Assignment -1
The case of 50 Startups
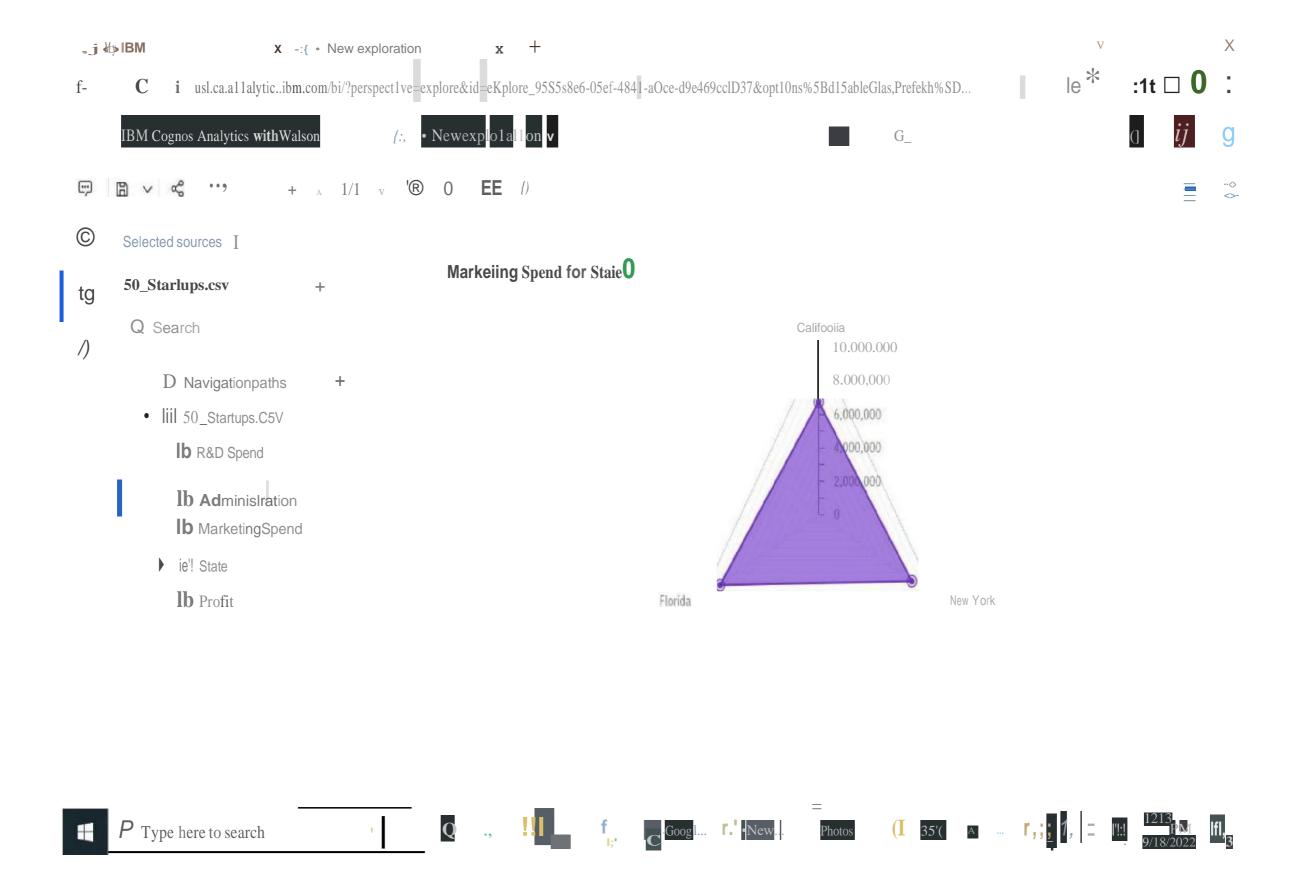
Assignment Date	12 September 2022			
Student Name	P Harish kumar			
Student Roll number	913219106002			
Maximum Marks				
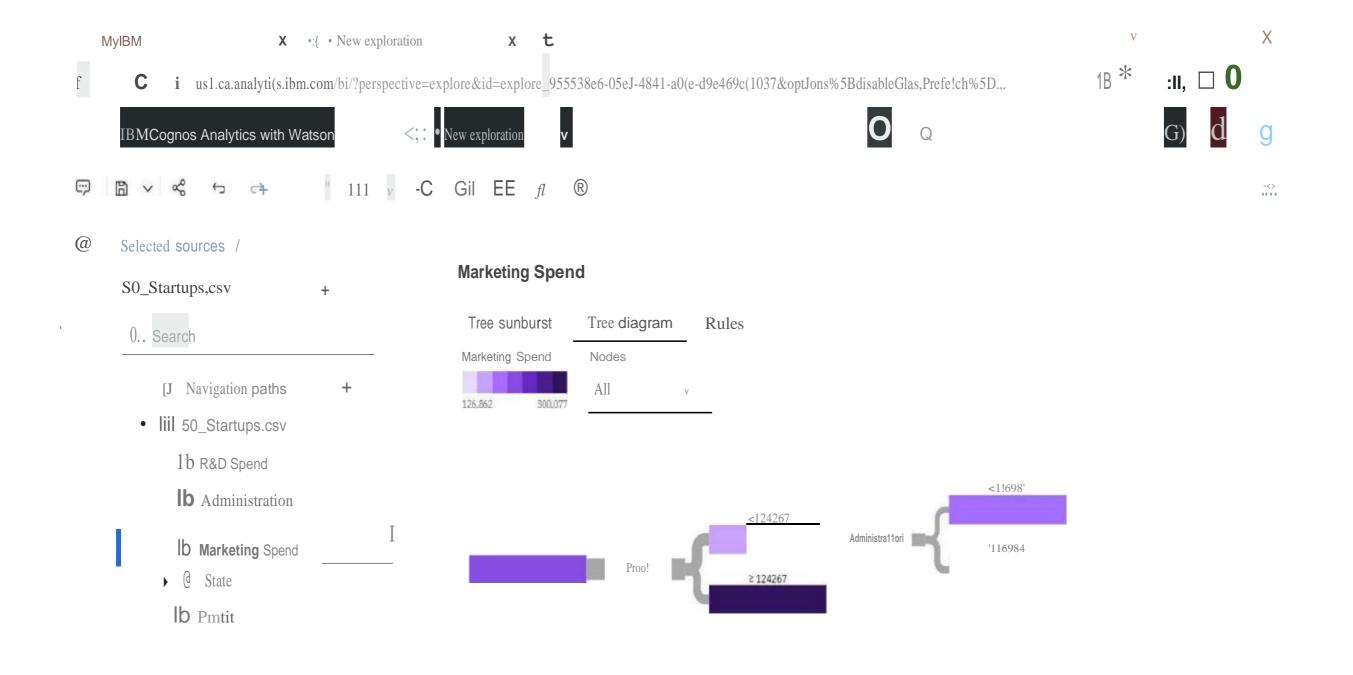
QUESTION:-

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

C lii uslca.analylics.ibm.com/bi/?perspective=explore&id=e plore_955538e6-05ef-4841-a0ce-d9e469cc1037&optians%SBdisableGlassPreletch%SD..

IBMCognos Analytics with Watson New e Kploration v f Q (J) i J g

[::] IIII v + ^ 1/1 v Ih [i[i]

@ Selectedsources /

"1g 50_5tartups.csv +

/i Q. Search

D Navigation paths +

Im SO_Startups.csv

!6 R&D Spend

[6 Administration

!6 Marke ngSpend II

(o/ State

[6 Profit

Marketing Spend for State **O**

Columnvalue,

| Incr ase | Decrease | Sum

25,000,000

20.000,000

15,000,000

10,000,000

5,000,000

0

C.Lifornia   Flori a   Ne.vYmk   Som

State

fJ Type here to search CAGoogleChro New e,plo1. 3 I'C 11: 8A.M. 9/18/2022

IBM Cognos Analytics **with** Walson   /:,   • Newexplo1al1on **v**   ■   G_   *ij*   g

▭   🖫 v   ⌗   •••   +   ^   1/1   v   '®   0   EE   /)

©   Selected sources   I

50_Starlups.csv   +

tg

/)

Q   Search

D   Navigationpaths   +

• liil   50_Startups.C5V

   lb   R&D Spend

   lb **Ad**minislration

   lb   MarketingSpend

   ▸ ie'! State

   lb   Profit

Markeiing Spend for Staie **O**

Califooiia

10.000.000

8.000,000

6,000,000

4,000,000

2,000,000

0

Florida   New York

MyIBM   x   •:(• New exploration   x   t   v   X

f   C   i   us1.ca.analyti(s.ibm.com/bi/?perspective=explore&id=explore_955538e6-05eJ-4841-a0(e-d9e469c(1037&optJons%5BdisableGlas,Prefe!ch%5D...   1B ✳   :ll,   ☐   **0**

IBMCognos Analytics with Watson   <; :   • New exploration   v   O   Q   G)   d   g

💬   💾 ∨   🔗   ↰   ↱   " 111 ∨   -C   Gil   EE   *fl*   ®   ⠿

@   Selected sources   /

S0_Startups,csv   +

0.. Search

[J   Navigation paths   +

• liil   50_Startups.csv

1b   R&D Spend

Ib   Administration

Ib   **Marketing** Spend   I

@   State

Ib   Pmtit

Marketing Spend

| Tree sunburst | Tree **diagram** | Rules |

Marketing Spend   Nodes

126,862   300,077   All ∨

Proo!   <124267   ≥ 124267

Administra11ori   <1!698'   '116984

¥- MylBM   X   -:[• New exploration   X   +

C   i   us1.ca.analytics.ibm.com/bV?perspective=explore&id=explore_955538e6-05el-4841-aOce-d9e469cc1037&options%5BdisableGlassPrefetch%5D...

IBM**Cognos Analytics** with Watson   ,):1   New exploration   v

Q   lo) v   t   A   1/1   v   lifn

@   **Cards**

Marketing Spen...pend by Pnfjl

Data relationships

Marketing Spend and Marketing Spend by Profit

Column   Line

e Marketing Spend(Sum)   • Marketing Spend(Sum)

1.000.000	1.000.000
800,00□	800.000
600.000	60D.000
400.000	400.0Q(
200.000	200.000
0	0

Market

14,681.4   42,559.73   64,926.08   69,758.98   77,798.83   81,005.76   89,949.14   96,479.51   96,778.92   97,483.56   101,004.64   105,008.31   107,404.34   108,733.99   111,313.02   122,776.86   125,370.37   129,917.04   134,307.35   144,259.4   149,759.96   155,752.6   156,991.12   182,901.99   191,792.06

Profit 4

C   i   us1.ca.analytics.ibm.com/bi/?perspective=explore&id=explore_955538e6-05ef-4841-a0ce-d9e469cc1037&options%5BdisableGlassPrefetch%5D...   l6' ✱   lit   a   0

IIJM **Cognos Analytics with Watson**   :{•. • New exploration   v   O   Q   Cf)   i;J   g

@

Selected sources I

SO_Startups.csv   +

/I

Q Search

D   Navigationpaths   +

"' !iii SO_Startups.csv

   lb R&DSpend

   !6 Administration

   lb MarketingSpend   II

I   @ State

   (b Profit

Marketing Spend and State by State   (

Column   Line

I Slate (Coun)   I Mari<etiogS1'1'nd(Sum)

Fields

L x-axis

:: State

(hek or Ocagdala here

\# Column length*   Requiredfield

:: State

Click or d:agdata here

'II Column color

Cilek or drag data he1e

\# Line position*   Requiredfield ,

II fJ Type here to search

IBMCognos Analytics with Watson   IBM Assignment 1   v   G   ·:)_   G)   d   g

f-;l   v   ↶ ↷ +   "   1/1   v   (9   Qi]   l!B   {/

©   Selected sources   I

SO_Startups.csv   +

p   0, Searc

    D   Navigation paths   +

   • ml   SO_Startups.csv

     lb   R&D Spe11d

     lb   Administration

     lb   MarketingSpend

    ' @   State _____

     lb   ProHI

Administration by State

e Florida   e Calilornia   e New York

4,758,218.39

4,094,296.26

4,296,570.55

MyIBM   X   IBM Assignment I   X   +

C   Ii us1.ca.analyticsjbm.com/bi/?perspectrve=explore&id=i9CC0994444CF40CE8522694F4AB22251&option.%5BdisableGlassP,efetch%5D=true&o...

1 AM Cognos Analytics with **Watson**   1 AM J\ssignmenI 1

Selected sources /

50_5tartups.csv   +

Q Search

CJ Navigationpaths   +

- ffil 50_Startups.csv
  - lb R&D Spend
  - [b, Administration
  - [b, MarketingSp nd
  - @ State
  - lb Profit

Administration by Profit 8

Q

ProHt

| 89.949.14 | 35,673.41 | la1.229.06 | la1.005.76 | **177.798.83** | l%.4n.s1 | 166.187.94 | **171.498.49** | 1os.552.04
| 156.99L12 | 191.050.39 | 96.778.92 | llOB.73199 | **1149,759.Qo** | 1%.12195 | 118.474.03 | 99.931.59 | 49.4<J0.75
| **ll4,6S!.4** | **178,239,91** | **1182,901.99** | **1110.352.25** | IM,926.06 | **190,708.19** | **169,758.98** | **1105,008.31** | **197,127.84**
| **142,559.73** | **1192|261.83** | 1.259.4 | **1107,404,34** | **1105,733.54** | **1155,752.6** | 1tSo|122.51 | **1152.211.77** | **1191.792.06**

315,387.84

Type here to search

35°C

12:38 PM
9/18/2022

Project Link : Link