

## Assignment -1

### The case of 50 Startups

Assignment Date	12 September 2022			
Student Name	R.Jeevitha			
Student Roll number	913219106003			
Maximum Marks				

QUESTION:-

Upload the dataset to Cognos Analytics, explore and visualize the dataset

The screenshot shows the IBM Cognos Analytics interface. At the top, there's a navigation bar with 'My IBM' and 'New exploration'. Below it, a search bar and a list of recent explorations. The main area is divided into three sections: 'Cards', 'Details', and 'Visualizations'. The 'Visualizations' section displays a bar chart titled 'R&D Spend and Marketing Spend by State'. The chart compares 'Marketing Spend' (blue bars) and 'R&D Spend' (orange bars) across three states: California, Florida, and New York. The y-axis represents the amount in millions, ranging from 0 to 8,000,000. The 'Details' section on the right provides summary statistics for the data.

State	Marketing Spend (Millions)	R&D Spend (Millions)
California	~2.4	~6.8
Florida	~2.5	~8.2
New York	~2.8	~7.8

**Details**

The most common values of **State** are New York (36.1 %) and California (33.3 %), together occurring 75 times, which is 69.4 % of the total.

The total number of results for **R&D Spend**, across all **states**, is 108.

Over all **states**, the average of **R&D Spend** is almost 75 thousand.

**Marketing Spend** ranges from almost 6,8 million, in California, to nearly 8.5 million, in Florida.

**R&D Spend** ranges from over 2.4 million, in California, to almost 2.9 million, in New York.

MyIBM

IBM Cognos Analytics with Watson

New Exploration

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Selected sources

50\_Startups.csv

Navigation paths

Im SO\_Startups.csv

R&D Spend

Administration

Marketing Spend

State

Profit

Marketing Spend for State

Column value, Increase Decrease Sum

25,000,000

20,000,000

15,000,000

10,000,000

5,000,000

0

California

Florida

New York

Sum

State

Type here to search

Google Chrome

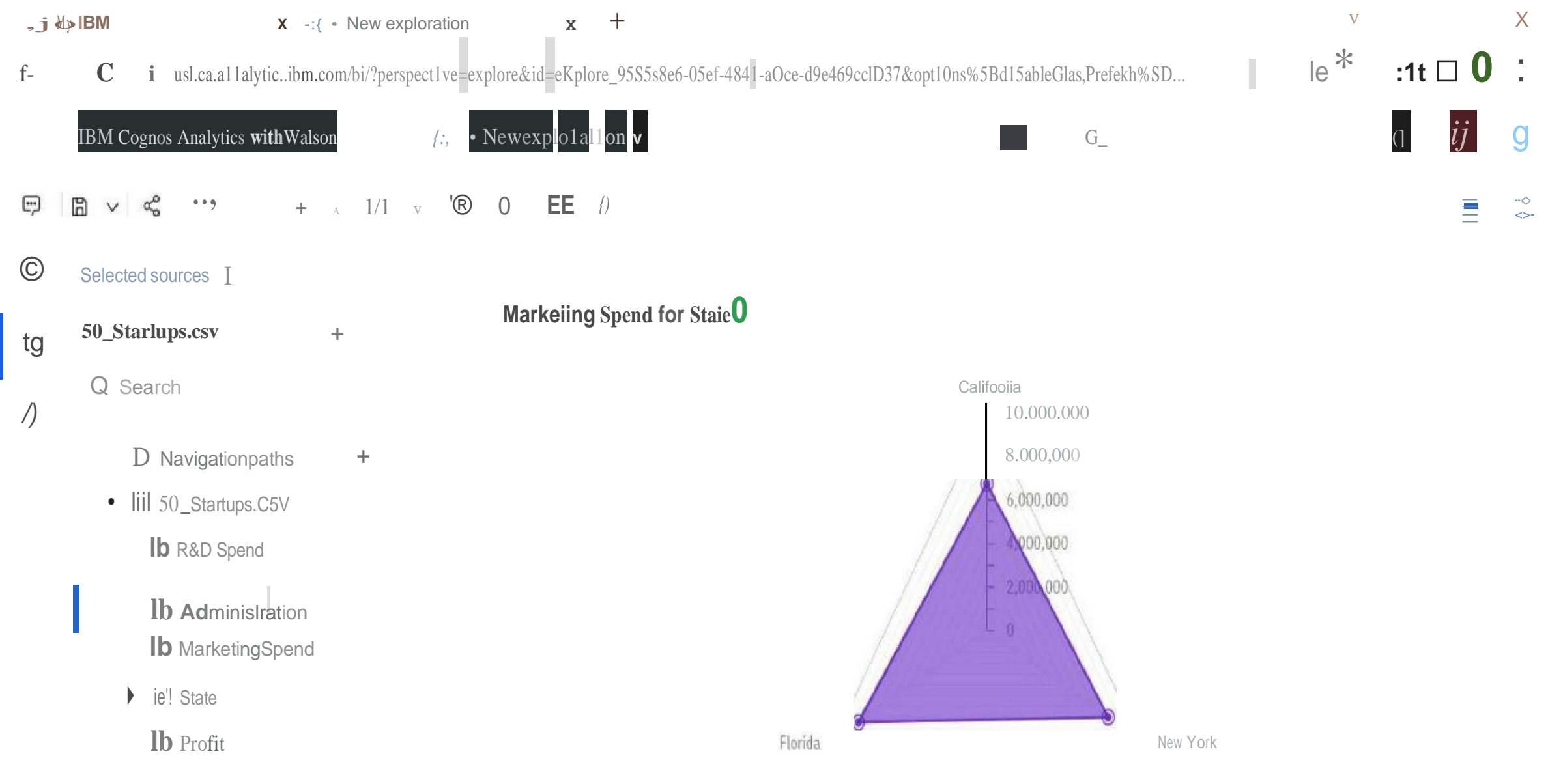
New Exploration

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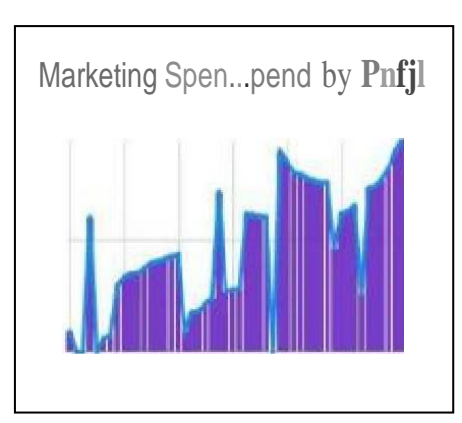
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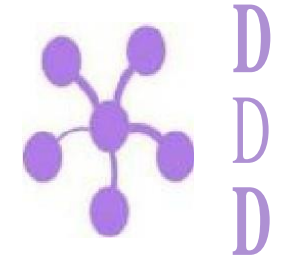


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@ Cards



Data relationships



### Marketing Spend and Marketing Spend by Profit



MyISM

New explanation

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IBM Cognos Analytics with Watson

New exploration

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SO\_Startups.csv

R&DSpend

Administration

MarketingSpend

@ State

(b Profit

Marketing Spend and State by State

Column  
State (Count)

Line  
MarketingSpend(Sum)

State (Count)

MarketingSpend(Sum)

State	State (Count)	MarketingSpend(Sum)
California	35	7,000,000
Florida	42	6,500,000
New York	40	8,000,000

Fields

X-axis

State

Column length\*

State

Column color

Line position\*

Type here to search

IBM

Google

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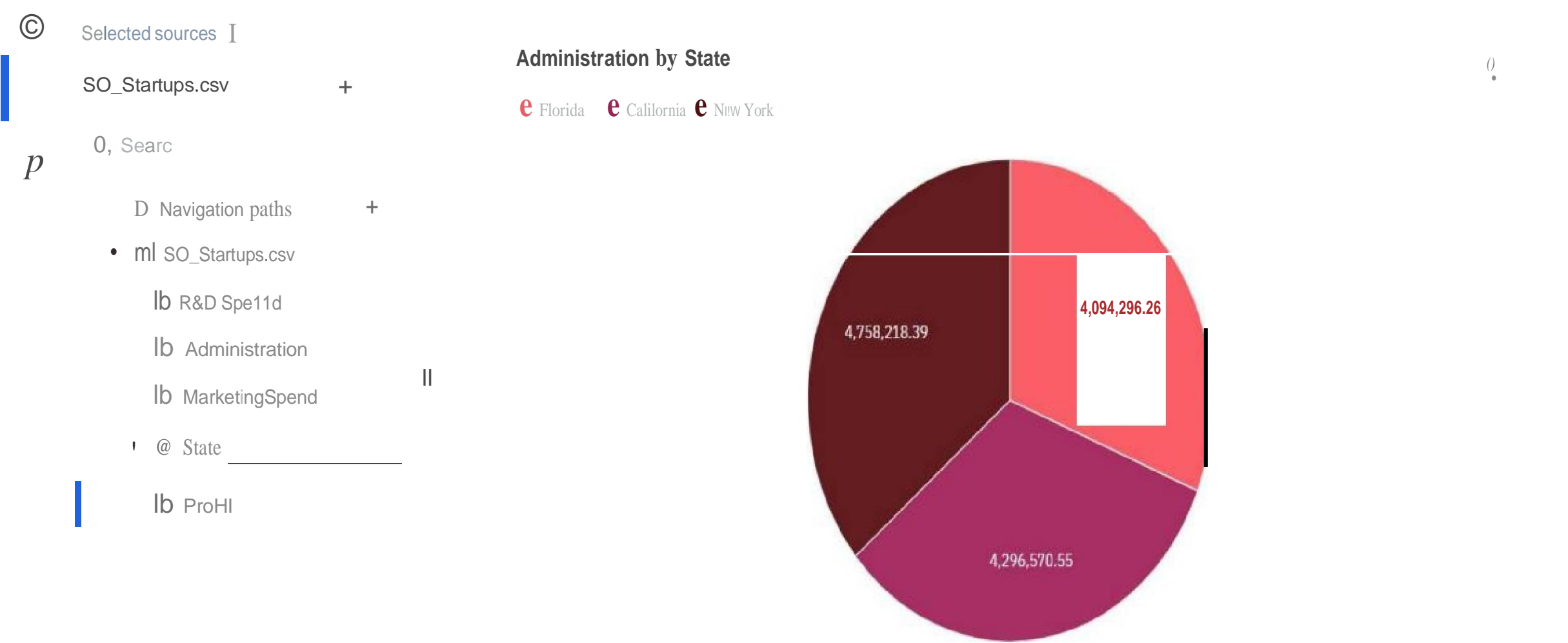
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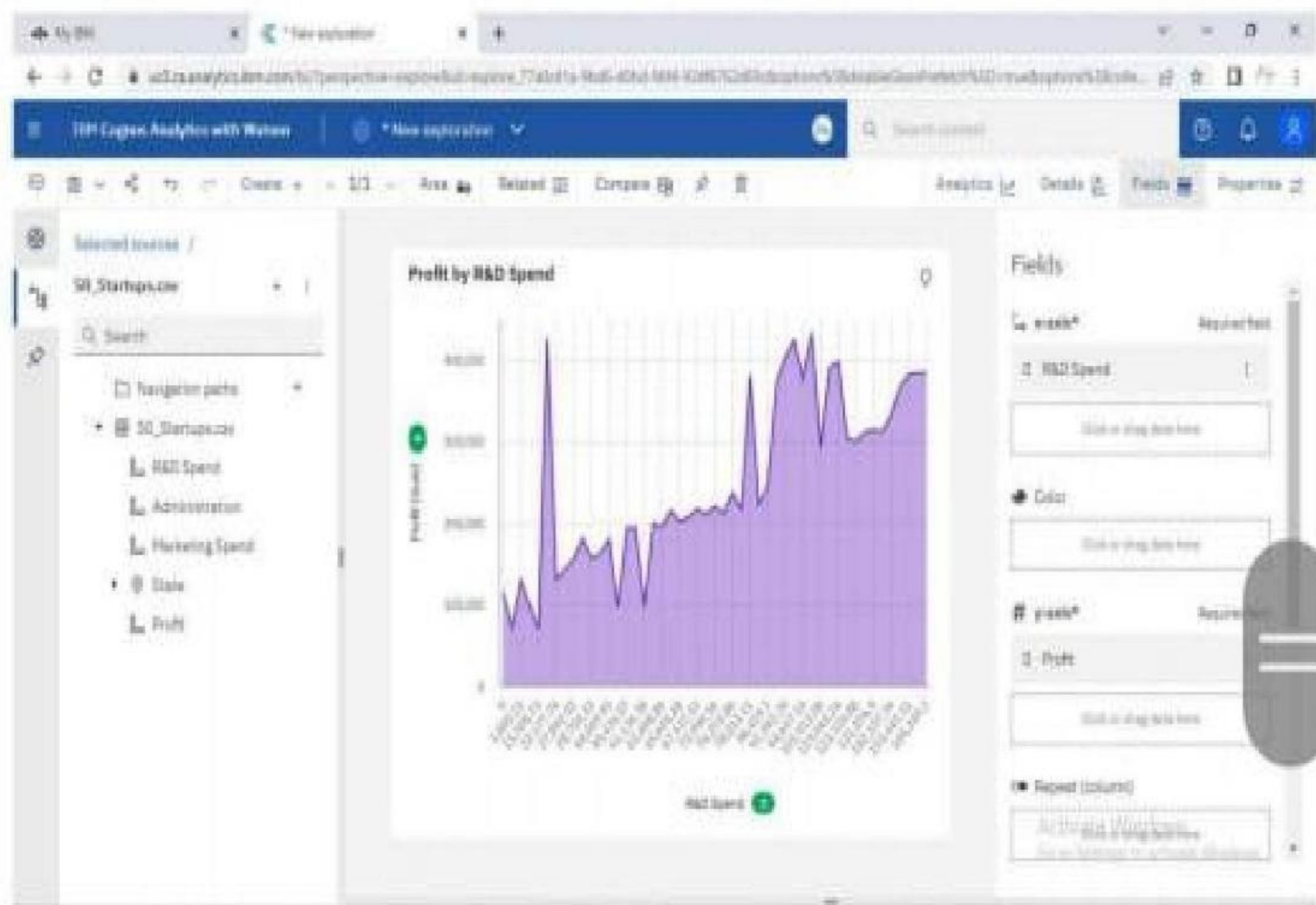
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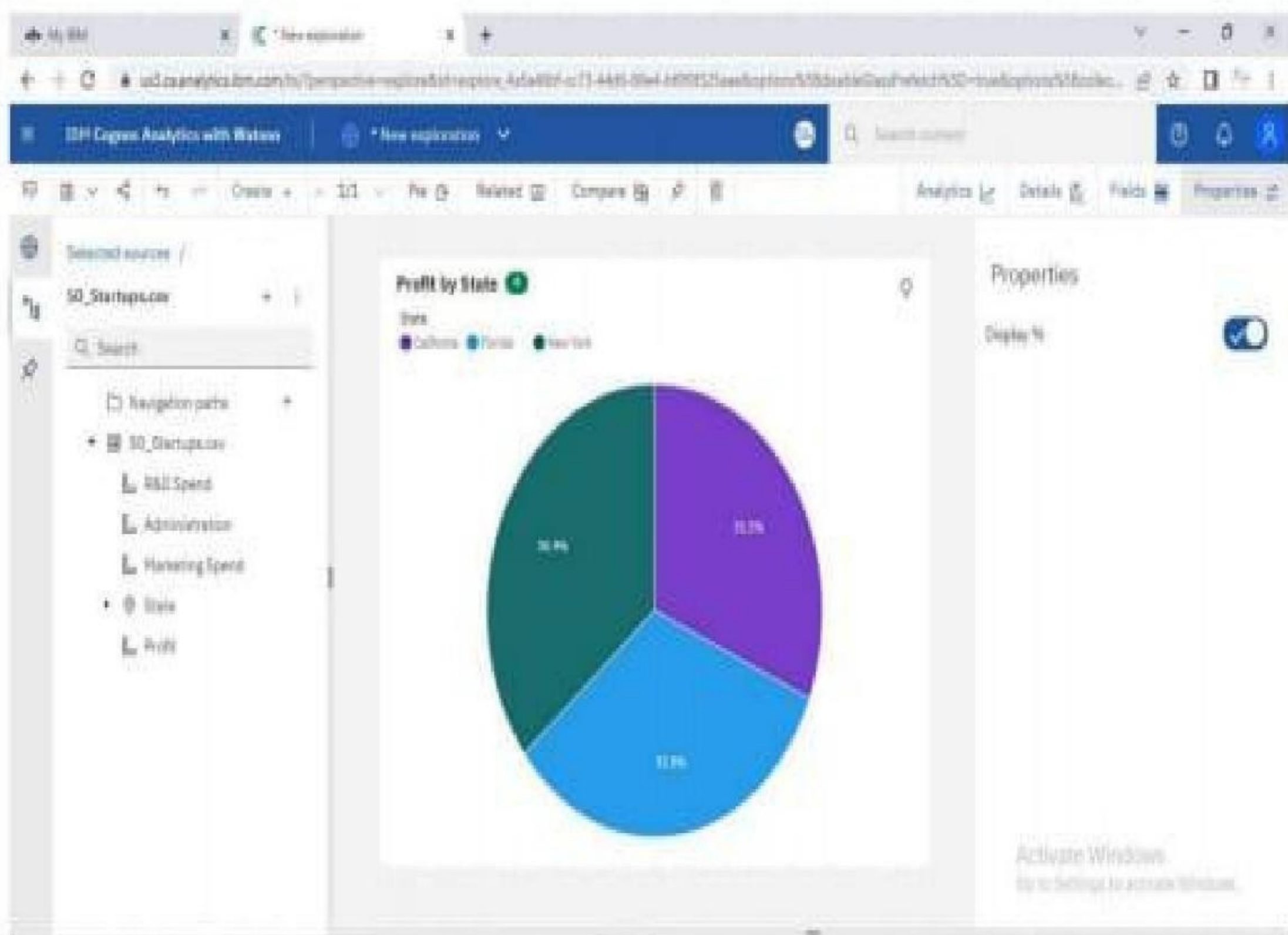












Project Link : [Link](#)