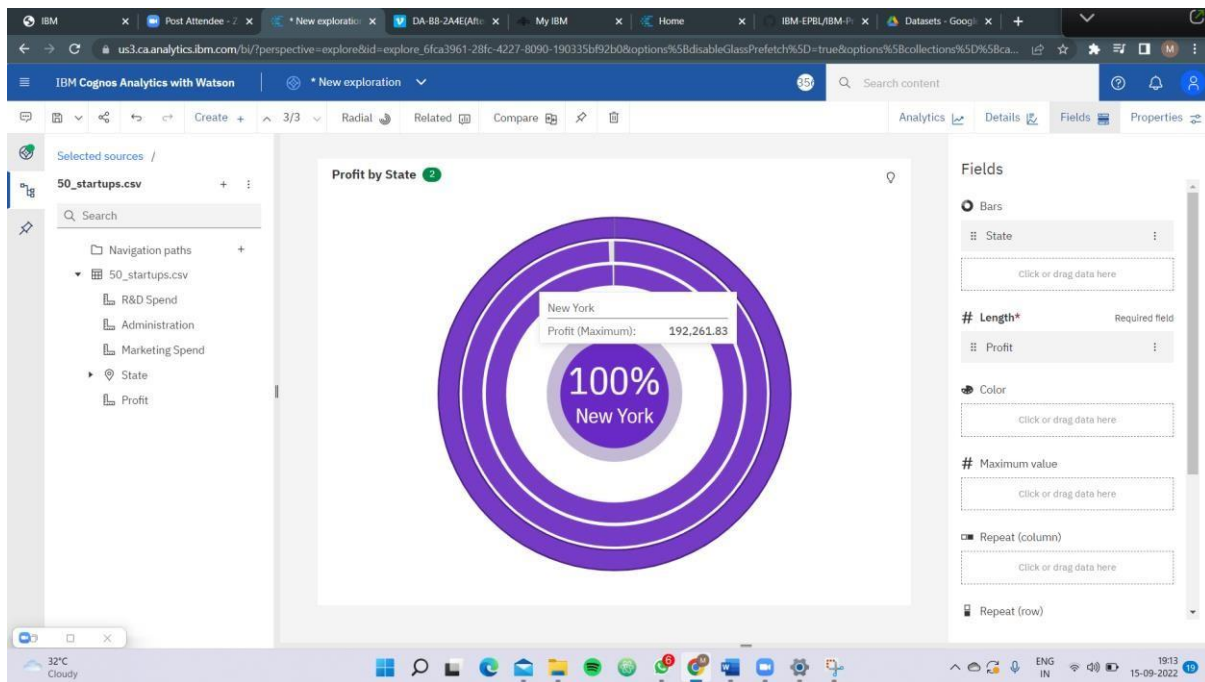


3. Crosstab

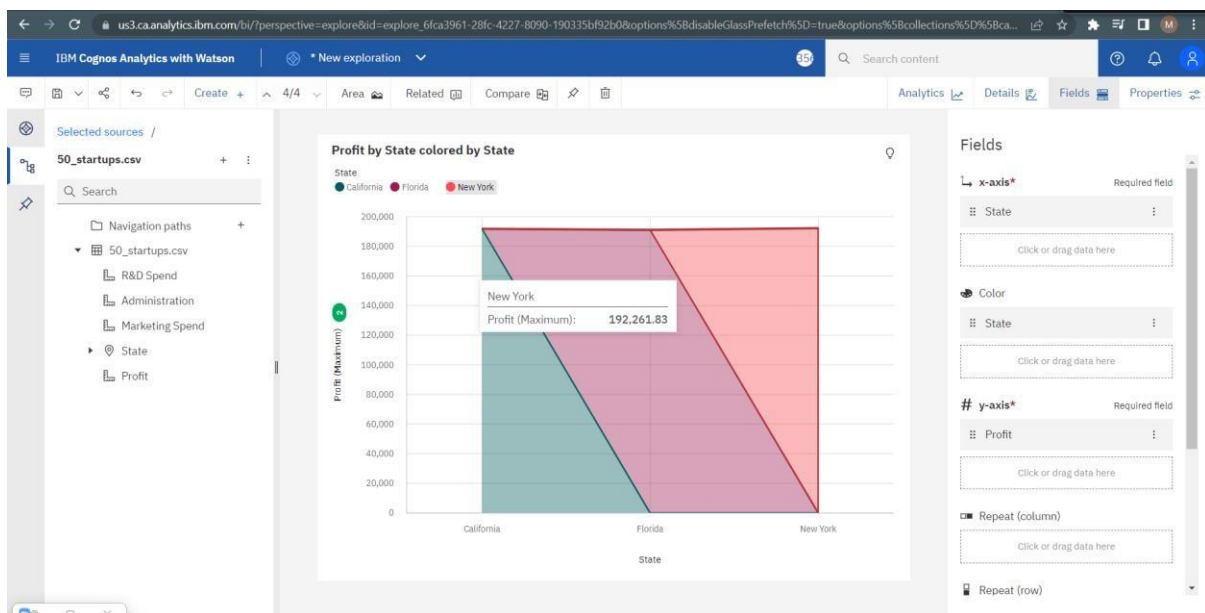
Profit for State

	Profit
California	191,792.06
Florida	191,050.39
New York	192,261.83
Summary	192,261.83

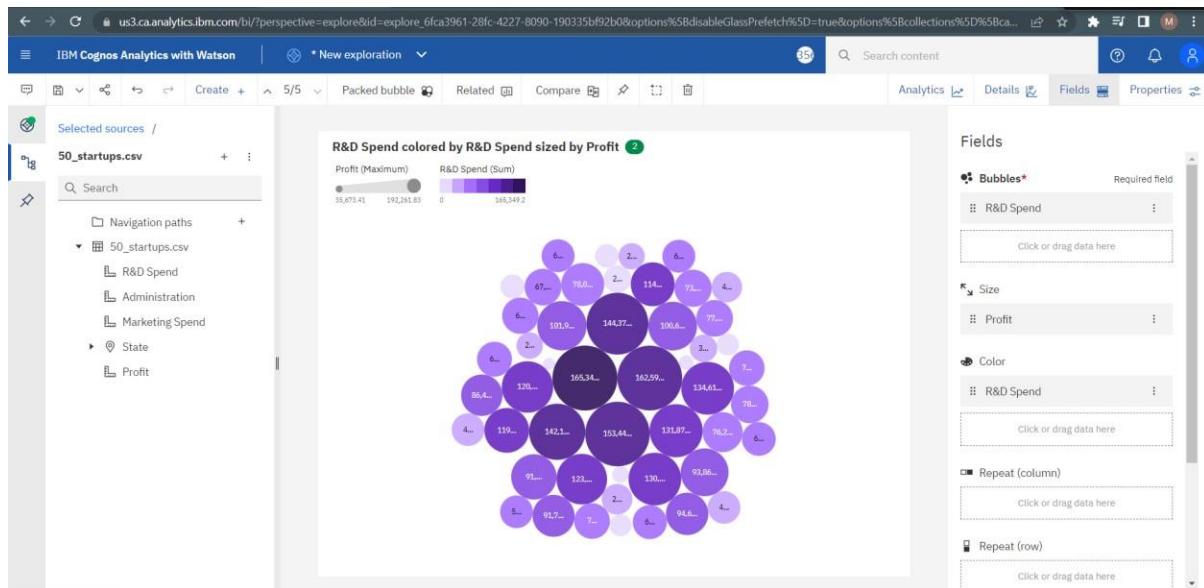
4. Radial



5. Area



6. Packed Bubble



7. Line graph

