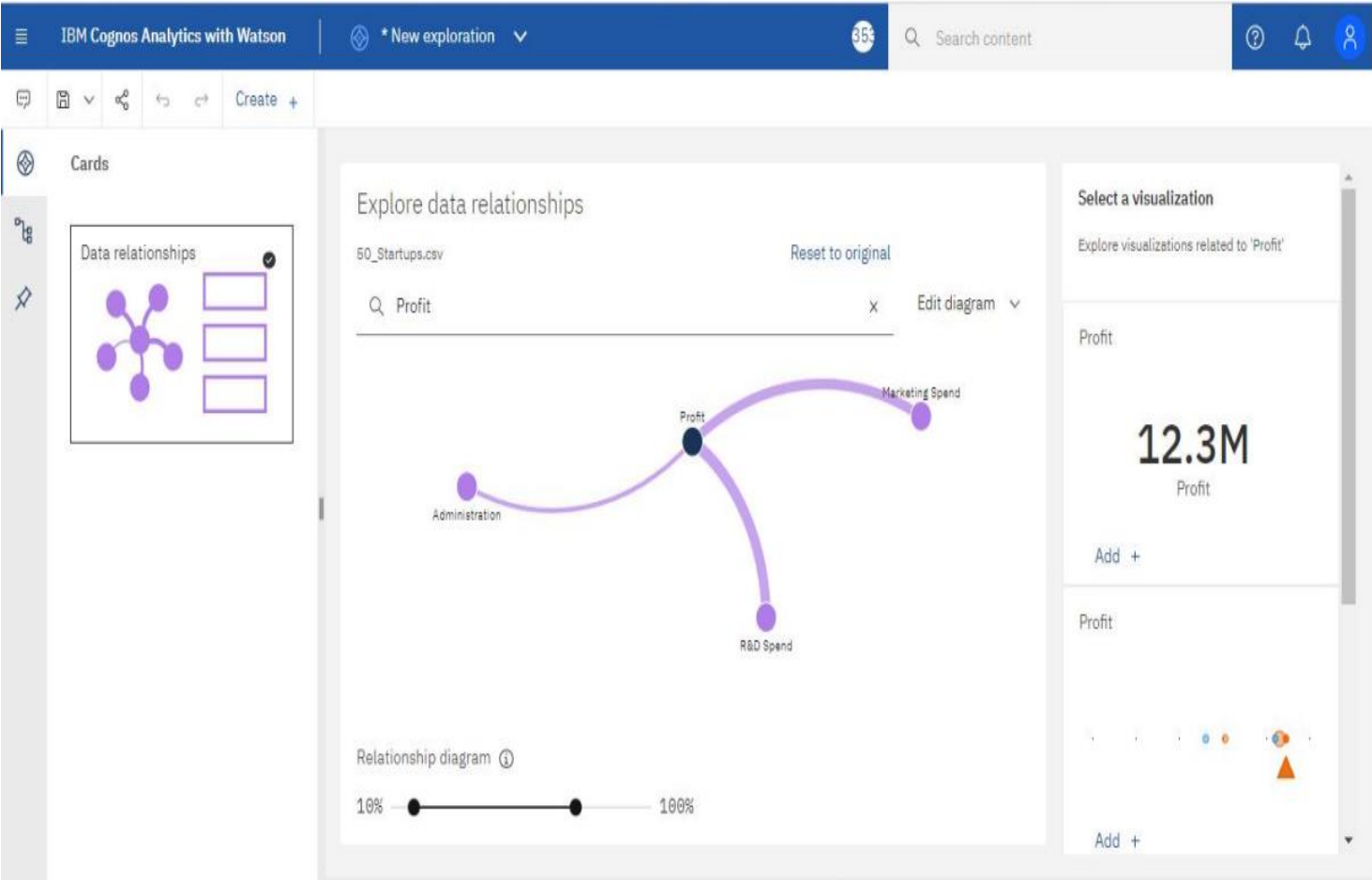
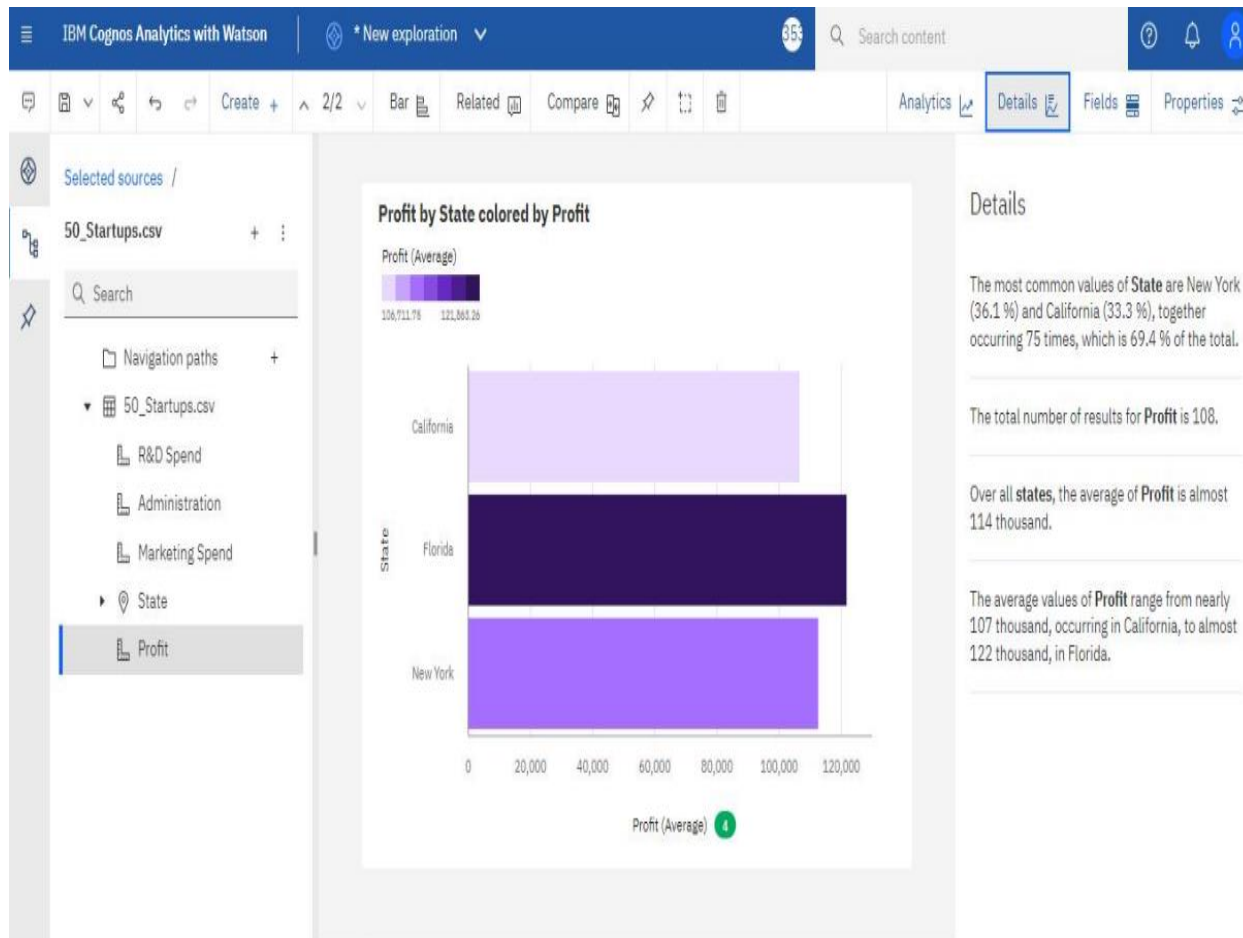


DATA EXPLORATION:

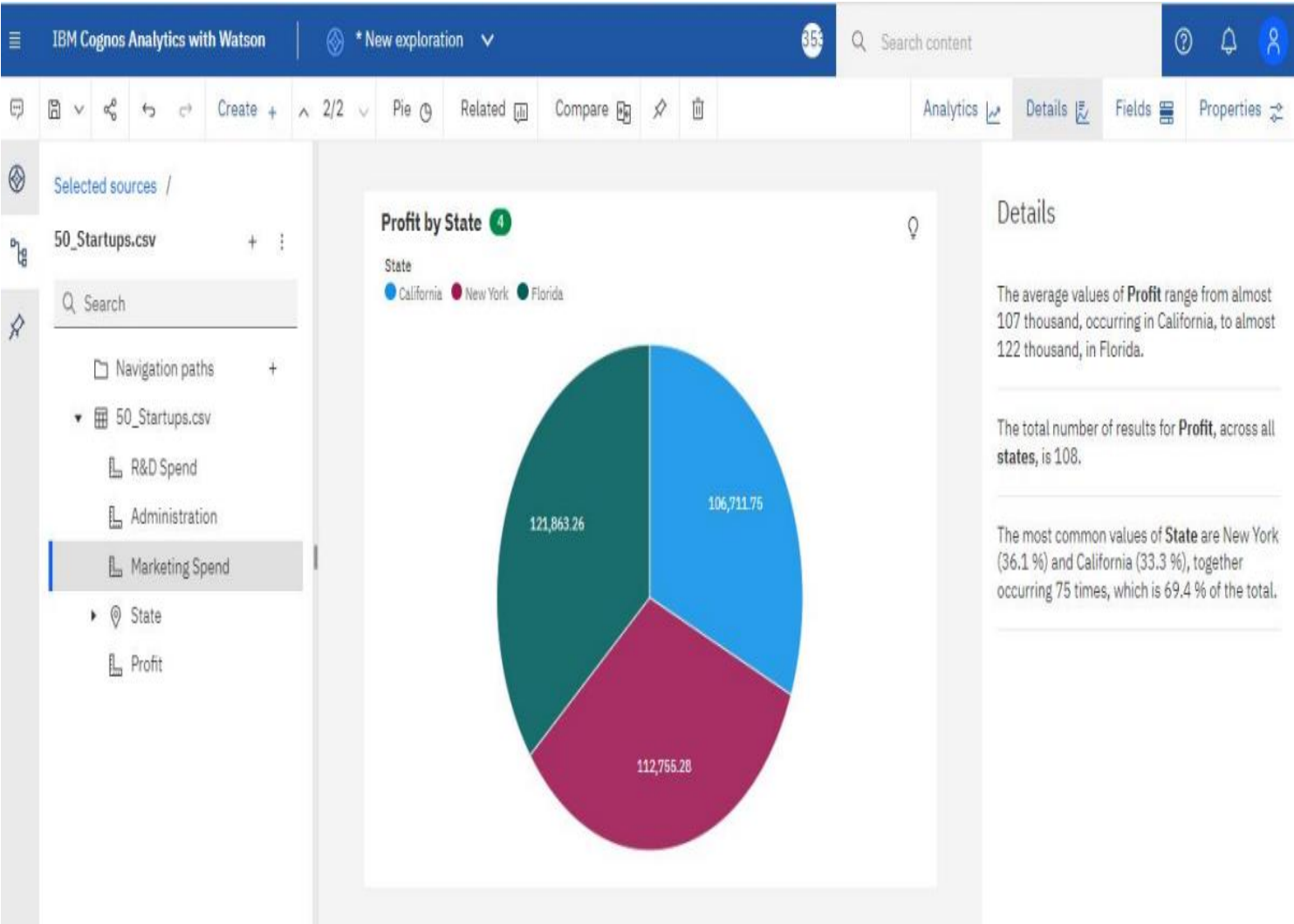


DATA VISUALIZATION:

Profit by State colored by Profit(AVERAGE) - BAR GRAPH



Profit by State(PIE CHART)



Profit for State and Marketing Spend (CROSS TABLE)

IBM Cognos Analytics with Watson

New exploration

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R&D Spend

Administration

Marketing Spend

State

Profit

Profit for State and Marketing Spend

| Profit | California | Florida | New York | Summary |
|------------|------------|------------|------------|------------|
| 0 | 42,559.73 | (no value) | 79,225.14 | 67,003.33 |
| 1,903.93 | (no value) | (no value) | 64,926.08 | 64,926.08 |
| 28,334.72 | 65,200.33 | (no value) | (no value) | 65,200.33 |
| 35,534.17 | (no value) | (no value) | 69,758.98 | 69,758.98 |
| 45,173.06 | 14,681.4 | (no value) | (no value) | 14,681.4 |
| 46,085.25 | 97,427.84 | (no value) | (no value) | 97,427.84 |
| 88,218.23 | (no value) | (no value) | 97,483.56 | 97,483.56 |
| 91,131.24 | (no value) | 99,937.59 | 99,937.59 | 99,937.59 |
| 107,138.38 | (no value) | (no value) | 101,004.64 | 101,004.64 |
| 118,148.2 | (no value) | 103,282.38 | (no value) | 103,282.38 |
| 127,716.82 | 156,122.51 | (no value) | (no value) | 156,122.51 |

Details

The most common value of **State** is New York, occurring 19 times, which is 36.5 % of the total.

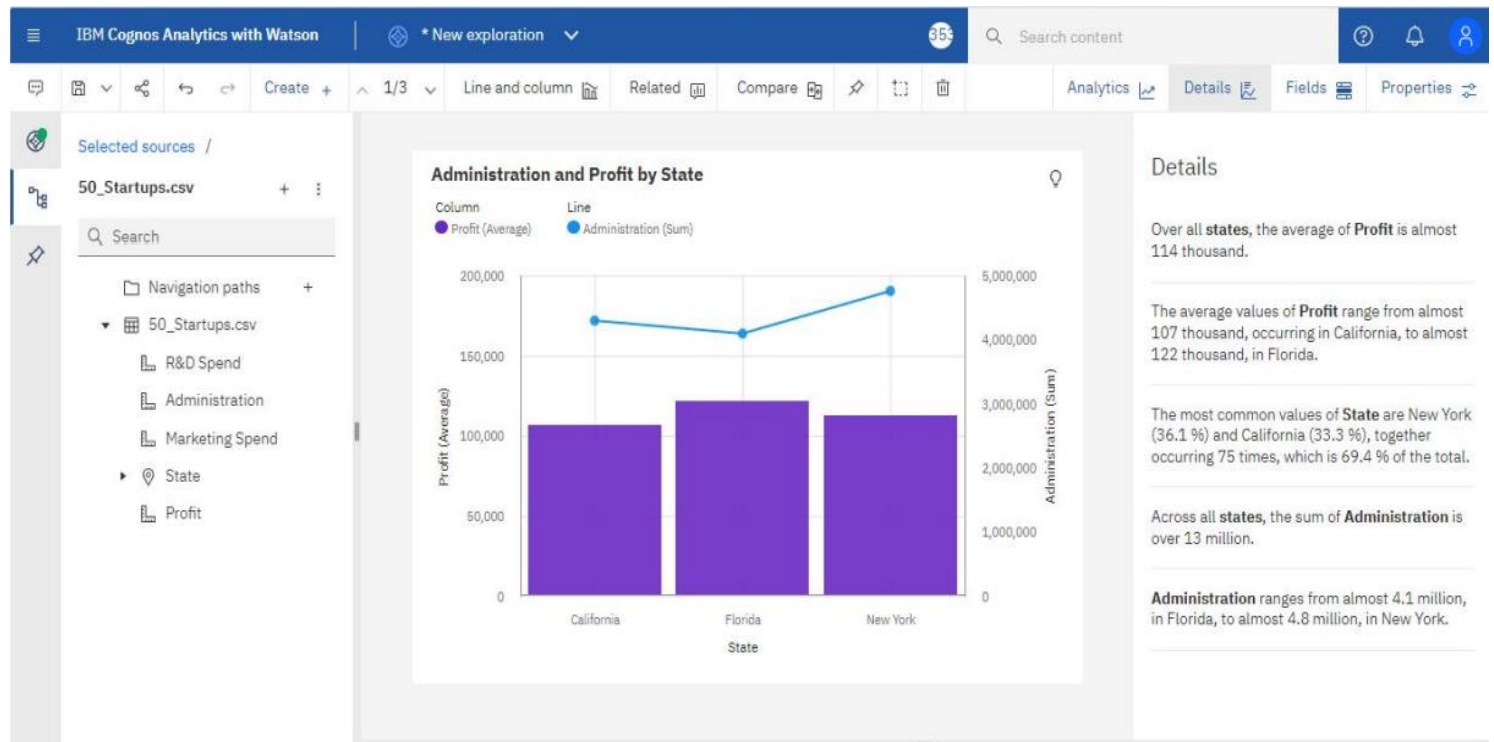
The most common values of **Marketing Spend** are 91131.24 (3.8 %), 0.0 (3.8 %), 210797.67 (3.8 %), and 164470.71 (3.8 %), together occurring 8 times, which is 15.4 % of the total.

Marketing Spend strongly affects **Profit** (89%).

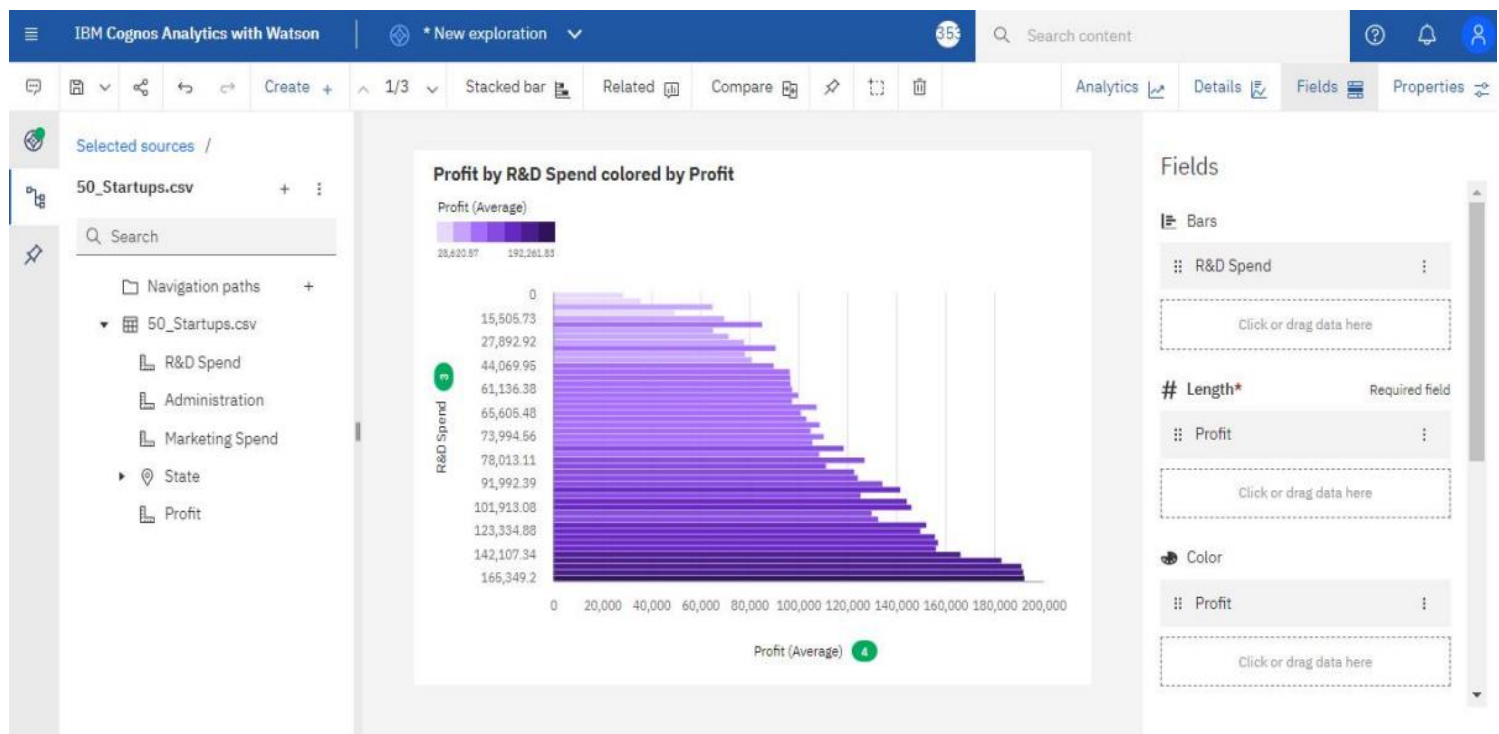
Across all **states** and **marketing spends**, the average of **Profit** is over 111 thousand.

The average values of **Profit** range from nearly fifteen thousand to over 192 thousand.

Administration and Profit by State (Line and Column)



Profit by R&D Spend colored by Profit (STACKED BAR)



Profit by State and Administration (AREA)

