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IBM Cognos Analytics with Watson exploration1 35 Search content

Analytics Details Fields Properties

Cards

2 State colored by Marketing Spend sized by Profit

3 State colored by...sized by Profit

New York Florida

Data relationships

State colored by Marketing Spend sized by Profit 6

Profit (Sum)

Marketing Spend (...)

3,841,622.84 4,397,488.81 6,762,349.47 8,460,023.62

New York Florida

Details

Across all **states**, the sum of **Profit** is over 12 million.

Profit ranges from over 3.8 million, in California, to almost 4.4 million, in New York.

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Create + 3/3 Radar Related Compare Analytics Details Fields Properties

Cards

2

Marketing Spend...ored by Profit

3

Data relationships

Marketing Spend by State colored by Profit 4

Profit

14,681.4 35,673.41 42,659.73 49,490.75 64,926.08 65,200.33 69,758.98 71,498.49 77,798.83 78,239.91 81,005.76 81,229.06 89,949.14 90,708.19 96,479.51 96,712.8 96,778.92 97,427.84 97,483.56 99,937.59 101,004.64 103,282.38 105,008.31 105,733.54

California

1,000,000 800,000 600,000 400,000 200,000

Florida New York

Details

No details found

No details were found for this visualization.

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Analytics Details Fields Properties

Cards

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Marketing Spend...rofit by State

3

Data relationships

Marketing Spend and Profit by State

Measures

Marketing Spend Profit

State

California

Florida

New York

0 1,000,000 3,000,000 5,000,000 7,000,000 9,000,000

Values 5

Details

The total number of results for **Profit**, across all **states**, is 108.

Over all **states**, the average of **Profit** is nearly 114 thousand.

The most common values of **State** are New York (36.1 %) and California (33.3 %), together occurring 75 times, which is 69.4 % of the total.

Marketing Spend ranges from nearly 6.8 million, in California, to nearly 8.5 million, in Florida.

Profit ranges from over 3.8 million, in

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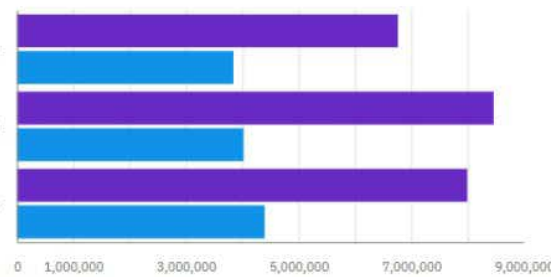
Marketing Spend and Profit by State

Measures

Marketing Spend Profit

State

California
Florida
New York



Values 5

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Analytics Details Fields Properties

Cards

2

Marketing Spend...rofit for State

3

Data relationships

Marketing Spend and Profit for State

State	Marketing Spend (Sum)	Profit (Sum)
California	~6.8 million	~3.2 million
Florida	~8.5 million	~1.5 million
New York	~16.7 million	~3.3 million

Details

Across all **states**, the sum of **Marketing Spend** is over 23 million.

For **Marketing Spend**, the most significant values of **State** are Florida and New York, whose respective **Marketing Spend** values add up to over 16 million, or 70.9 % of the total.

Marketing Spend ranges from almost 6.8 million, in California, to almost 8.5 million, in Florida.

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Analytics Details Fields Properties

Cards

2

State, Profit, Marketing Spend

3

Data relationships

State, Profit, Marketing Spend 6

Marketing Spend (Sum) Profit (Sum)

6,762,349.47 8,480,033.62 3,842,622.84 4,397,488.81

California Florida New York

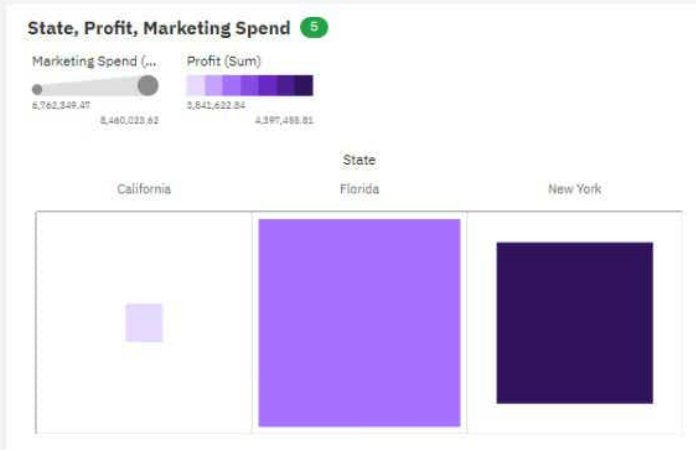
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35

Search content

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1

Analytics Details Fields Properties

Cards

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Marketing Spend...ored by Profit

3

Data relationships

Marketing Spend by State colored by Profit 5

Profit (Sum)

3,841,621.84 4,997,488.81

Details

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Cards

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State colored b...arketing Spend

3

Data relationships

State colored by Profit sized by Marketing Spend 6

Marketing Spend (Sum) Profit (Sum)

6,762,349.47 8,480,033.62 3,842,622.84 4,397,488.81

Florida New York California

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Decision tree Related Compare

Analytics Details Fields Properties

Cards

Marketing Spend

Data relationships

Marketing Spend

Tree sunburst Tree diagram Rules

Marketing Spend

Nodes

All

Profit

Administrati...

Details

Profit and Administration predict Marketing Spend with a strength of 42.6%.

Profit is the most significant predictor of Marketing Spend being five times better than any other field.

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