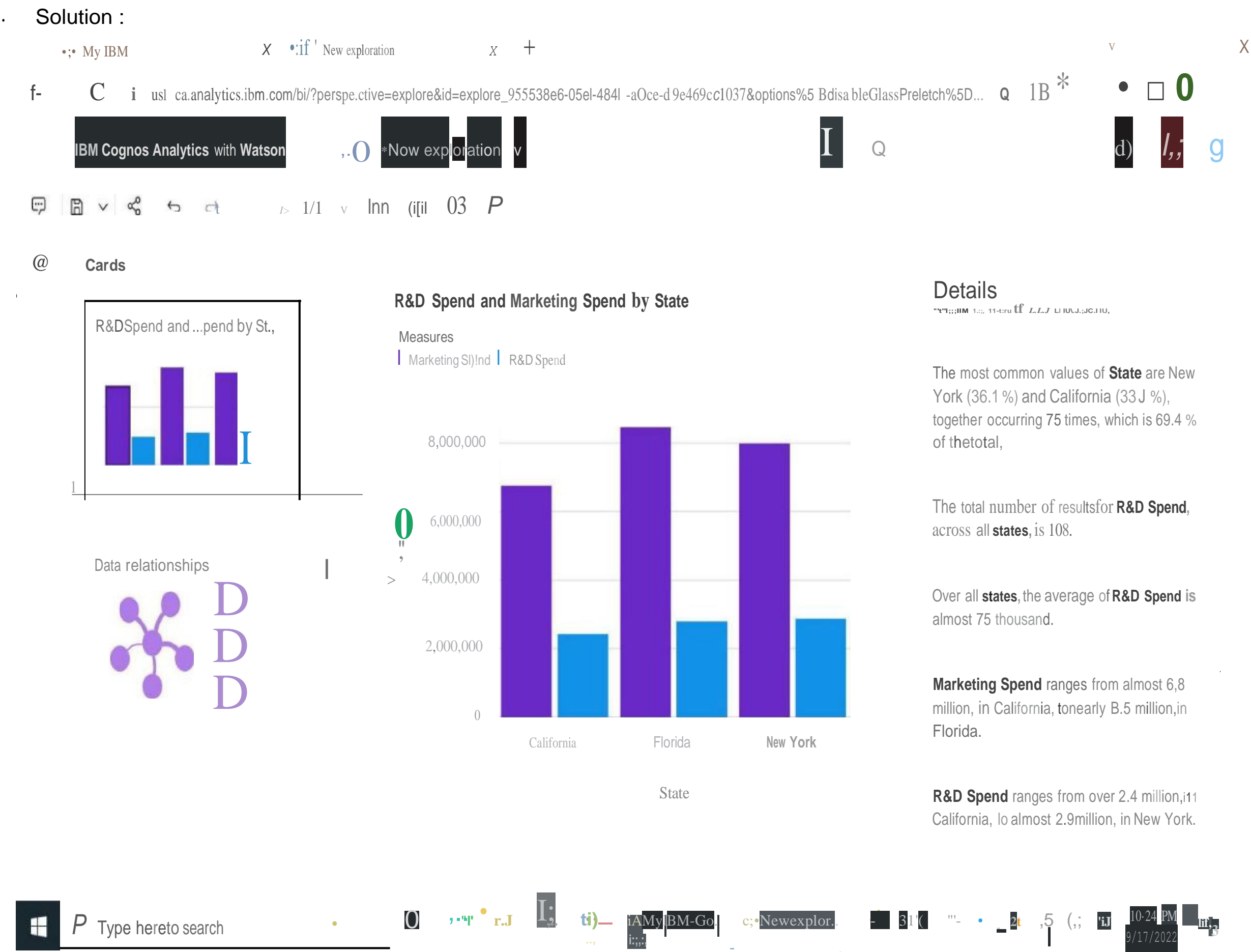


Assignment -1

The case of 50 Startups

| | |
|---------------------|-------------------|
| Assignment Date | 12 September 2022 |
| Student Name | Selsiya@Sellamal |
| Student Roll number | 913219104009 |
| Maximum Marks | |

QUESTION:-
Upload the dataset to Cognos Analytics, explore and visualize the dataset



MyIBM

IBM Cognos Analytics with Watson

New Exploration

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50_Startups.csv

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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 | ~6,500,000 |
| Florida | ~14,500,000 |
| New York | ~22,500,000 |
| Sum | ~43,500,000 |

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Google Chrome

New Exploration

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New exploration

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IBM Cognos Analytics with Watson

New exploration

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Navigation paths

50_Startups.csv

R&D Spend

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Tree sunburst

Tree diagram

Rules

Marketing Spend

Nodes

All

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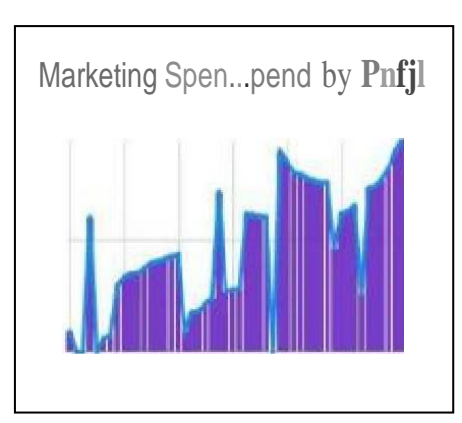
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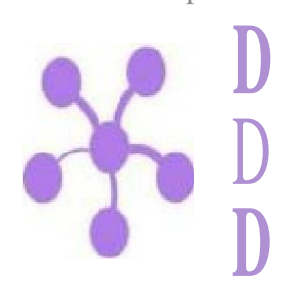
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Data relationships



Marketing Spend and Marketing Spend by Profit



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New explanation

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IBM Cognos Analytics with Watson

New exploration

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R&DSpend

Administration

MarketingSpend

@ State

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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*

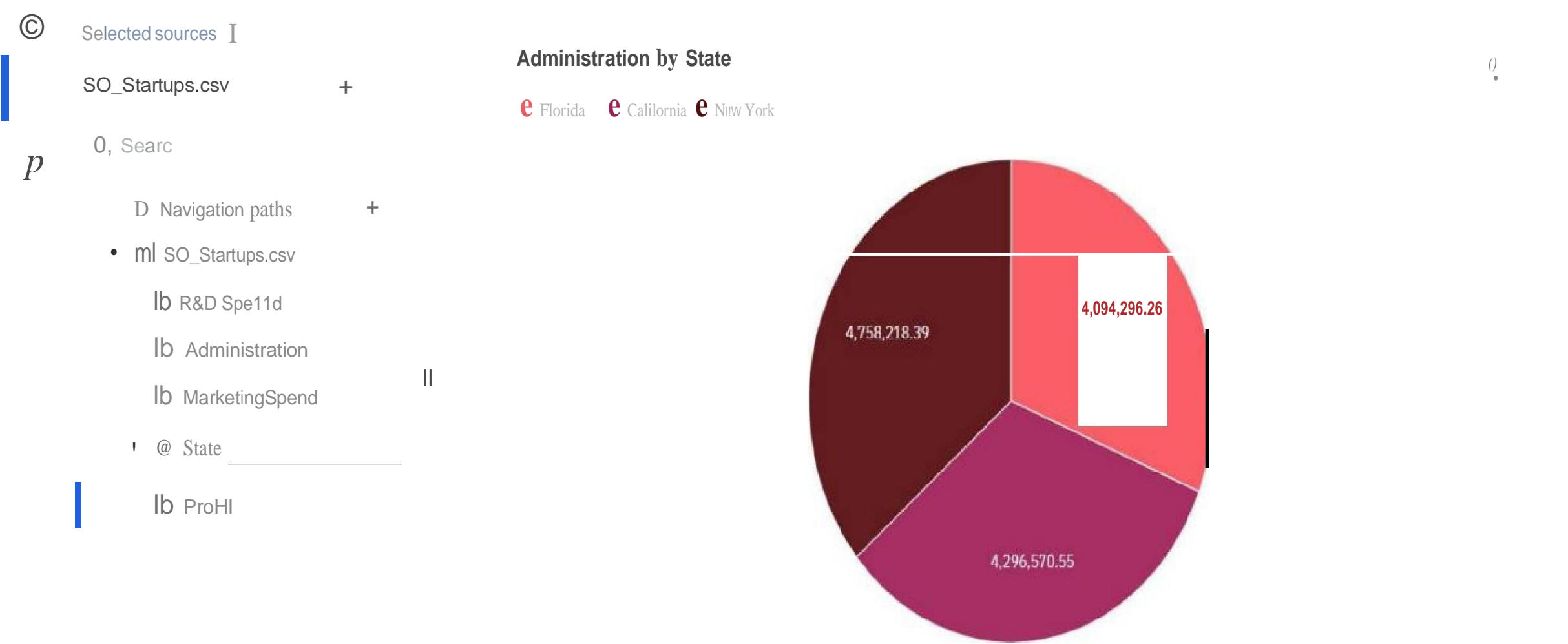
State

Column color

Line position*

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Administration by Profit8


ProHt

89.949.14 35,673.41 1,229.06 1,005.76 177,798.83 1%.4n.s1 166.187.94 171,498.49 1os.552.04

156.99L12 191.050.39 96.778.92 110B.73199 1149,759.Qol 1%.12195 118.474.03 99,931.59 49.4<J0.75

114,6S!..4 178,239,91 1182,901.99 1110.352.25 1M,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 1150,122.51 1152,211.77 1191.792.06



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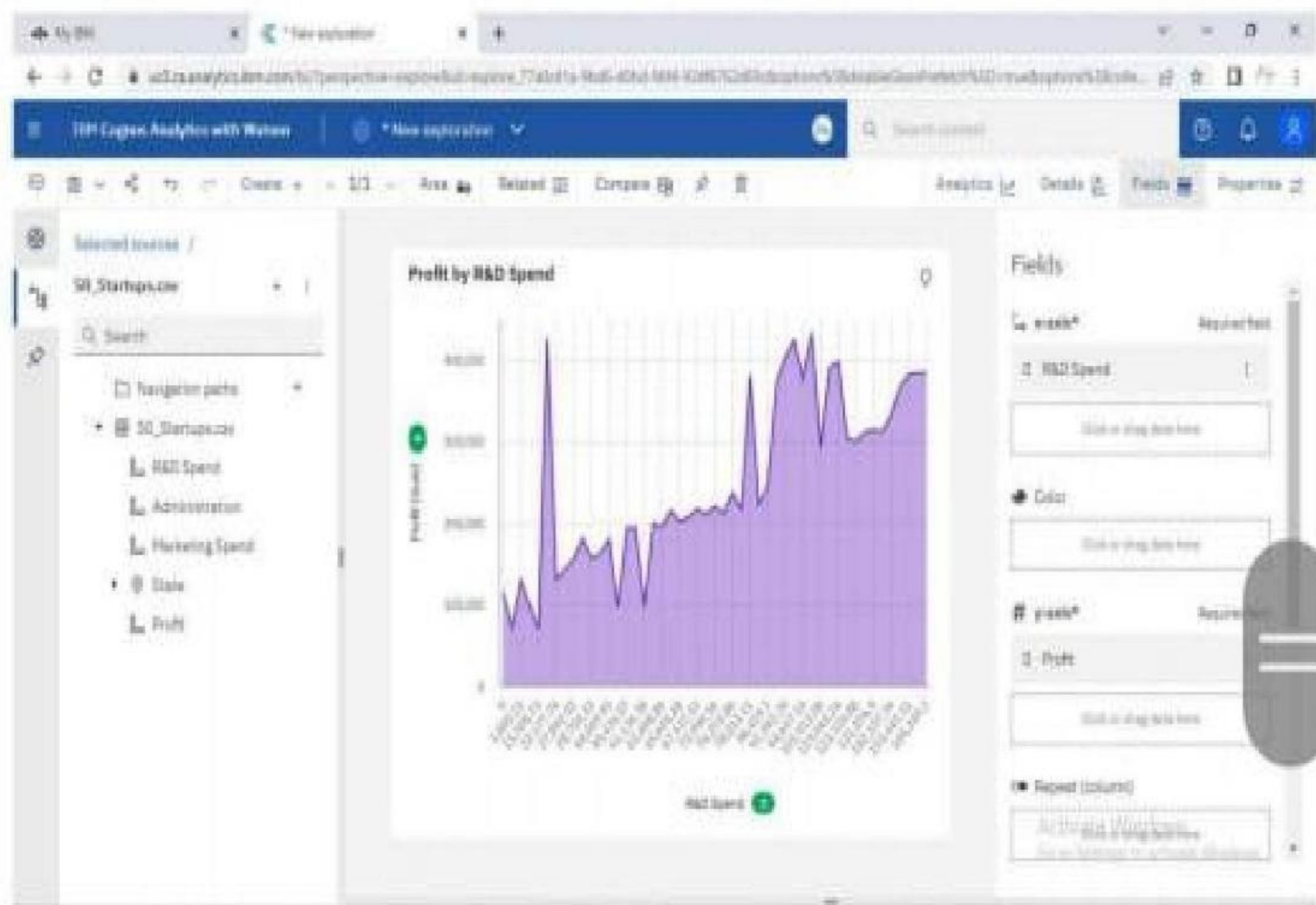
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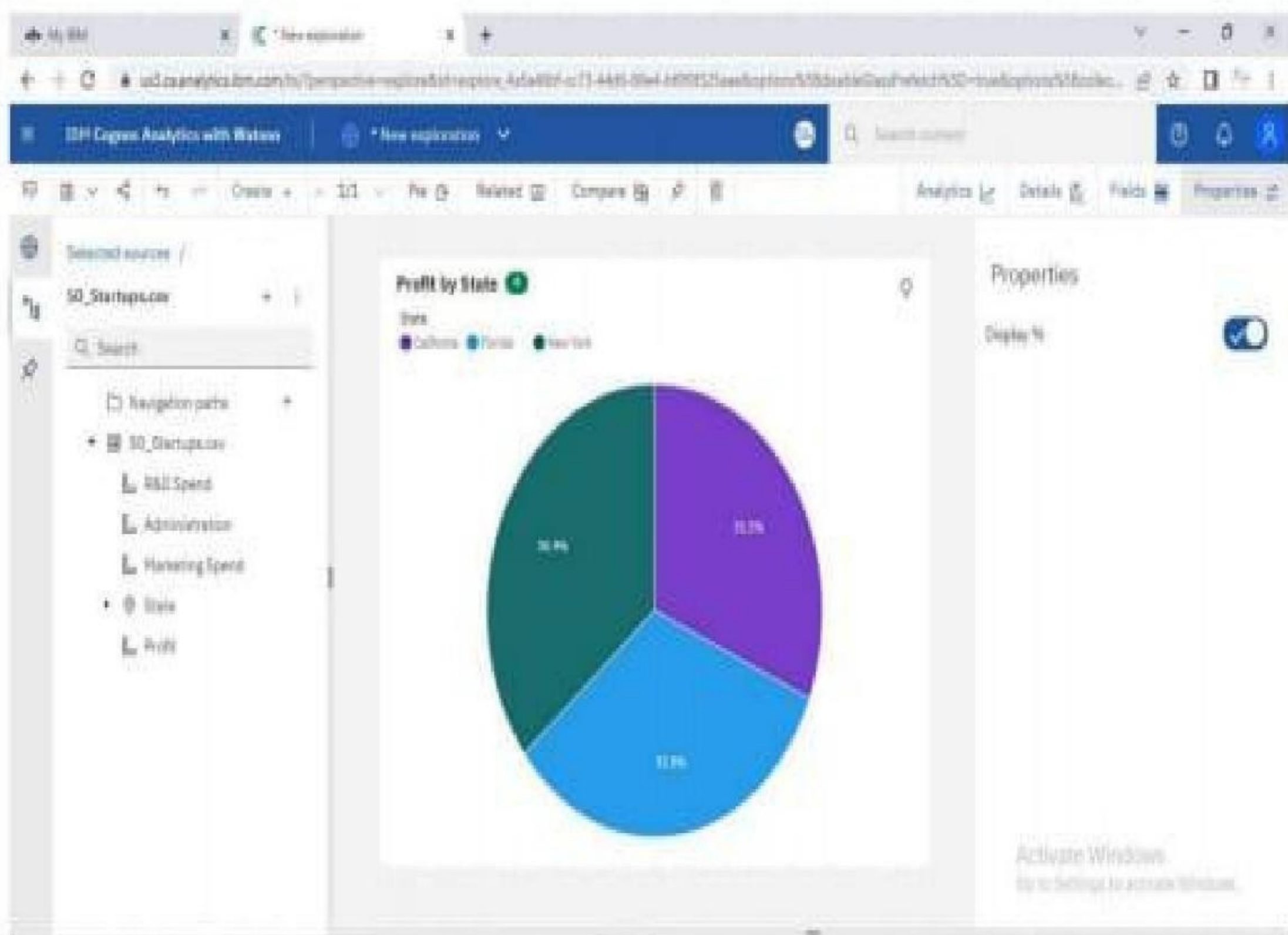
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Project Link : [Link](#)