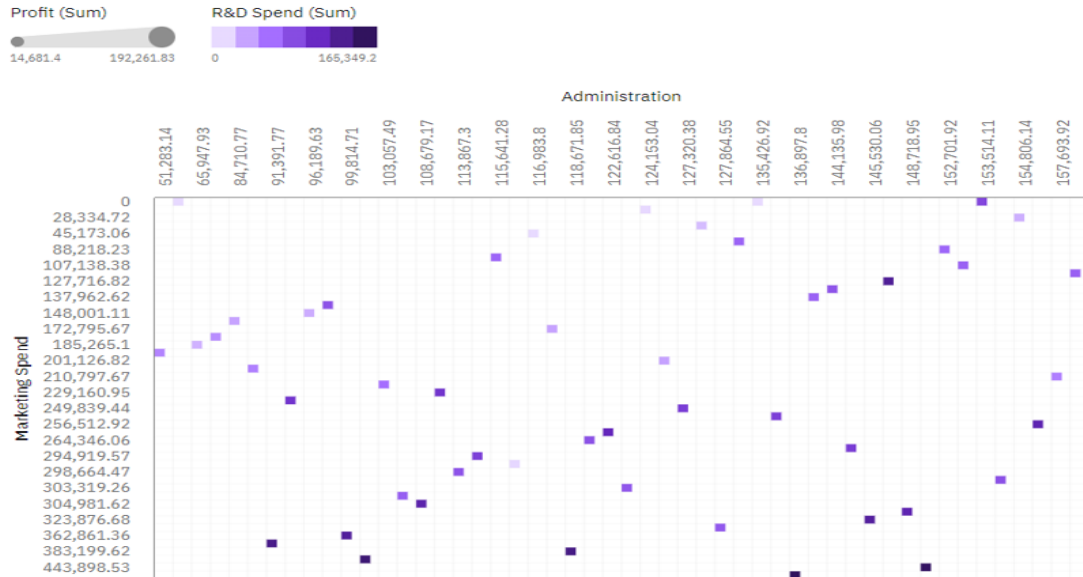
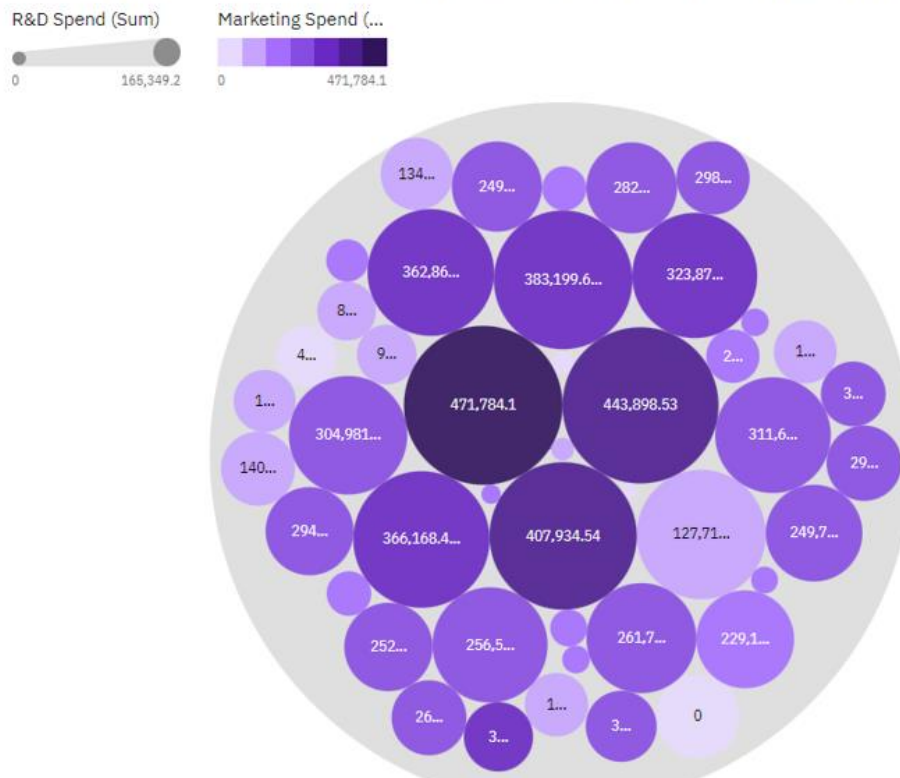


IBM DATA VISUALIZATION ASSIGNMENT-1

Marketing Spend and Administration with Profit and R&D Spend for State 2

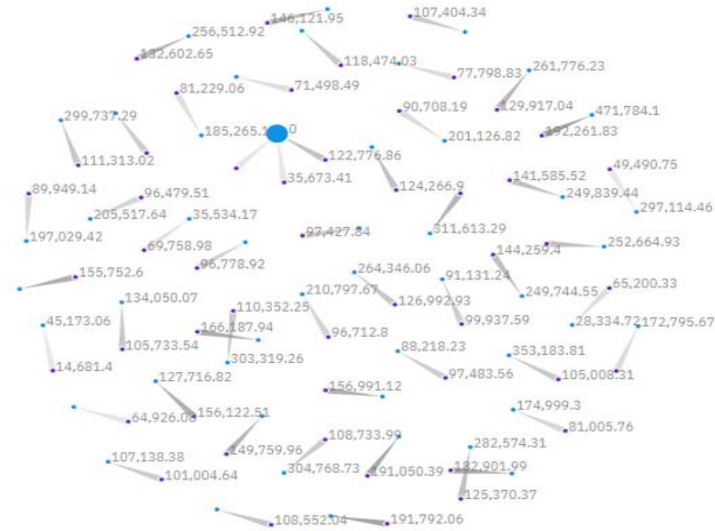


Marketing Spend hierarchy colored by Marketing Spend and sized by R&D Spend



Profit to Marketing Spend with line width R&D Spend 2

From To
 ● Profit ● Marketing Spend

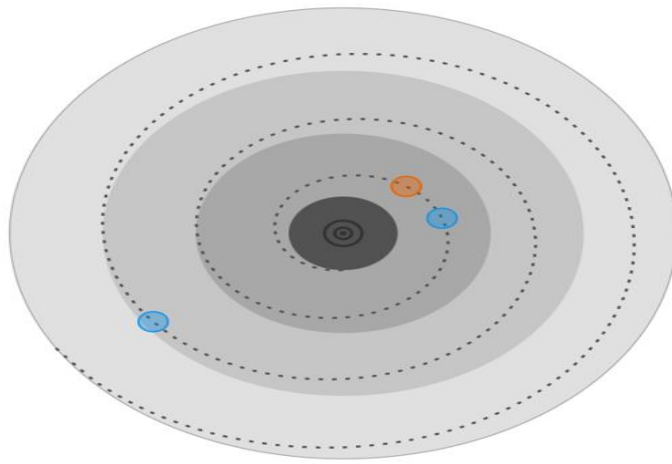


R&D Spend, Marketing Spend, Profit and State

Marketing Spend	R&D Spend	State	Profit
3,103,195.8	1,099,180.46	California	1,766,387.98
3,490,882.27	1,295,316.06	New York	1,933,859.59
3,957,176.82	1,291,584.26	Florida	1,900,384.39

Profit

1 Driver 2 Drivers Combination



Search drivers

Drivers	%
R&D Spend and Marketing Spend	88
R&D Spend	86
Marketing Spend	51

R&D Spend for Administration hierarchy

R&D Spend (Sum)
0 165,349.2

Administration

