

# IBM

## ASSIGNMENT - 1

---

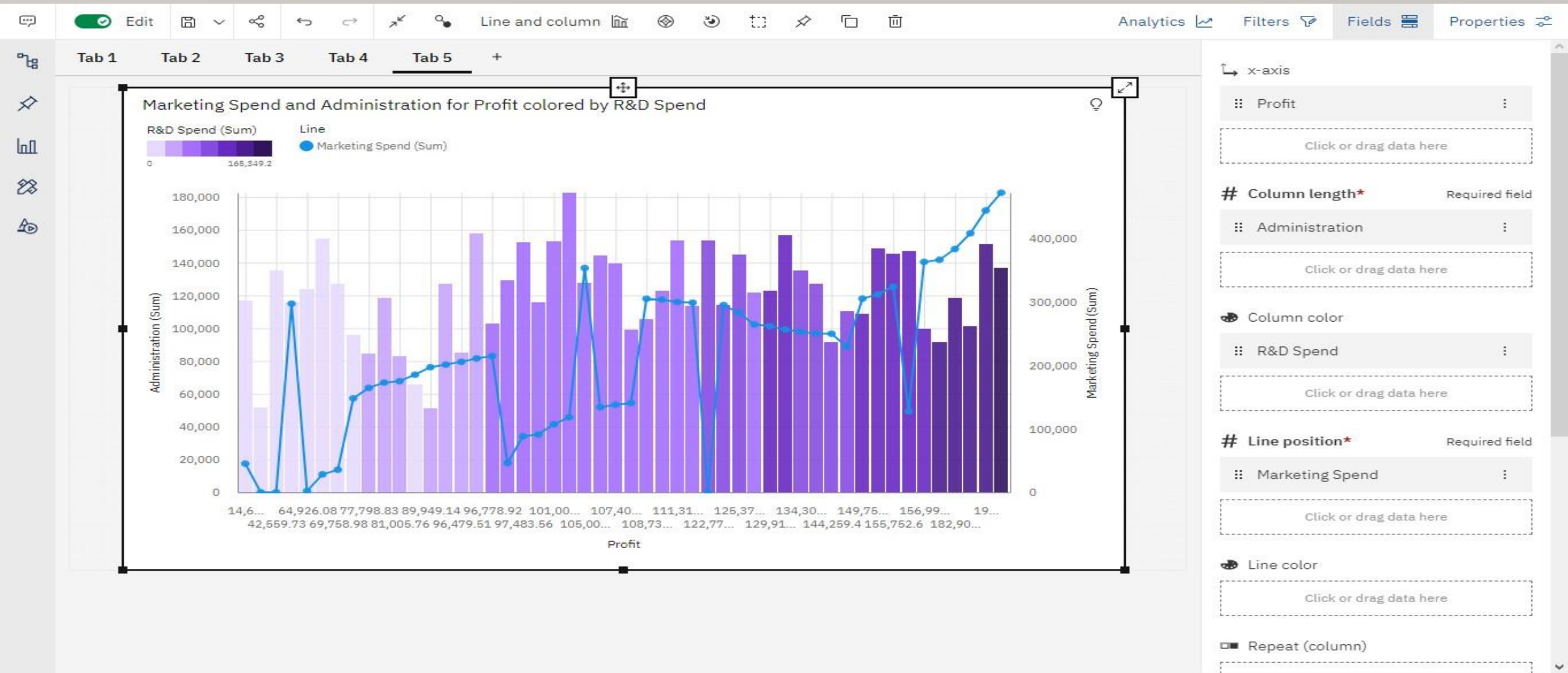
M.RESHMI

# IBM CGNOS ANALYTICS WITH WATSON

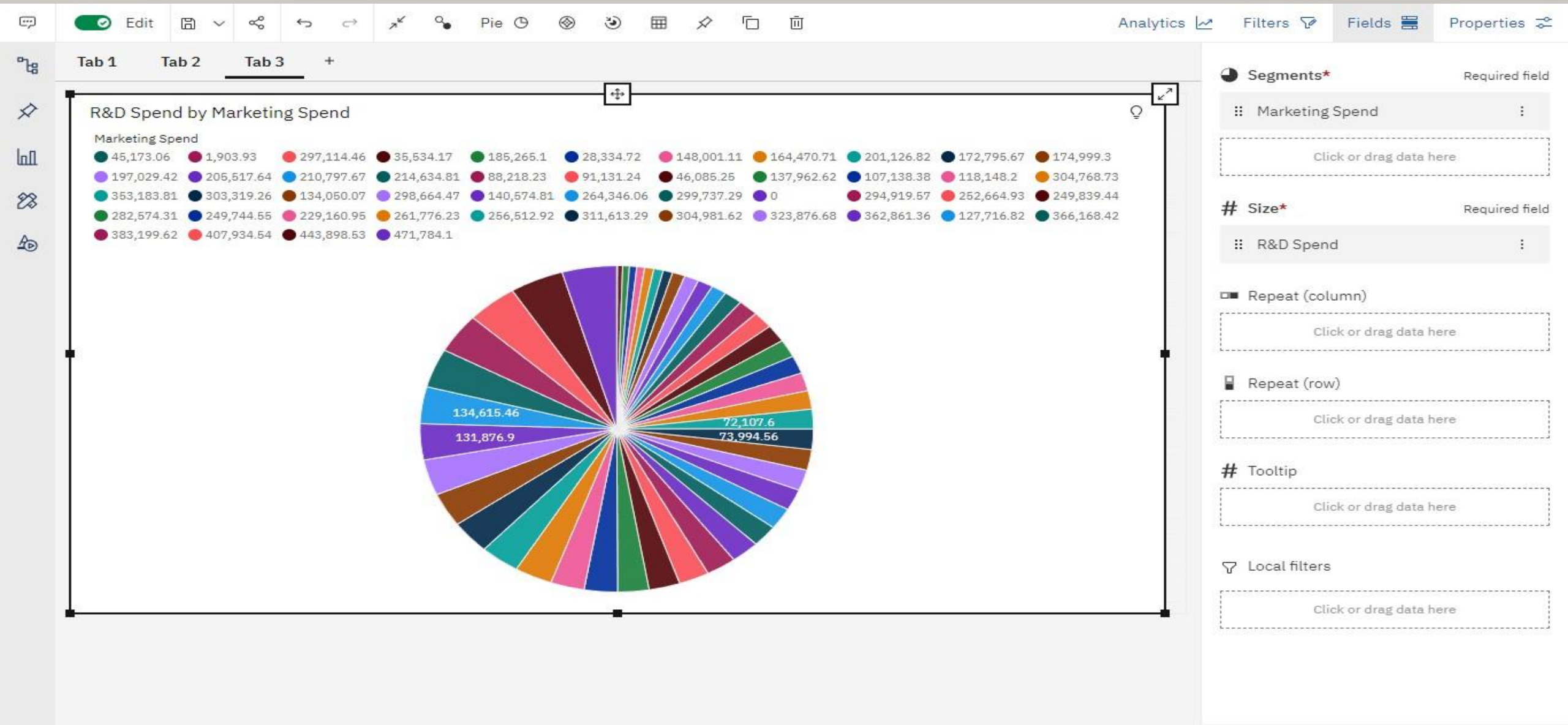
---

- ❖ Marketing Spend and Administration for Profit Colored by R&D Spend
- ❖ R&D Spend by Marketing Spend
- ❖ R&D Spend by Administration Colored by Marketing Spend
- ❖ Marketing Spend for R&D Spend
- ❖ Marketing Spend Compared to Marketing Spend Administration

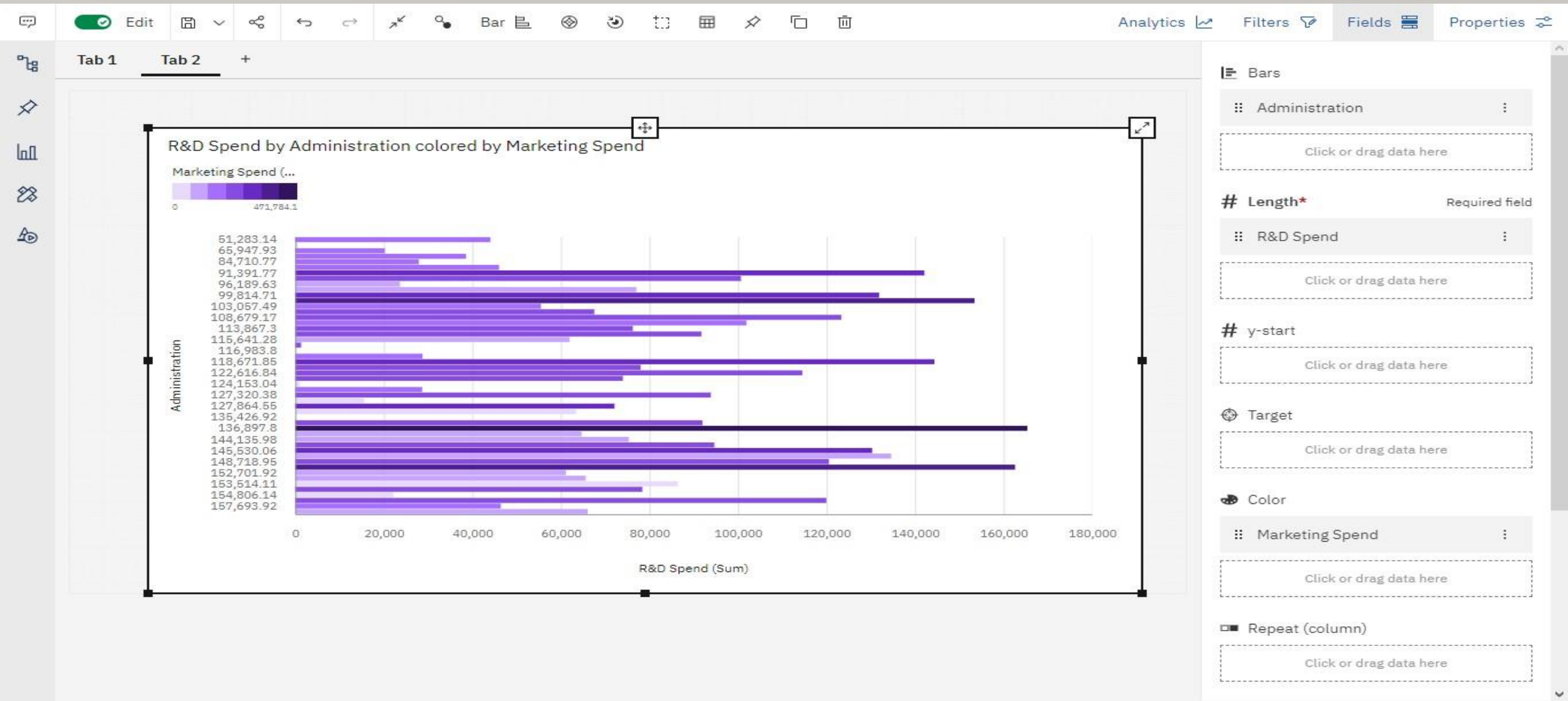
# MARKETING SPEND AND ADMINISTRATION FOR PROFIT COLORED BY R&D SPEND



# R&D SPEND BY MMARKETING SPEND

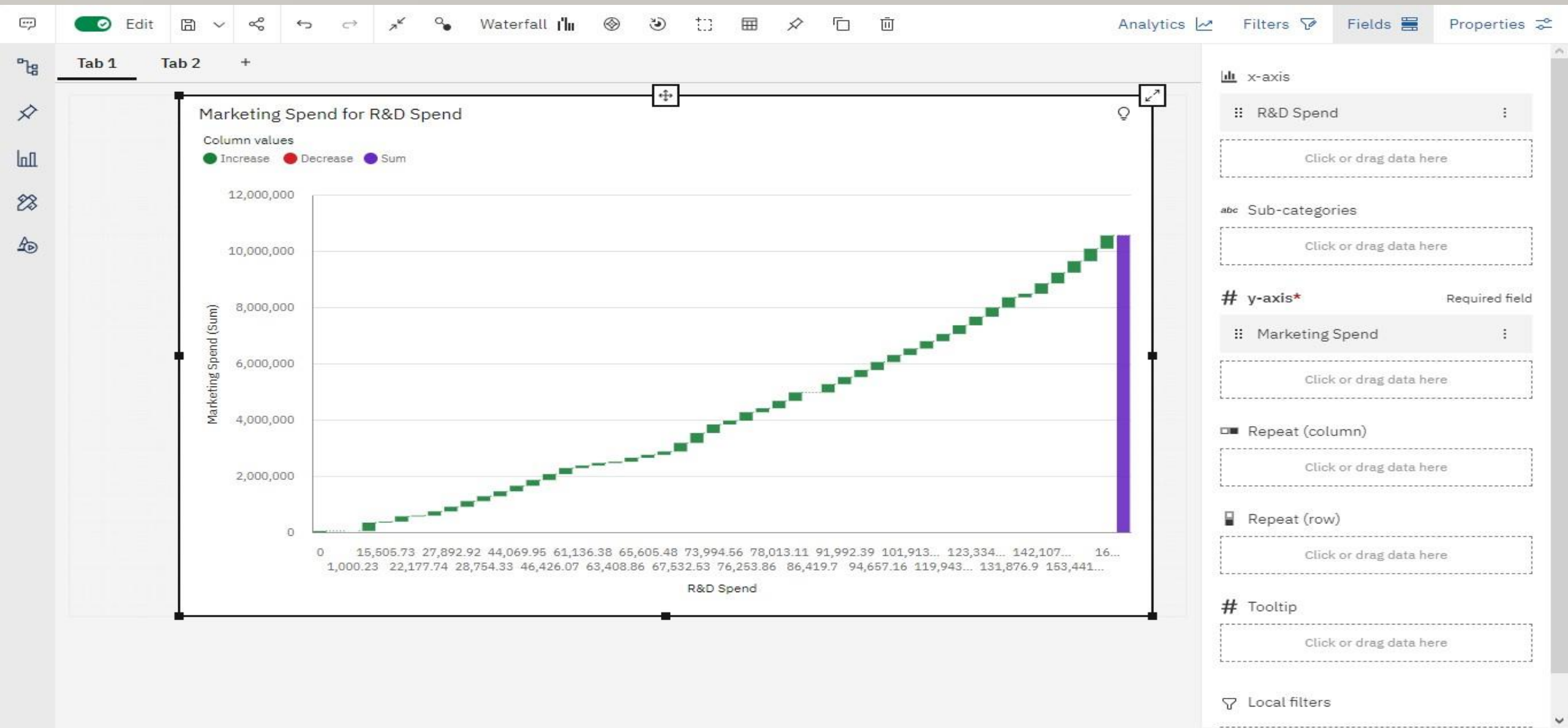


# R&D SPEND BY ADMINISTRATION COLORED BY MARKETING SPEND

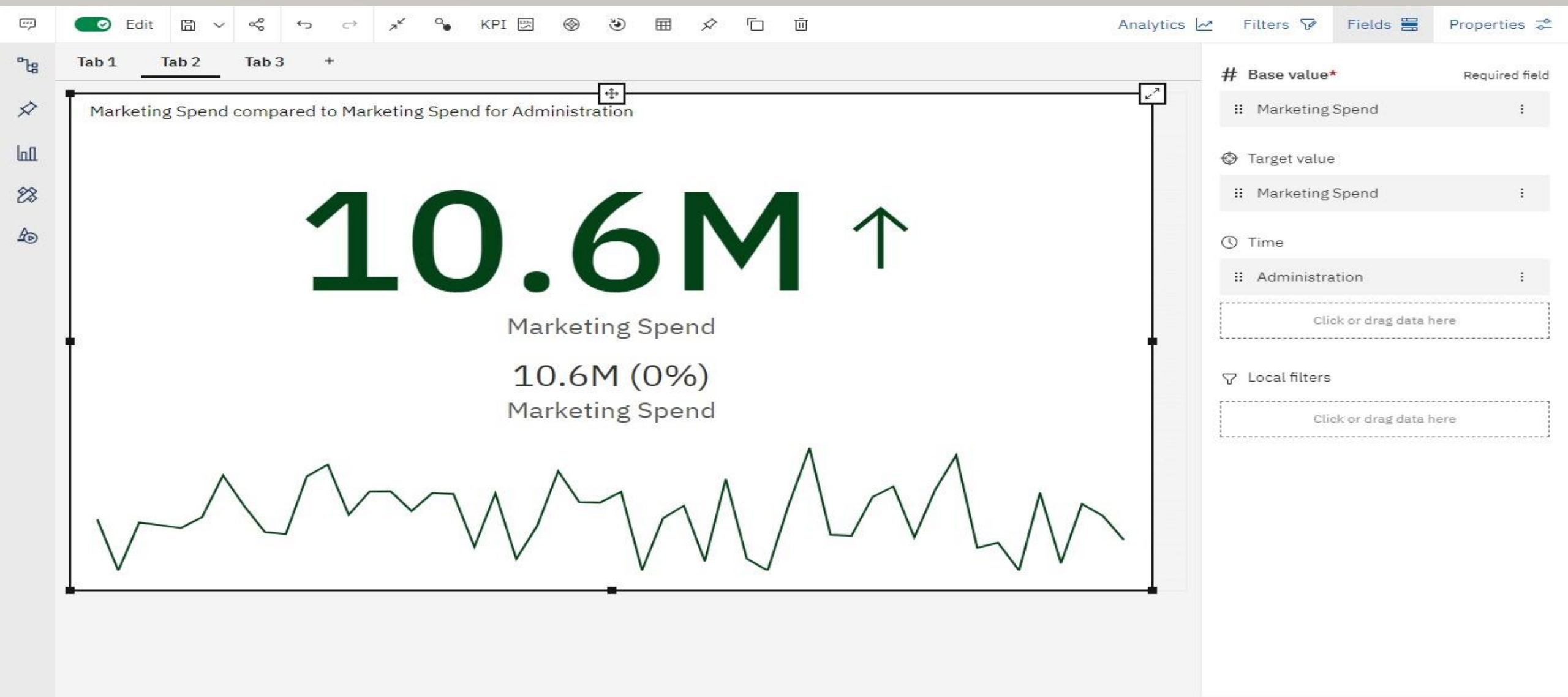




# MARKETING SPEND FOR R&D SPEND



# MARKETING SPEND COMPARED TO MARKETING SPEND ADMINISTRATION



# LINK TO OPEN MY DATA VISUALIZATION IN THE COGNOS ANALYTICS

---

- [https://us3.ca.analytics.ibm.com/bi/?perspective=dashboard&pathRef=.my\\_folders%2Fassignment%2B1&action=view&mode=dashboard&subView=model000001834f98ed63\\_00000000](https://us3.ca.analytics.ibm.com/bi/?perspective=dashboard&pathRef=.my_folders%2Fassignment%2B1&action=view&mode=dashboard&subView=model000001834f98ed63_00000000)