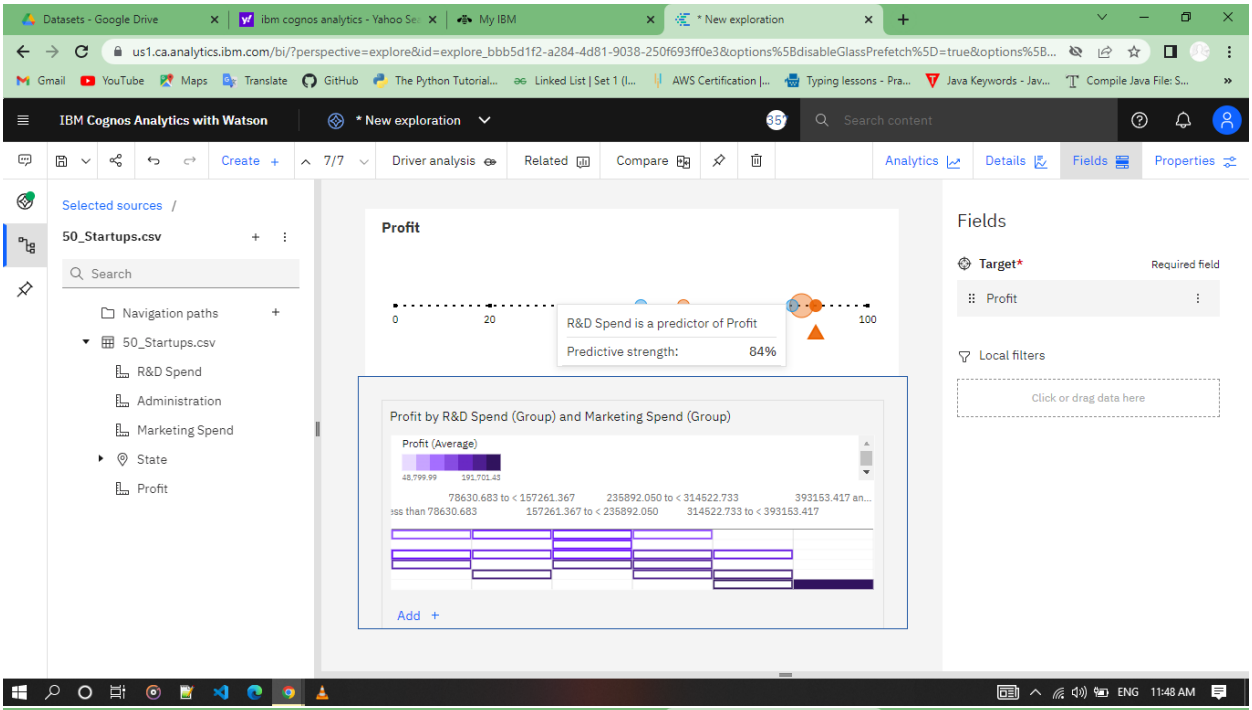
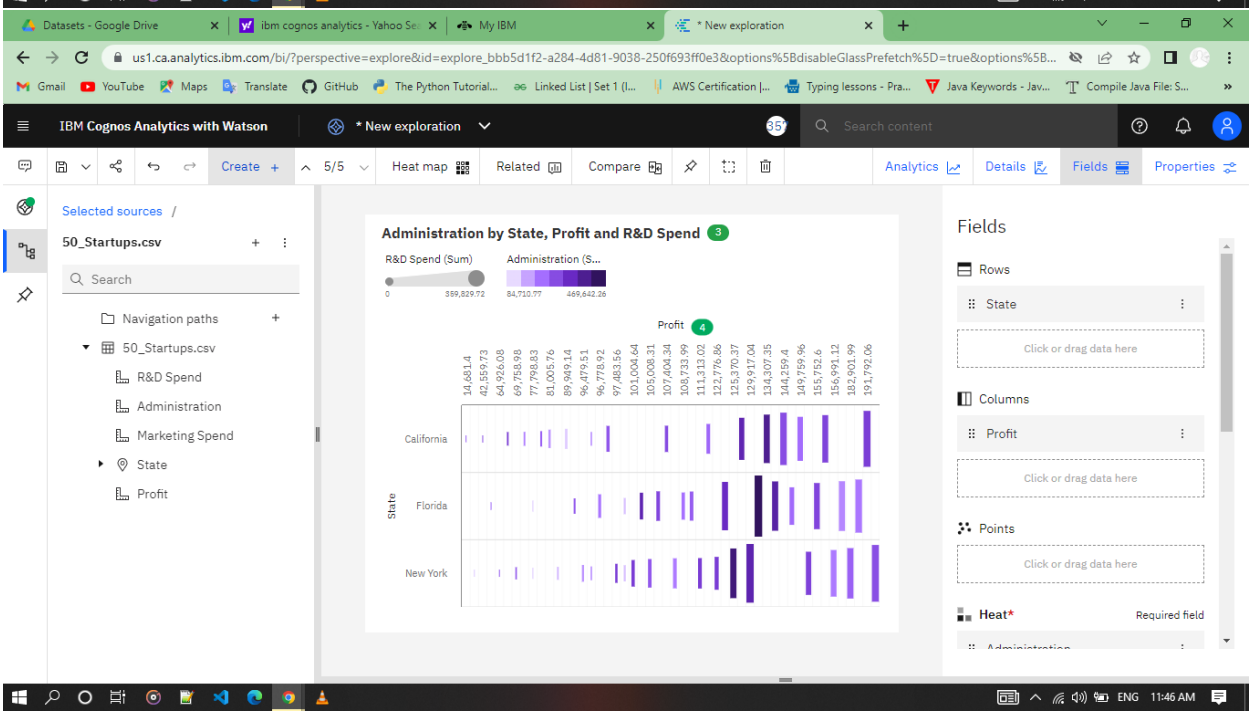
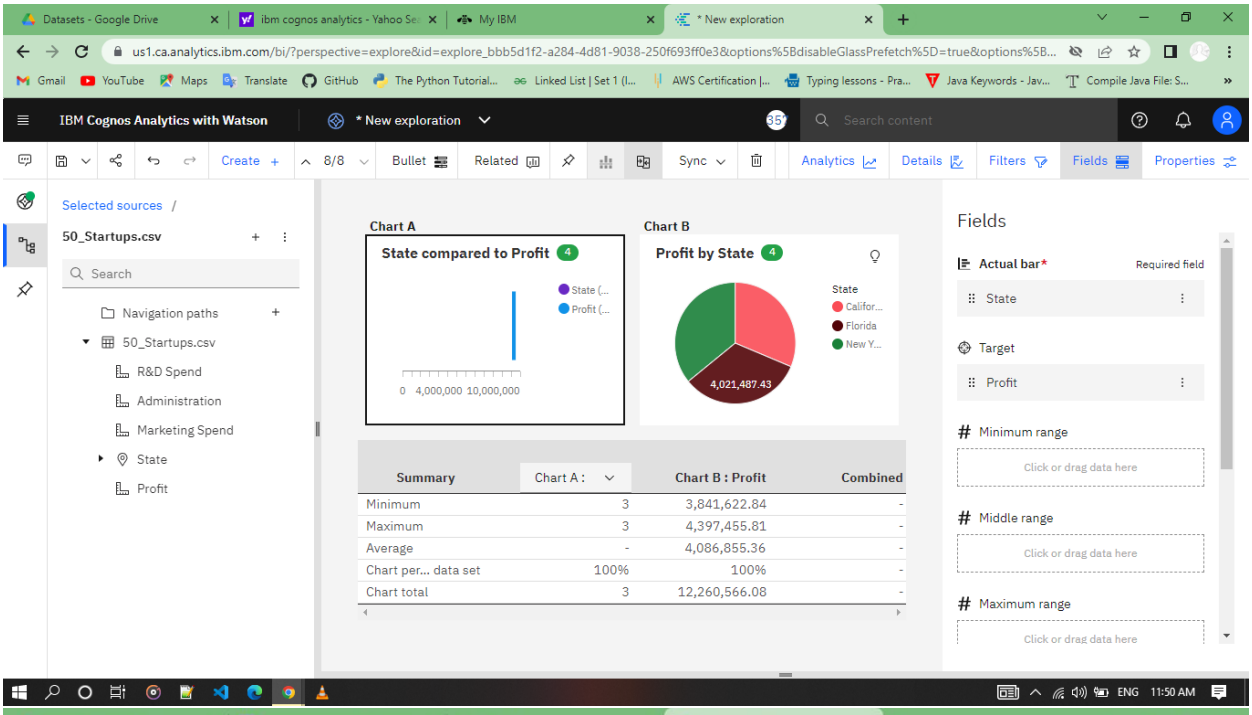
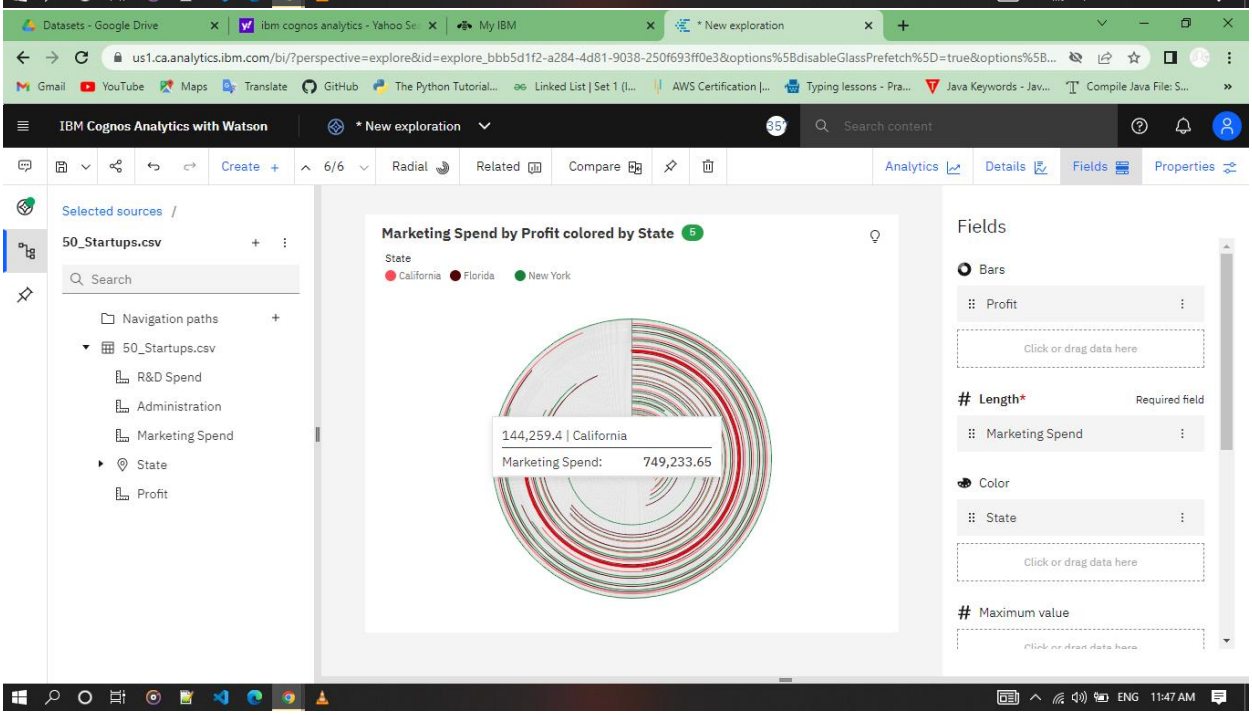
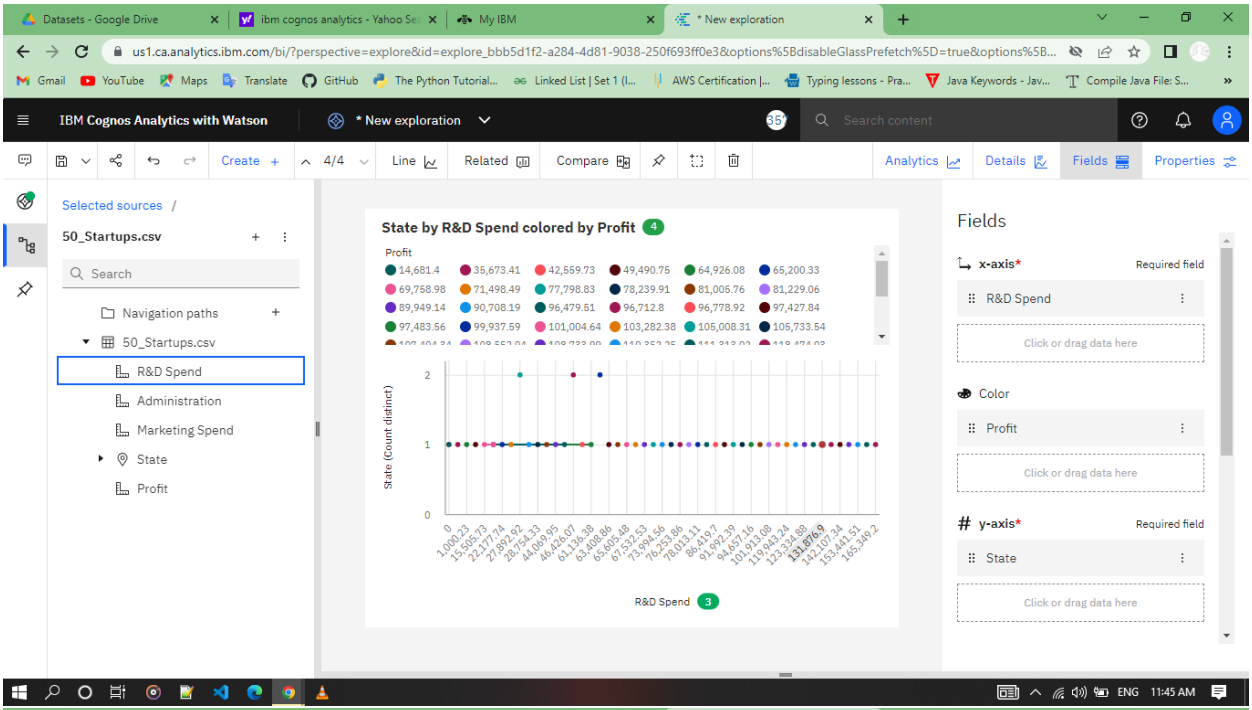
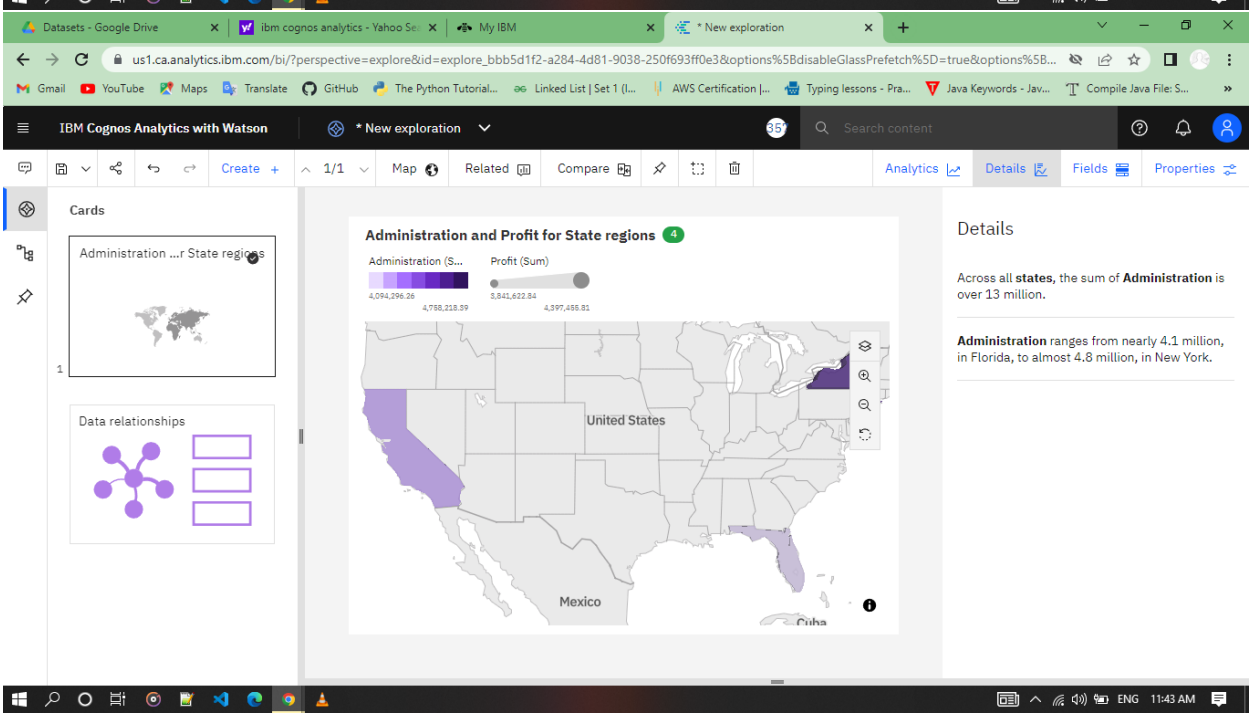

IBM Cognos Analytics with Watson
* New exploration
Create
7/7
Driver analysis
Related
Compare
Analytics
Details
Fields
Properties
Selected sources /
50_Startups.csv
Search
Navigation paths
50_Startups.csv
R&D Spend
Administration
Marketing Spend
State
Profit
Profit
R&D Spend is a predictor of Profit
Predictive strength: 84%
Profit by R&D Spend (Group) and Marketing Spend (Group)
Profit (Average)
Add
Fields
Target*
Required field
Profit
Local filters
Click or drag data here


IBM Cognos Analytics with Watson
* New exploration
Create
5/5
Heat map
Related
Compare
Analytics
Details
Fields
Properties
Selected sources /
50_Startups.csv
Search
Navigation paths
50_Startups.csv
R&D Spend
Administration
Marketing Spend
State
Profit
Administration by State, Profit and R&D Spend
R&D Spend (Sum)
Administration (S...
Profit
California
Florida
New York
State
Fields
Rows
State
Click or drag data here
Columns
Profit
Points
Heat*
Required field


IBM Cognos Analytics with Watson
* New exploration
Create
8/8
Bullet
Related
Sync
Analytics
Details
Filters
Fields
Properties
Selected sources /
50_Startups.csv
Search
Navigation paths
50_Startups.csv
R&D Spend
Administration
Marketing Spend
State
Profit
Chart A
State compared to Profit
0 4,000,000 10,000,000
Chart B
Profit by State
4,021,487.43
State
Califor...
Florida
New Y...
Summary
Chart A :
Chart B : Profit
Combined
Minimum 3 3,841,622.84 -
Maximum 3 4,397,455.81 -
Average - 4,086,855.36 -
Chart per... data set 100% 100% -
Chart total 3 12,260,566.08 -
Fields
Actual bar*
Required field
State
Target
Profit
Minimum range
Click or drag data here
Middle range
Click or drag data here
Maximum range
Click or drag data here


IBM Cognos Analytics with Watson
* New exploration
Create
6/6
Radial
Related
Compare
Analytics
Details
Fields
Properties
Selected sources /
50_Startups.csv
Search
Navigation paths
50_Startups.csv
R&D Spend
Administration
Marketing Spend
State
Profit
Marketing Spend by Profit colored by State
State
California
Florida
New York
144,259.4 | California
Marketing Spend: 749,233.65
Fields
Bars
Profit
Click or drag data here
Length*
Required field
Marketing Spend
Color
State
Click or drag data here
Maximum value


IBM Cognos Analytics with Watson
* New exploration
Create
4/4
Line
Related
Compare
Analytics
Details
Fields
Properties
Selected sources /
50_Startups.csv
Search
Navigation paths
50_Startups.csv
R&D Spend
Administration
Marketing Spend
State
Profit
State by R&D Spend colored by Profit
Profit
State (Count distinct)
R&D Spend
Fields
x-axis*
Required field
R&D Spend
Click or drag data here
Color
Profit
y-axis*
State


IBM Cognos Analytics with Watson
* New exploration
Create
1/1
Map
Related
Compare
Analytics
Details
Fields
Properties
Cards
Administration ...r State regions
Data relationships
Administration and Profit for State regions
Administration (S...
Profit (Sum)
United States
Mexico
Details
Across all states, the sum of Administration is over 13 million.
Administration ranges from nearly 4.1 million, in Florida, to almost 4.8 million, in New York.