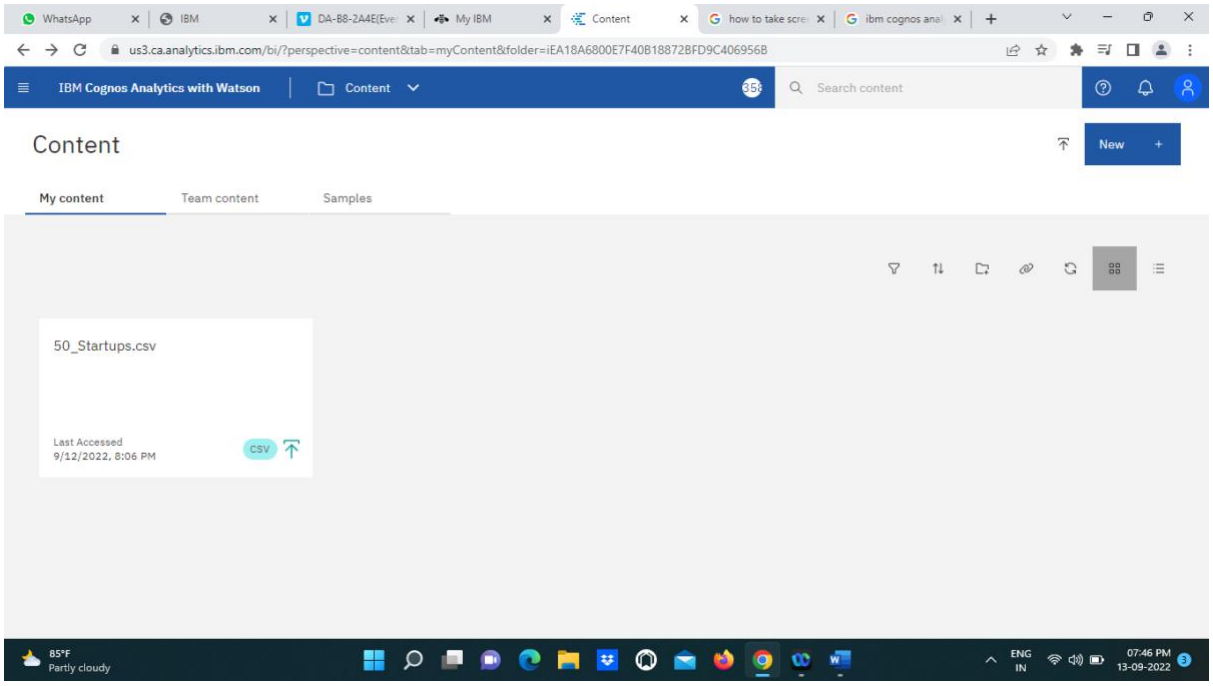
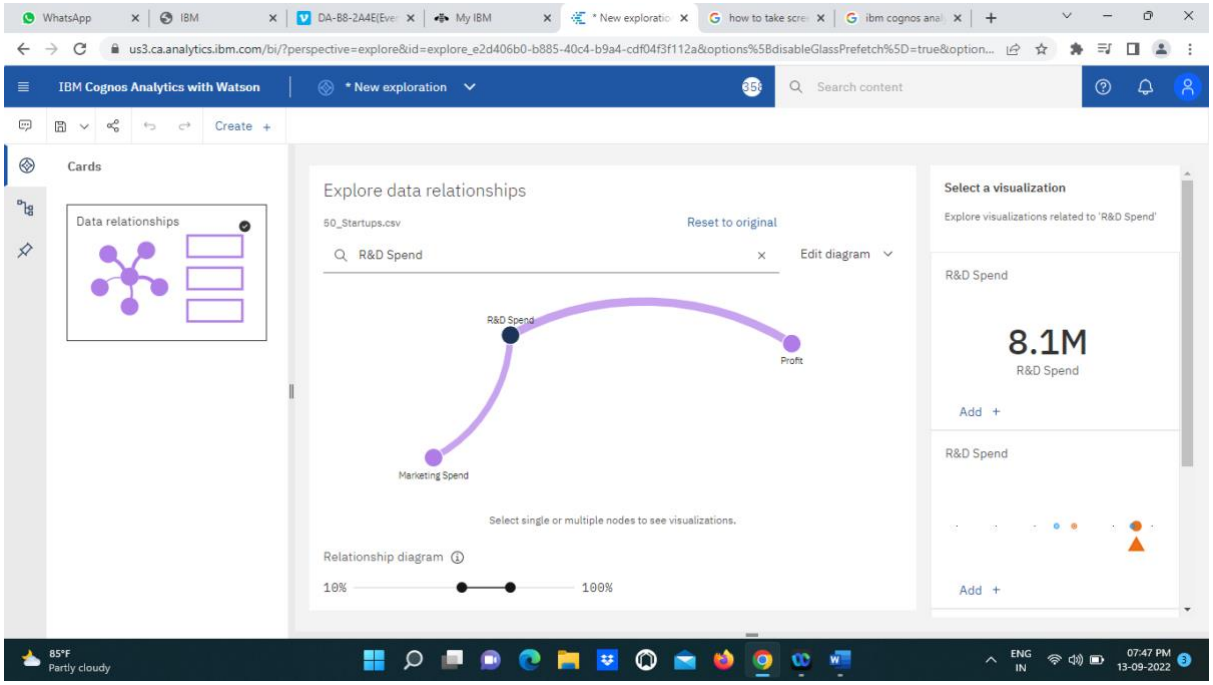
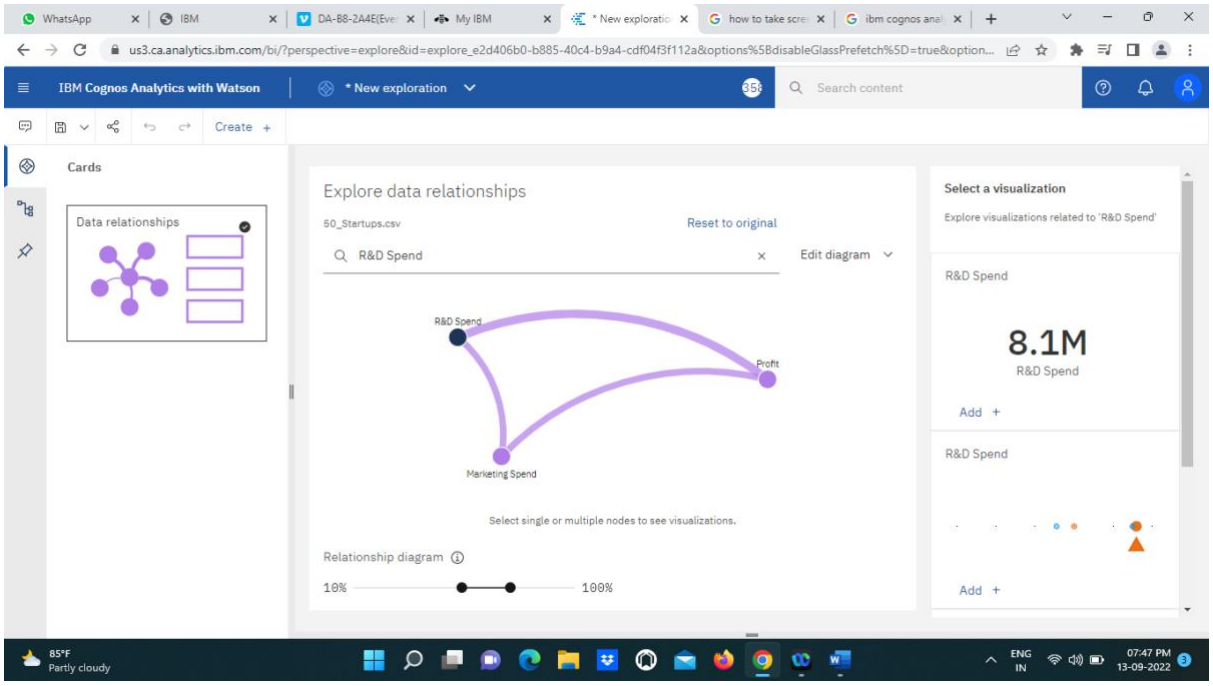
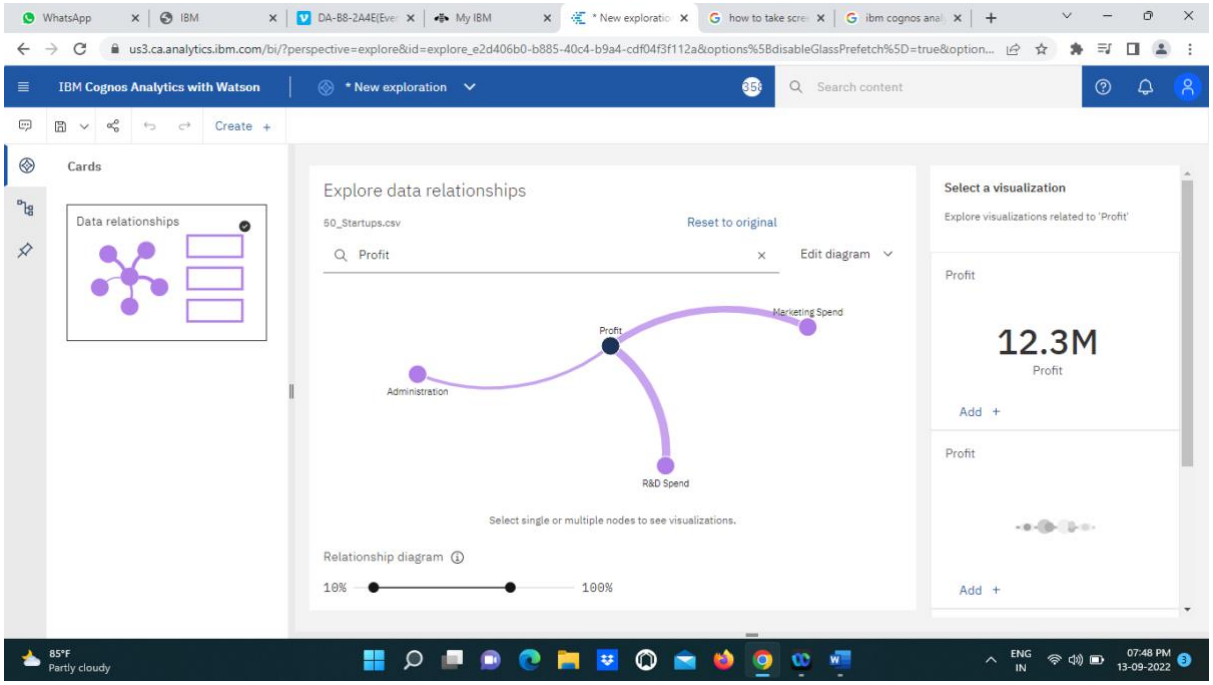


EXPLORATION:




IBM Cognos Analytics with Watson
* New exploration
Search content
Create
Cards
Data relationships
Explore data relationships
50_Startups.csv
Reset to original
R&D Spend
Edit diagram
R&D Spend
Profit
Marketing Spend
Select single or multiple nodes to see visualizations.
Relationship diagram
10%
100%
Select a visualization
Explore visualizations related to 'R&D Spend'
R&D Spend
8.1M
R&D Spend
Add
R&D Spend
Add
85°F
Partly cloudy
ENG
IN
07:47 PM
13-09-2022


IBM Cognos Analytics with Watson
* New exploration
Search content
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Cards
Data relationships
Explore data relationships
50_Startups.csv
Reset to original
Profit
Edit diagram
Marketing Spend
Profit
Administration
R&D Spend
Select single or multiple nodes to see visualizations.
Relationship diagram
10%
100%
Select a visualization
Explore visualizations related to 'Profit'
Profit
12.3M
Profit
Add
Profit
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85°F
Partly cloudy
ENG
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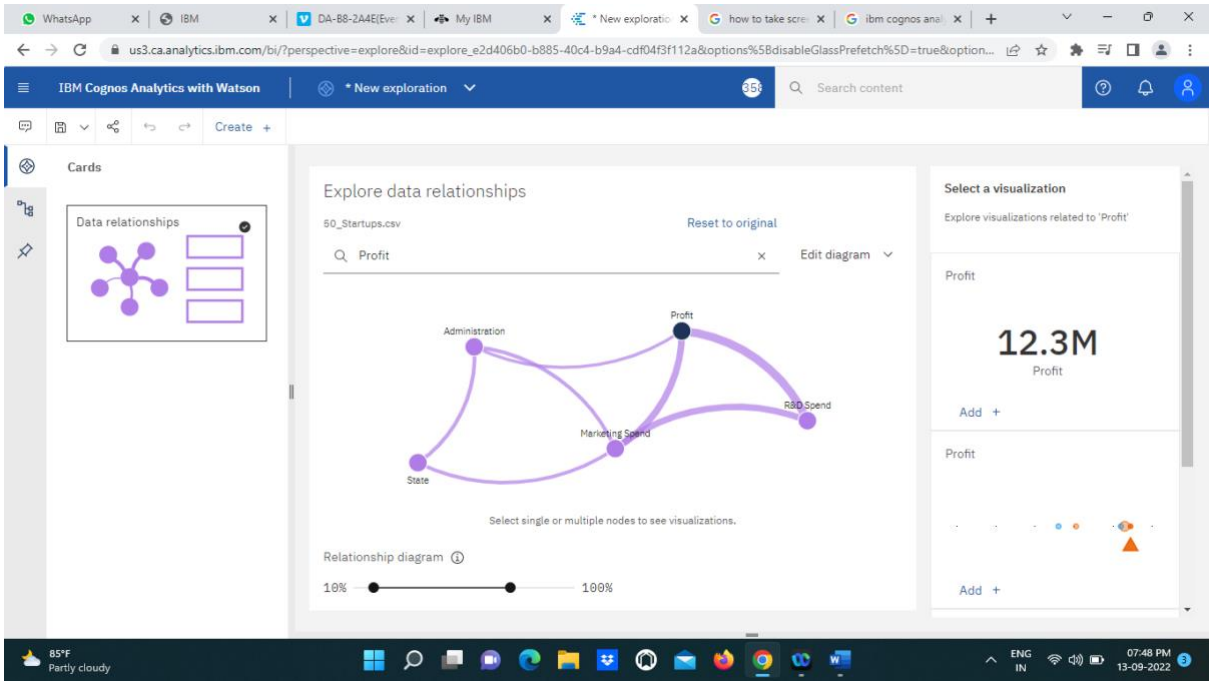
13-09-2022


IBM Cognos Analytics with Watson
* New exploration
Search content
Create
Cards
Data relationships
Explore data relationships
50_Startups.csv
Reset to original
Profit
Edit diagram
Administration
Profit
R&D Spend
Marketing Spend
State
Select single or multiple nodes to see visualizations.
Relationship diagram
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Select a visualization
Explore visualizations related to 'Profit'
Profit
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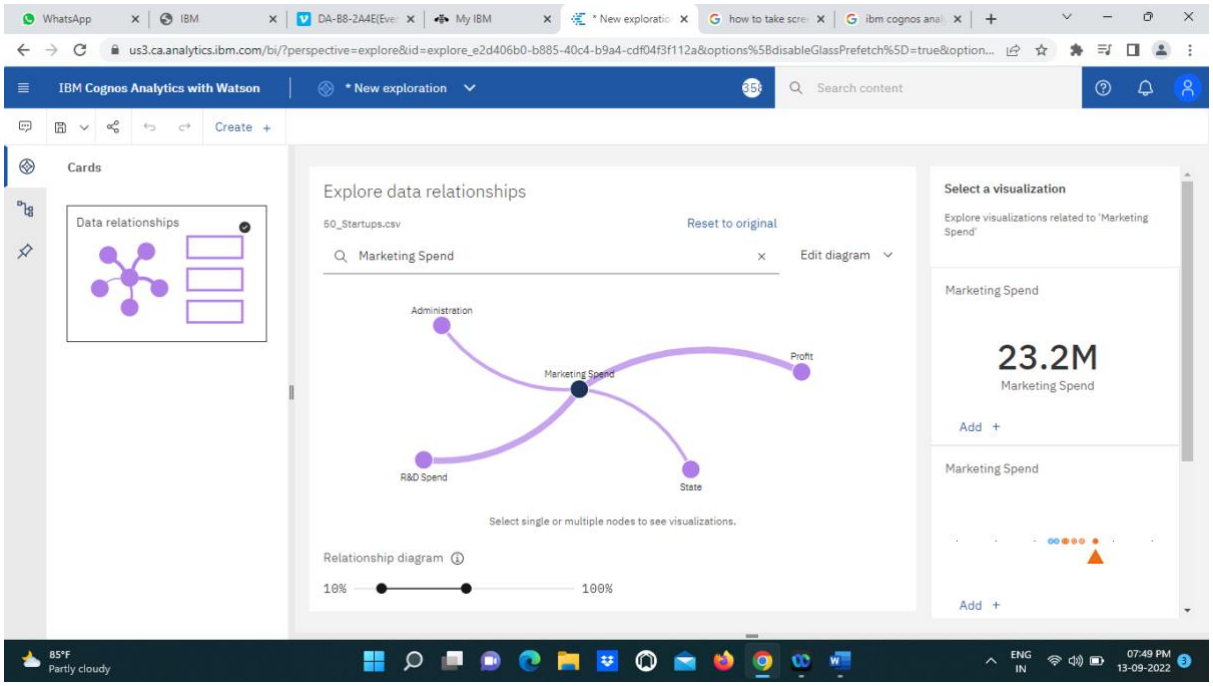
13-09-2022


IBM Cognos Analytics with Watson
* New exploration
Search content
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Data relationships
Explore data relationships
50_Startups.csv
Reset to original
Marketing Spend
Edit diagram
Administration
Profit
Marketing Spend
R&D Spend
State
Select single or multiple nodes to see visualizations.
Relationship diagram
10%
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Select a visualization
Explore visualizations related to 'Marketing Spend'
Marketing Spend
23.2M
Marketing Spend
Add
Marketing Spend
Add
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ENG
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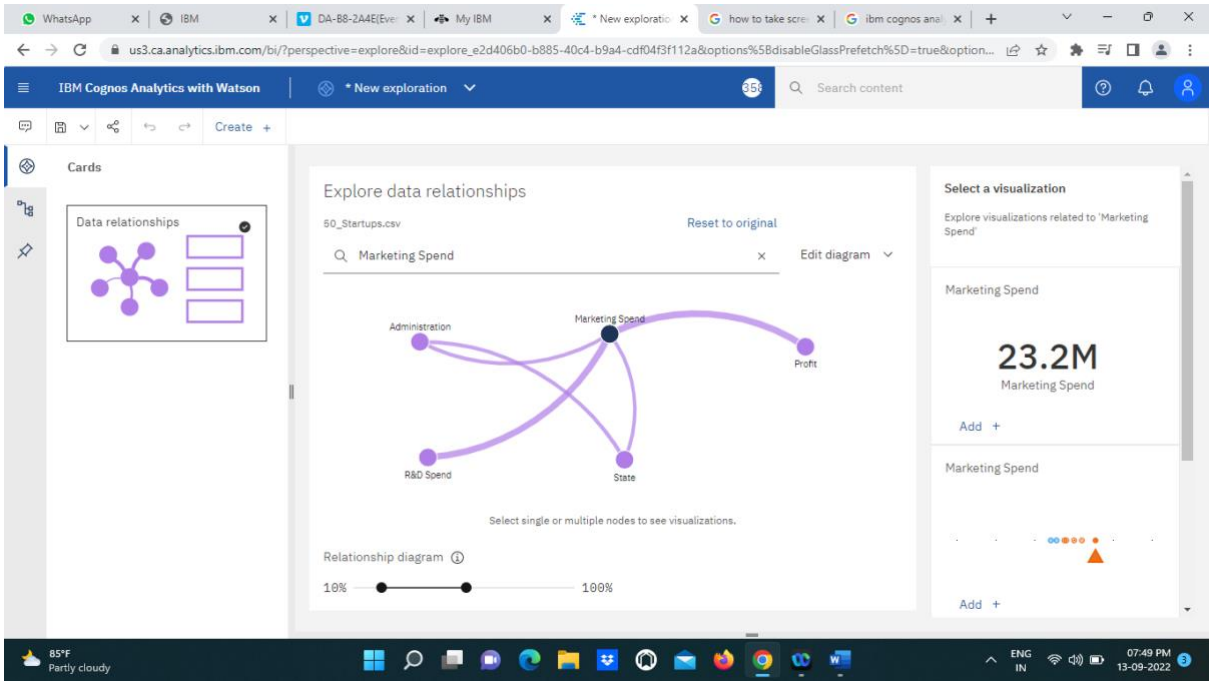
13-09-2022


IBM Cognos Analytics with Watson
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Data relationships
Explore data relationships
50_Startups.csv
Reset to original
Marketing Spend
Edit diagram
Administration
Marketing Spend
Profit
R&D Spend
State
Select single or multiple nodes to see visualizations.
Relationship diagram
10%
100%
Select a visualization
Explore visualizations related to 'Marketing Spend'
Marketing Spend
23.2M
Marketing Spend
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Marketing Spend
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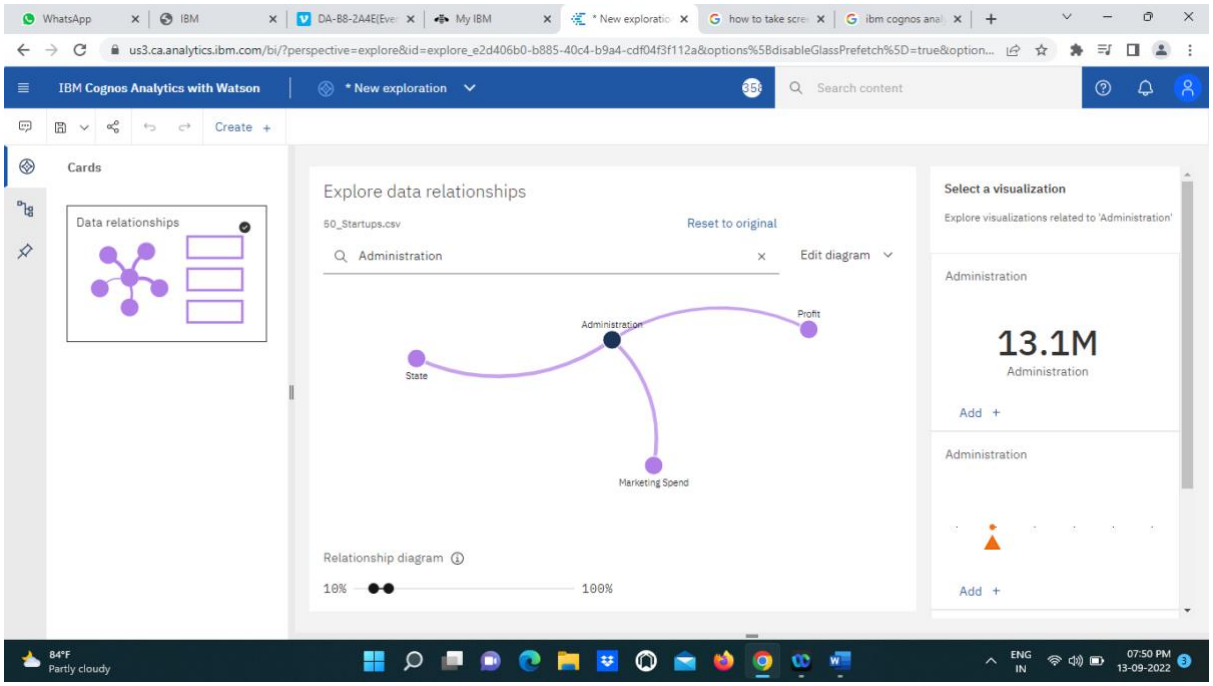
07:49 PM
13-09-2022


IBM Cognos Analytics with Watson
* New exploration
Search content
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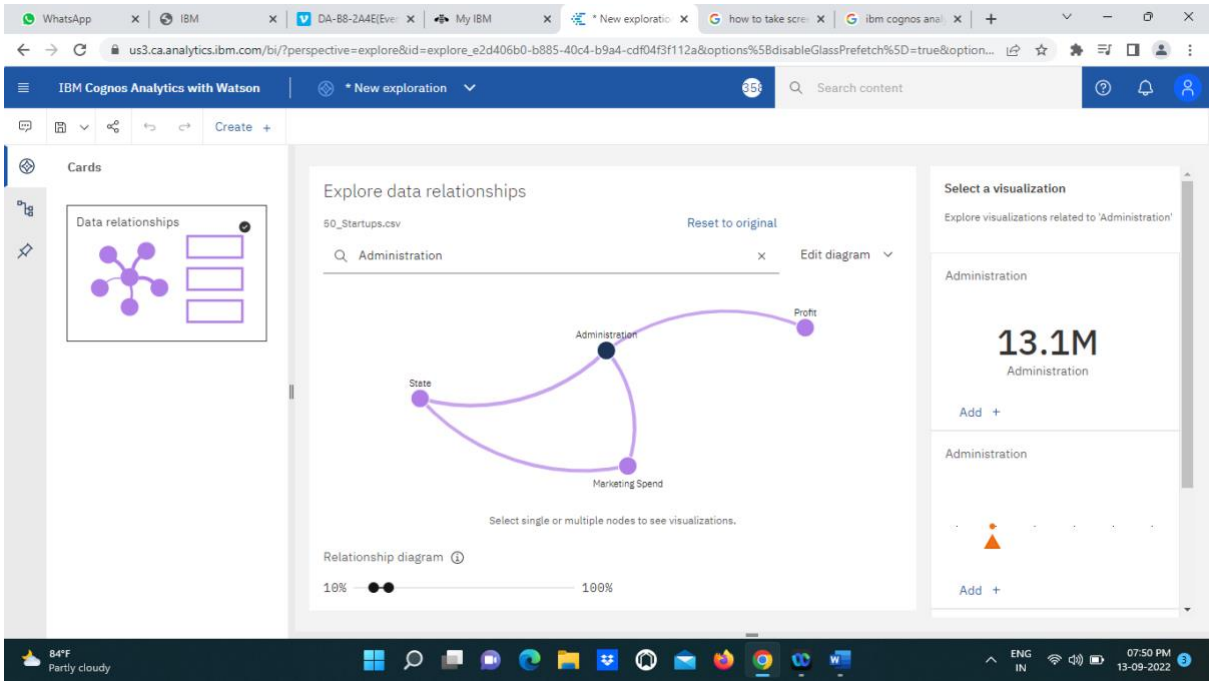
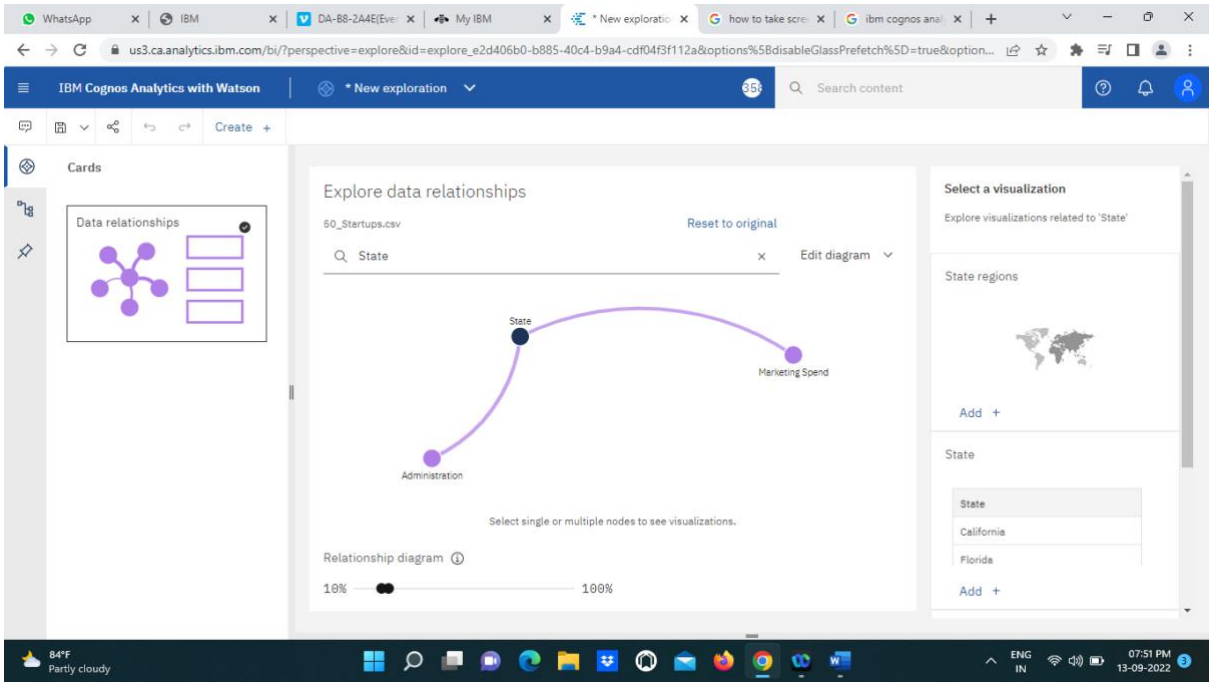
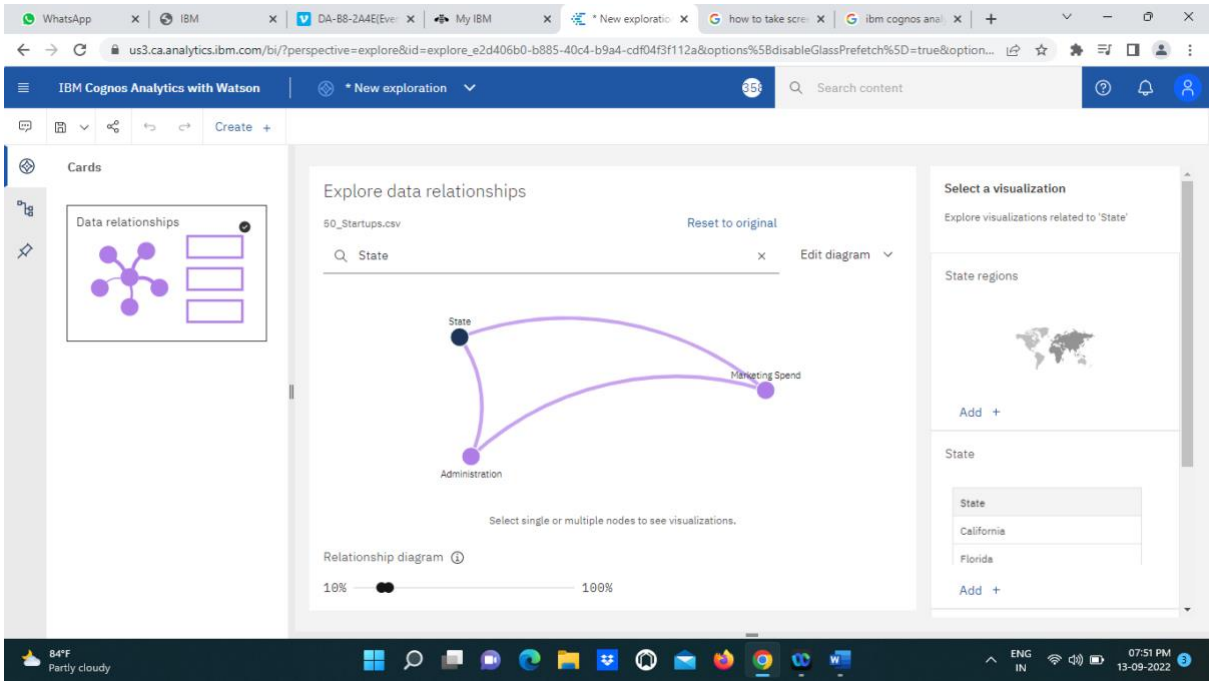
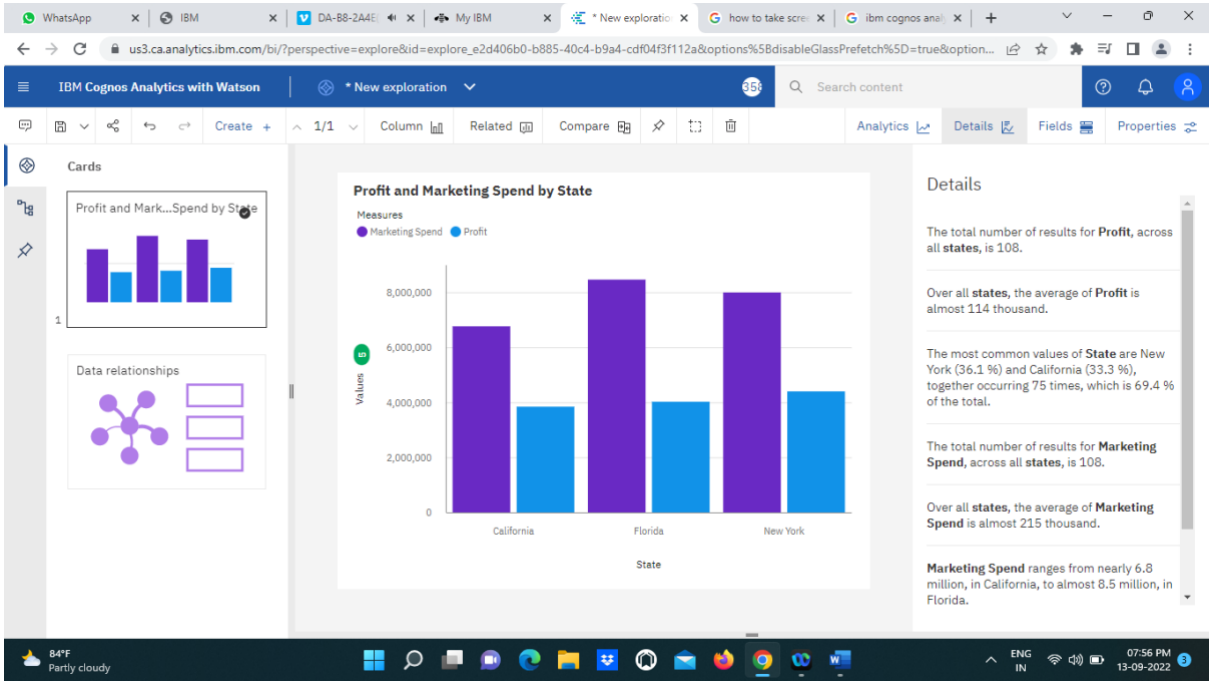
Cards
Data relationships
Explore data relationships
50_Startups.csv
Reset to original
Administration
Edit diagram
Administration
Profit
State
Marketing Spend
Relationship diagram
10%
100%
Select a visualization
Explore visualizations related to 'Administration'
Administration
13.1M
Administration
Add
Administration
Add
84°F
Partly cloudy
ENG
IN
07:50 PM
13-09-2022

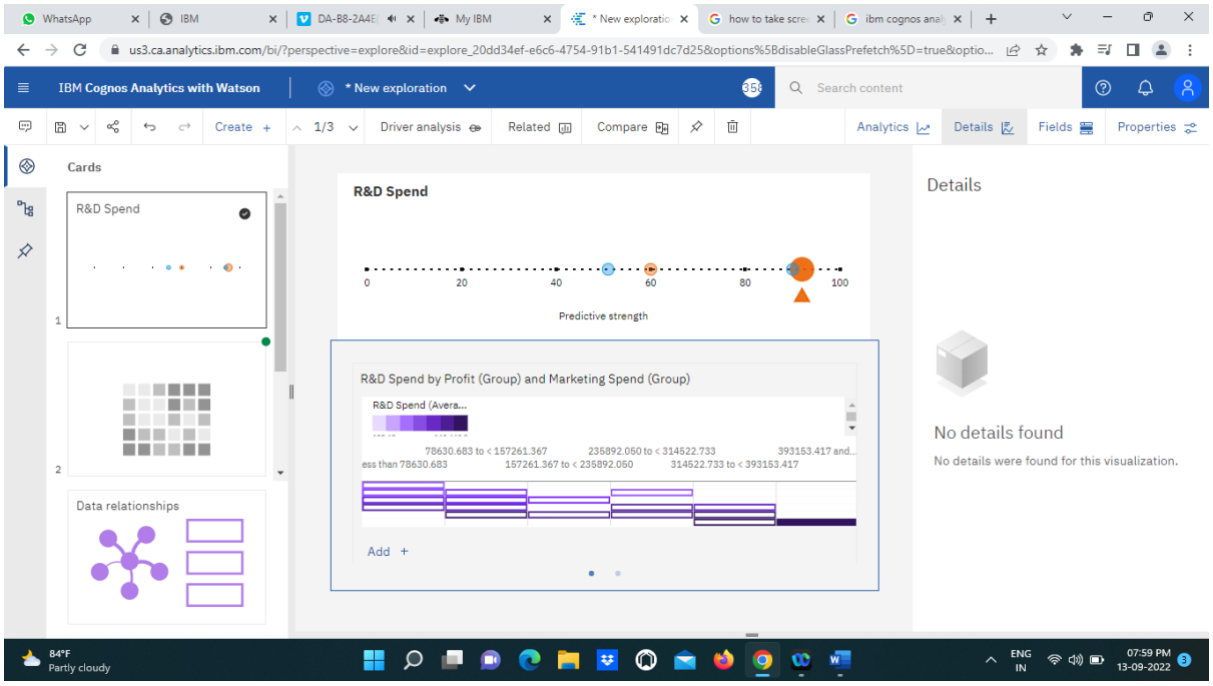

IBM Cognos Analytics with Watson
* New exploration
Search content
Create
Cards
Data relationships
Explore data relationships
50_Startups.csv
Reset to original
Administration
Edit diagram
Profit
Administration
State
Marketing Spend
Select single or multiple nodes to see visualizations.
Relationship diagram
10%
100%
Select a visualization
Explore visualizations related to 'Administration'
Administration
13.1M
Administration
Add
Administration
Add
84°F
Partly cloudy
ENG
IN
07:50 PM
13-09-2022

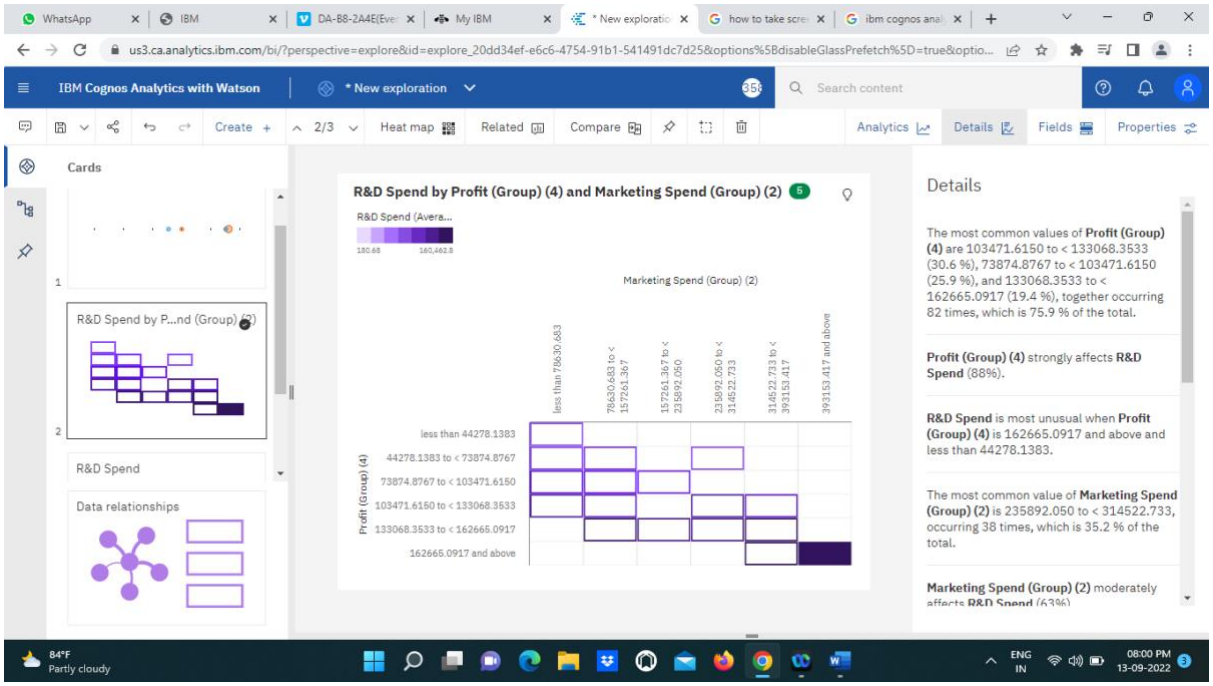

IBM Cognos Analytics with Watson
* New exploration
Search content
Create
Cards
Data relationships
Explore data relationships
50_Startups.csv
Reset to original
State
Edit diagram
State
Marketing Spend
Administration
Select single or multiple nodes to see visualizations.
Relationship diagram
10%
100%
Select a visualization
Explore visualizations related to 'State'
State regions
Add
State
State
California
Florida
Add
84°F
Partly cloudy
ENG
IN
07:51 PM
13-09-2022

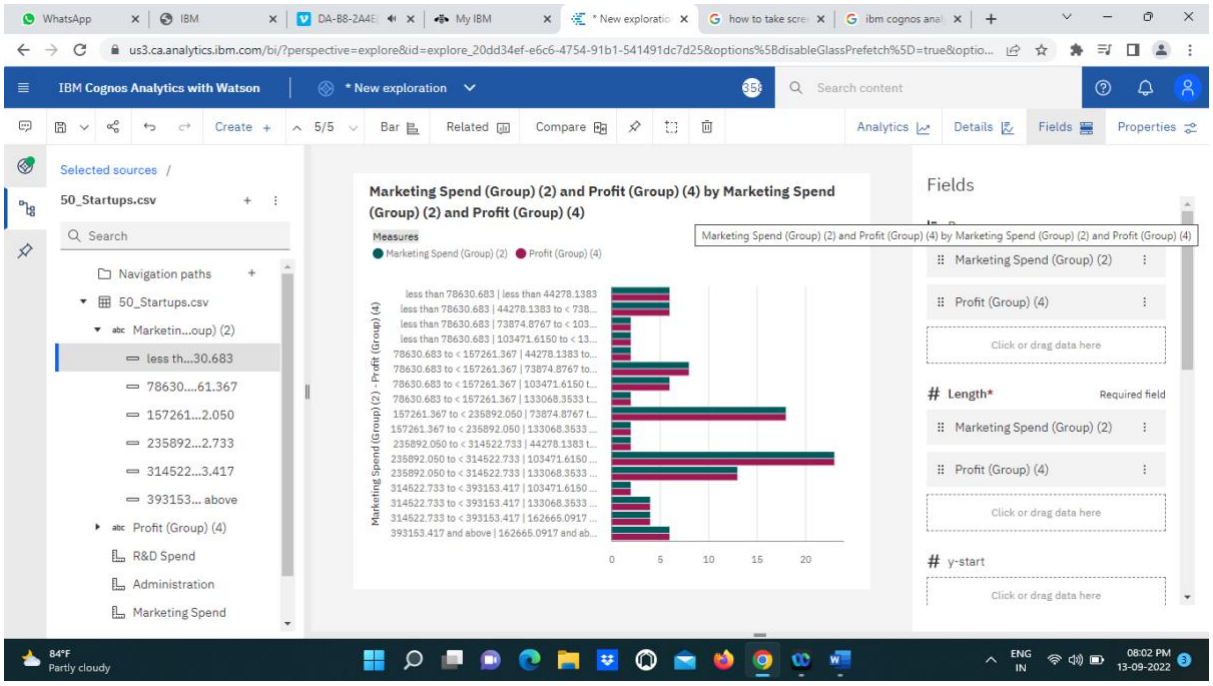


VISUALISATION:




IBM Cognos Analytics with Watson
* New exploration
Create
1/3
Driver analysis
Related
Compare
Analytics
Details
Fields
Properties
Cards
R&D Spend
Data relationships
R&D Spend
Predictive strength
R&D Spend by Profit (Group) and Marketing Spend (Group)
Add
Details
No details found
No details were found for this visualization.


IBM Cognos Analytics with Watson
* New exploration
Create
2/3
Heat map
Related
Compare
Analytics
Details
Fields
Properties
Cards
R&D Spend by P...nd (Group) (2)
R&D Spend
Data relationships
R&D Spend by Profit (Group) (4) and Marketing Spend (Group) (2)
Marketing Spend (Group) (2)
Profit (Group) (4)
Details
The most common values of Profit (Group) (4) are 103471.6150 to < 133068.3533 (30.6 %), 73874.8767 to < 103471.6150 (25.9 %), and 133068.3533 to < 162665.0917 (19.4 %), together occurring 82 times, which is 75.9 % of the total.
Profit (Group) (4) strongly affects R&D Spend (88%).
R&D Spend is most unusual when Profit (Group) (4) is 162665.0917 and above and less than 44278.1383.
The most common value of Marketing Spend (Group) (2) is 235892.050 to < 314522.733, occurring 38 times, which is 35.2 % of the total.
Marketing Spend (Group) (2) moderately


IBM Cognos Analytics with Watson
* New exploration
Search content
Create
5/5
Bar
Related
Compare
Analytics
Details
Fields
Properties
Selected sources
50_Startups.csv
Search
Navigation paths
50_Startups.csv
Marketin...oup) (2)
less th...30.683
78630....61.367
157261...2.050
235892...2.733
314522...3.417
393153... above
Profit (Group) (4)
R&D Spend
Administration
Marketing Spend
Marketing Spend (Group) (2) and Profit (Group) (4) by Marketing Spend (Group) (2) and Profit (Group) (4)
Measures
Marketing Spend (Group) (2)
Profit (Group) (4)
Marketing Spend (Group) (2) and Profit (Group) (4) by Marketing Spend (Group) (2) and Profit (Group) (4)
Marketing Spend (Group) (2) - Profit (Group) (4)
less than 78630.683 | less than 44278.1383
less than 78630.683 | 44278.1383 to < 738...
less than 78630.683 | 73874.8767 to < 103...
less than 78630.683 | 103471.6150 to < 13...
78630.683 to < 157261.367 | 44278.1383 to...
78630.683 to < 157261.367 | 73874.8767 to...
78630.683 to < 157261.367 | 103471.6150 t...
78630.683 to < 157261.367 | 133068.3533 t...
157261.367 to < 235892.050 | 73874.8767 t...
157261.367 to < 235892.050 | 133068.3533 ...
235892.050 to < 314522.733 | 44278.1383 t...
235892.050 to < 314522.733 | 103471.6150 ...
235892.050 to < 314522.733 | 133068.3533 ...
314522.733 to < 393153.417 | 103471.6150 ...
314522.733 to < 393153.417 | 133068.3533 ...
314522.733 to < 393153.417 | 162665.0917 ...
393153.417 and above | 162665.0917 and ab...
0
5
10
15
20
Fields
Marketing Spend (Group) (2)
Profit (Group) (4)
Click or drag data here
Length*
Required field
Marketing Spend (Group) (2)
Profit (Group) (4)
Click or drag data here
y-start
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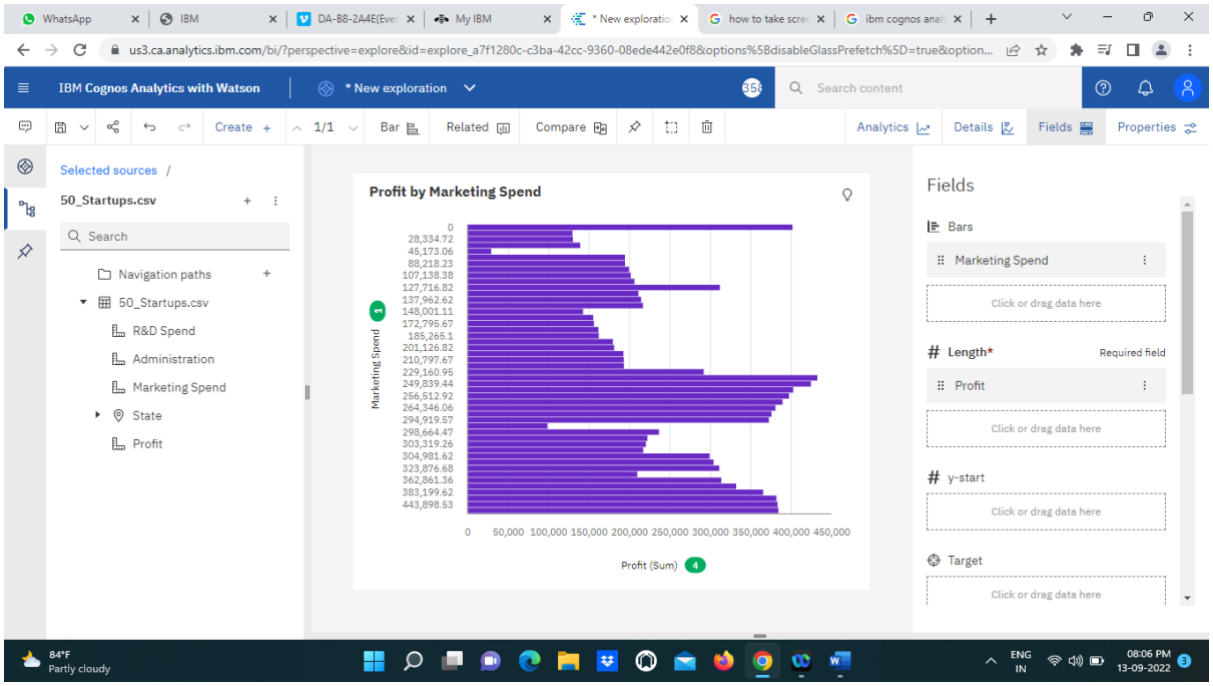
84°F
Partly cloudy
ENG
IN
08:02 PM
13-09-2022


IBM Cognos Analytics with Watson
* New exploration
Search content
Create
1/1
Bar
Related
Compare
Analytics
Details
Fields
Properties
Selected sources
50_Startups.csv
Search
Navigation paths
50_Startups.csv
R&D Spend
Administration
Marketing Spend
State
Profit
Profit by Marketing Spend
Marketing Spend
0
28,334.72
45,173.06
88,218.23
107,138.38
127,716.82
137,962.62
148,001.11
172,795.67
185,265.1
201,126.82
210,797.67
229,160.95
249,839.44
256,512.92
264,346.06
294,919.57
298,664.47
303,319.26
304,981.62
323,876.68
362,861.36
383,199.62
443,898.53
0
50,000
100,000
150,000
200,000
250,000
300,000
350,000
400,000
450,000
Profit (Sum)
Fields
Bars
Marketing Spend
Click or drag data here
Length*
Required field
Profit
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y-start
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Target
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84°F
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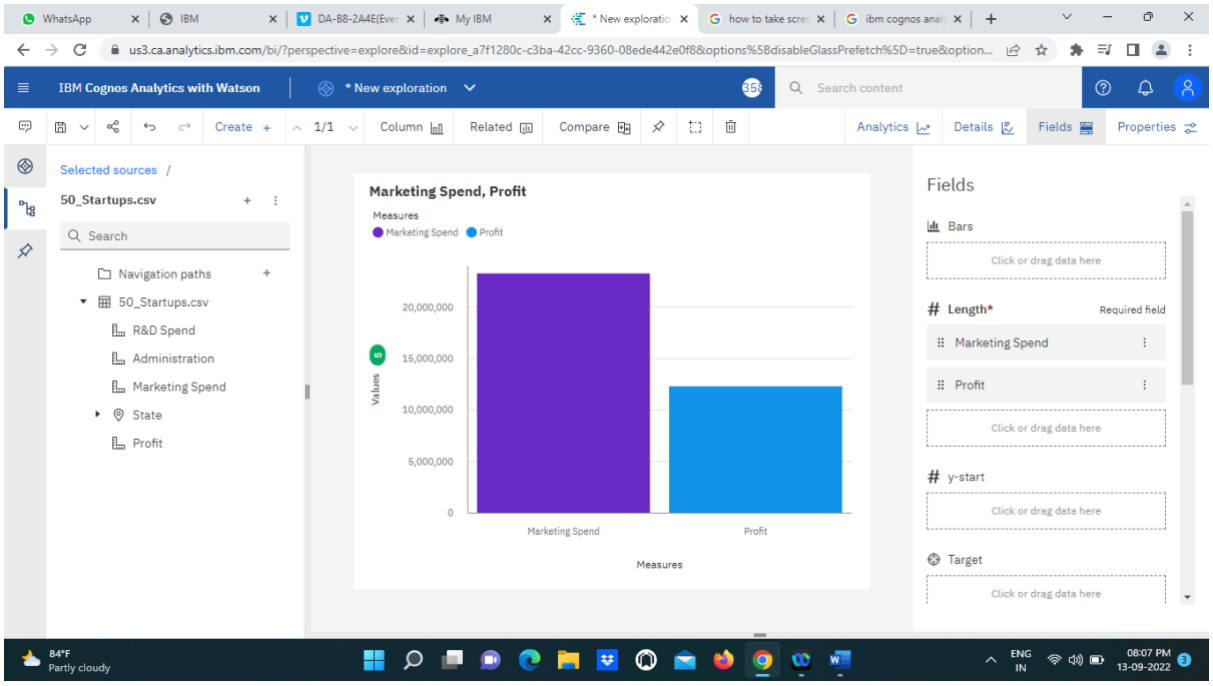
13-09-2022


IBM Cognos Analytics with Watson
* New exploration
Search content
Create
1/1
Column
Related
Compare
Analytics
Details
Fields
Properties
Selected sources
50_Startups.csv
Search
Navigation paths
50_Startups.csv
R&D Spend
Administration
Marketing Spend
State
Profit
Marketing Spend, Profit
Measures
Marketing Spend
Profit
20,000,000
15,000,000
10,000,000
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Values
Marketing Spend
Profit
Measures
Fields
Bars
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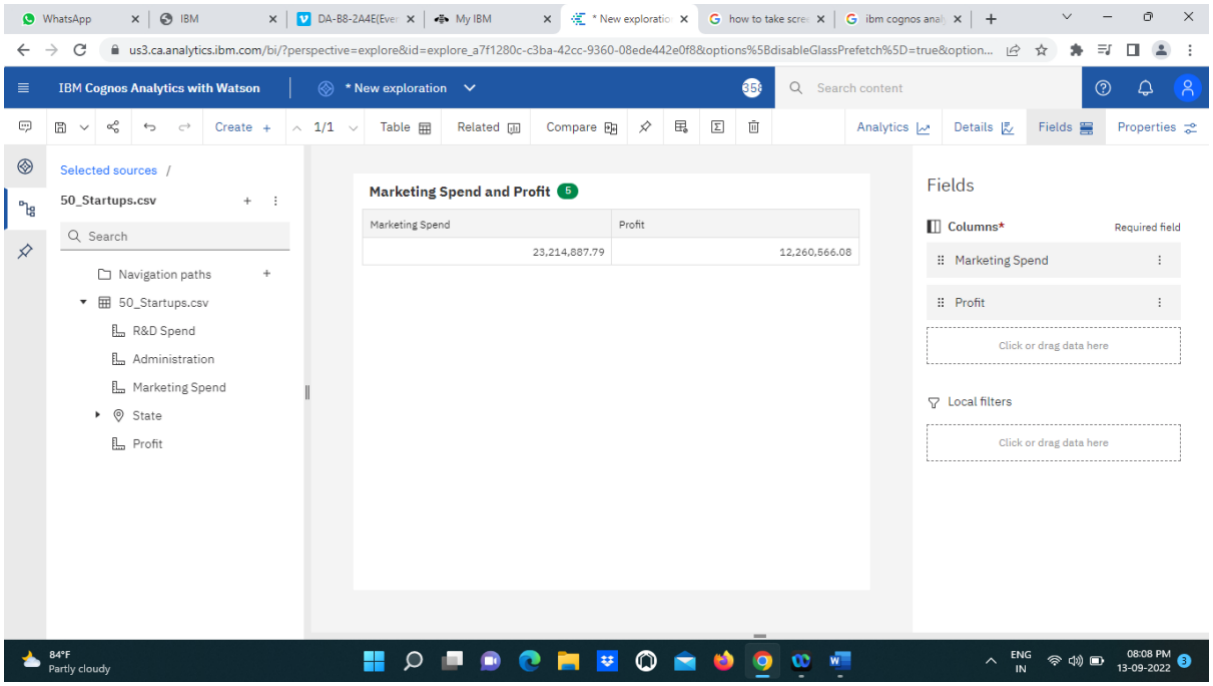
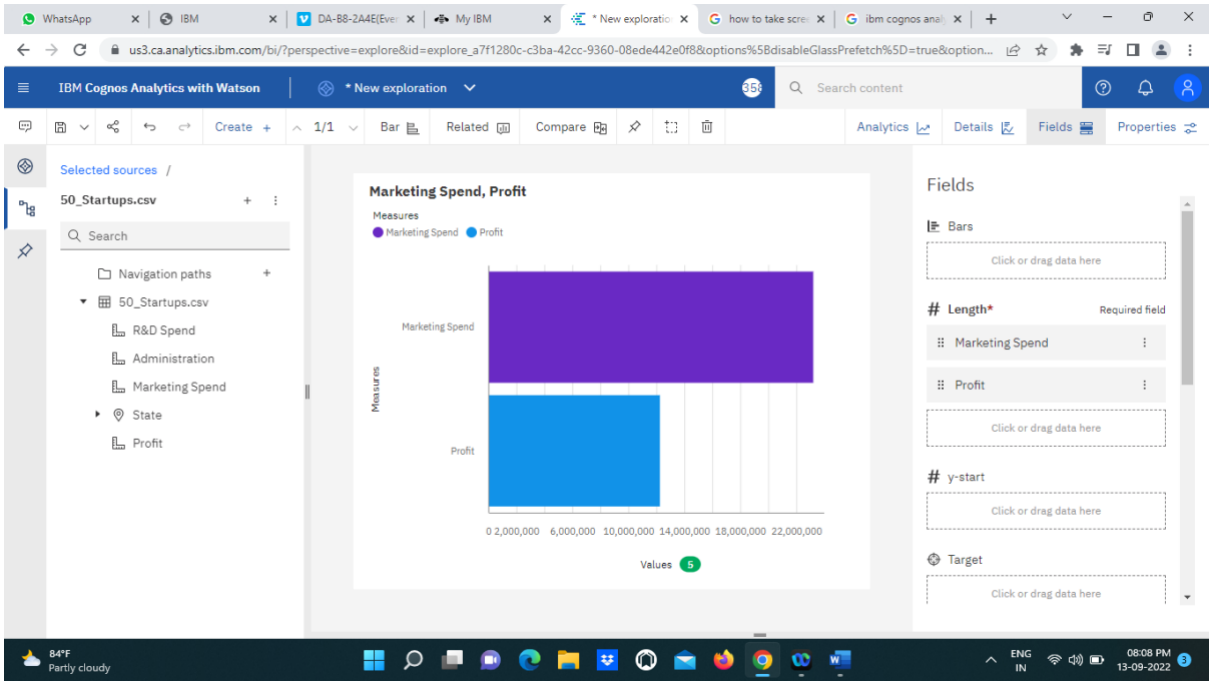
Length*
Required field
Marketing Spend
Profit
Click or drag data here
y-start
Click or drag data here
Target
Click or drag data here
84°F
Partly cloudy
ENG
IN
08:07 PM
13-09-2022


IBM Cognos Analytics with Watson
* New exploration
Search content
Create
1/1
Table
Related
Compare
Analytics
Details
Fields
Properties
Selected sources
50_Startups.csv
Search
Navigation paths
50_Startups.csv
R&D Spend
Administration
Marketing Spend
State
Profit
Marketing Spend and Profit
Marketing Spend
Profit
23,214,887.79
12,260,566.08
Fields
Columns*
Required field
Marketing Spend
Profit
Click or drag data here
Local filters
Click or drag data here
84°F
Partly cloudy
ENG
IN
08:08 PM
13-09-2022


IBM Cognos Analytics with Watson
* New exploration
Search content
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Related
Compare
Analytics
Details
Fields
Properties
Selected sources
50_Startups.csv
Search
Navigation paths
50_Startups.csv
R&D Spend
Administration
Marketing Spend
State
Profit
Marketing Spend, Profit
Measures
Marketing Spend
Profit
Marketing Spend
Profit
Measures
0 2,000,000 6,000,000 10,000,000 14,000,000 18,000,000 22,000,000
Values 5
Fields
Bars
Click or drag data here
Length*
Required field
Marketing Spend
Profit
Click or drag data here
y-start
Click or drag data here
Target
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84°F
Partly cloudy
ENG
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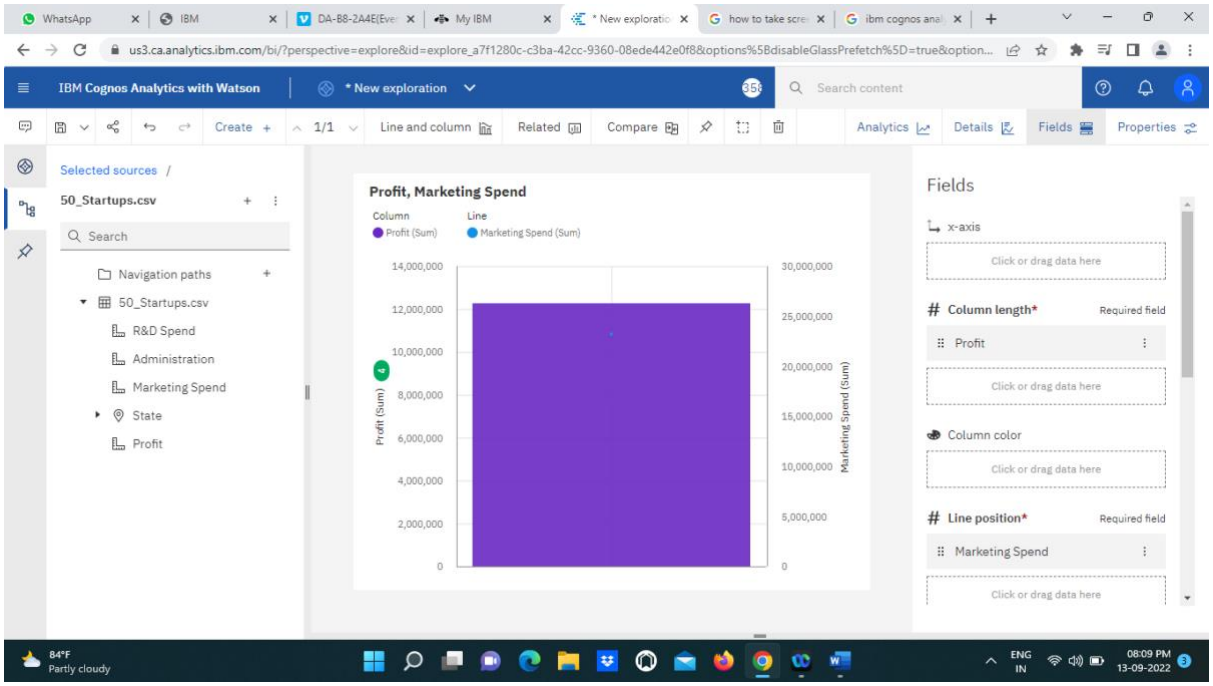
13-09-2022


IBM Cognos Analytics with Watson
* New exploration
Search content
Create
1/1
Line and column
Related
Compare
Analytics
Details
Fields
Properties
Selected sources
50_Startups.csv
Search
Navigation paths
50_Startups.csv
R&D Spend
Administration
Marketing Spend
State
Profit
Profit, Marketing Spend
Column
Profit (Sum)
Line
Marketing Spend (Sum)
14,000,000
12,000,000
10,000,000
8,000,000
6,000,000
4,000,000
2,000,000
0
Profit (Sum)
30,000,000
25,000,000
20,000,000
15,000,000
10,000,000
5,000,000
0
Marketing Spend (Sum)
Fields
x-axis
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Column length*
Required field
Profit
Click or drag data here
Column color
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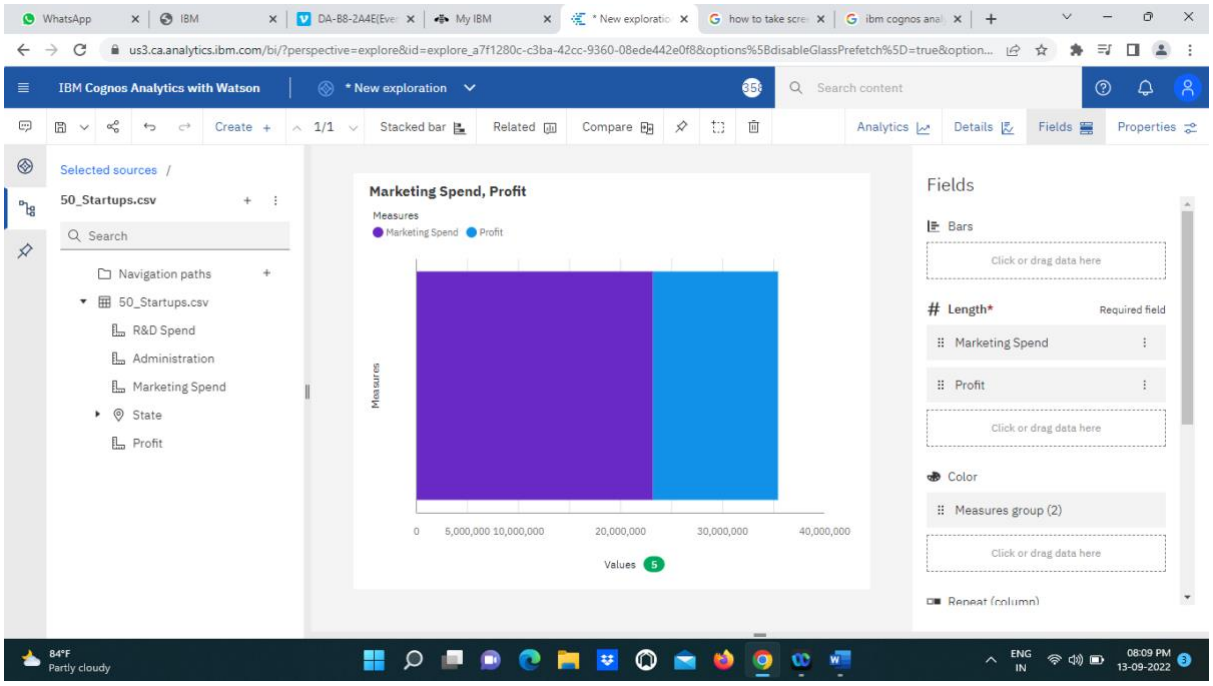
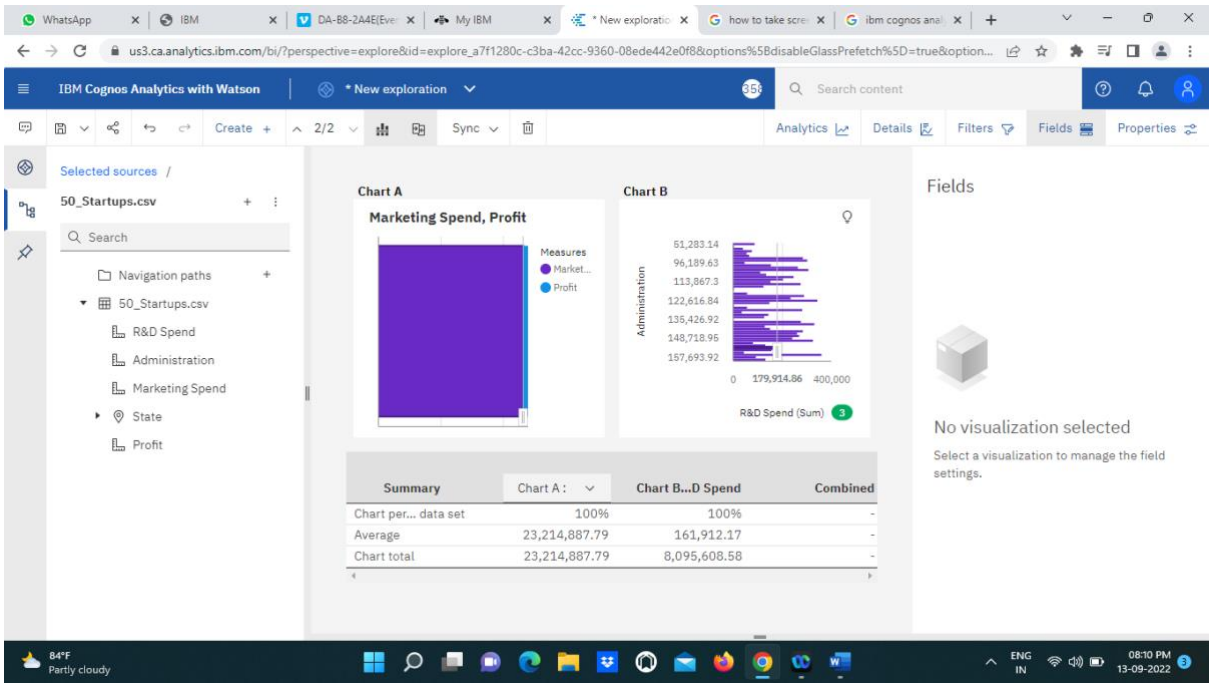
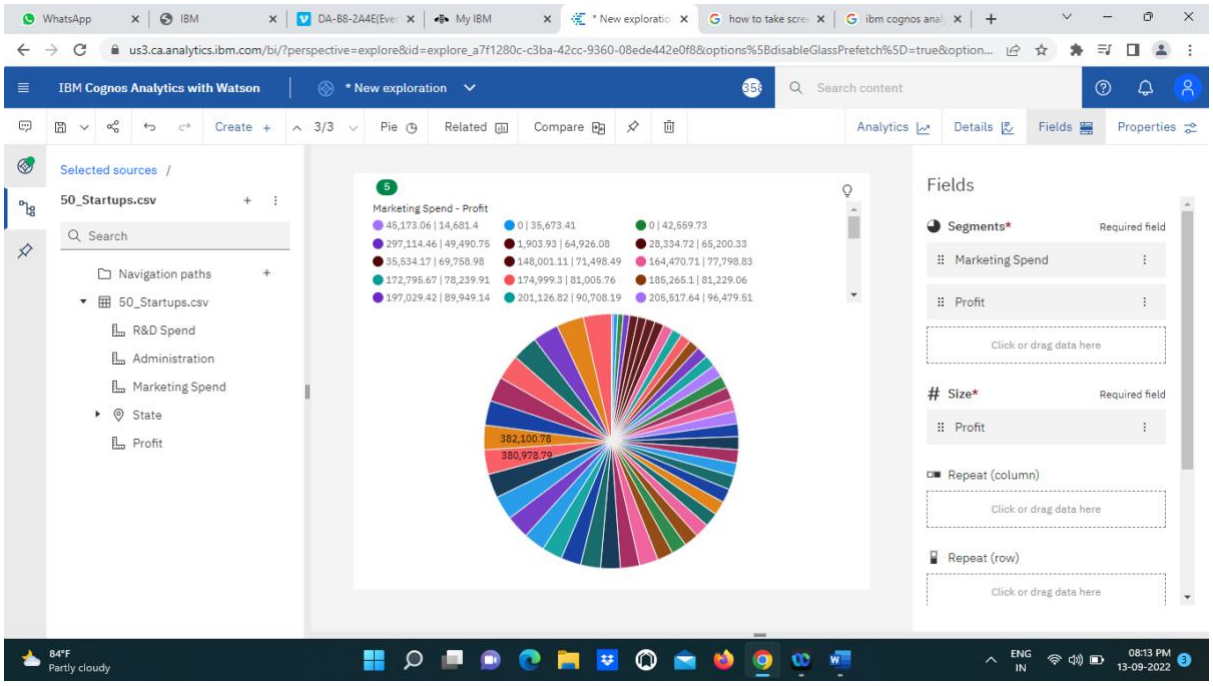
Line position*
Required field
Marketing Spend
Click or drag data here
84°F
Partly cloudy
ENG
IN
08:09 PM
13-09-2022

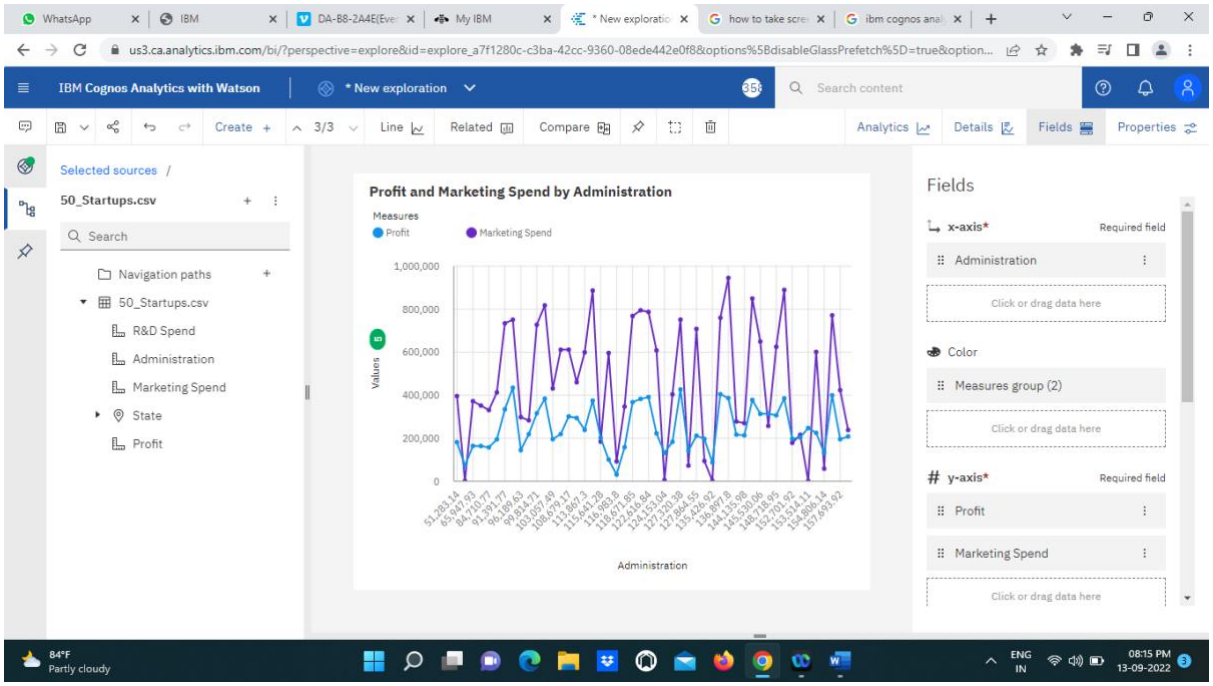


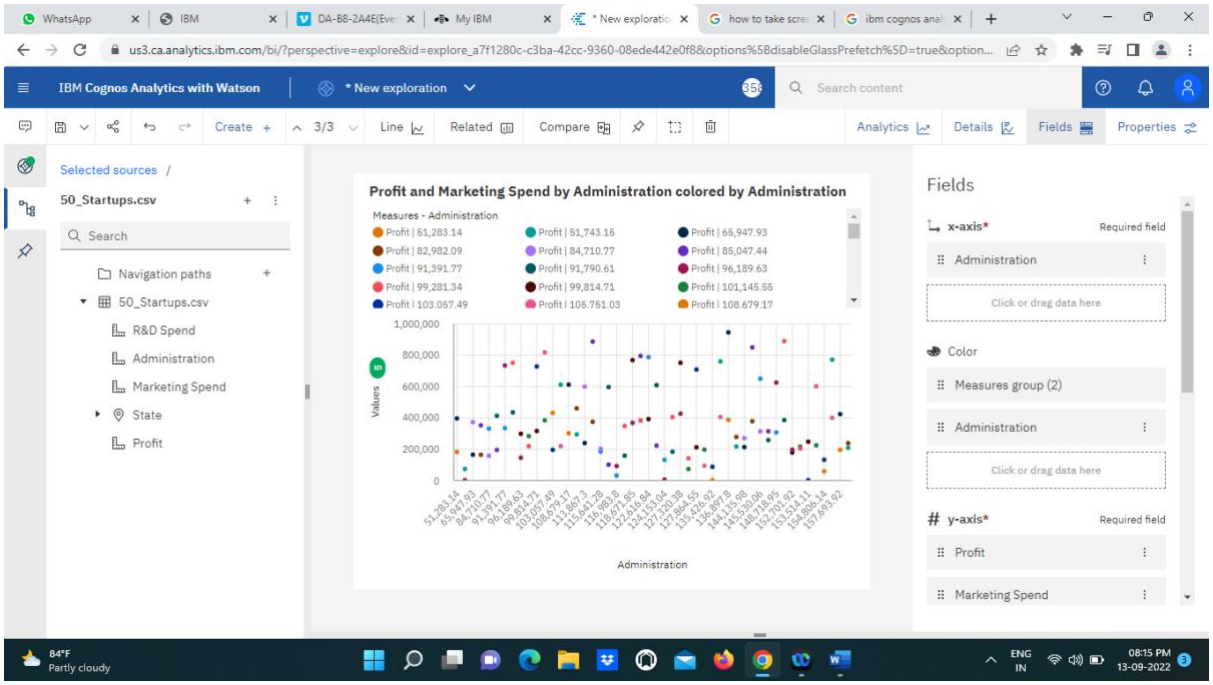
COMPARE VISUALISATION:



SINGLE VISUALISATION:


IBM Cognos Analytics with Watson
* New exploration
Search content
Create
3/3
Pie
Related
Compare
Analytics
Details
Fields
Properties
Selected sources
50_Startups.csv
Search
Navigation paths
50_Startups.csv
R&D Spend
Administration
Marketing Spend
State
Profit
Marketing Spend - Profit
382,100.78
380,978.79
Fields
Segments*
Required field
Marketing Spend
Profit
Click or drag data here
Size*
Required field
Profit
Repeat (column)
Click or drag data here
Repeat (row)
Click or drag data here
84°F
Partly cloudy
ENG
IN
08:13 PM
13-09-2022


IBM Cognos Analytics with Watson
* New exploration
Search content
Create
3/3
Line
Related
Compare
Analytics
Details
Fields
Properties
Selected sources
50_Startups.csv
Search
Navigation paths
50_Startups.csv
R&D Spend
Administration
Marketing Spend
State
Profit
Profit and Marketing Spend by Administration
Measures
Profit
Marketing Spend
Values
1,000,000
800,000
600,000
400,000
200,000
0
Administration
Fields
x-axis*
Required field
Administration
Click or drag data here
Color
Measures group (2)
Click or drag data here
y-axis*
Required field
Profit
Marketing Spend
Click or drag data here
84°F
Partly cloudy
ENG
IN
08:15 PM
13-09-2022


IBM Cognos Analytics with Watson
* New exploration
Search content
Create
Line
Related
Compare
Analytics
Details
Fields
Properties
Selected sources
50_Startups.csv
Search
Navigation paths
50_Startups.csv
R&D Spend
Administration
Marketing Spend
State
Profit
Profit and Marketing Spend by Administration colored by Administration
Measures - Administration
Values
Administration
Fields
x-axis*
Required field
Administration
Click or drag data here
Color
Measures group (2)
Administration
Click or drag data here
y-axis*
Required field
Profit
Marketing Spend
84°F
Partly cloudy
ENG
IN
08:15 PM
13-09-2022