Assignment -1

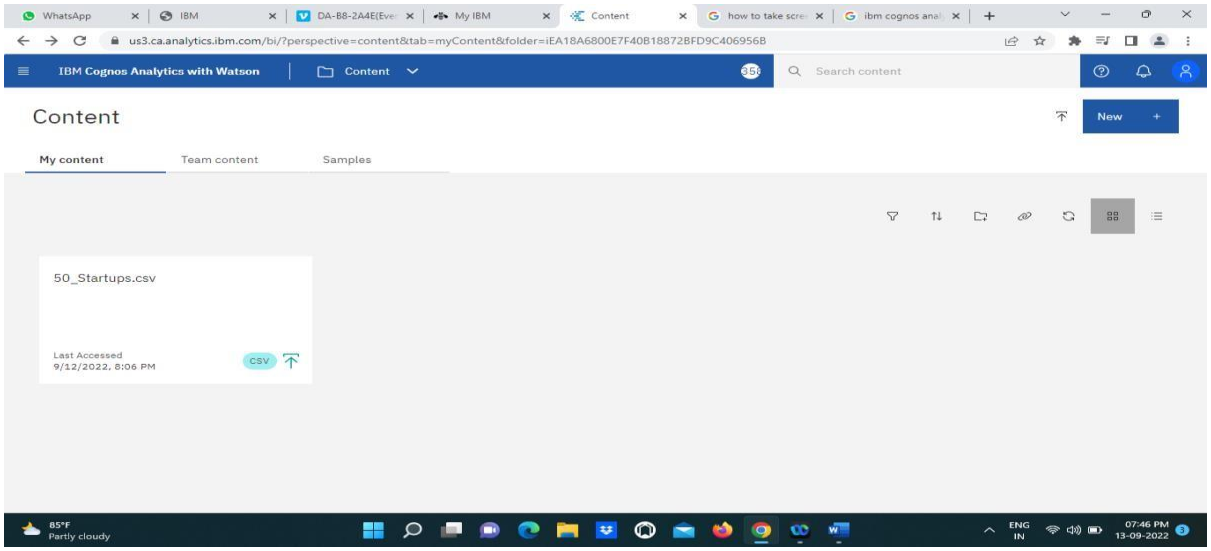
Assignment Date	19 September 2022
Student Name	RAJALAKSHMI M
Student Roll Number	821219104016
Maximum Marks	2 Marks

Question-1:

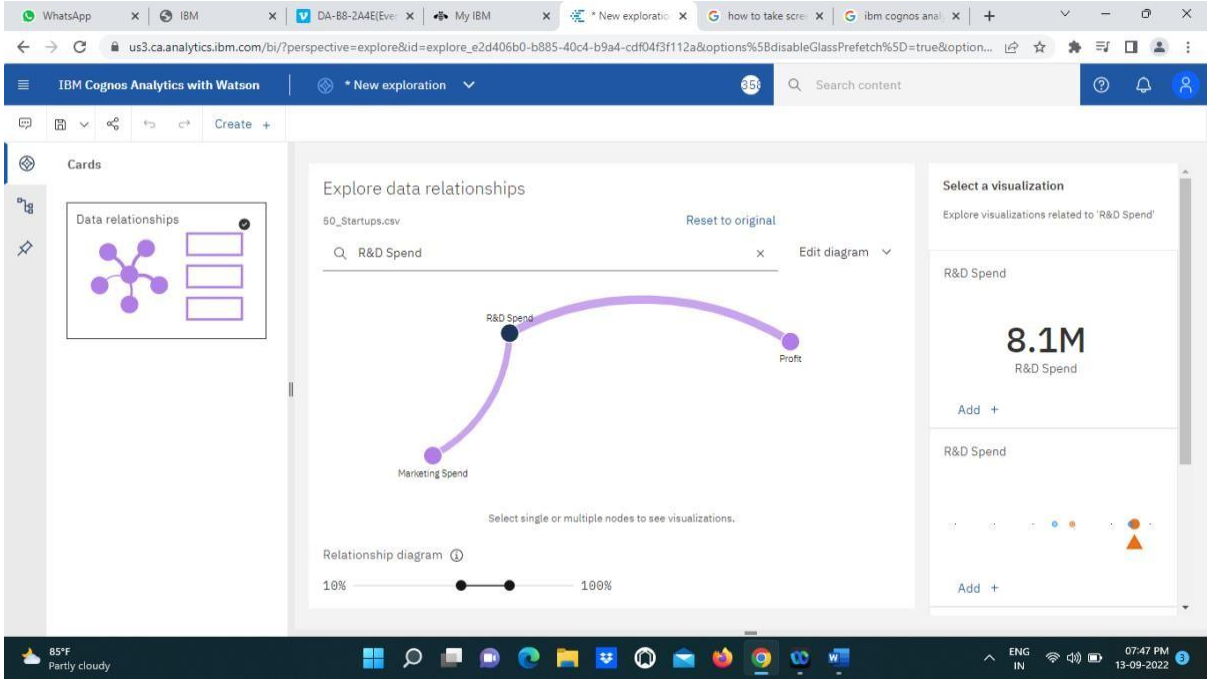
UPLOAD THE DATASET TO COGNOS ANALYTICS,EXPLORE AND VISUALIZE THE DATASET.

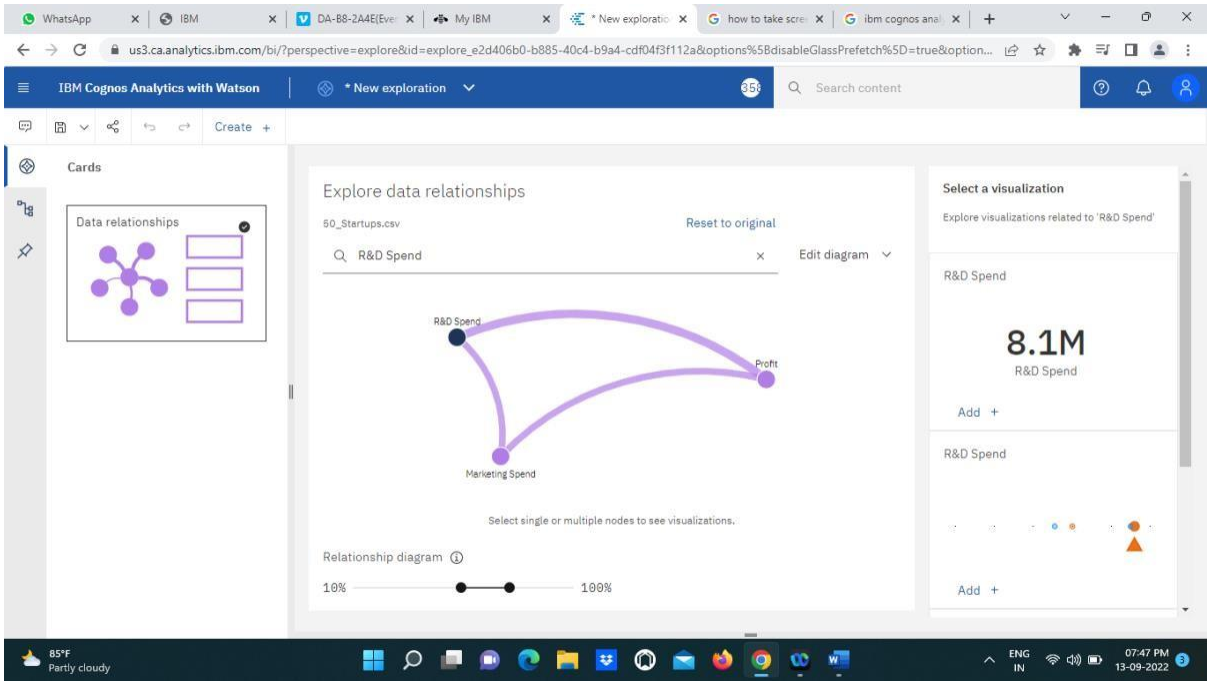
Solution:

UPLOAD THE DATASET:



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
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R&D Spend
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85°F
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ENG
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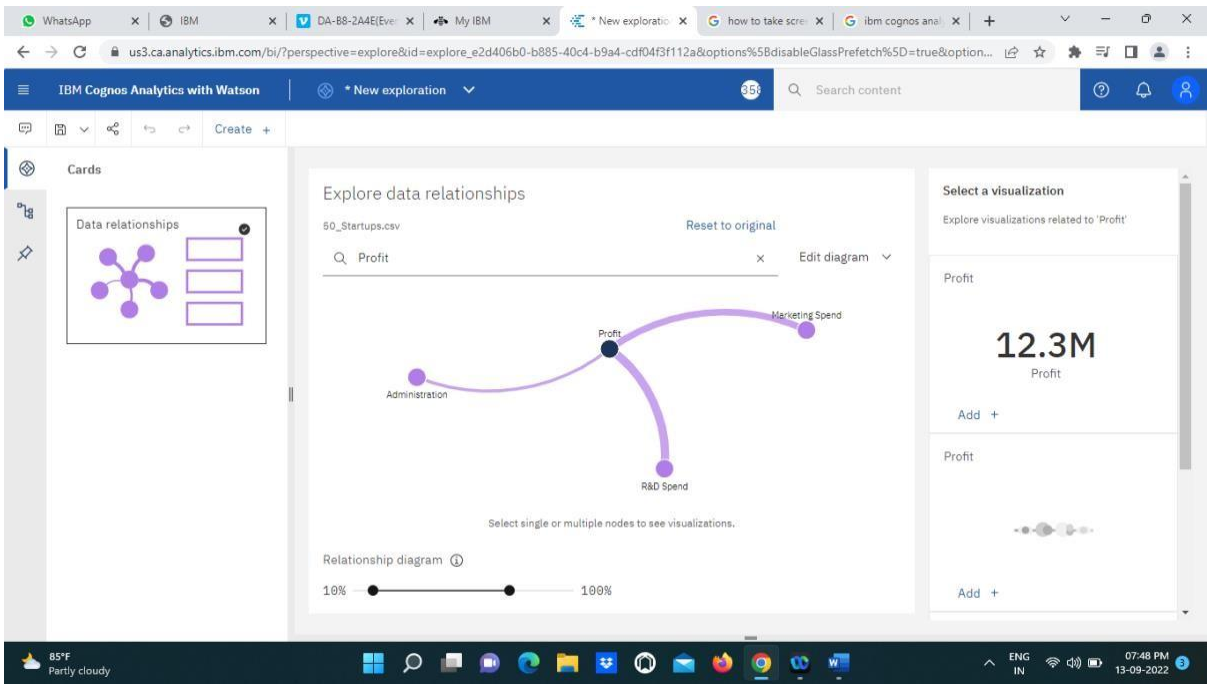
07:47 PM
13-09-2022


IBM Cognos Analytics with Watson
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Data relationships
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Administration
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Select single or multiple nodes to see visualizations.
Relationship diagram
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Explore visualizations related to 'Profit'
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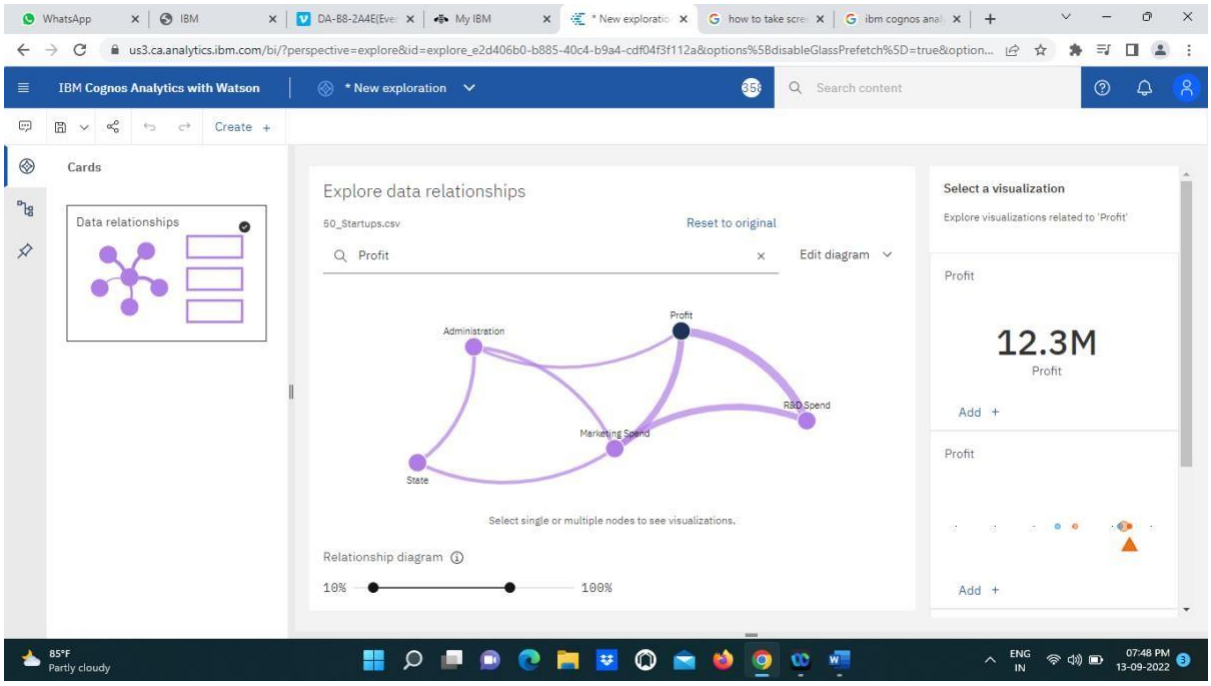
13-09-2022


IBM Cognos Analytics with Watson
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Data relationships
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Reset to original
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Select single or multiple nodes to see visualizations.
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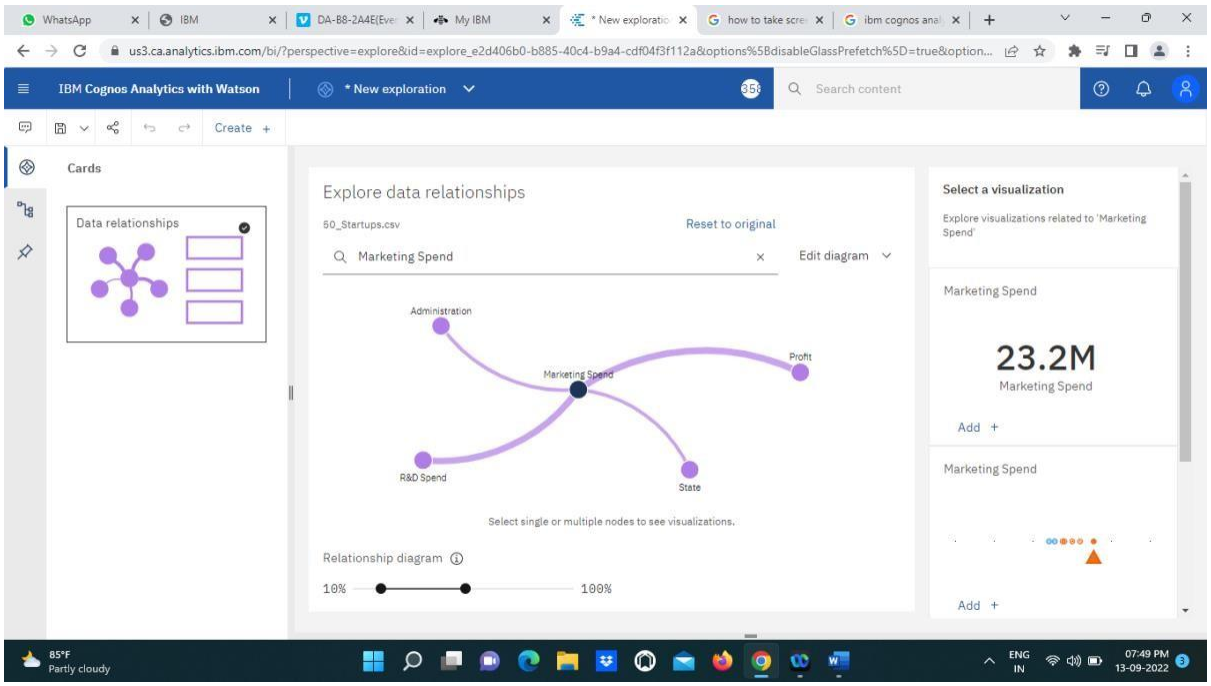
13-09-2022


IBM Cognos Analytics with Watson
* New exploration
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Reset to original
Marketing Spend
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R&D Spend
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Select single or multiple nodes to see visualizations.
Relationship diagram
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Select a visualization
Explore visualizations related to 'Marketing Spend'
Marketing Spend
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Marketing Spend
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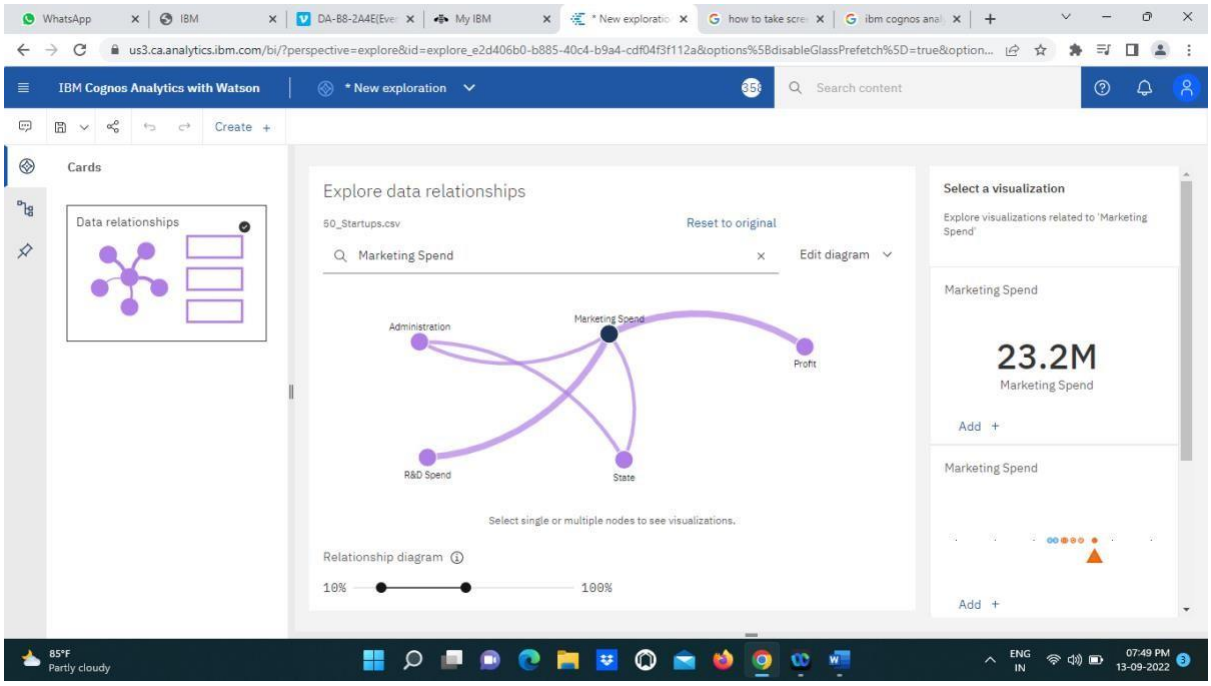
13-09-2022


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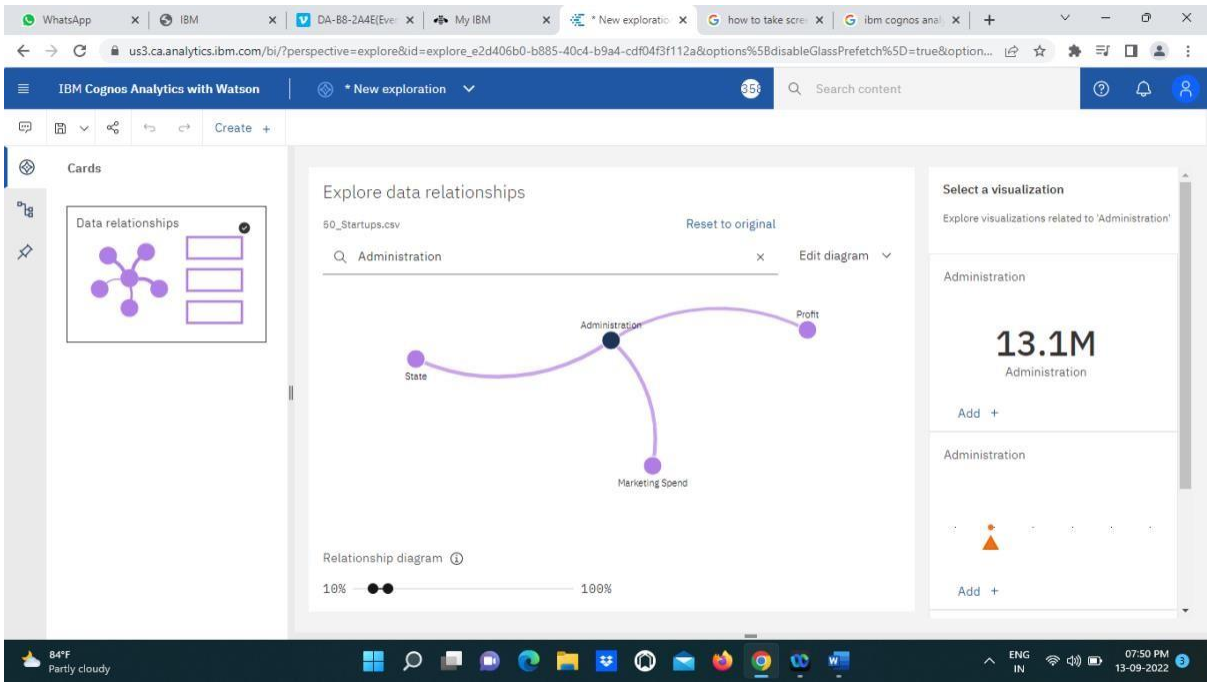
IBM Cognos Analytics with Watson
* New exploration
Search content
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Data relationships
Explore data relationships
50_Startups.csv
Reset to original
Administration
Edit diagram
Administration
Profit
State
Marketing Spend
Relationship diagram
10%
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Select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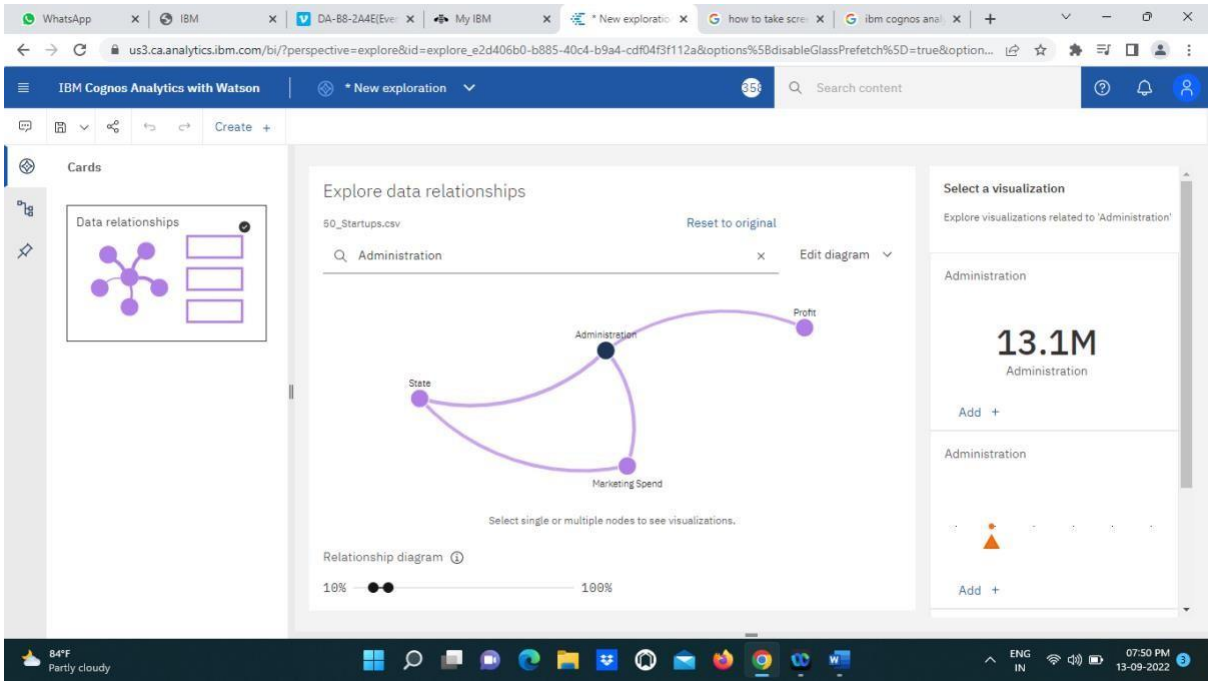
13-09-2022


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
Profit
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State
Marketing Spend
Select single or multiple nodes to see visualizations.
Relationship diagram
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Select a visualization
Explore visualizations related to 'Administration'
Administration
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Administration
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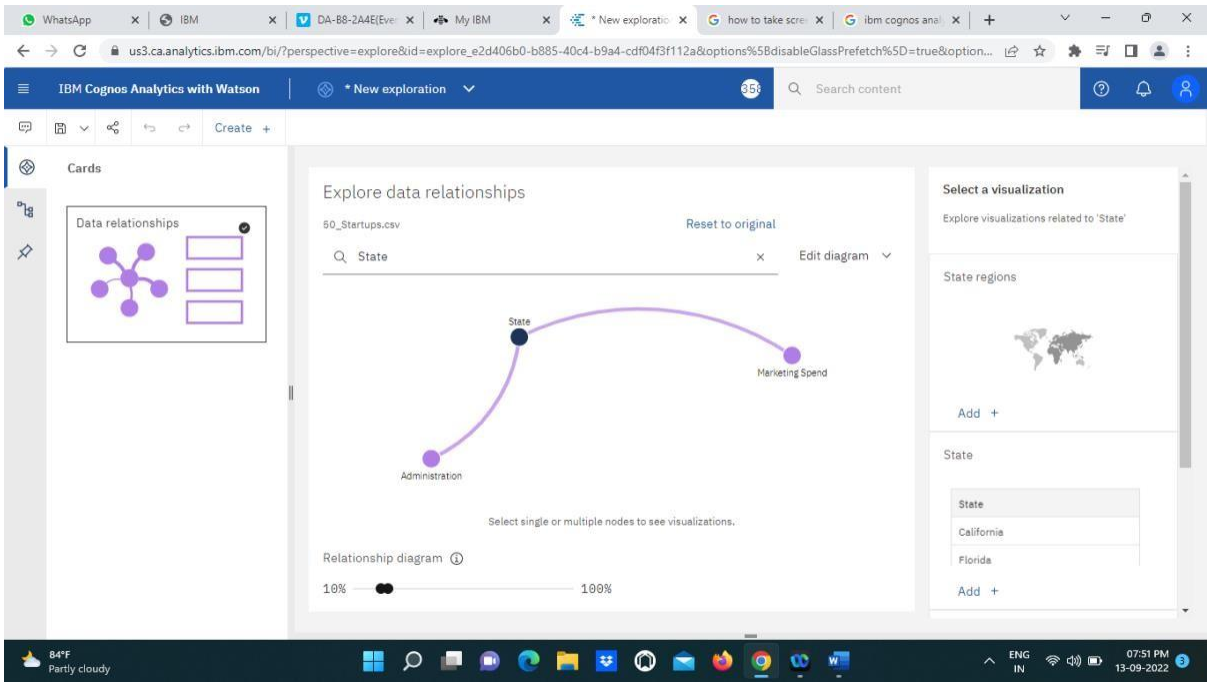
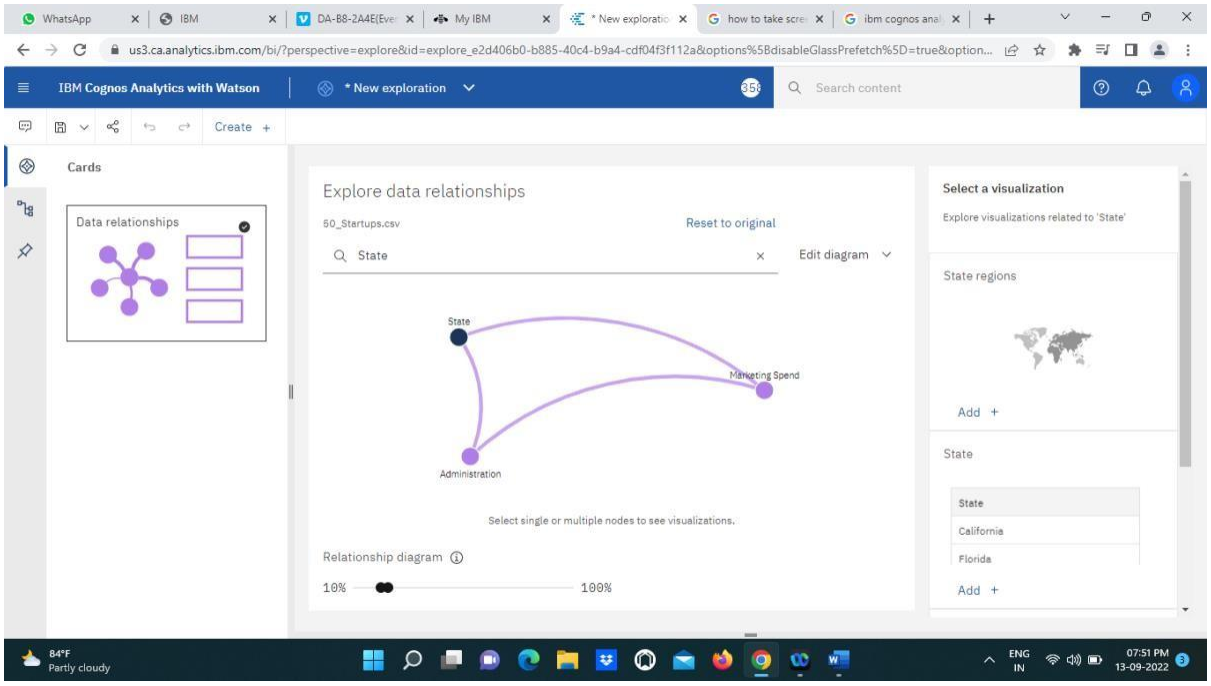
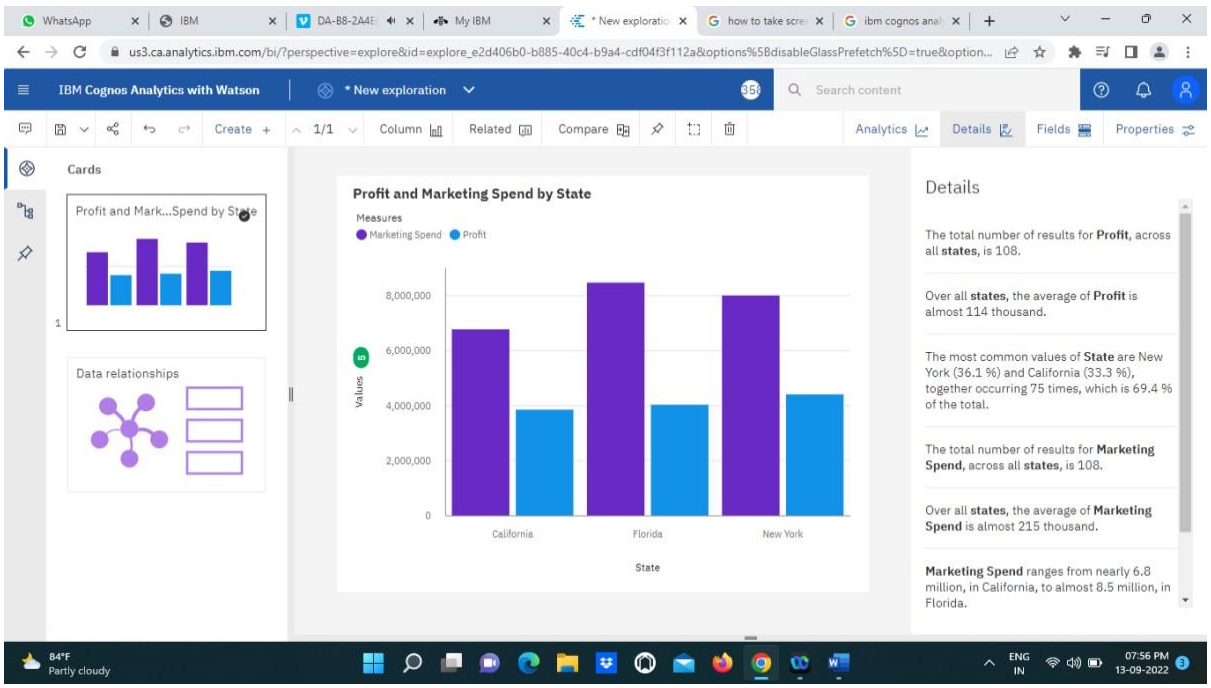
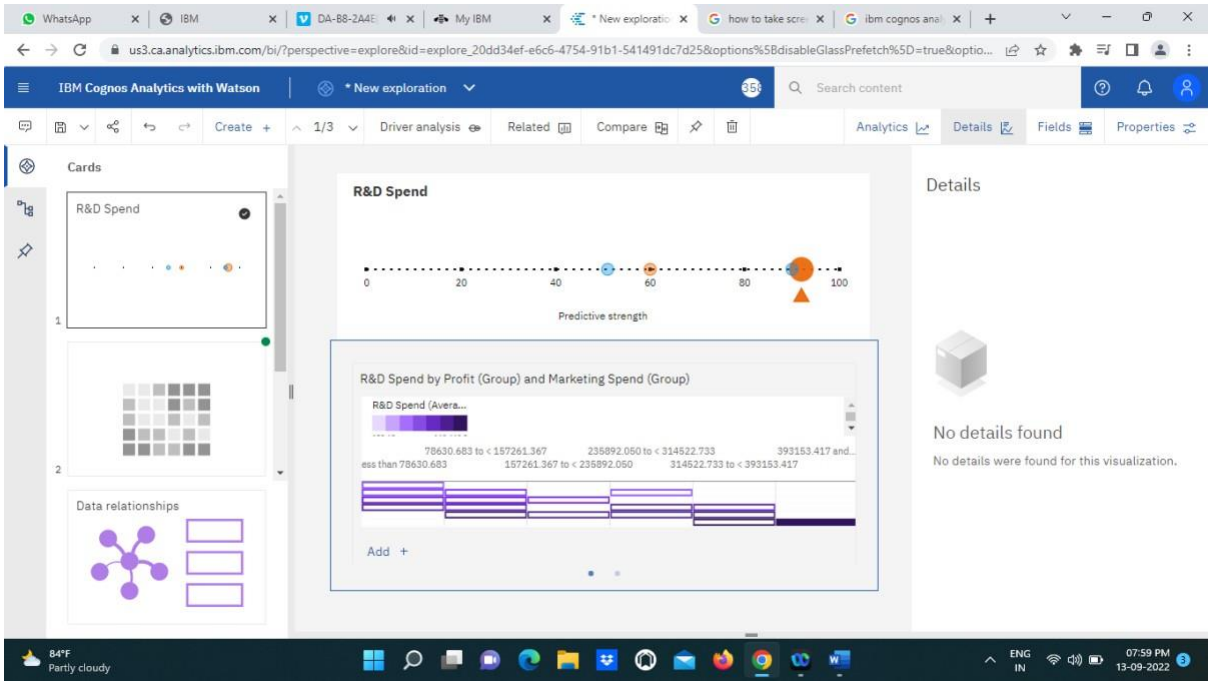
13-09-2022


IBM Cognos Analytics with Watson
* New exploration
Search content
Create
Cards
Data relationships
Explore data relationships
50_Startups.csv
Reset to original
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
0
20
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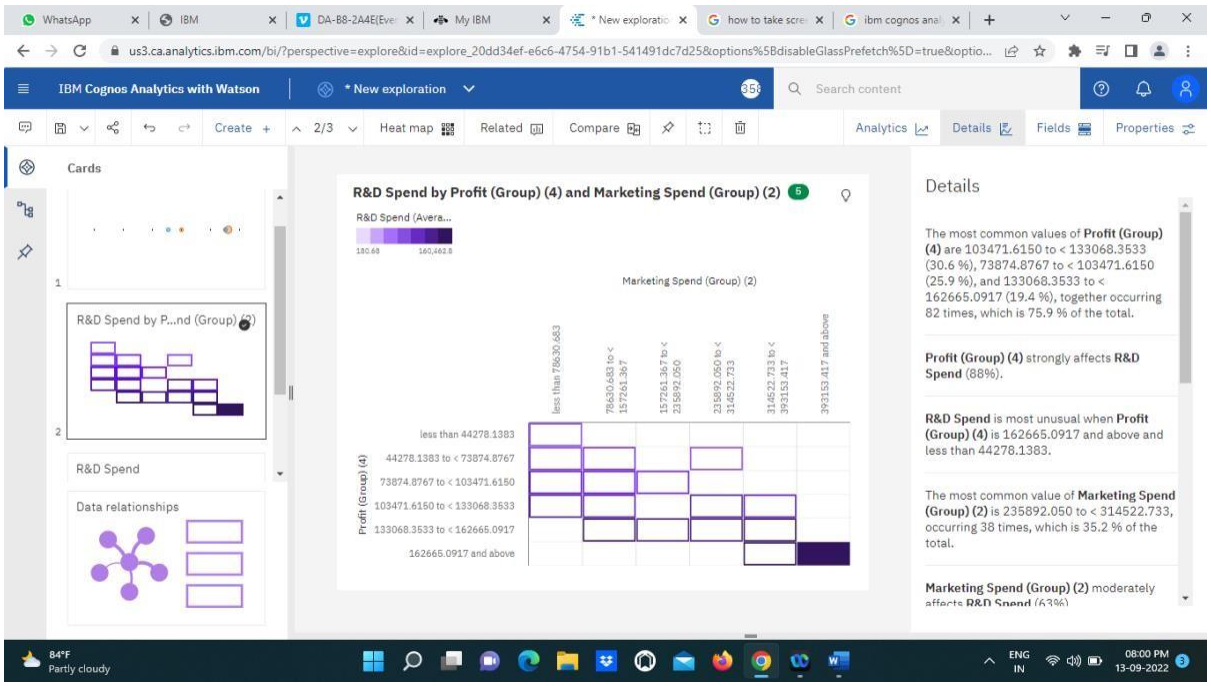
60
80
100
Predictive strength
R&D Spend by Profit (Group) and Marketing Spend (Group)
Add
Details
No details found
No details were found for this visualization.


IBM Cognos Analytics with Watson
* New exploration
Create
2/3
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Related
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Fields
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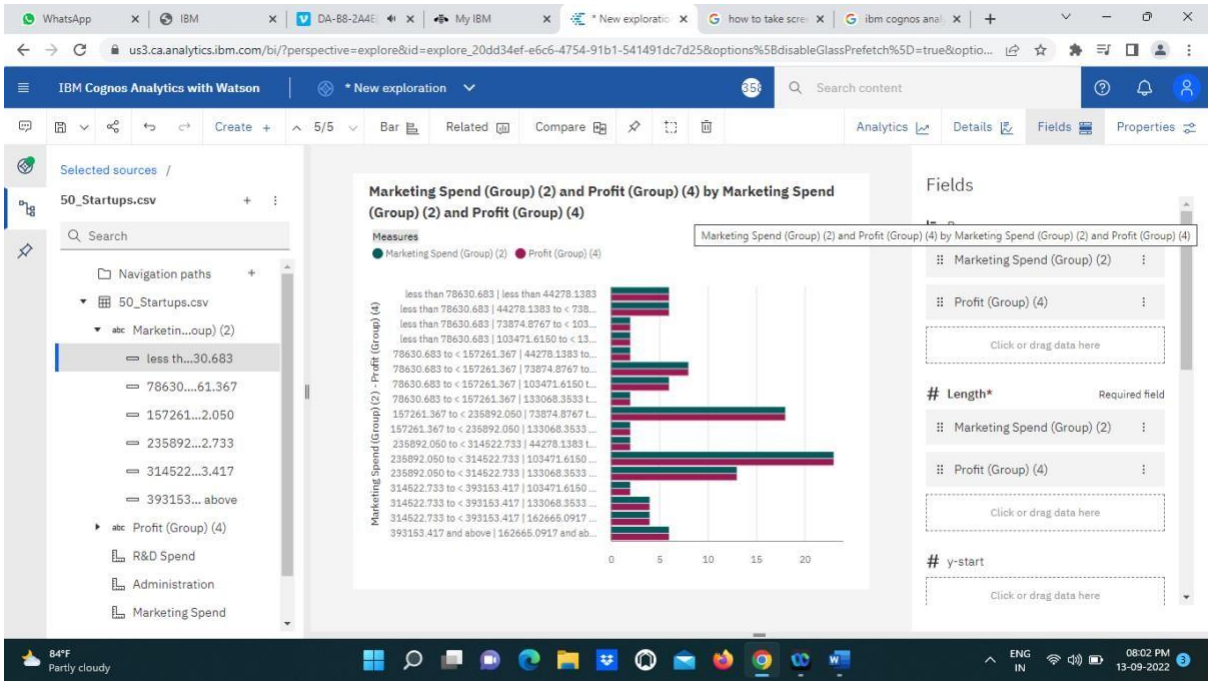
Cards
R&D Spend by P...nd (Group) (2)
R&D Spend
Data relationships
R&D Spend by Profit (Group) (4) and Marketing Spend (Group) (2)
Marketing Spend (Group) (2)
less than 78630.683
78630.683 to < 157261.367
157261.367 to < 235892.050
235892.050 to < 314522.733
314522.733 to < 393153.417
393153.417 and above
Profit (Group) (4)
less than 44278.1383
44278.1383 to < 73874.8767
73874.8767 to < 103471.6150
103471.6150 to < 133068.3533
133068.3533 to < 162665.0917
162665.0917 and above
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
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50_Startups.csv
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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)
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Marketing Spend (Group) (2)
Profit (Group) (4)
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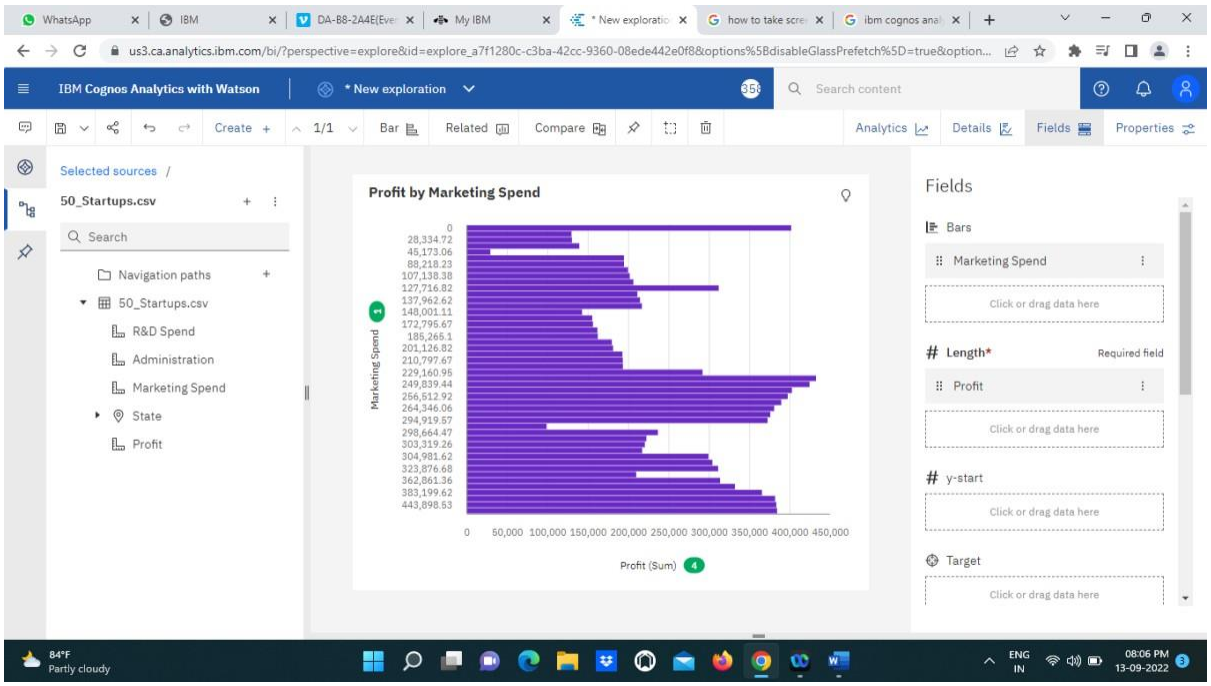
13-09-2022


IBM Cognos Analytics with Watson
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50_Startups.csv
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Navigation paths
50_Startups.csv
R&D Spend
Administration
Marketing Spend
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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
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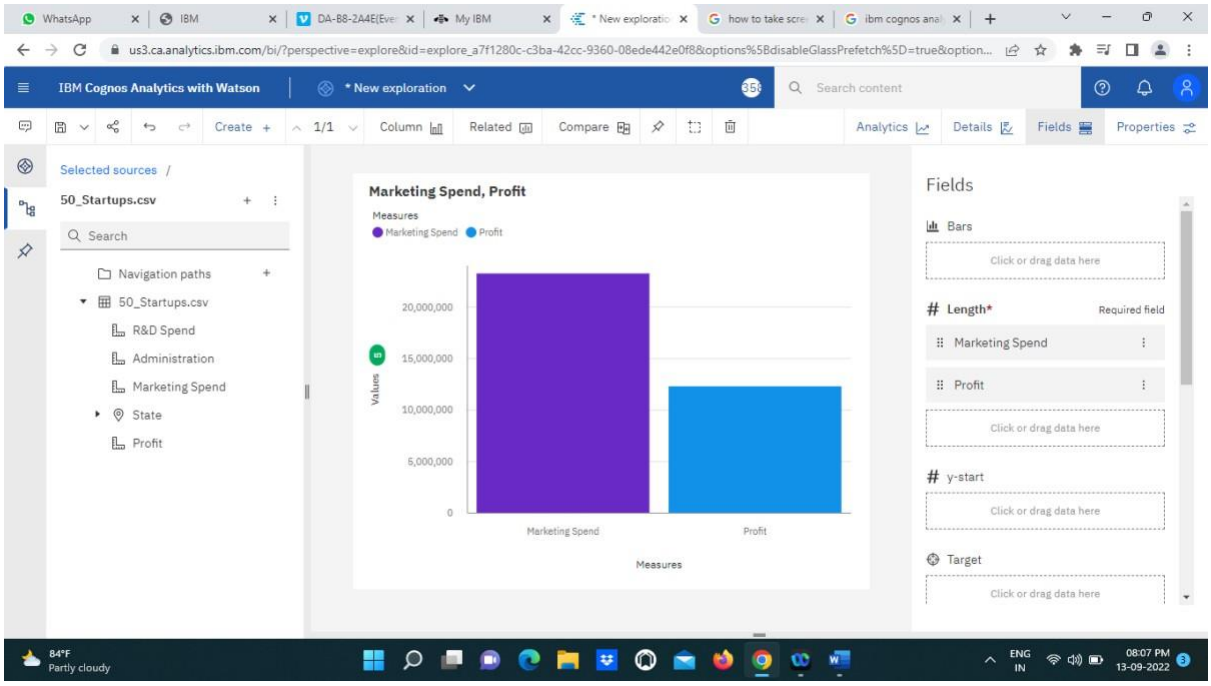
13-09-2022


IBM Cognos Analytics with Watson
* New exploration
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1/1
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50_Startups.csv
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50_Startups.csv
R&D Spend
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Marketing Spend, Profit
Measures
Marketing Spend
Profit
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Marketing Spend
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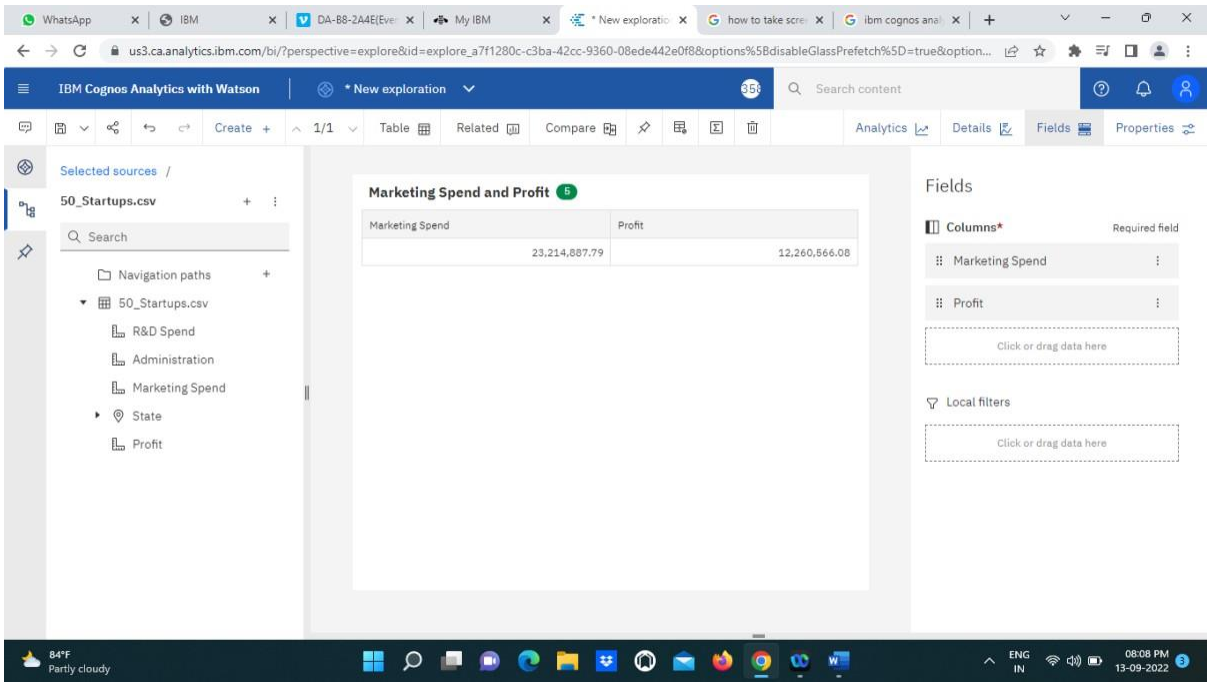
13-09-2022


IBM Cognos Analytics with Watson
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50_Startups.csv
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Navigation paths
50_Startups.csv
R&D Spend
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Marketing Spend
State
Profit
Marketing Spend and Profit
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Marketing Spend
Profit
23,214,887.79
12,260,566.08
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Required field
Marketing Spend
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Local filters
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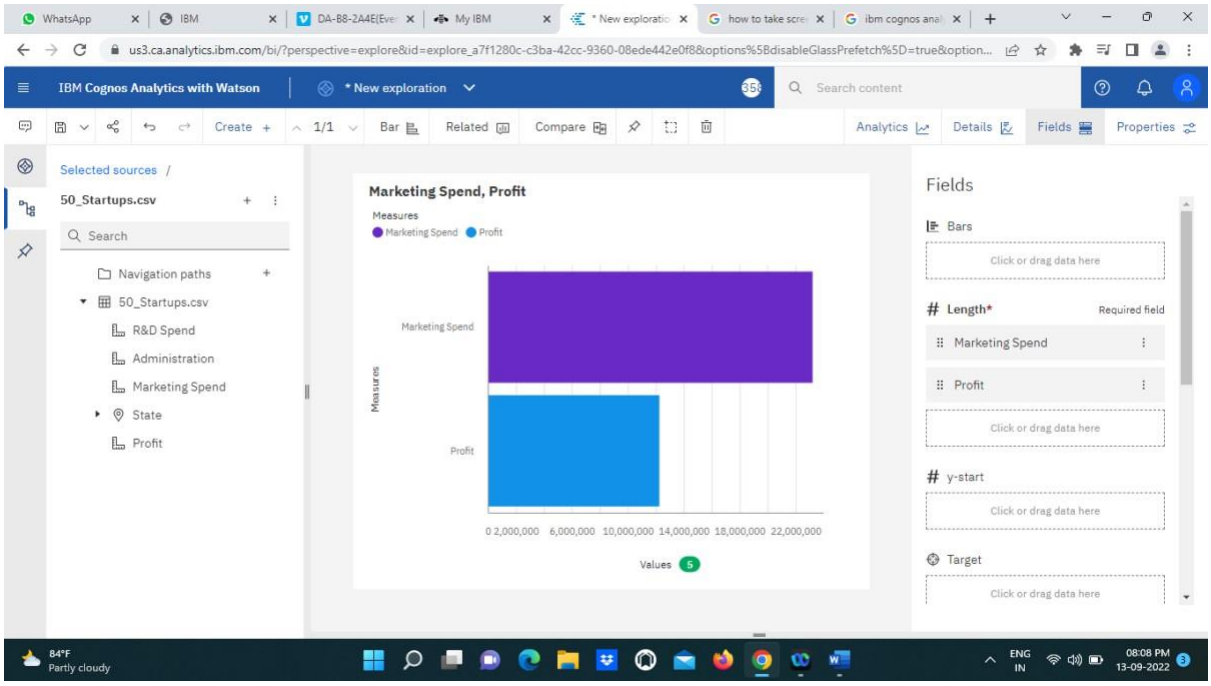
13-09-2022


IBM Cognos Analytics with Watson
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R&D Spend
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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
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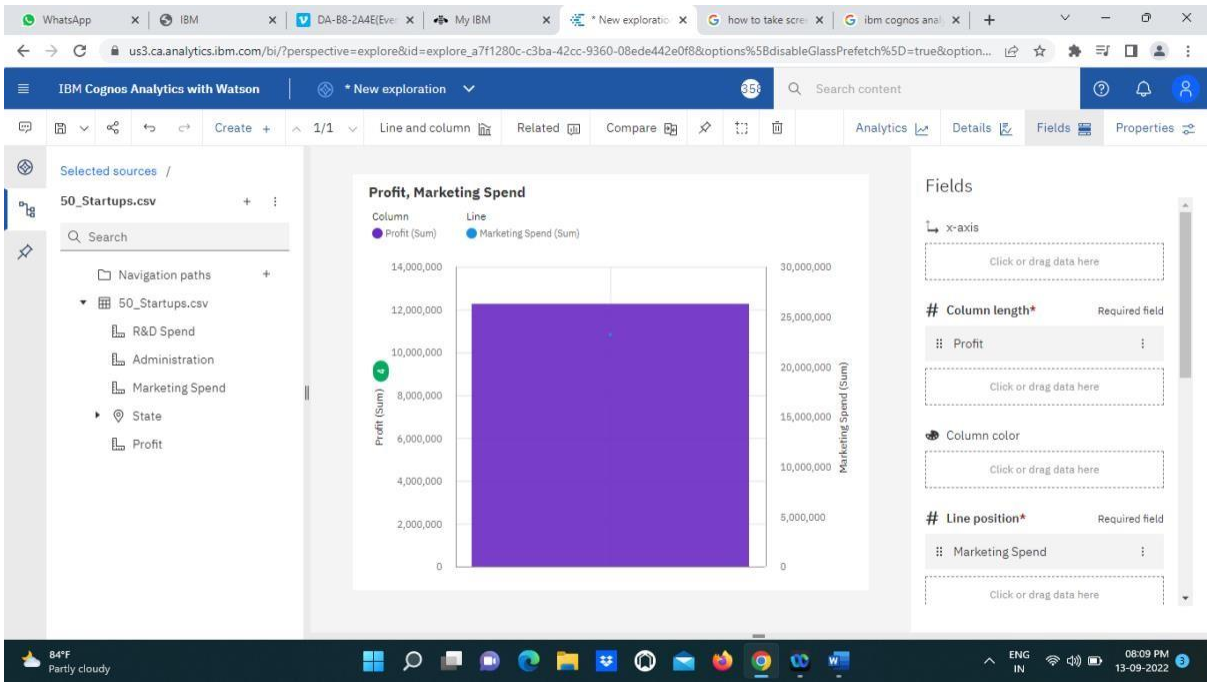
13-09-2022


IBM Cognos Analytics with Watson
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50_Startups.csv
R&D Spend
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Marketing Spend
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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
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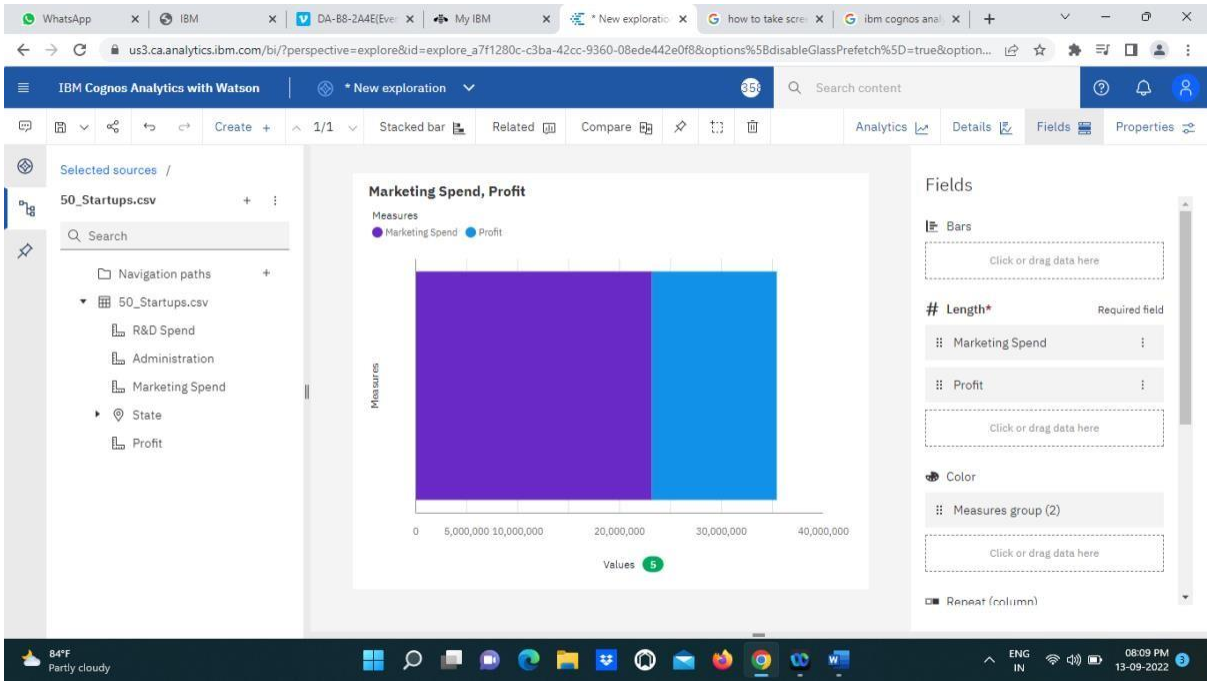
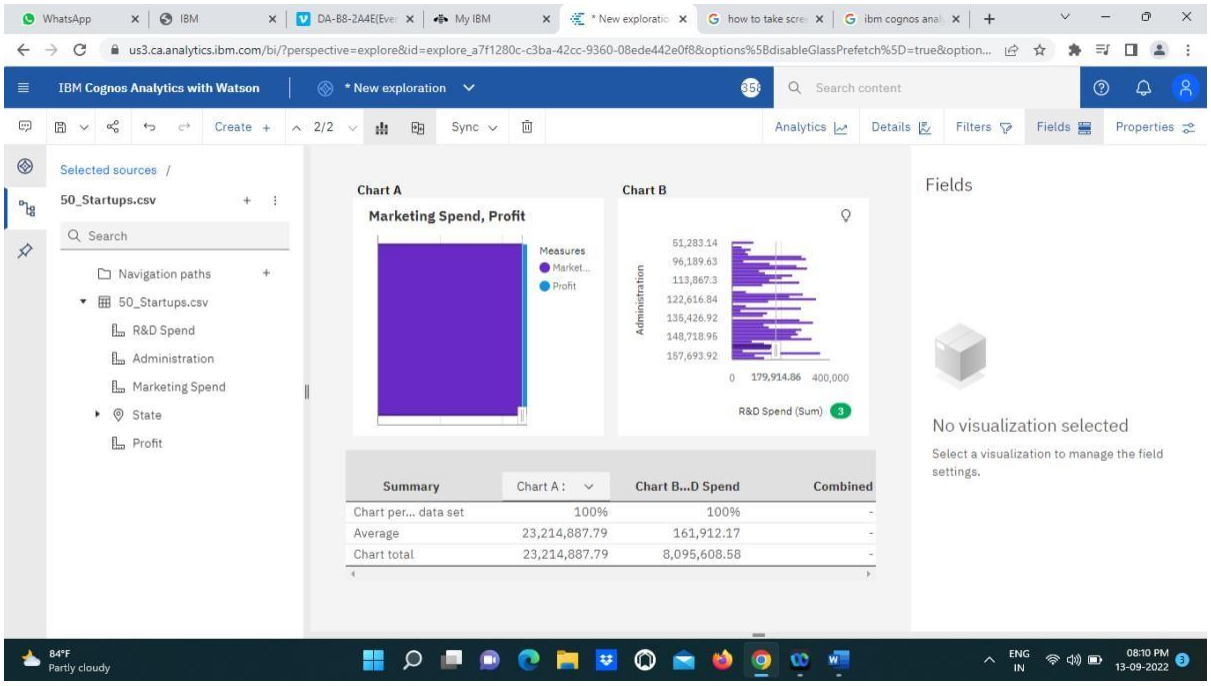
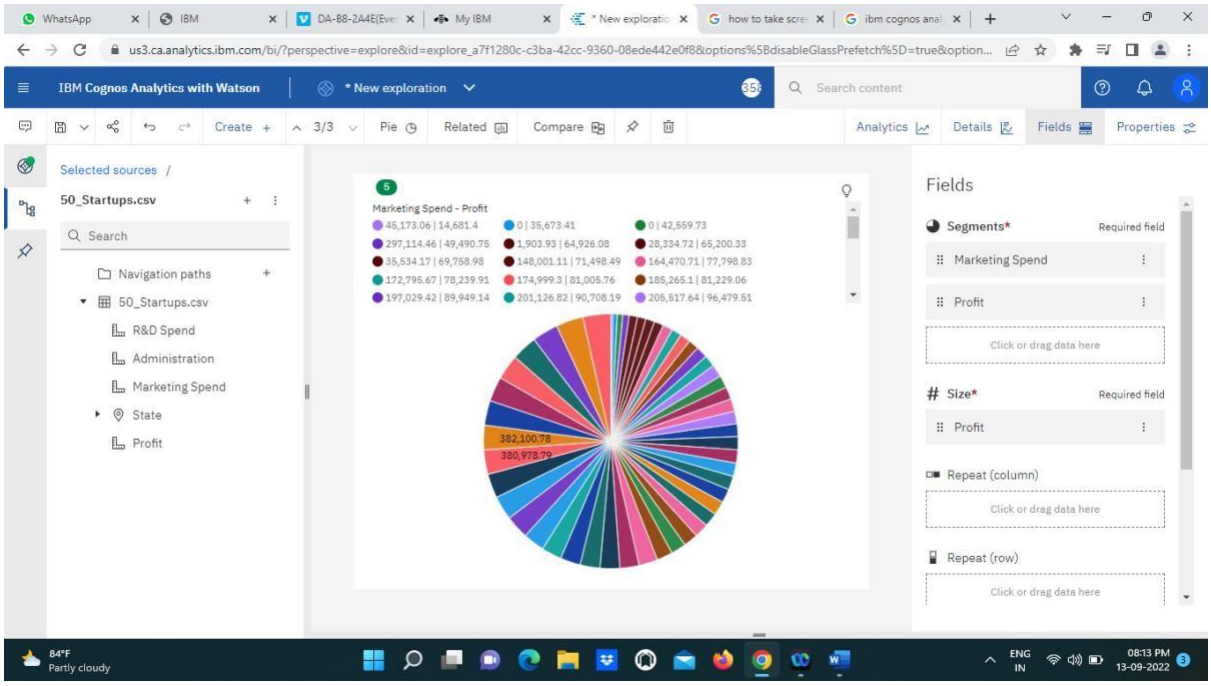
13-09-2022



COMPARE VISUALISATION:



SINGLE VISUALISATION:


IBM Cognos Analytics with Watson
* New exploration
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Selected sources
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Navigation paths
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R&D Spend
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State
Profit
Marketing Spend - Profit
382,100.78
380,978.79
Fields
Segments*
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Marketing Spend
Profit
Click or drag data here
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Profit
Repeat (column)
Repeat (row)
84°F
Partly cloudy
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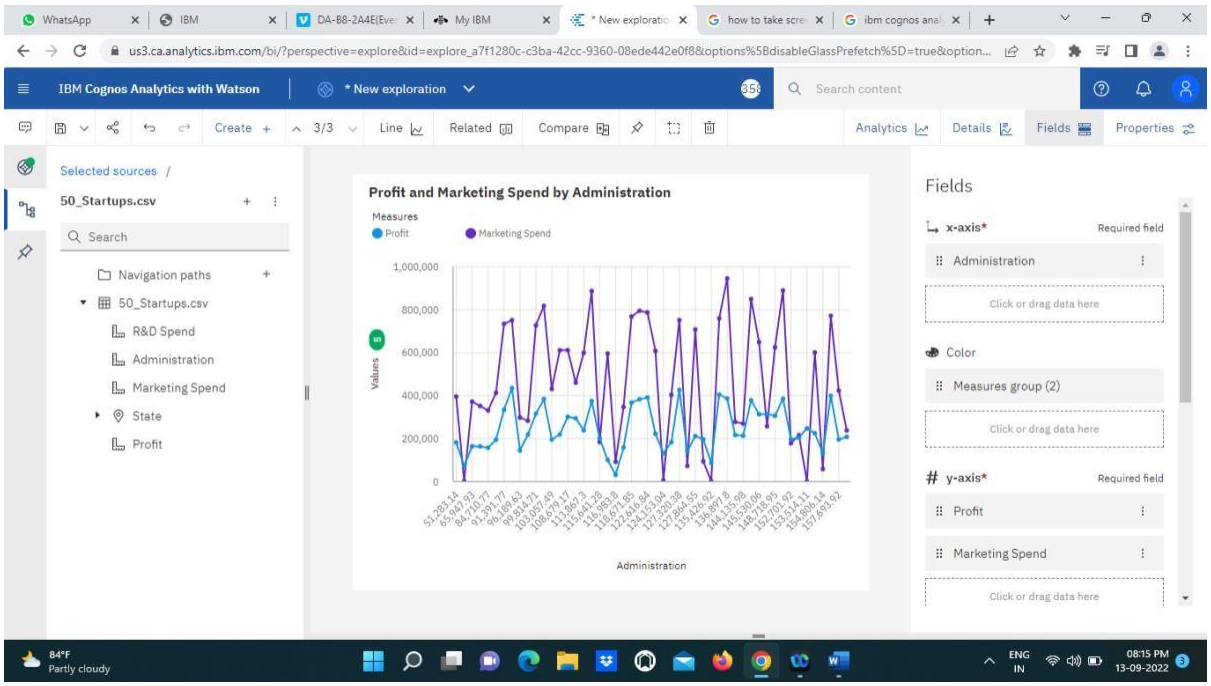
13-09-2022


IBM Cognos Analytics with Watson
* New exploration
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Related
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Selected sources
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Navigation paths
50_Startups.csv
R&D Spend
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Marketing Spend
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Measures
Profit
Marketing Spend
Values
Administration
Fields
x-axis*
Required field
Administration
Color
Measures group (2)
y-axis*
Profit
Marketing Spend
84°F
Partly cloudy
ENG
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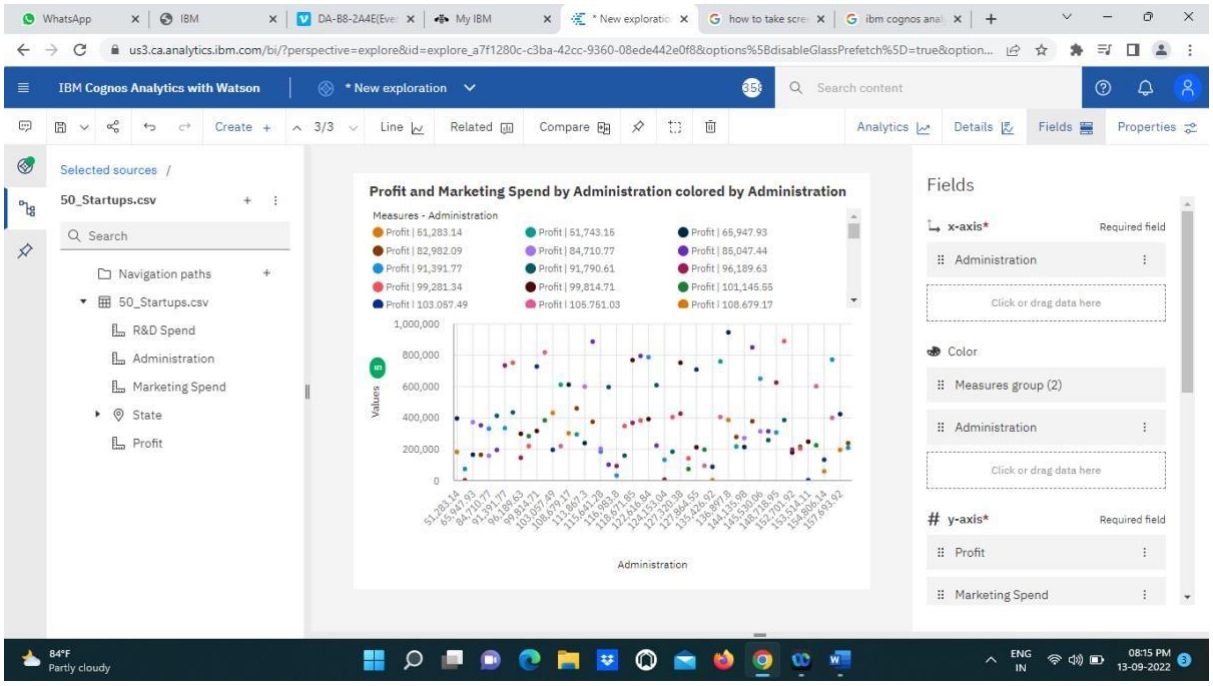
13-09-2022


IBM Cognos Analytics with Watson
* New exploration
Search content
Create
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Line
Related
Compare
Analytics
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Fields
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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
Profit | 51,283.14
Profit | 51,743.15
Profit | 65,947.93
Profit | 82,982.09
Profit | 84,710.77
Profit | 85,047.44
Profit | 91,391.77
Profit | 91,790.61
Profit | 96,189.63
Profit | 99,281.34
Profit | 99,814.71
Profit | 101,145.55
Profit | 103,057.49
Profit | 105,751.03
Profit | 108,679.17
1,000,000
800,000
600,000
400,000
200,000
0
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