

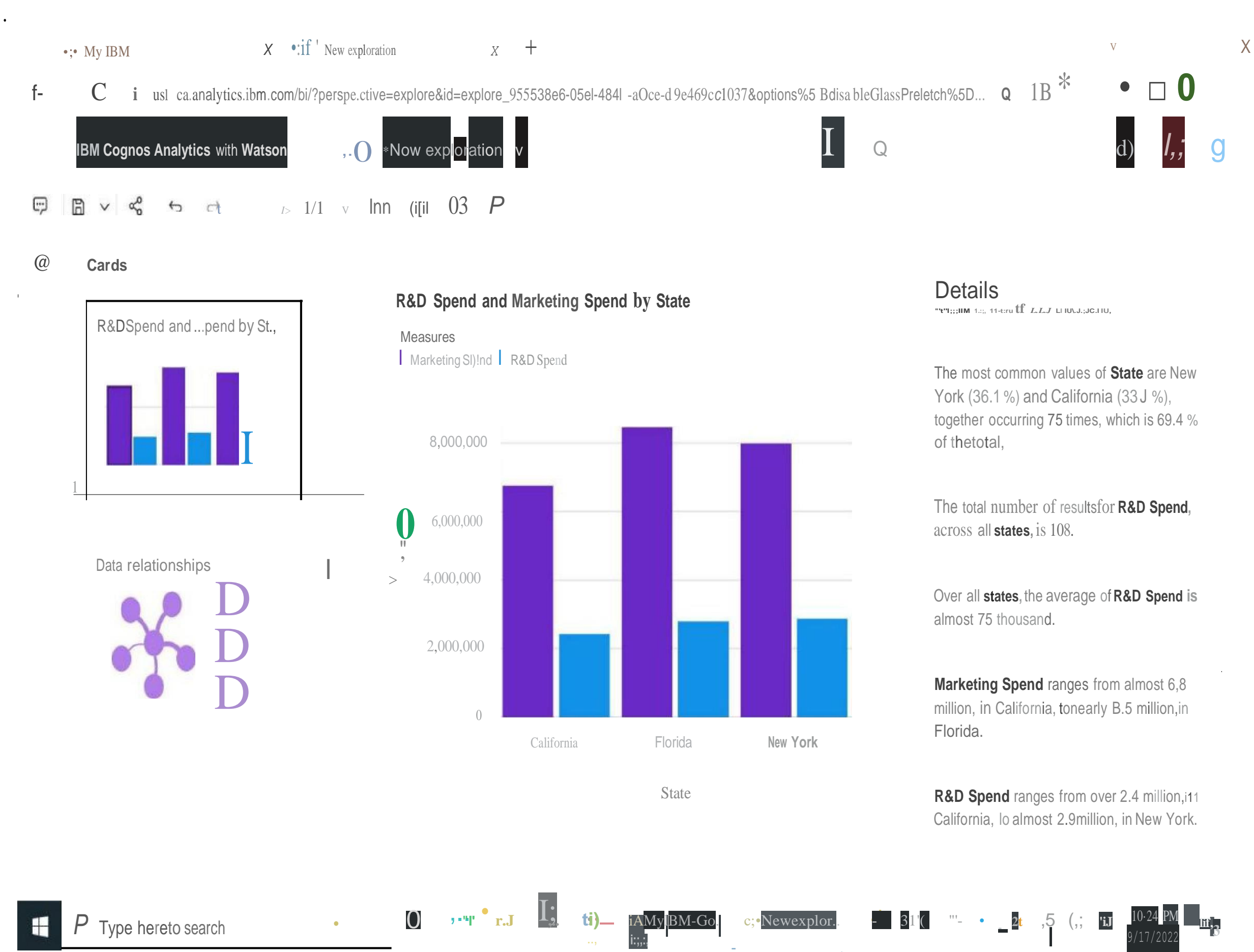
# Assignment -1

## The case of 50 Startups

Assignment Date	12 September 2022			
Student Name	Bala Krishnan			
Student Roll number	913219106001			
Maximum Marks				

QUESTION:-

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



MyIBM

IBM Cognos Analytics with Watson

New Exploration

Q

Selected sources

50\_Startups.csv

Q, Search

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

State	Marketing Spend
California	~6,000,000
Florida	~14,000,000
New York	~22,000,000
Sum	~42,000,000

Type here to search

Google Chrome

New Exploration

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IBM

New exploration

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Selected sources

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D Navigationpaths

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lb R&D Spend

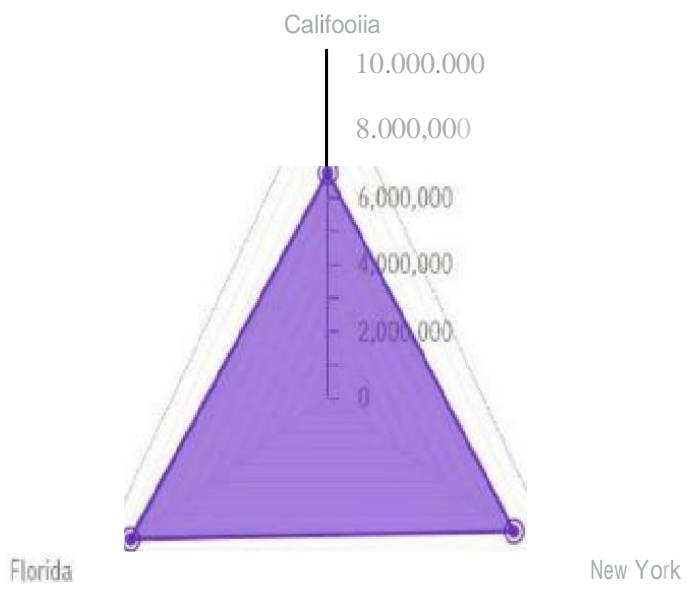
lb Administration

lb MarketingSpend

ie! State

lb Profit

Markeiing Spend for Staie0



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Photos

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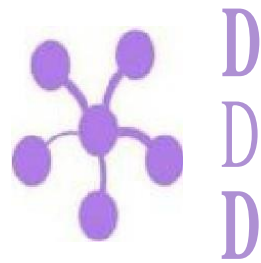
lfl

The screenshot displays the IBM Cognos Analytics web application. The top navigation bar includes the IBM logo and various icons. The main content area shows a tree diagram visualization titled "Marketing Spend". On the left, there's a sidebar with a search bar and a list of sources, including "S0\_Startups.csv". The central pane shows a tree diagram with nodes representing different categories of marketing spend. A legend at the bottom indicates values ranging from 126,862 to 390,077. The right pane shows a detailed view of the selected node, displaying a hierarchical structure with branches and leaf nodes.

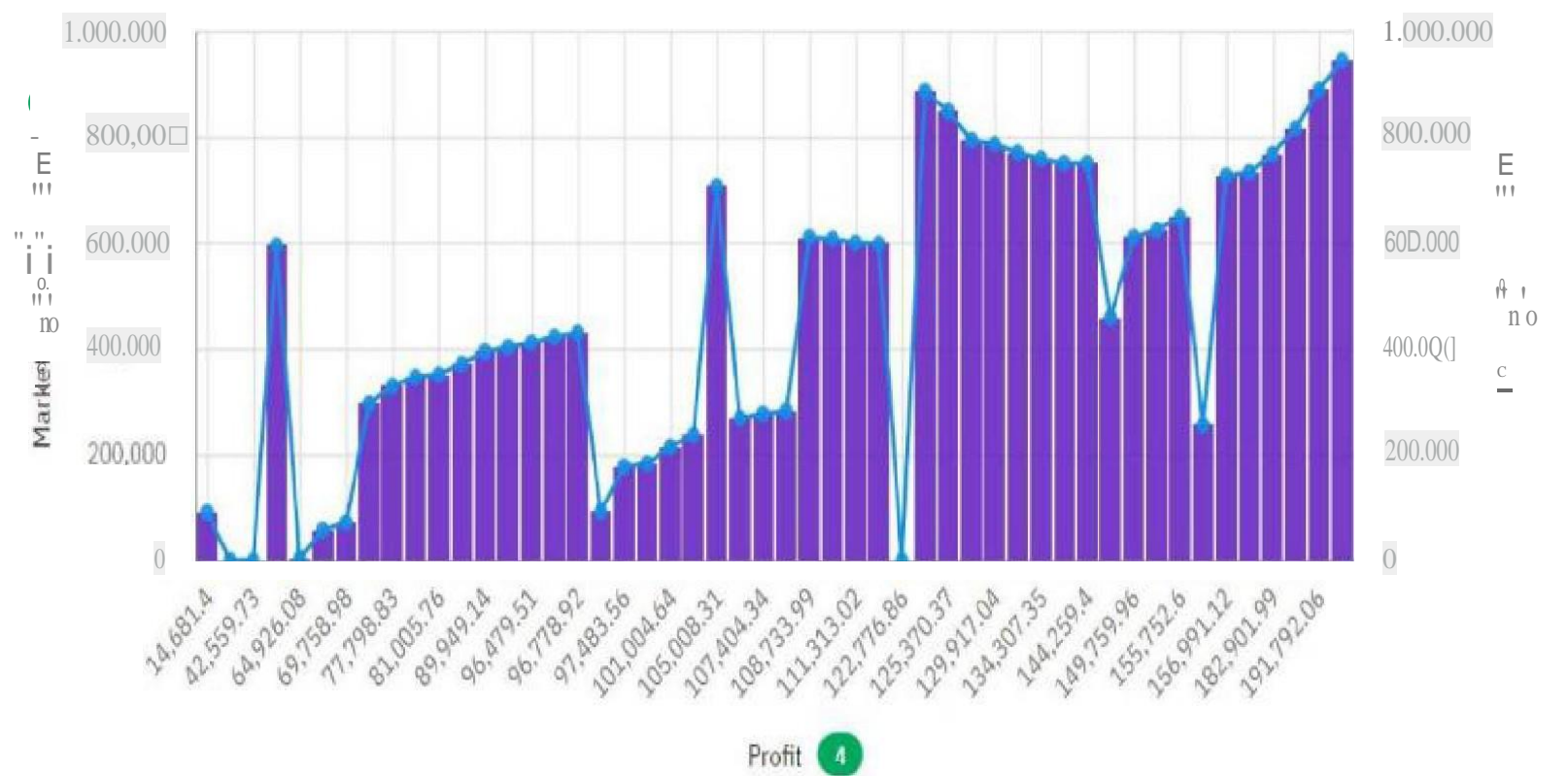
## Cards



11



Column	Line
Marketing Spend(Sum)	MarketingSpend(Sum)



MyISM

New explanation

us1.ca.analytics.ibm.com/bi/?perspective=explore&id=explore\_955538e6-05ef-4841-a0ce-d9e469cc1037&options%5BdisableGlassPrefetch%5D...

IBM Cognos Analytics with Watson

New exploration

Q

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Selected sources I

SO\_Startups.csv

Q Search

D Navigationpaths

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\*

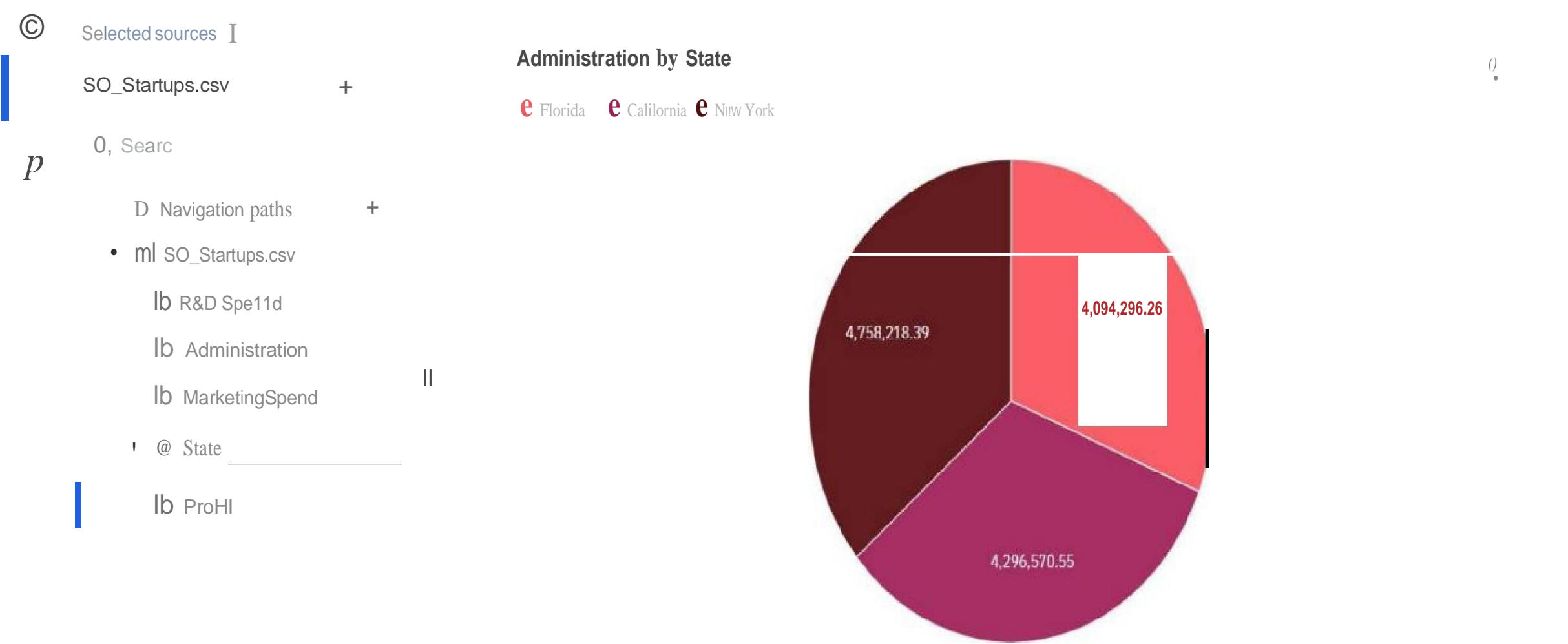
State

Column color

Line position\*

Type here to search

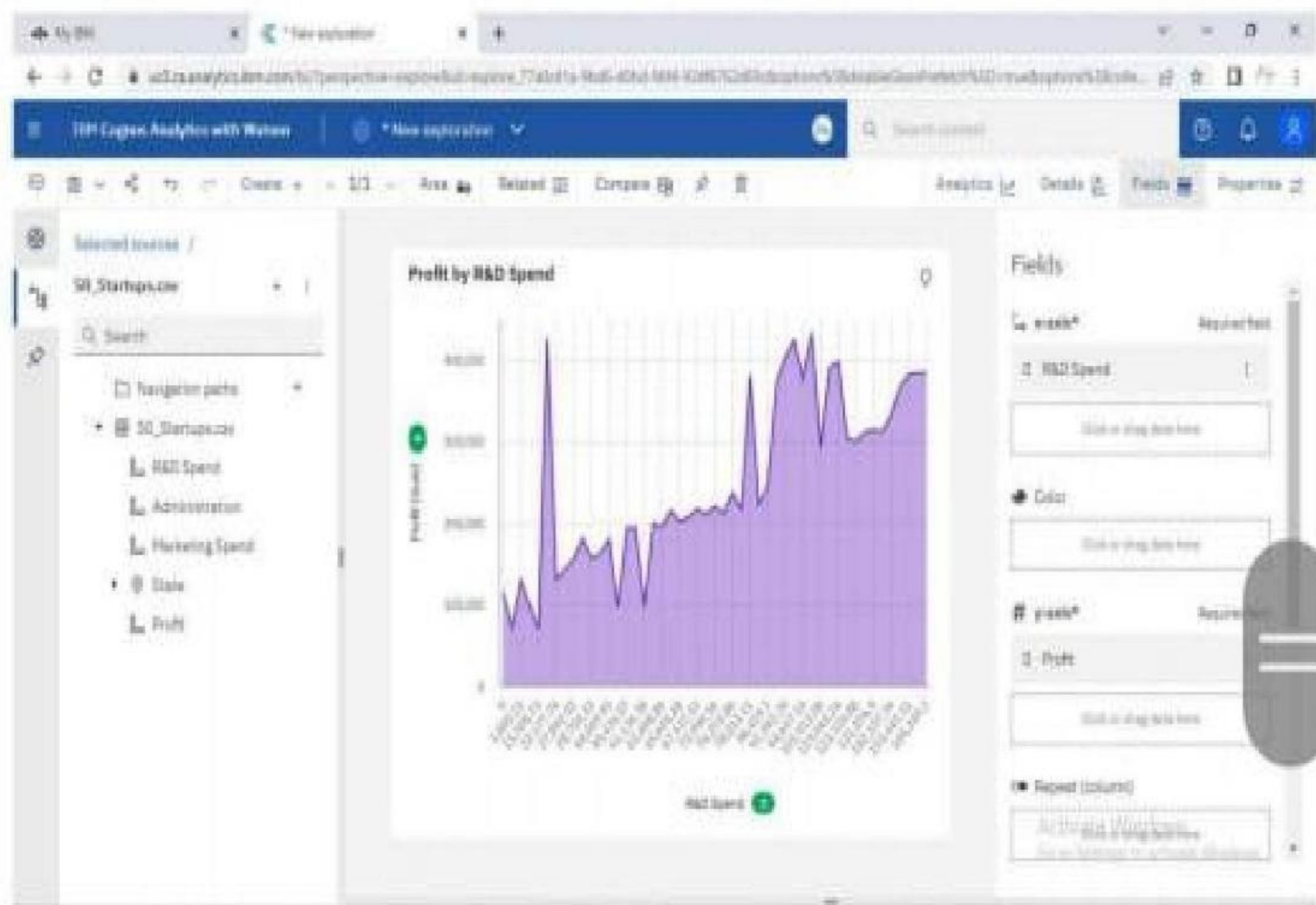
0 11 IBM f Goo... Ne... Phot... 35' A 12:26 PM 9/18/2027 13

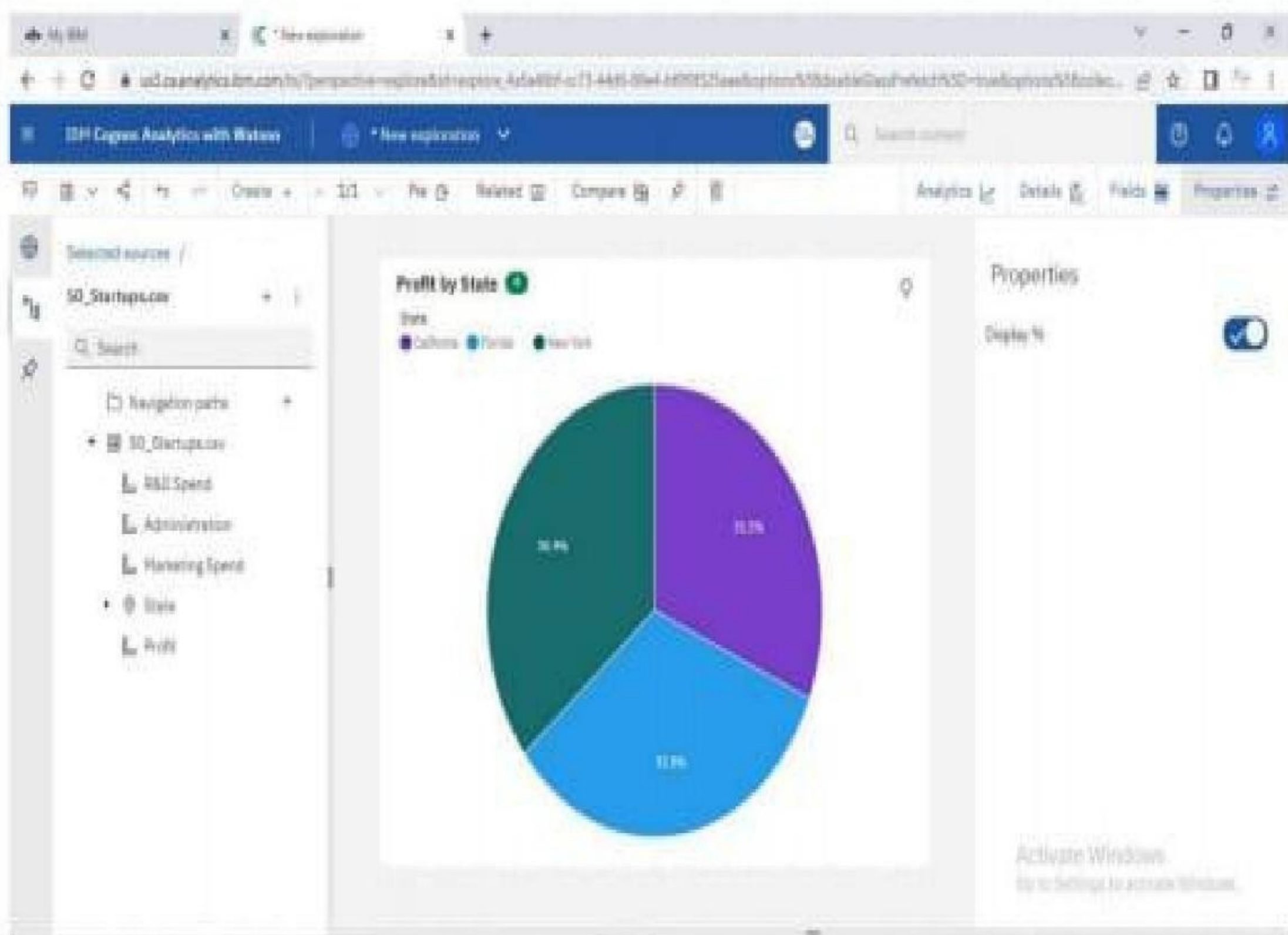












Project Link : [Link](#)