

The case of 50 Startups

Overview

In this article, we will be exploring the profit from the startup's dataset with the features available to us. We're using the 50-startups dataset for this problem statement

How do startups work?

Well, we can say that startups pipeline operates on the same principles which are similar to other MNCs the major difference between both of them is that on the one hand startups work to make products that are beneficial for the customers on a small scale while other established companies do that work on a large scale by re-doing something which is already being done. How startups are being funded?

About the 50 startups dataset

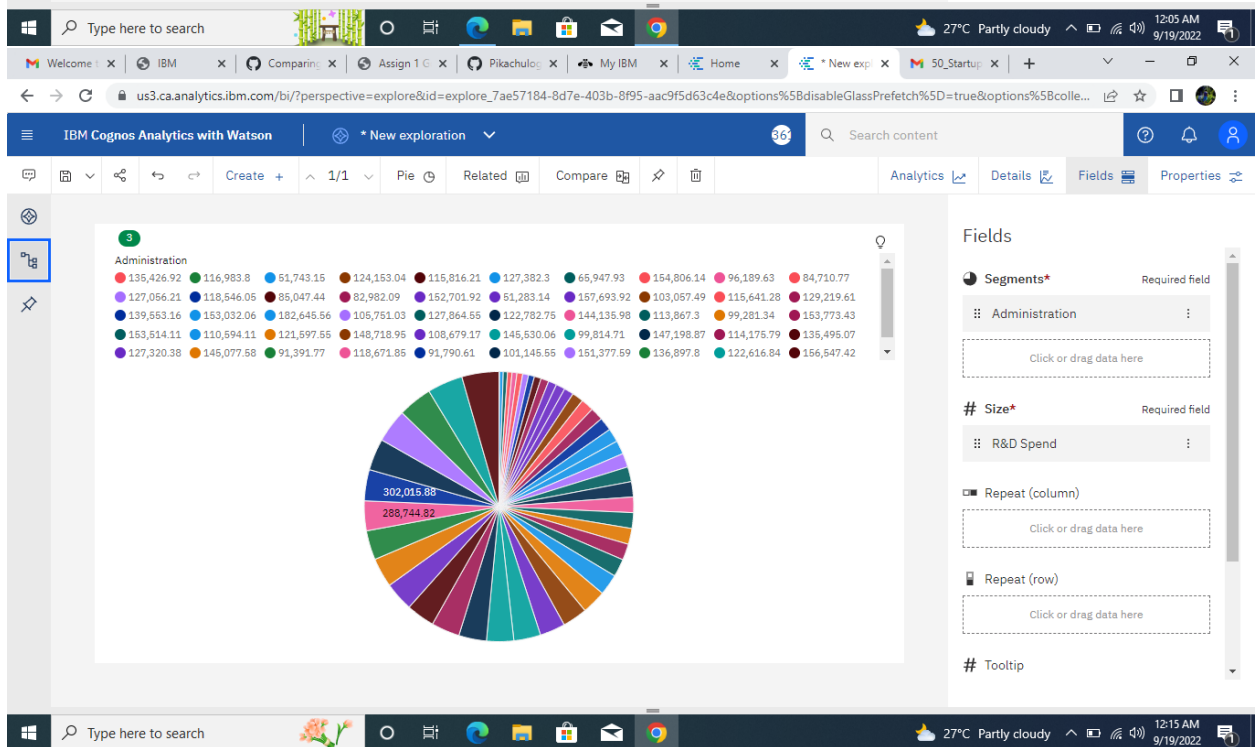
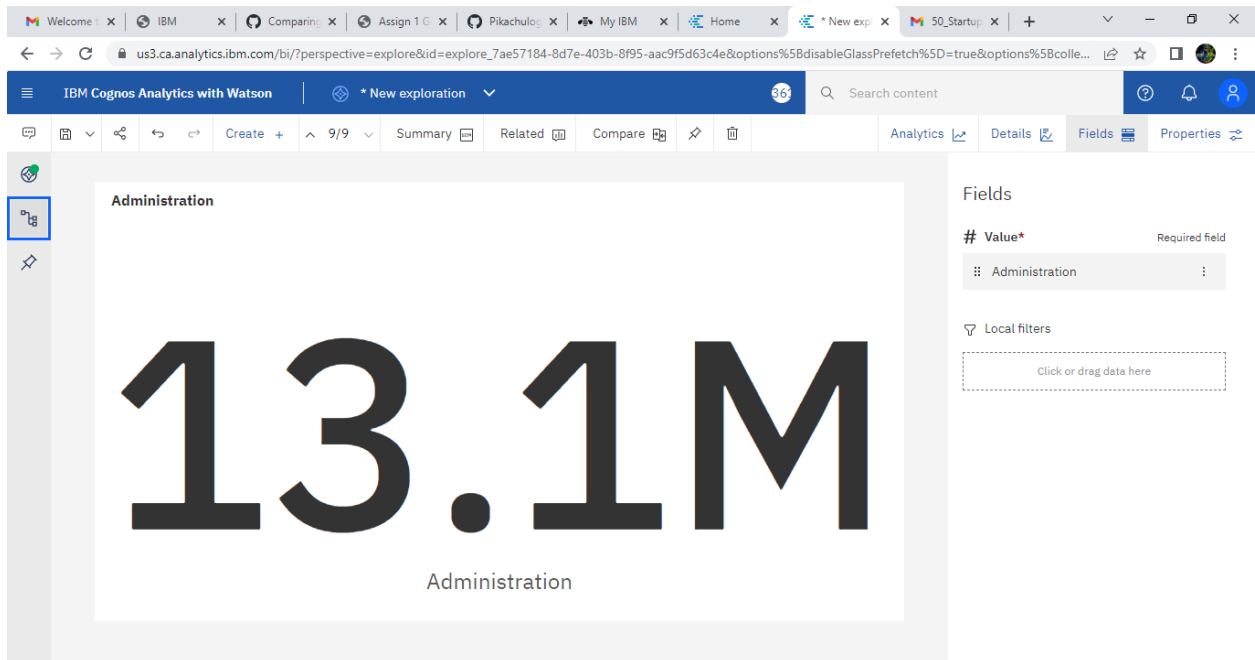
This particular dataset holds data from **50 startups in New York, California, and Florida**. The features in this dataset are **R&D spending, Administration Spending, Marketing Spending, and location features**, while the target variable is: **Profit**.

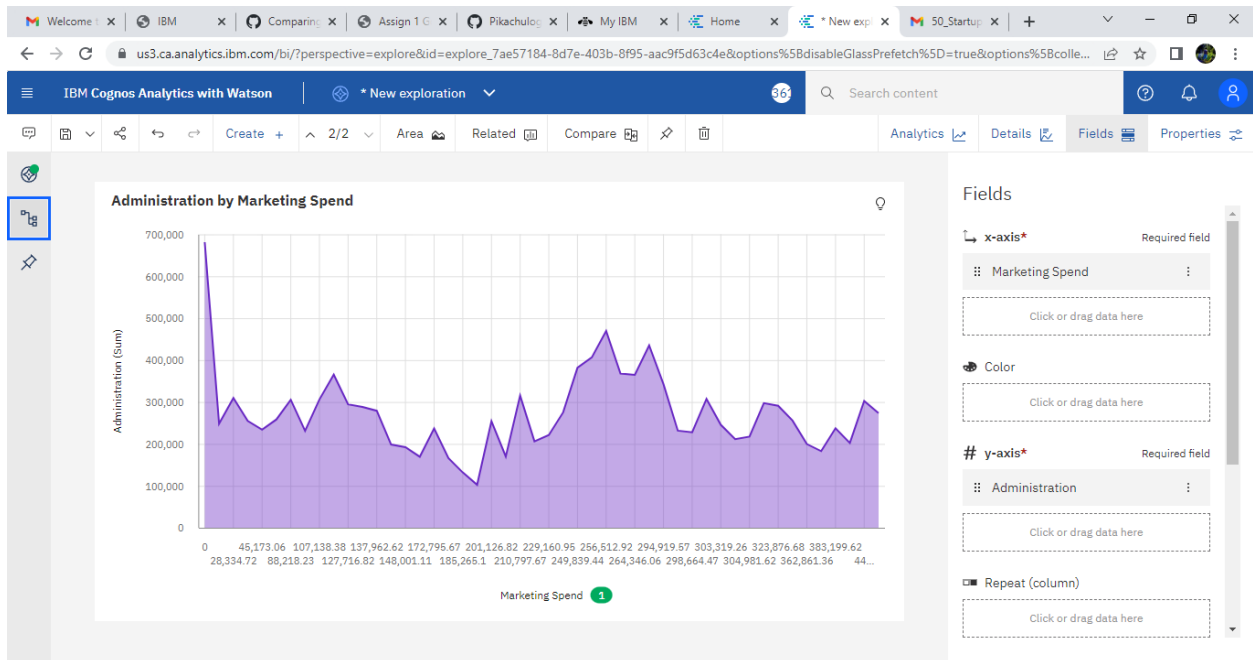
- 1. R&D spending:** The amount which startups are spending on Research and development.
- 2. Administration spending:** The amount which startups are spending on the Admin panel.
- 3. Marketing spending:** The amount which startups are spending on marketing strategies.
- 4. State:** To which state that particular startup belongs.
- 5. Profit:** How much profit that particular startup is making.

Dataset: [50-Startup-Dataset](#)

Challenge:

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





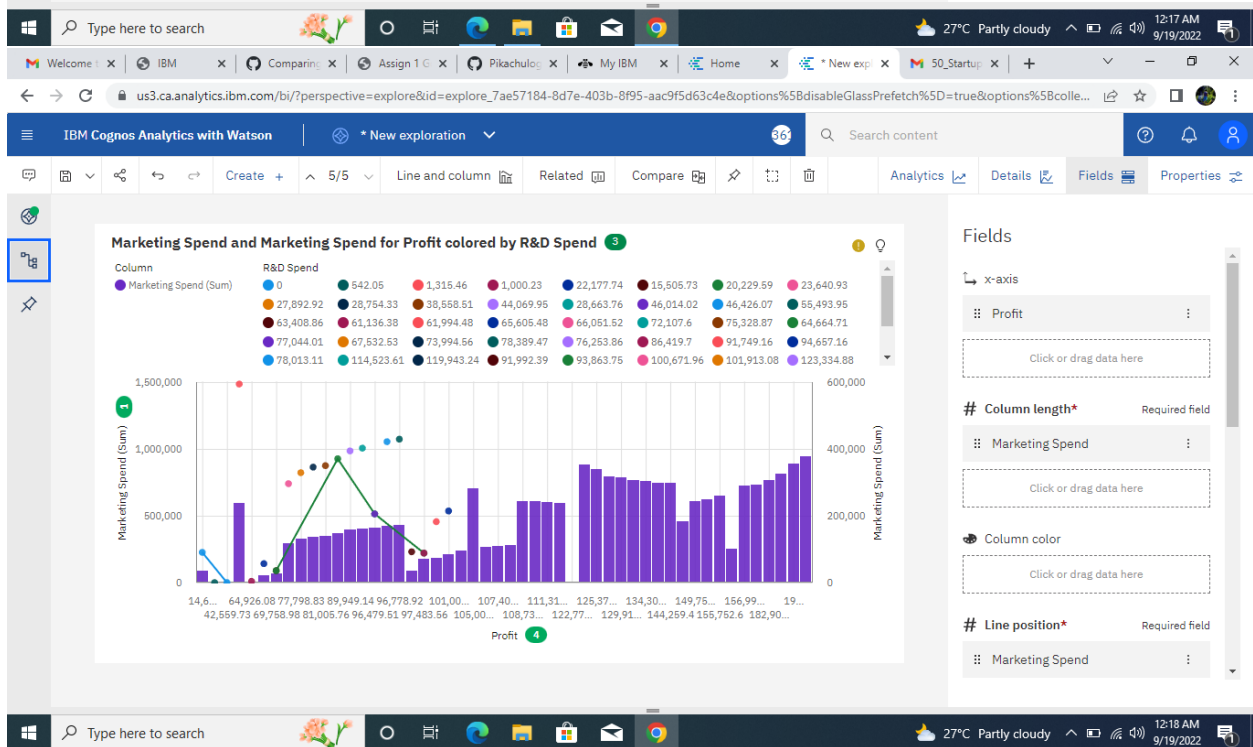
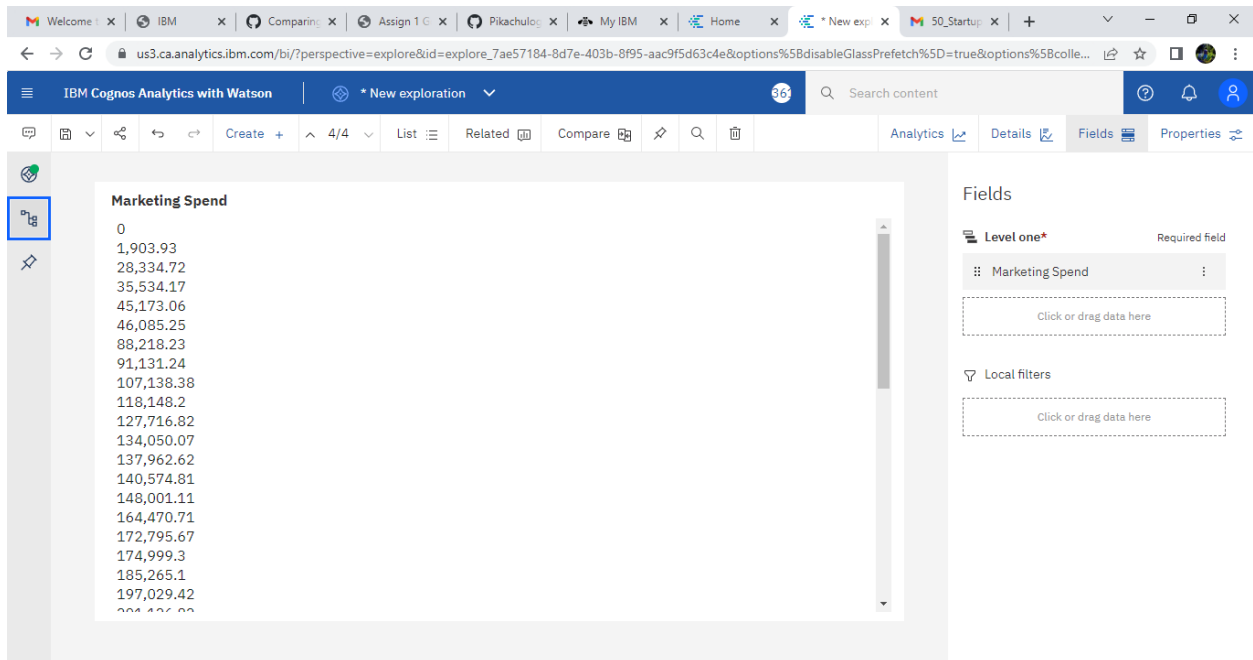
IBM Cognos Analytics with Watson | * New exploration

Administration

51,283.14
51,743.15
65,947.93
82,982.09
84,710.77
85,047.44
91,391.77
91,790.61
96,189.63
99,281.34
99,814.71
101,145.55
103,057.49
105,751.03
108,679.17
110,594.11
113,867.3
114,175.79
115,641.28
115,816.21
...

Fields

- Level one* Required field: Administration
- Local filters: Click or drag data here



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Administration

Tree sunburst | Tree diagram | Rules

Admi...

A reliable predictive model could not be created.

Fields

Target* Required field

Administration

Local filters

Click or drag data here

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The screenshot displays the IBM Cognos Analytics web application interface. The browser's address bar shows the URL: `us3.ca.analytics.ibm.com/bi/?perspective=explore&id=explore_7ae57184-8d7e-403b-8f95-aac9f5d63c4e&options%5BdisableGlassPrefetch%5D=true&options%5Bcolle...`. The application header includes the text "IBM Cognos Analytics with Watson" and a "New exploration" button. Below the header, a toolbar contains icons for various actions, including "Create", "Box plot", and "Analytics".

The main content area is divided into two sections. On the left, an "Assistant" panel is visible, showing a script error message: "Script error for 'com/ibm/vida/vizbundles/rave2bundleboxplot/renderer/Rave2BundleBoxPlotRenderer'". On the right, a "Fields" panel is displayed, listing several fields for configuration:

- x-axis**: Click or drag data here
- # y-axis***: Required field. Click or drag data here
- Color**: Click or drag data here
- Key**: Click or drag data here
- Repeat (column)**: Click or drag data here

The bottom of the screen shows a Windows taskbar with the search bar, task icons, and system tray information indicating a temperature of 27°C, partly cloudy weather, and the time 12:19 AM on 9/19/2022.