

My IBMContentMURAL(6) WhatsApp

us3.ca.analytics.ibm.com/bi/?perspective=content&tab=myContent&folder=id86f6d9a83d149398c676b411661eBAF

Paused

IBM Cognos Analytics with WatsonContent360Search content

Content

My contentTeam contentSamples

Name

Type

Last Accessed

Folder

Data Modules

14/09/2022, 10:23 AM

Folder

Exploration

14/09/2022, 10:24 AM

50\_Startups.csv

CSV

Uploaded file

16/09/2022, 3:40 AM

bikebuyer.csv

CSV

Uploaded file

14/09/2022, 9:09 AM

Olympic Events.xlsx

xlsx

Uploaded file

11/09/2022, 4:31 AM

Olympic Medals.xlsx

xlsx

Uploaded file

11/09/2022, 4:31 AM

50\_Startups.csvShow all

34°C Sunny14:1216-09-2022

My IBM

New data module

MURAL

(6) WhatsApp

us3.ca.analytics.ibm.com/bi/?perspective=ca-modeller&id=2956646662\_c5e33b0e559e4307b01bbc9355906a8a\_sessionTemp&objRef=&tid=295664...

Paused

IBM Cognos Analytics with Watson

New data module

360

Search content

Properties

Data module

Search

New data module

Navigation paths

50\_Startups.csv

# Row Id

R&D Spend

Administration

Marketing Spend

State

Profit

Grid

Relationships

Custom tables

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

50\_Startups.csv

Show all

34°C Sunny

14:14

16-09-2022

My IBM

New exploration

MURAL

(6) WhatsApp

us3.ca.analytics.ibm.com/bi/?perspective=explore&id=explore\_fc9cc4f4-2b1c-495a-8ea4-04a0152a2f4b&options%5BdisableGlassPrefetch%5D=true...

Paused

IBM Cognos Analytics with Watson

New exploration

360

Search content

Create +

Assistant

50\_Startups.csv

@Cognos

From source 50\_Startups.csv, here is some information about R&D Spend:

Usage

Aggregate

Data type

Concepts

Measure

Total

Decimal

Continuous, LowValueRepetition, Expense

and here are some interesting fields related to R&D Spend in source 50\_Startups.csv. Select one to explore in more detail.

Administration

Marketing Spend

help

show ...

create dashboard

Ask a question

Select a starting point

Skip

Every exploration includes a data relationships card.

Start with any column. You can always change it later.

Enter data column. Not sure? Try Profit, Marketing Spend

Try starting with one of these...

Profit

Marketing Spend

Administration

R&D Spend

50\_Startups.csv

Show all

34°C Sunny

14:17

16-09-2022

My IBM

\* New exploration

MURAL

(5) WhatsApp

us3.ca.analytics.ibm.com/bi/?perspective=explore&id=explore\_fc9cc4f4-2b1c-495a-8ea4-04a0152a2f4b&options%5BdisableGlassPrefetch%5D=true...

Paused

IBM Cognos Analytics with Watson

\* New exploration

360

Search content

?

?

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Assistant

50\_Startups.csv

Count of R&D Spend

108

R&D Spend

help

show ...

create dashboard

Ask a question

→

Select a starting point

Every exploration includes a data relationships card.

Skip

Start with any column. You can always change it later.

Enter data column. Not sure? Try Profit, Marketing Spend

Try starting with one of these...

Profit

Marketing Spend

Administration

R&D Spend

50\_Startups.csv

Show all

34°C Sunny

14:19

16-09-2022

My IBMContentMURAL(6) WhatsApp

us3.ca.analytics.ibm.com/bi/?perspective=content&tab=myContent&folder=id86f6d9a83d149398c676b411661eBAF

Paused

IBM Cognos Analytics with WatsonContent360Search content

Content

My contentTeam contentSamples

Name

Type

Last Accessed

Folder

Data Modules

14/09/2022, 10:23 AM

Folder

Exploration

14/09/2022, 10:24 AM

50\_Startups.csv

CSV

Uploaded file

16/09/2022, 3:40 AM

bikebuyer.csv

CSV

Uploaded file

14/09/2022, 9:09 AM

Olympic Events.xlsx

xlsx

Uploaded file

11/09/2022, 4:31 AM

Olympic Medals.xlsx

xlsx

Uploaded file

11/09/2022, 4:31 AM

50\_Startups.csvShow all

34°C Sunny14:1116-09-2022

Assistant

50\_Startups.csv

@Cognos

From source 50\_Startups.csv, here is some information about **R&D Spend**:

Usage	Measure
Aggregate	Total
Data type	Decimal
Concepts	Continuous, LowValueRepetition, Expense

and here are some interesting fields related to **R&D Spend** in source 50\_Startups.csv. Select one to explore in more detail.

Administration  
Marketing Spend  
Profit  
State

You can also take a look at what influences R&D Spend.

Ask a question →

## Select a starting point

Every exploration includes a data relationships card.

Skip

Start with any column. You can always change it later.

Enter data column. Not sure? Try Profit, Marketing Spend

Try starting with one of these...

Profit Marketing Spend Administration R&D Spend

My IBM

New exploration

MURAL

(5) WhatsApp

us3.ca.analytics.ibm.com/bi/?perspective=explore&id=explore\_fc9cc4f4-2b1c-495a-8ea4-04a0152a2f4b&options%5BdisableGlassPrefetch%5D=true...

Paused

IBM Cognos Analytics with Watson

New exploration

360

Search content

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Create +

Assistant

50\_Startups.csv

@Cognos

Here's the number of items in R&D Spend in 50\_Startups.csv:

📄

📊

Count of R&D Spend

108

Ask a question

→

Select a starting point

Skip

Every exploration includes a data relationships card.

Start with any column. You can always change it later.

🔍 Enter data column. Not sure? Try Profit, Marketing Spend

Try starting with one of these...

Profit

Marketing Spend

Administration

R&D Spend

50\_Startups.csv

Show all

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34°C Sunny

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16-09-2022

ENG

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My IBM

New exploration

MURAL

(5) WhatsApp

us3.ca.analytics.ibm.com/bi/?perspective=explore&id=explore\_fc9cc4f4-2b1c-495a-8ea4-04a0152a2f4b&options%5BdisableGlassPrefetch%5D=true...

Paused

IBM Cognos Analytics with Watson

New exploration

360

Search content

Assistant

50\_Startups.csv

@Cognos

Here's the number of items in **Administration** in 50\_Startups.csv:

Count of Administration

108

Ask a question

Select a starting point

Every exploration includes a data relationships card.

Start with any column. You can always change it later.

Enter data column. Not sure? Try Profit, Marketing Spend

Try starting with one of these...

ProfitMarketing SpendAdministrationR&D Spend

50\_Startups.csv

Show all

34°C Sunny

14:22

16-09-2022



My IBM

New exploration

MURAL

(5) WhatsApp

us3.ca.analytics.ibm.com/bi/?perspective=explore&id=explore\_fc9cc4f4-2b1c-495a-8ea4-04a0152a2f4b&options%5BdisableGlassPrefetch%5D=true...

Paused

IBM Cognos Analytics with Watson

New exploration

360

Search content

Create +

Assistant

50\_Startups.csv

@Cognos

Here's the number of items in Marketing Spend in 50\_Startups.csv:

Count of Marketing Spend

108

Ask a question

Select a starting point

Skip

Every exploration includes a data relationships card.

Start with any column. You can always change it later.

Enter data column. Not sure? Try Profit, Marketing Spend

Try starting with one of these...

Profit

Marketing Spend

Administration

R&D Spend

50\_Startups.csv

Show all

34°C Sunny

14:24

16-09-2022

My IBM

New exploration

MURAL

(6) WhatsApp

us3.ca.analytics.ibm.com/bi/?perspective=explore&id=explore\_fc9cc4f4-2b1c-495a-8ea4-04a0152a2f4b&options%5BdisableGlassPrefetch%5D=true...

Paused

IBM Cognos Analytics with Watson

New exploration

360

Search content

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Assistant

50\_Startups.csv

Count of Profit

108

Profit

Show related visualizations

Ask a question

Select a starting point

Every exploration includes a data relationships card.

Skip

Start with any column. You can always change it later.

Enter data column. Not sure? Try Profit, Marketing Spend

Try starting with one of these...

Profit

Marketing Spend

Administration

R&D Spend

50\_Startups.csv

Show all

34°C Sunny

14:26

16-09-2022

My IBM

New exploration

MURAL

(6) WhatsApp

us3.ca.analytics.ibm.com/bi/?perspective=explore&id=explore\_fc9cc4f4-2b1c-495a-8ea4-04a0152a2f4b&options%5BdisableGlassPrefetch%5D=true...

Paused

IBM Cognos Analytics with Watson

New exploration

360

Search content

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👤

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🔗

↩️

➡️

Create +

Assistant

50\_Startups.csv

📄

📊

Number of State

3

State

Show related visualizations

Ask a question

Select a starting point

Skip

Every exploration includes a data relationships card.

Start with any column. You can always change it later.

🔍 Enter data column. Not sure? Try Profit, Marketing Spend

Try starting with one of these...

Profit

Marketing Spend

Administration

R&D Spend

50\_Startups.csv

Show all

34°C Sunny

14:27

16-09-2022

Assistant


50\_Startups.csv

Here are the visualizations from source 50\_Startups.csv:

Administration and Marketing Spend for State reg... ⓘ

Administration (S... Marketing Spend ...

40,94,296.26 47,58,218.34 67,62,349.47 84,68,023.62



Ask a question →

## Select a starting point

Every exploration includes a data relationships card.

Skip

Start with any column. You can always change it later.

Enter data column. Not sure? Try Profit, Marketing Spend

Try starting with one of these...

Profit Marketing Spend Administration R&D Spend

My IBM

New exploration

MURAL

(6) WhatsApp

us3.ca.analytics.ibm.com/bi/?perspective=explore&id=explore\_fc9cc4f4-2b1c-495a-8ea4-04a0152a2f4b&options%5BdisableGlassPrefetch%5D=true...

Paused

IBM Cognos Analytics with Watson

New exploration

360

Search content

Create +

Assistant

50\_Startups.csv

@Cognos

Here are the visualizations from source 50\_Startups.csv:

R&D Spend and Profit

Measures

Profit

R&D Spend

Profit

R&D Spend

0 20,00,000 60,00,000 1,00,00,000

Values

Ask a question

Ask question

Select a starting point

Skip

Every exploration includes a data relationships card.

Start with any column. You can always change it later.

Enter data column. Not sure? Try Profit, Marketing Spend

Try starting with one of these...

Profit

Marketing Spend

Administration

R&D Spend

50\_Startups.csv

Show all

34°C Sunny

14:32

16-09-2022

## Edit calculation

Name R&D Spend

### Components

### Expression

14



Search



50\_Startups.csv

# Row Id



R&D Spend

Administration

Marketing Spend

State

Profit

1 IF ( R\_D\_Spend = 0 ) THEN ( average ( R\_D\_Spend ) ) ELSE ( R\_D\_Spend )

Information

Cancel

OK

Data module		Grid					Properties	
Search							General	
New data module							Label	R&D Spend
Navigation paths							Hide from users	<input type="checkbox"/>
50_Startups.csv							Expression	<a href="#">View or edit</a>
# Row Id							Usage	Measure
R&D Spend							Aggregate	Total
Administration							Data type	Decimal
Marketing Spend							Represents	
State							Default	
Profit							Lookup reference	None
							Description	

## Edit calculation

Name Marketing Spend

Components Expression 14

- Search
- Summaries
    - Statistical functions
      - aggregate
      - average
      - count
      - maximum
      - median
      - minimum
      - moving-average
      - moving-total
      - percentage

```
1 IF ( Marketing_Spend=0 ) THEN ( average (Marketing_Spend) ) ELSE ( Marketing_Spend)
```

### Information

if ( condition ) then .... else ( expression ) , or case .... else ( expression ) end

Works with the if or case constructs. If the if condition or the case expression are not true, then the else expression is used. This function appears in the Top 10 Retailers for 2005 sample report in the GO Data Warehouse (analysis) package.

Cancel OK



My IBM

New data module

MURAL

(6) WhatsApp

Untitled mural • Batch@13

us3.ca.analytics.ibm.com/bi/?perspective=ca-modeller&id=2956646662\_c5e33b0e559e4307b01bbc9355906a8a\_sessionTemp&objRef=&tid=295664...

Paused

IBM Cognos Analytics with Watson

New data module

360

Search content

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🖨

Properties

Data module

+

🕒

🔍 Search

New data module

Navigation paths

50\_Startups.csv

# Row Id

R&D Spend

Administration

Marketing Spend

State

Profit

📊 Grid

🔗 Relationships

📄 Custom tables

↕	Row Id	R&D Spend	Administration	Marketing Spend	State
	1	165349.2	136897.8	471784.1	New
	2	162597.7	151377.59	443898.53	Calif
	3	153441.51	101145.55	407934.54	Flori
	4	144372.41	118671.85	383199.62	New
	5	142107.34	91391.77	366168.42	Flori
	6	131876.9	99814.71	362861.36	New
	7	134615.46	147198.87	127716.82	Calif
	8	130298.13	145530.06	323876.68	Flori
	9	120542.52	148718.95	311613.29	New
	10	123334.88	108679.17	304981.62	Calif
	11	101913.08	110594.11	229160.95	Flori
	12	100671.06	81700.61	240744.55	Calif

Properties

×

General

Label

R&D Spend

Hide from users

🔴

Expression

View or edit >

Usage

Measure

▼

Aggregate

Total

▼

Data type

Decimal

Represents

Default

▼

Lookup reference

None

▼

Description

📘

50\_Startups.csv

⬆

Show all

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34°C Sunny

14:38

16-09-2022

📢

## Edit calculation

Name Marketing Spend

### Components

### Expression

14

- Search
- Summaries
  - Statistical functions
    - aggregate
    - average
    - count
    - maximum
    - median
    - minimum
    - moving-average
    - moving-total
    - percentage

```
1 IF ( Marketing_Spend=0 ) THEN ( average (Marketing_Spend) ) ELSE ( Marketing_Spend)
```

### Information

if ( condition ) then .... else ( expression ) , or case .... else ( expression ) end

Works with the if or case constructs. If the if condition or the case expression are not true, then the else expression is used. This function appears in the Top 10 Retailers for 2005 sample report in the GO Data Warehouse (analysis) package.

Cancel OK

My IBM

New data module

MURAL

(6) WhatsApp

Untitled mural • Batch@13

us3.ca.analytics.ibm.com/bi/?perspective=ca-modeller&id=2956646662\_c5e33b0e559e4307b01bbc9355906a8a\_sessionTemp&objRef=&tid=295664...

Paused

IBM Cognos Analytics with Watson

New data module

360

Search content

Properties

Data module

Search

New data module

Navigation paths

50\_Startups.csv

# Row Id

R&D Spend

Administration

Marketing Spend

State

Profit

Grid

Relationships

Custom tables

Row Id	R&D Spend	Administration	Marketing Spend	State
1	165349.2	136897.8	471784.1	New
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5	142107.34	91391.77	366168.42	Flori
6	131876.9	99814.71	362861.36	New
7	134615.46	147198.87	127716.82	Calif
8	130298.13	145530.06	323876.68	Flori
9	120542.52	148718.95	311613.29	New
10	123334.88	108679.17	304981.62	Calif
11	101913.08	110594.11	229160.95	Flori
12	100671.06	81700.61	240744.55	Calif

Properties

General

Label

Marketing Spend

Hide from users

Expression

View or edit

Usage

Measure

Aggregate

Total

Data type

Decimal

Represents

Default

Lookup reference

None

Description

50\_Startups.csv

Show all

34°C Sunny

16-09-2022

**Data module** + ?


Search

- New data module
  - Navigation paths +
  - 50\_Startups.csv
    - # Row Id
    - R&D Spend
    - Administration
    - Marketing Spend
    - State
    - Profit

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

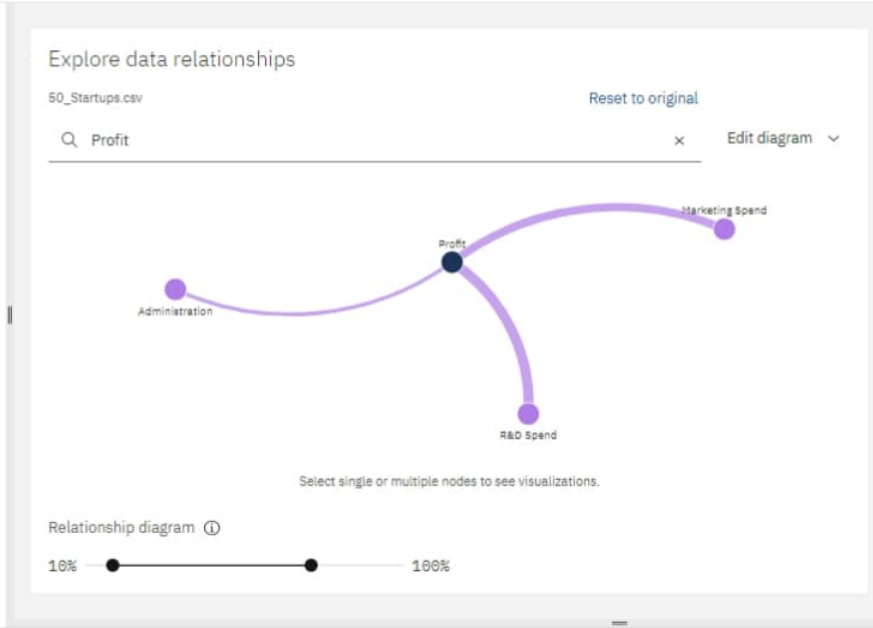
### Cards

Data relationships



Relationship diagram ①

16% ————— 100%



### Select a visualization

Explore visualizations related to 'Profit'

Profit

12.3M

Profit

Add


Profit

Add

Administration and Profit for State

### Cards

Data relationships



Administration

Marketing Spend

Profit

State

### Explore data relationships

50\_Startups.csv

Reset to original

Administration



Select single or multiple nodes to see visualizations.

Relationship diagram ⓘ

16% ——— 100%

### Select a visualization

Explore visualizations related to 'Administration'

Administration

Administration

Add


Administration and Marketing Spend for State regions

 **Screenshot saved**

Press  + G for Xbox Game Bar

**Cards**

Data relationships



### Explore data relationships

50\_Startups.csv [Reset to original](#)

Administration



Select single or multiple nodes to see visualizations.

Relationship diagram ⓘ

16% —●●— 100%

#### Select a visualization


Explore visualizations related to 'Administration'

Administration

**13.1M**  
Administration

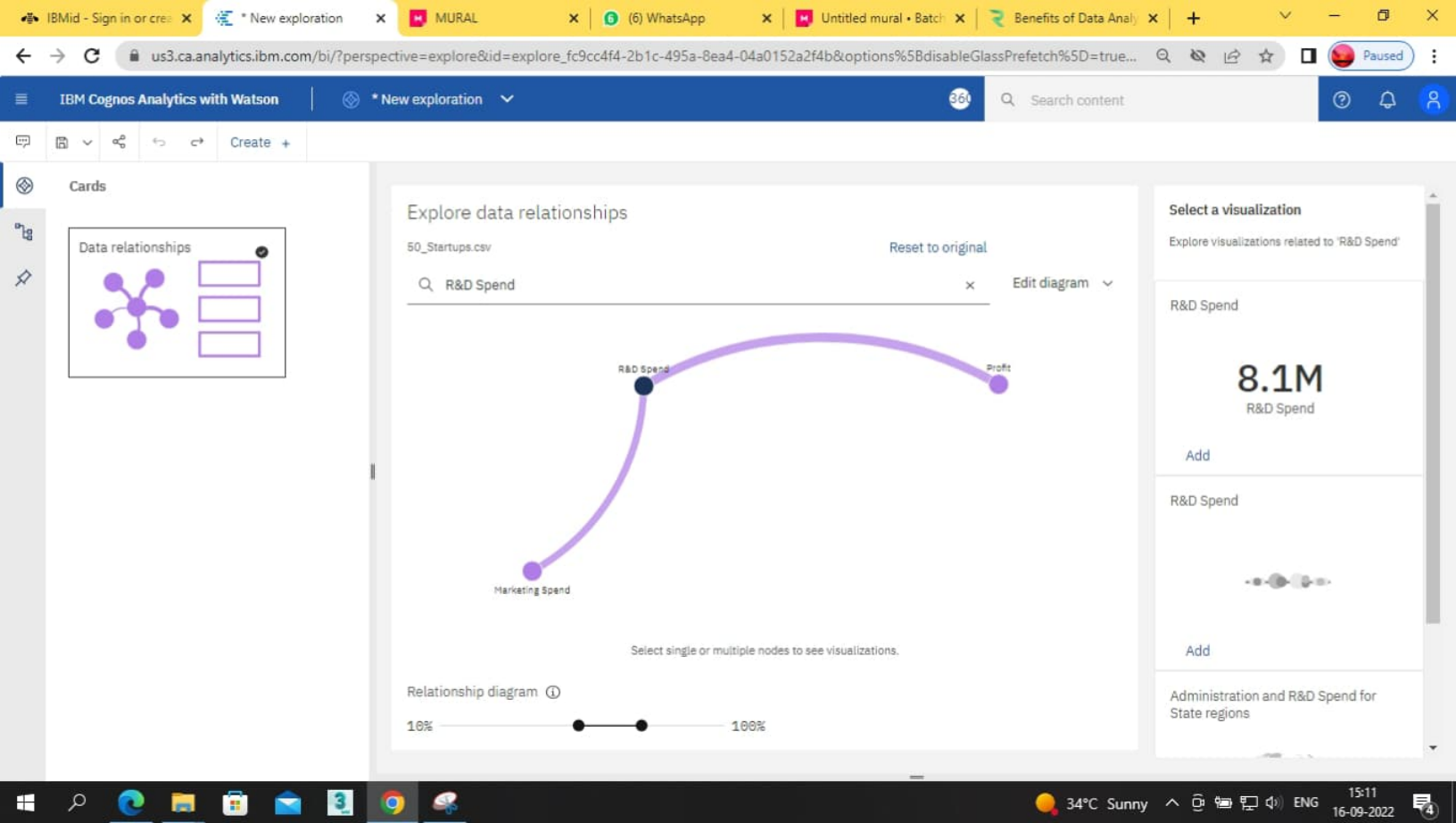
Add

Administration

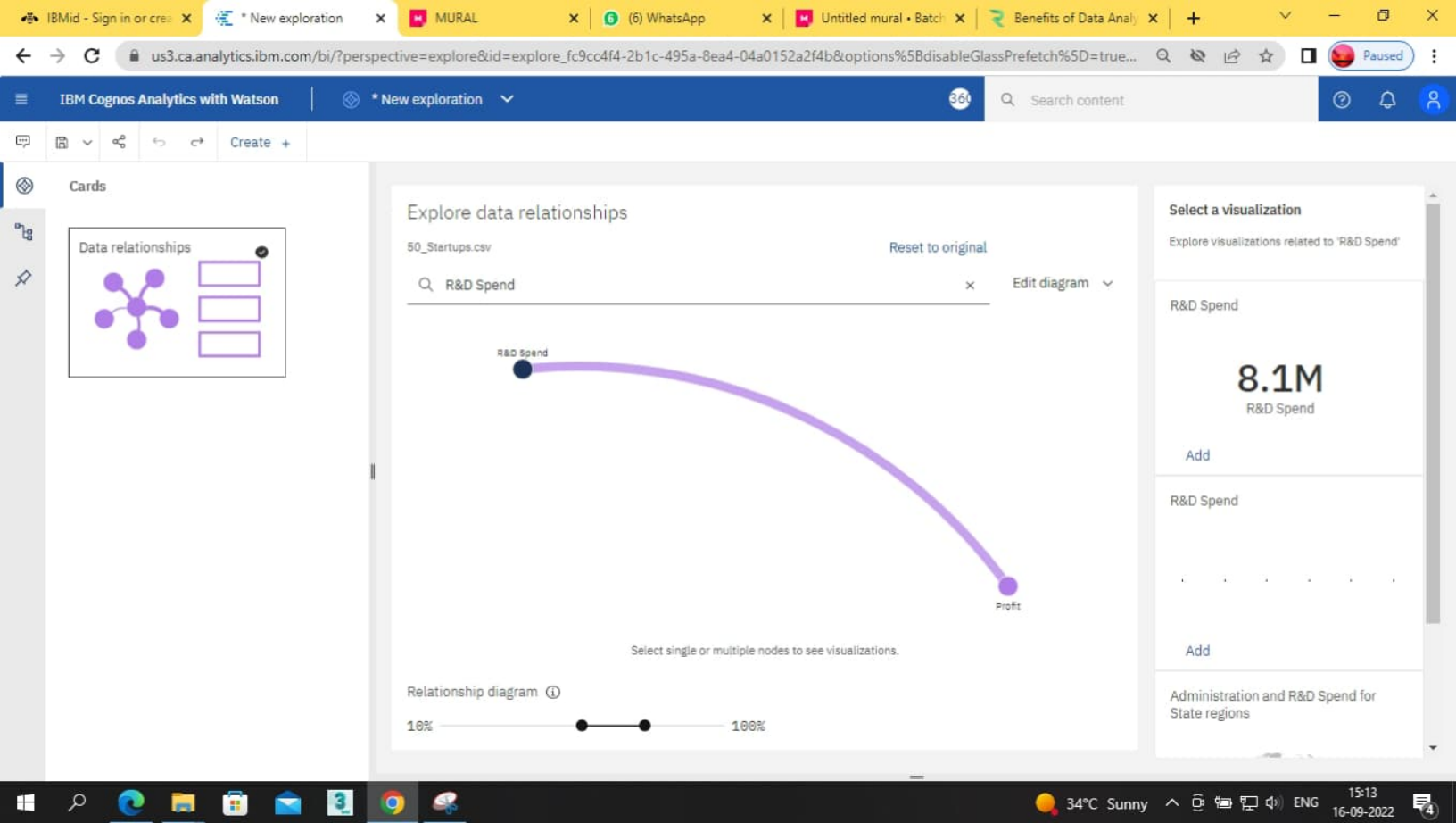


Add

Administration and Marketing Spend for State regions







IBM Cognos Analytics with Watson


New exploration

360

Search content

Cards

Data relationships




Explore data relationships

50\_Startups.csv

Reset to original

State

Edit diagram



Select single or multiple nodes to see visualizations.


Relationship diagram ⓘ

16%100%

Select a visualization

Explore visualizations related to 'State'

State regions



Add

State

State
California
Florida

Add

Administration and Profit for State regions

34°C Sunny

15:13

16-09-2022

**Assistant**

50\_Startups.csv

Count of R&D Spend

# 108

R&D Spend

Show related visualizations

Create dashboard from the chart

I also found these matching sources:

Ask a question

## Explore data relationships

50\_Startups.csv

Reset to original

State

Administration

Marketing Spend


Relationship diagram

10% 100%

### Select a visualization

Explore visualizations related to 'State'

State regions



Add

State

State
California
Florida

Add

Administration and Profit for State regions

### Assistant

50\_Startups.csv

@Cognos

Here's the total value for **Marketing Spend** in 50\_Startups.csv:

Total Marketing Spend

# 23.2M

Marketing Spend

Ask a question

### Explore data relationships

50\_Startups.csv [Reset to original](#)

State [x](#) [Edit diagram](#)

Relationship diagram ⓘ

10% 100%

### Select a visualization

Explore visualizations related to 'State'

#### State regions

[Add](#)

#### State

State
California
Florida

[Add](#)

#### Administration and Profit for State regions

Assistant

50\_Startups.csv

@Cognos

Here's the total value for **Marketing Spend** in 50\_Startups.csv:

23.2M

help

show ...

create dashboard

Ask a question



### Select a visualization

Explore visualizations related to 'State'

State regions

Add

State

State
California
Florida

Add

Administration and Profit for State regions

**Assistant**

50\_Startups.csv

@Cognos

Here are the visualizations from source 50\_Startups.csv:

**Marketing Spend and R&D Spend**

Measures

- R&D Spend
- Marketing Spend

Values

Show related visualizations

Ask a question

**Explore data relationships**

50\_Startups.csv

Reset to original

State

Edit diagram

Relationship diagram

10% ——— 100%

**Select a visualization**

Explore visualizations related to 'State'

State regions

Add

State

State
California
Florida

Add

Administration and Profit for State regions

**Assistant**

50\_Startups.csv

@Cognos

Here are the visualizations from source 50\_Startups.csv:

**Total R&D Spend for State regions**

R&D Spend (Sum)

24,22,612.31 26,74,159

Florida

R&D Spend: 27,98,837.27

Show related visualizations

Ask a question

**Explore data relationships**

50\_Startups.csv

Reset to original

State

Edit diagram

Relationship diagram

10% 100%

**Select a visualization**

Explore visualizations related to 'State'

State regions

Add

State

State
California
Florida

Add

Administration and Profit for State regions

Assistant
50\_Startups.csv
@Cognos

Here are the visualizations from source 50\_Startups.csv:

Profit and Marketing Spend

Measures
Marketing Spend Profit

Values
0 50,00,000 1,50,00,000

Show related visualizations

Ask a question

Explore data relationships
50\_Startups.csv
Reset to original

State

Edit diagram

Relationship diagram
10% 100%

Select a visualization
Explore visualizations related to 'State'

State regions

Add

State

State
California
Florida

Add

Administration and Profit for State regions



**Assistant**

50\_Startups.csv

@Cognos

Here are the visualizations from source 50\_Startups.csv:

Marketing Spend and R&D Spend

Measures

- R&D Spend
- Marketing Spend

Values

Show related visualizations

Ask a question

### Choose visualization type

Comparison

- Bar
- Bullet
- Column
- Heat map
- Line and column
- Marimekko
- Radar
- Radial
- Stacked bar
- Stacked column
- Word cloud

Parts to whole

- Hierarchy bubble
- Packed bubble
- Pie
- Tree map

Trend

- Area
- Box plot
- Line
- Line and column
- Point
- Radial
- Waterfall

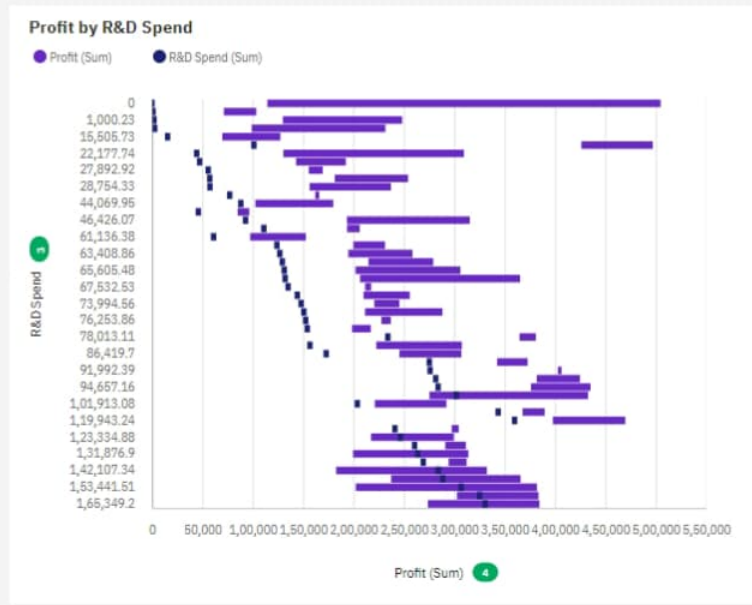
Selected sources /

50\_Startups.csv

Search

Navigation paths

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



### Fields

Bars

- R&D Spend

Click or drag data here

# Length\* Required field

- Profit

Click or drag data here

# y-start

- Administration

Target

- R&D Spend

Color

Click or drag data here

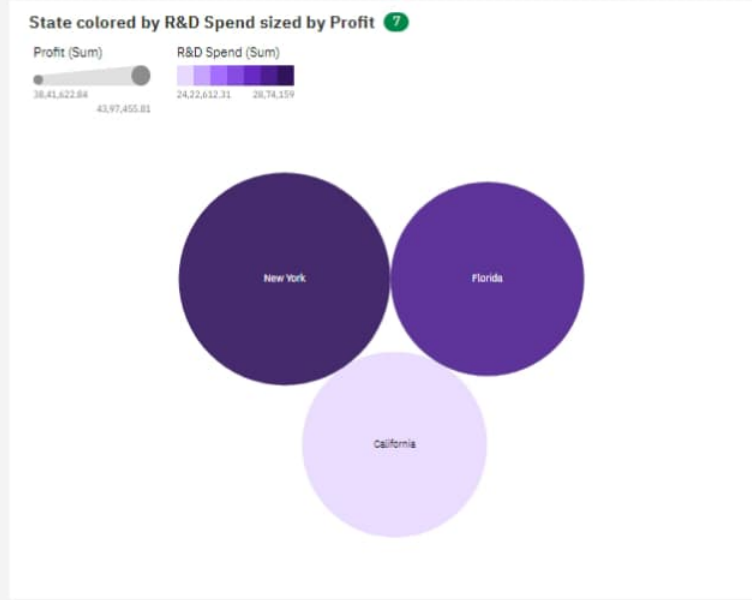
**Selected sources /**

50\_Startups.csv

Search

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  - Profit



### Fields

**Bubbles\*** Required field

- State

Click or drag data here

**Size**

- Profit

Click or drag data here

**Color**

- R&D Spend

Click or drag data here

**Repeat (column)**

Click or drag data here

**Repeat (row)**

Click or drag data here

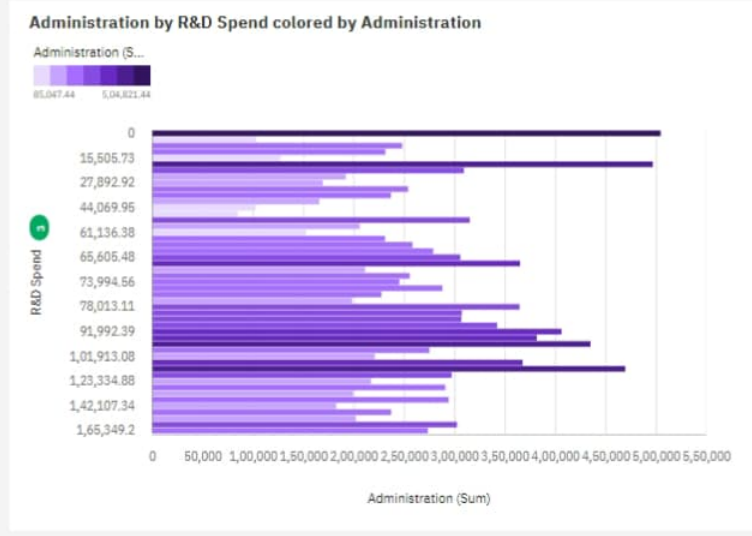
**Selected sources /**

50\_Startups.csv

Search

Navigation paths

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  - Administration
  - Marketing Spend
  - State
  - Profit



### Fields

**Bars**

- R&D Spend

Click or drag data here

**# Length\*** Required field

- Administration

Click or drag data here

**Color**

- Administration

Click or drag data here

**Repeat (column)**