# EXPLORATION AND VISUALIZATION OF DATASET

| Assignment Date | 08 September 2022 |
|---|---|
| Student Name | MYTHILI P |
| Student Roll Number | 212219220035 |
| Maximum Marks | 2 Marks |

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**QUESTION:**

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

**PROBLEM DESCRIPTION:**

**Dataset:50_Startups.csv**
   https://drive.google.com/file/d/100OUpJFG8GQjhFztbfG5JP_jvzRgoihr/view?usp=sharing

**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.

• R&D spending: The amount which startups are spending on Research and development.

• Administration spending: The amount which startups are spending on the Admin panel.

• Marketing spending: The amount which startups are spending on marketing strategies.

• State: To which state that particular startup belongs.

• Profit: How much profit that particular startup is making.

# PACKED BUBBLE EXPLORATION

Selected sources  /

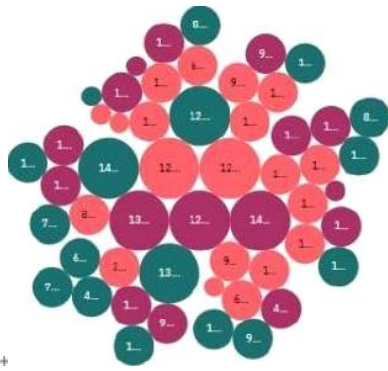## Fields

State (Count)    State
● California  ● Florida  ● New York

**Profit colored by State sized by State**  ④ 50_Startups.c6v

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# LEGACY MAP EXPLORATION

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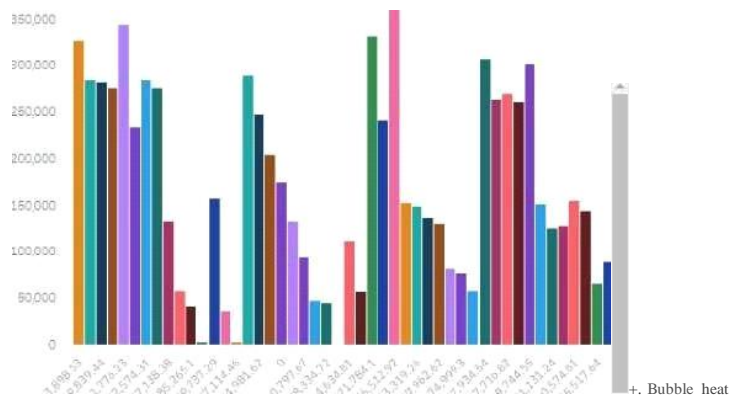
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# BAR EXPLORATION

Navigation paths

50_Startups.csv  50_Startups.csv  Fields  # Length  Administration  Profit by State
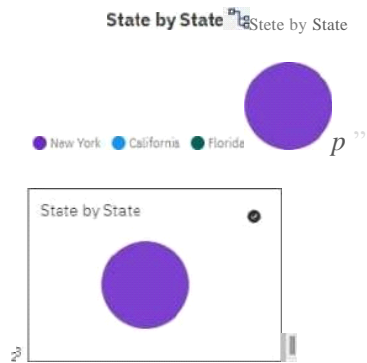colored by State

Target

# TREE MAP EXPLORATION

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**IBM Cognos Analytics with Watson**  |  ⬡ Tree Map exploration  ⌄                              35

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**Profit for State hierarchy**  ④ ♀Fields

50_Startups.csv                   :    :



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R&D Spend

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View

Tooltip

Local filters

PIE EXPLORATION

**State by State** 🔲 Stete by State



● New York  ● California  ● Florida        *p* ''



State by State                              ●

Details



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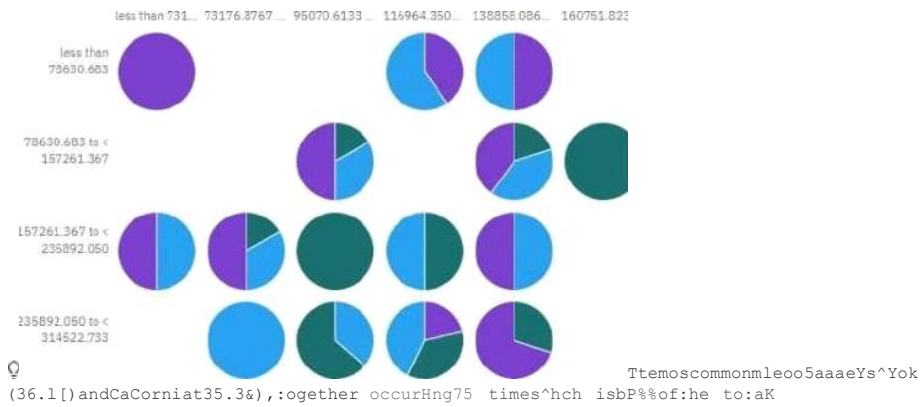
The most common values a! Administration
(Group) {3} org 1J6g64.3 EO0'*to <
138858.0867 (31.5 %), 138858.0867 to <
160751.8233 (27.8 %), and 95070.6133 to <
116964.3500 (23.1 %), together occurring 89
times, which is 82.4 % of the total.

The most common value ol Marketing Spend
(t'roup) O1 is 23 s892.050 to <324S22.733.
occurring 38 times, which Ts 35.2 of the to•al.

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sates, is 108.

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# HEAT MAP EXPLORATION

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Fields

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Required field

▸  ⊚  State