

# ASSIGNMENT-01

- UPLOADING THE DATASET TO COGNOS ANALYTICS, EXPLORING & VISUALIZING THE DATASET
- DATASET-50 STARTUP

BY

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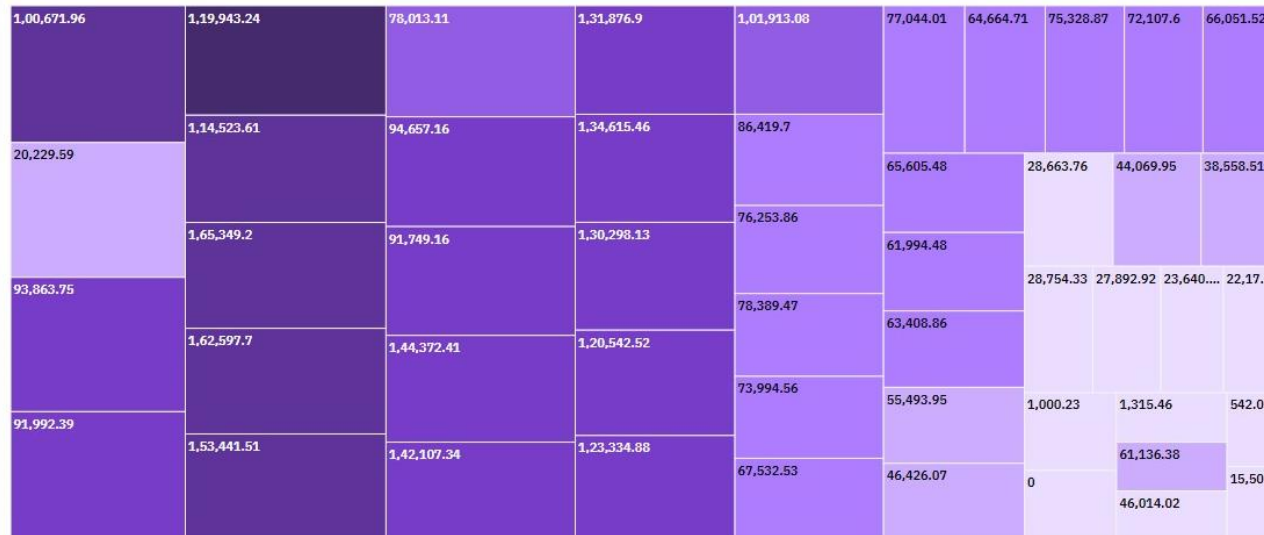
7376191EC290

B.E. (ELECTRONICS AND COMMUNICATION ENGINEERING)

BANNARI AMMAN INSTITUTE OF TECHNOLOGY

SATHYAMANGALAM

## R&D Spend hierarchy colored by R&D Spend and sized by Profit 10



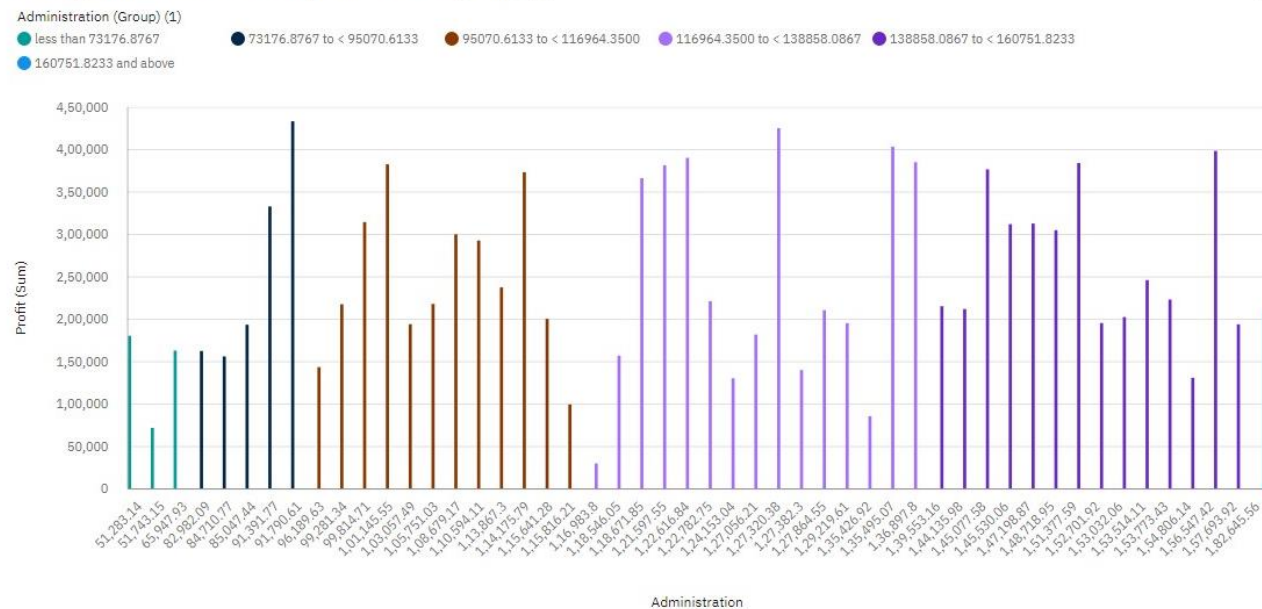
## Details

Across all **r&d spends**, the sum of **Profit** is over 12 million.

For **Profit**, the most significant values of **R&D Spend** are 100671.96, 20229.59, and 93863.75, whose respective **Profit** values add up to almost 1.3 million, or 10.5 % of the total.

**Profit** ranges from almost 70 thousand, when **R&D Spend** is 15505.73, to almost 433 thousand, when **R&D Spend** is 100671.96.

Profit by Administration colored by Administration (Group) (1)



## Details

For **Profit**, the most significant values of **Administration (Group) (1)** are 138858.0867 to < 160751.8233, 116964.3500 to < 138858.0867, and 95070.6133 to < 116964.3500, whose respective **Profit** values add up to over 10 million, or 84.5 % of the total.

**Profit** is unusually low when **Administration (Group) (1)** is 160751.8233 and above.

Across all values of **Administration** and **Administration (Group) (1)**, the sum of **Profit** is over 12 million.

For **Profit**, the most significant values of **Administration** are 91790.61 and 127320.38, whose respective **Profit** values add up to nearly 858 thousand, or 7 % of the total.

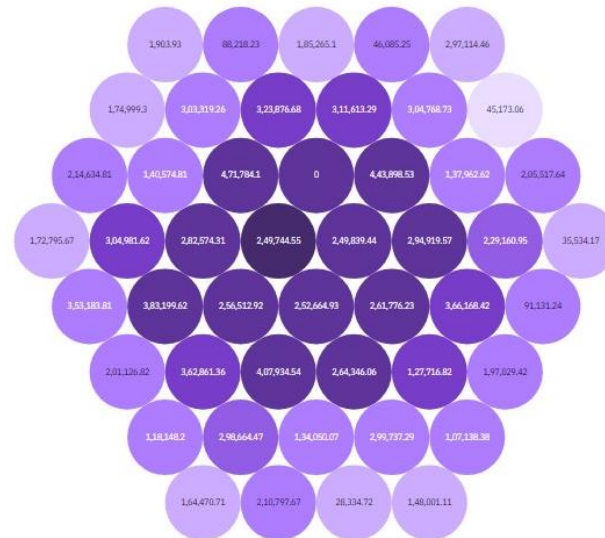
The summed values of **Profit** range from over 29 thousand to nearly 433 thousand.

# Marketing Spend colored by Profit 9

Profit (Sum)



29,362.8 4,32,778.2



## Fields

Bubbles\* Required field

Marketing Spend :

Click or drag data here

Size

Click or drag data here

Color

Profit :

Click or drag data here

Repeat (column)

Click or drag data here

Repeat (row)

Click or drag data here

# Tooltip

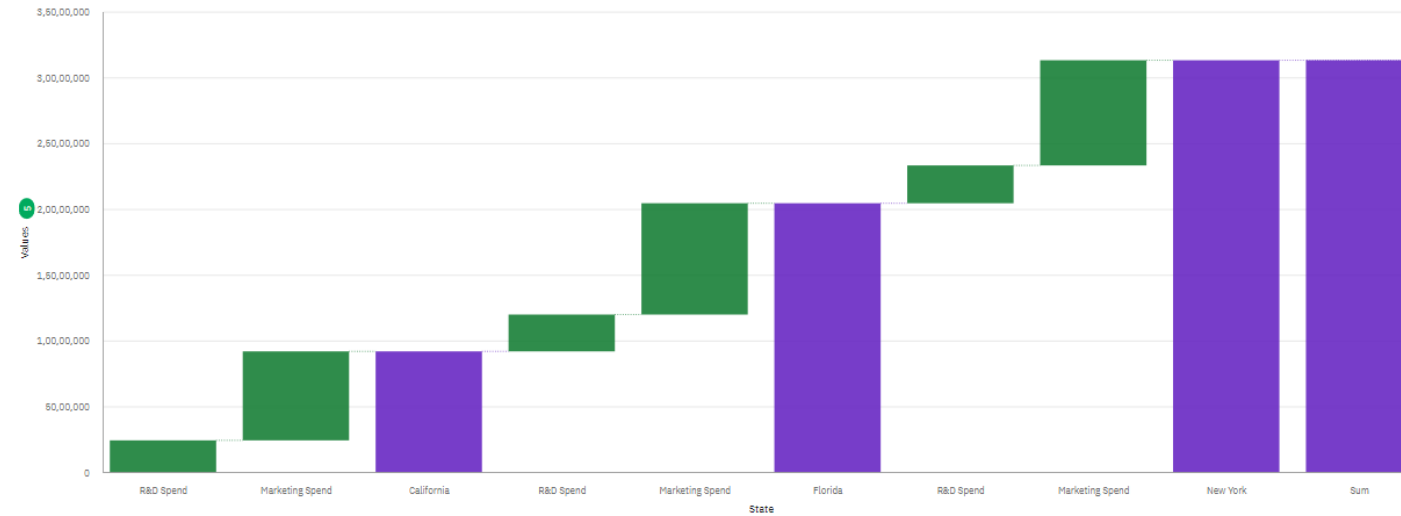
Click or drag data here

Local filters

Click or drag data here

R&D Spend and Marketing Spend for State

Column values  
● Increase ● Decrease ● Sum



## Fields

X-axis

State

Click or drag data here

Sub-categories

Measures group (2)

Click or drag data here

Y-axis\*

Required field

R&D Spend

Marketing Spend

Click or drag data here

Repeat (column)

Click or drag data here

Repeat (row)

Click or drag data here

Tooltip

Click or drag data here

Local filters

# Administration and State and Administration for State regions 3

Administration (Sum...  
84,710.77 4,69,642.26

Administration (Sum) - State  
 1,81,377.89 | California 91,391.77 | Florida 1,35,495.07 | California 1,66,547.42 | Florida 1,22,616.84 | New York 1,55,514.11 | New York 1,22,782.75 | Florida 1,52,701.92 | New York 1,27,382.3 | New York 1,82,648.56 | Florida  
 1,01,148.56 | Florida 1,48,718.95 | New York 1,08,679.17 | California 1,45,077.55 | New York 1,13,867.3 | California 1,05,781.05 | Florida 1,39,555.16 | California 1,44,135.98 | Florida 1,29,219.61 | California 1,27,086.21 | Florida  
 61,285.14 | California 65,947.95 | New York 82,982.09 | California 84,710.77 | Florida 1,64,806.14 | California 1,24,183.04 | New York 1,15,641.28 | New York 91,790.61 | California 1,27,320.38 | Florida 1,14,275.79 | Florida  
 1,63,773.45 | New York 1,03,087.49 | Florida 1,35,426.92 | California 99,281.34 | New York 1,15,641.28 | Florida 1,15,816.21 | Florida 1,16,983.8 | California 1,36,897.8 | New York 1,18,671.88 | New York 99,814.71 | New York  
 1,47,198.87 | California 1,45,830.06 | Florida 1,10,594.11 | Florida 1,21,597.55 | California 1,27,864.55 | New York 1,53,032.06 | New York 1,87,693.92 | California 85,047.44 | New York 96,189.63 | California 84,710.77 | New York  
 1,18,546.05 | California 61,743.15 | New York 1,67,693.92 | New York



## Fields

### Regions

Locations\* Required field

State

Click or drag data here

Location color

Administration

State

Click or drag data here

Location extrusion height

Administration

Tooltip

Click or drag data here

Points

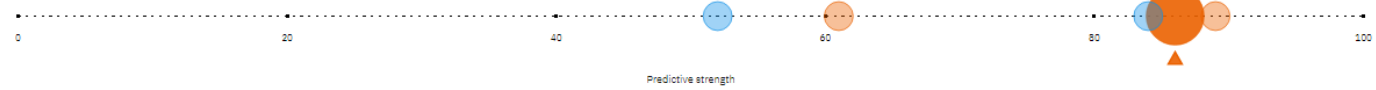
Latitude/longitude

Local filters

Click or drag data here

# Profit

● 1 Driver ● 2 Drivers



## Fields

Target\* Required field

Profit

Local filters

State  
Includes: California, New York, Florida

Click or drag data here

## Profit by R&D Spend (Group) and Administration (Group)

Profit (Average)

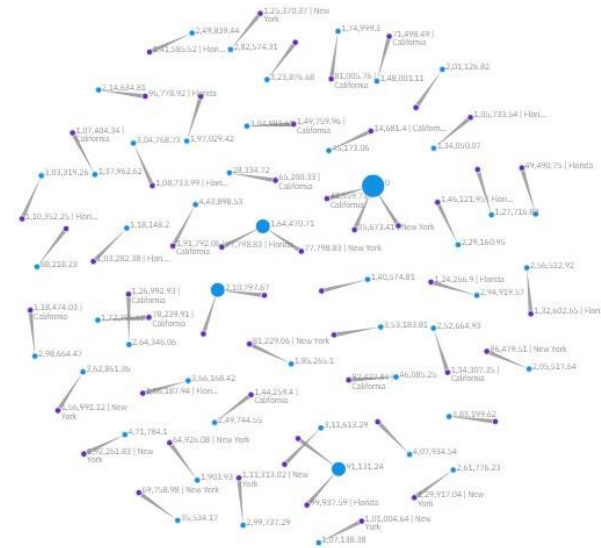


|                   |                            | Administration (Group) |                            |                             |                              |                              |                       |
|-------------------|----------------------------|------------------------|----------------------------|-----------------------------|------------------------------|------------------------------|-----------------------|
|                   |                            | less than 73176.8767   | 73176.8767 to < 95070.6133 | 95070.6133 to < 116964.3500 | 116964.3500 to < 138858.0867 | 138858.0867 to < 160751.8233 | 160751.8233 and above |
| R&D Spend (Group) | less than 27558.200        |                        |                            |                             |                              |                              |                       |
|                   | 27558.200 to < 55116.400   |                        |                            |                             |                              |                              |                       |
|                   | 55116.400 to < 82674.600   |                        |                            |                             |                              |                              |                       |
|                   | 82674.600 to < 110232.800  |                        |                            |                             |                              |                              |                       |
|                   | 110232.800 to < 137791.000 |                        |                            |                             |                              |                              |                       |
|                   | 137791.000 and above       |                        |                            |                             |                              |                              |                       |

Add

# ProfitState to Marketing Spend 9

From To  
 ● Profit - State ● Marketing Spend



## Fields

**From\*** Required field

Profit

State

Click or drag data here

**To\*** Required field

Marketing Spend

Click or drag data here

**Line width**

Click or drag data here

**Repeat (column)**

Click or drag data here

**Repeat (row)**

Click or drag data here

**# Tooltip**

Click or drag data here

**Local filters**