

# ASSIGNMENT 1

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

## 1. Uploading Dataset to IBM Cognos Analytics:

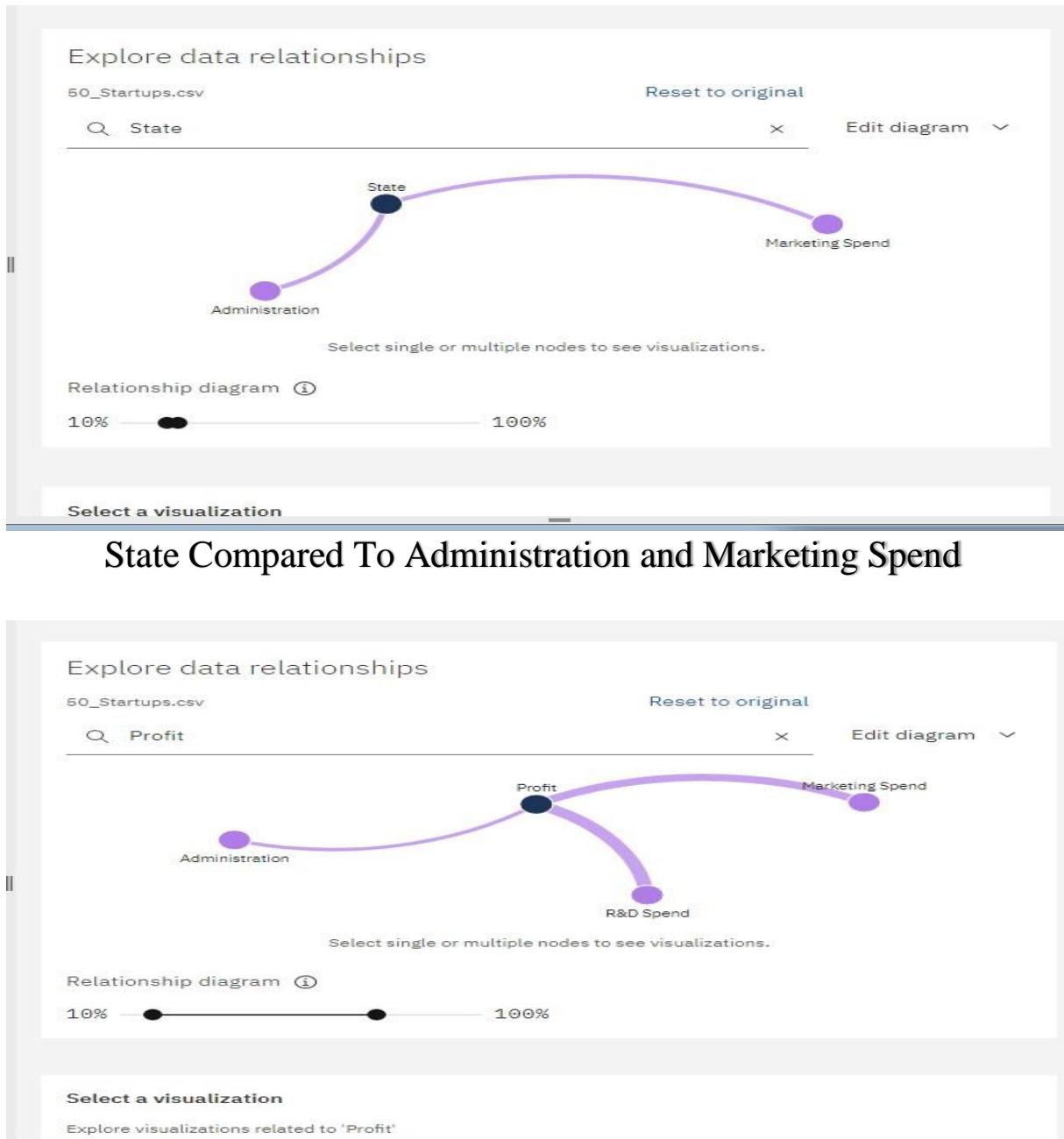
The screenshot shows the IBM Cognos Analytics Content page. At the top, there is a navigation bar with icons for back, forward, search, and user profile. Below the bar, the title "IBM Cognos Analytics with Watson" and a "Content" dropdown menu are visible. A notification badge indicates 364 notifications. On the right, there are buttons for "New" and "+".

The main area is titled "Content" and contains three tabs: "My content" (selected), "Team content", and "Samples". Below the tabs, there are two file cards:

- 50\_Startups.csv**: Last Accessed 9/15/2022, 12:05 AM. Includes "CSV" and download ("") buttons.
- sales.csv**: Last Accessed 9/10/2022, 4:10 AM. Includes "CSV" and download ("") buttons.

At the bottom right of the content area, there are several small icons: a magnifying glass, a person, a gear, and a list.

## 2.Data Exploration:



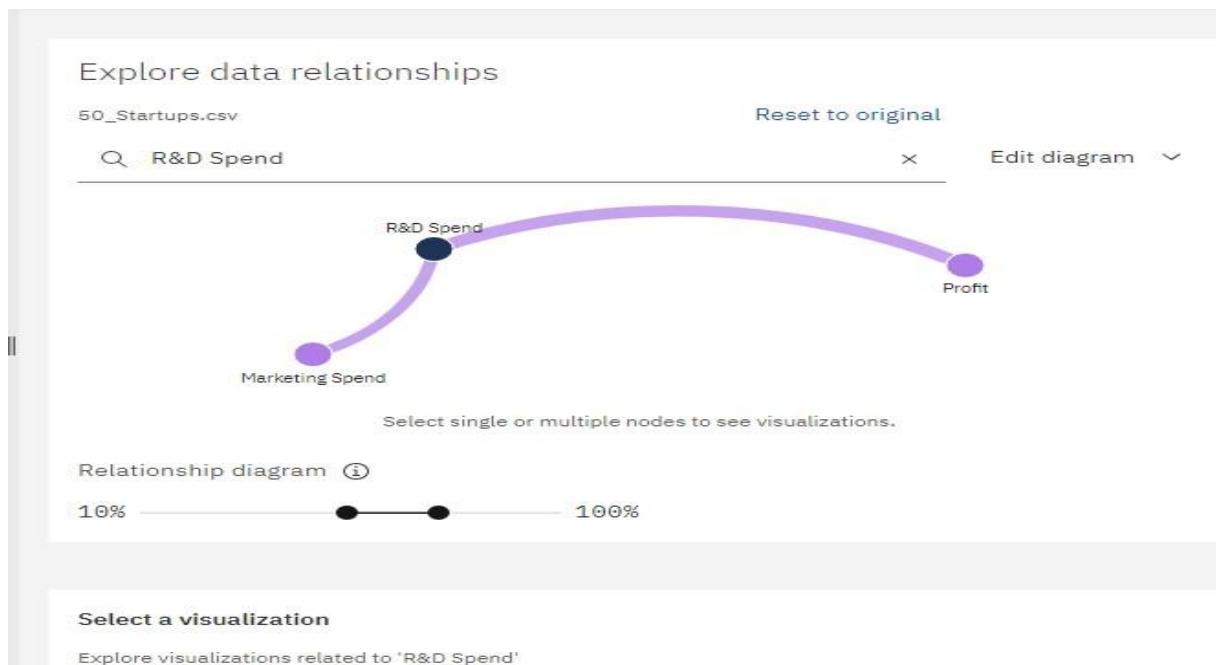
Administration,R&D Spend, Marketing Spend Compared To Profit



## Marketing Spend Compared To State ,Administration,R&D Spend and Profit



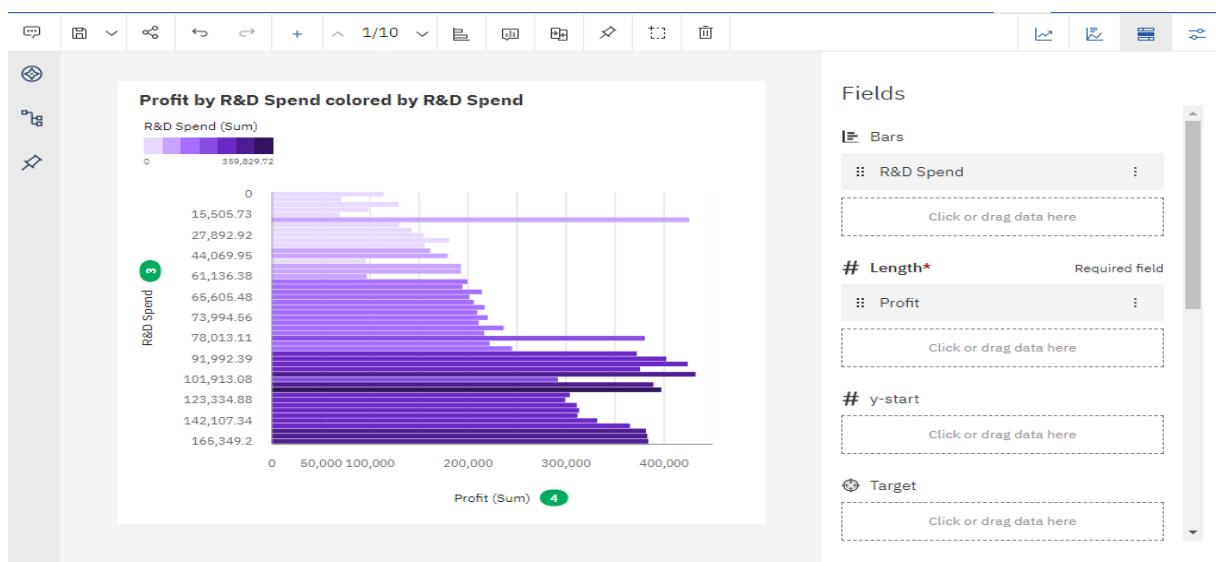
## Administration Compared To, Marketing Spend,State and Profit



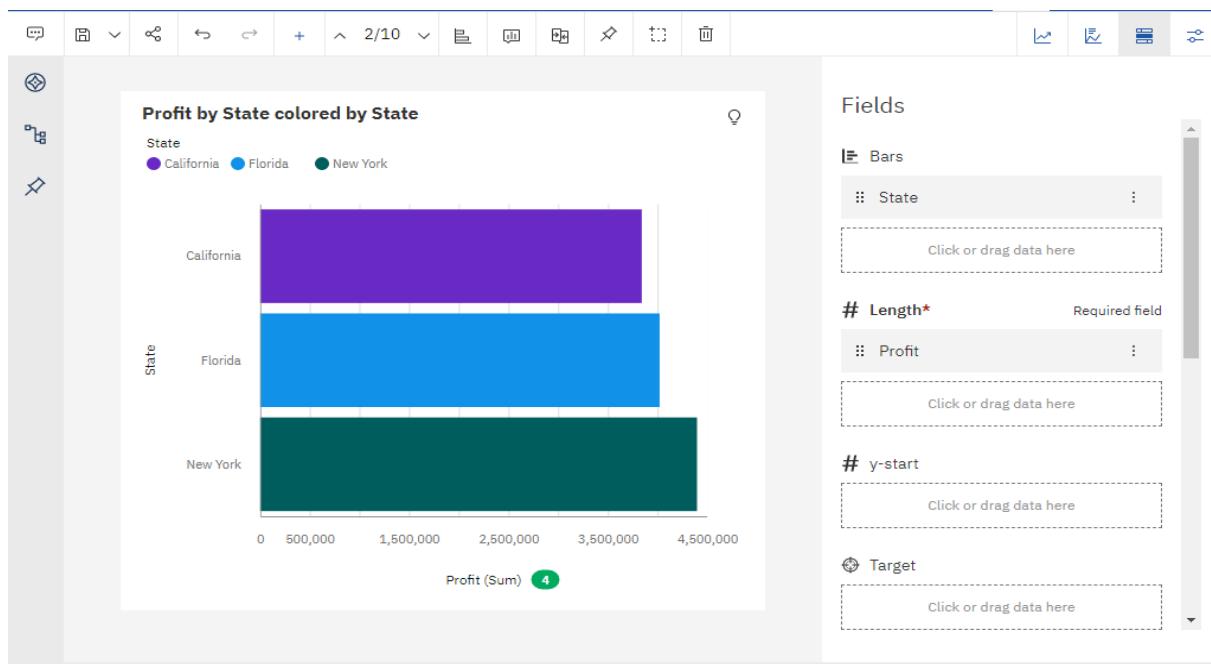
## R&D Spend Compared To Marketing Spend, and Profit

### 3. Data Visualization:

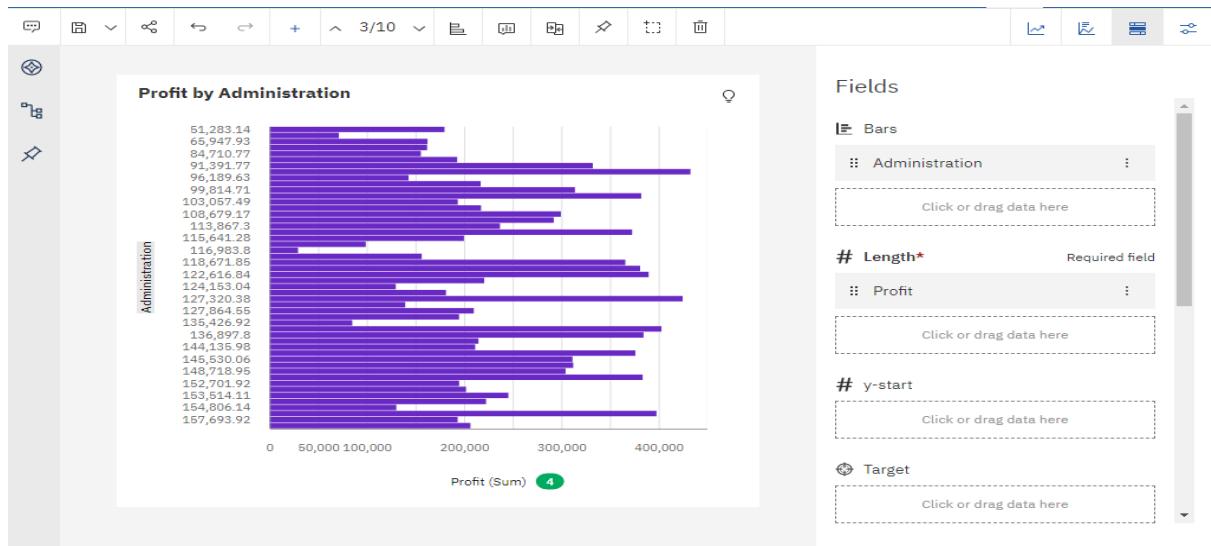
#### Bar chart Representation:



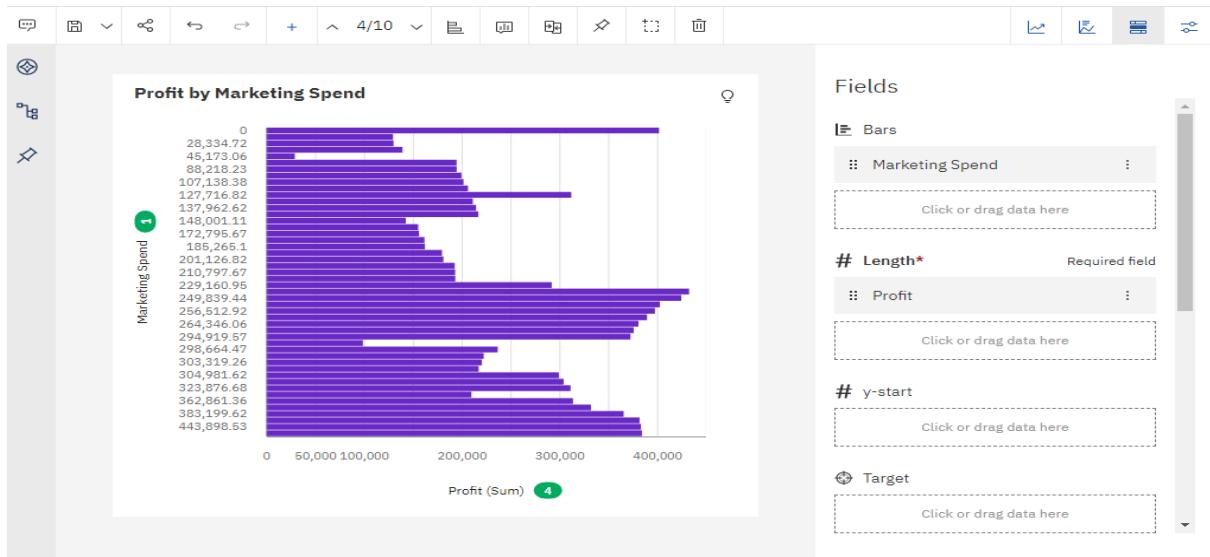
Bar chart for Profit to R&D Spend



## Profit Compared to State

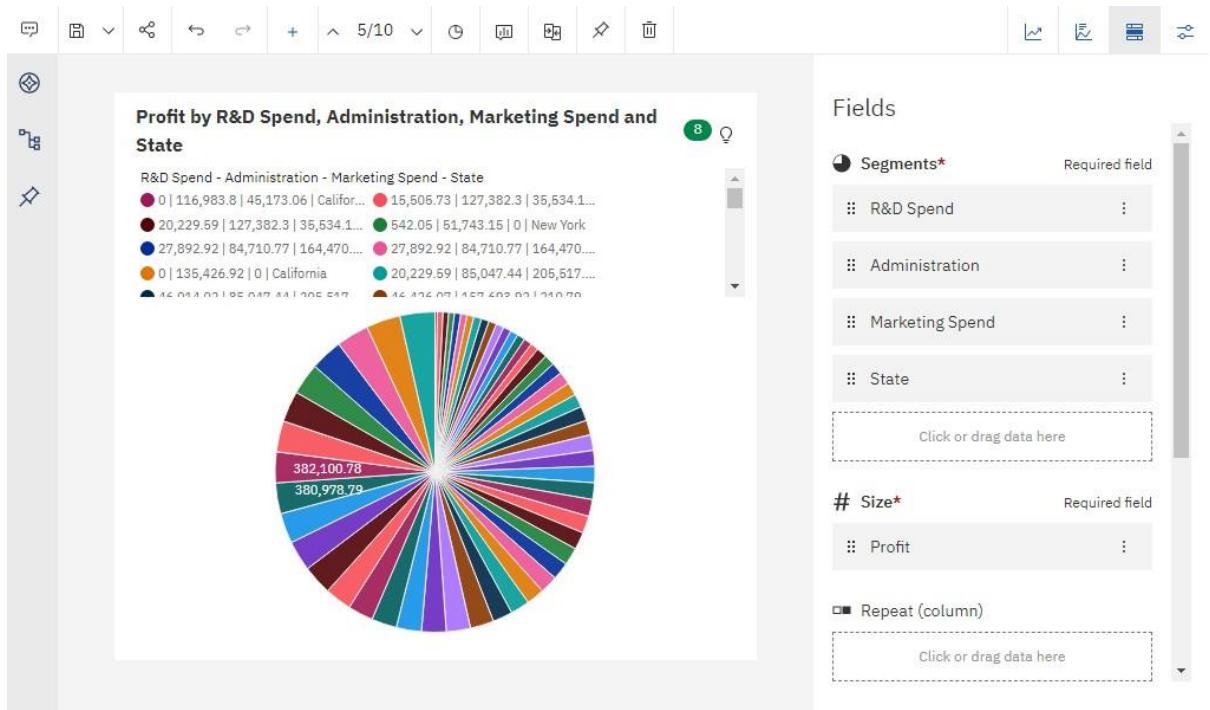


## Profit Compared to Administration



Profit Compared to Marketing Spend

## Pie Chart Representation:



Profit Compared to R&D Spend, Administration, Marketing Spend and State

Profit for State and Administration (4)

Profit	California	Florida	New York	Summ
51,283.14	179,898.28	(no value)	(no value)	
51,743.15	(no value)	(no value)	71,346.82	
65,947.93	(no value)	(no value)	162,458.12	
82,982.09	162,011.52	(no value)	(no value)	
84,710.77	(no value)	77,798.83	77,798.83	
85,047.44	(no value)	(no value)	192,959.02	
91,391.77	(no value)	332,375.88	(no value)	
91,790.61	432,778.2	(no value)	(no value)	
96,189.63	142,996.98	(no value)	(no value)	
99,281.34	(no value)	(no value)	217,104.08	
99,814.71	(no value)	(no value)	313,982.24	
101,145.55	(no value)	382,100.78	(no value)	

Fields

- Columns: State
- Rows: Administration
- Values\*: Profit

## Profit For State and Administration

Profit for State and Marketing Spend (5)

Profit	California	Florida	New York	Summ
0	85,119.46	(no value)	316,900.54	
1,903.93	(no value)	(no value)	129,852.16	
28,334.72	130,400.66	(no value)	(no value)	
35,534.17	(no value)	(no value)	139,517.96	
45,173.06	29,362.8	(no value)	(no value)	
46,085.25	194,855.68	(no value)	(no value)	
88,218.23	(no value)	(no value)	194,967.12	
91,131.24	(no value)	99,937.59	99,937.59	
107,138.38	(no value)	(no value)	202,009.28	
118,148.2	(no value)	206,564.76	(no value)	
127,716.82	312,245.02	(no value)	(no value)	
134,050.07	(no value)	211,467.08	(no value)	

Fields

- Columns: State
- Rows: Marketing Spend
- Values\*: Profit

## Profit For State and Marketing

Profit for State and Marketing Spend 5

Profit	California	Florida	New York	Summ
0	85,119.46	(no value)	316,900.54	
1,903.93	(no value)	(no value)	129,852.16	
28,334.72	130,400.66	(no value)	(no value)	
35,534.17	(no value)	(no value)	139,517.96	
45,173.06	29,362.8	(no value)	(no value)	
46,086.25	194,855.68	(no value)	(no value)	
88,218.23	(no value)	(no value)	194,967.12	
91,131.24	(no value)	99,937.59	99,937.59	
107,138.38	(no value)	(no value)	202,009.28	
118,148.2	(no value)	206,564.76	(no value)	
127,716.82	312,245.02	(no value)	(no value)	
134,050.07	(no value)	211,467.08	(no value)	

Fields

- Columns
  - State
- Rows
  - Marketing Spend
- Values\*
  - Profit

Local filters

## Profit For State and Marketing Spend

Profit for State and R&D Spend 7

Profit	California	Florida	New York	Summ
0	114,482.26	(no value)	(no value)	
542.05	(no value)	(no value)	71,346.82	
1,000.23	(no value)	(no value)	129,852.16	
1,315.46	(no value)	98,981.5	(no value)	
15,805.73	(no value)	(no value)	69,758.98	
20,229.59	(no value)	(no value)	426,180.17	
22,177.74	130,400.66	(no value)	(no value)	
23,640.93	142,996.98	(no value)	(no value)	
27,892.92	(no value)	77,798.83	77,798.83	
28,663.76	(no value)	181,416.38	(no value)	
28,754.33	156,479.82	(no value)	(no value)	
38,658.51	162,011.52	(no value)	(no value)	

Fields

- Columns
  - State
- Rows
  - R&D Spend
- Values\*
  - Profit

Local filters

## Profit For State and R&D Spend

Profit for State, R&D Spend, Administration and Marketing Spend

Profit		California	Florida
0	116,983.8	45,173.06	29,362.8
		<b>Summary</b>	<b>29,362.8</b>
	135,426.92	0	85,119.46
	<b>Summary</b>	<b>85,119.46</b>	
	<b>Summary</b>	<b>114,482.26</b>	
542.05	51,743.15	0	(no value)
		<b>Summary</b>	<b>(no value)</b>
		<b>Summary</b>	<b>(no value)</b>
1,000.23	124,153.04	1,903.93	(no value)
		<b>Summary</b>	<b>(no value)</b>
		<b>Summary</b>	<b>(no value)</b>
		<b>297,114.46</b>	

Fields

- Columns
  - State
- Rows
  - R&D Spend
  - Administration
  - Marketing Spend
- Values\*
  - Profit

## Profit For State,R&D Spend,Administration and Marketing Spend