

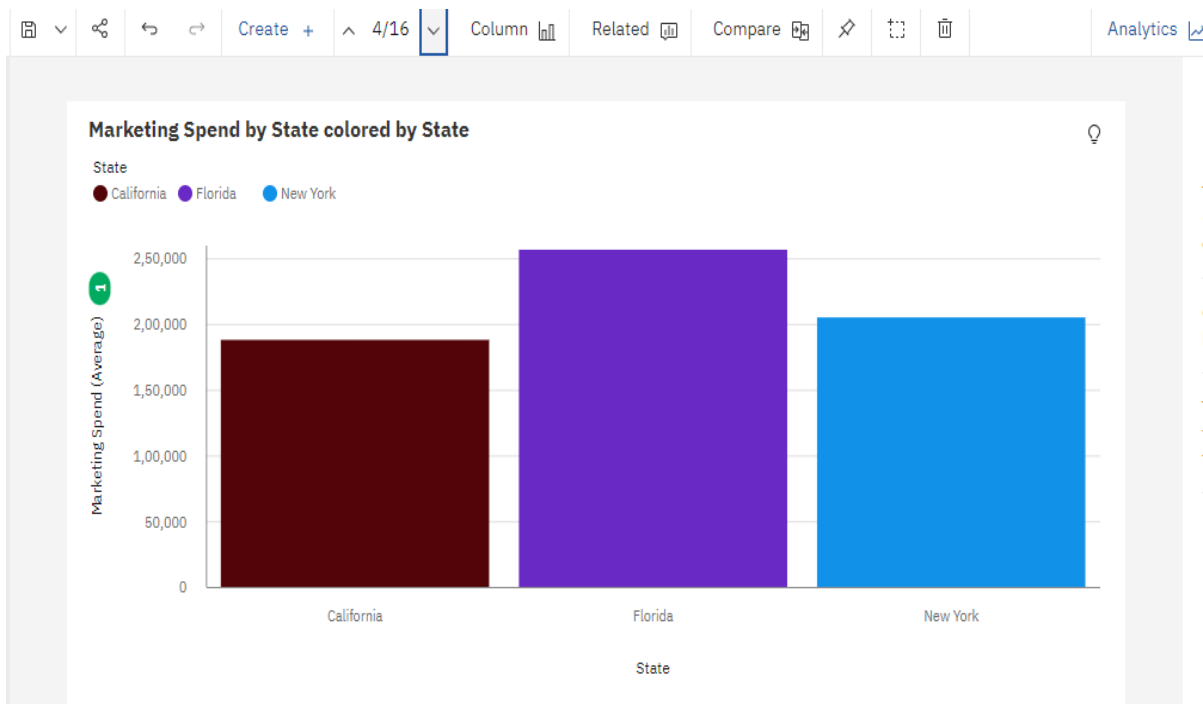
ASSIGNMENT - I

CHALLENGE:

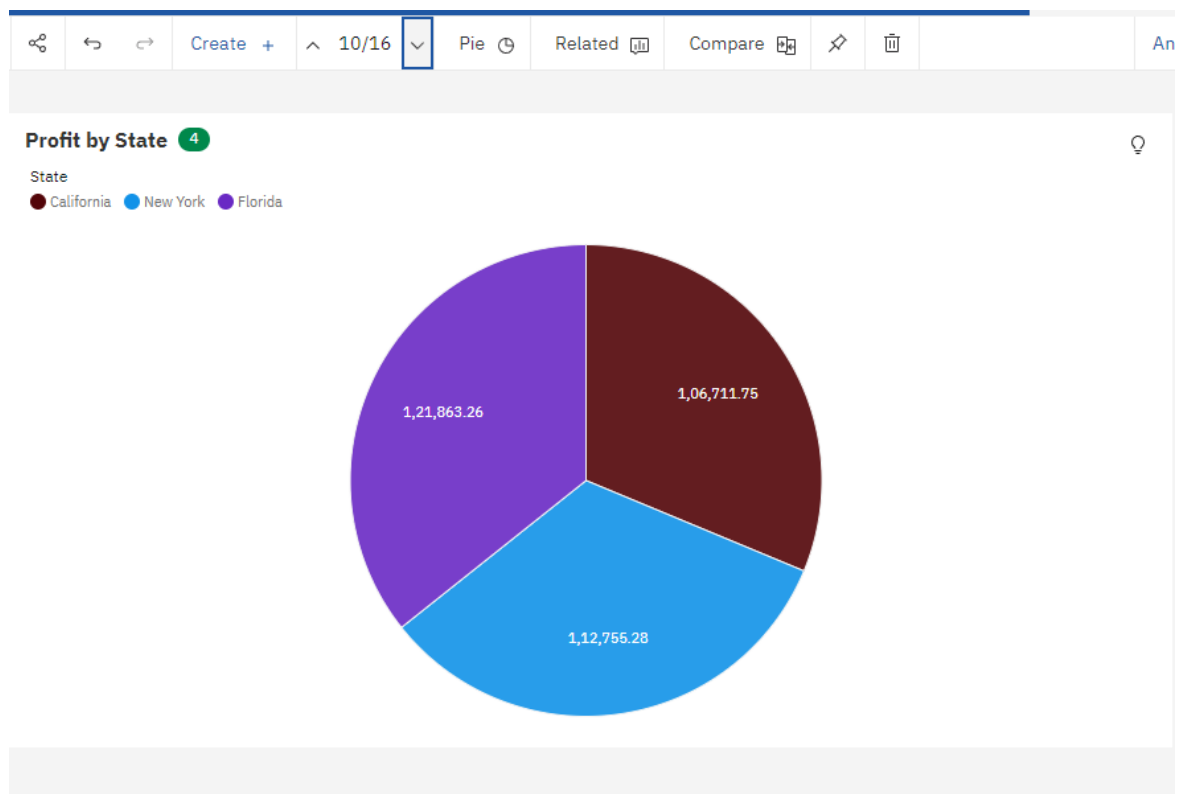
Upload the dataset to Cognos Analytics, explore and visualize the dataset

EXPLORATION AND VIZUALIZATION IMAGES:

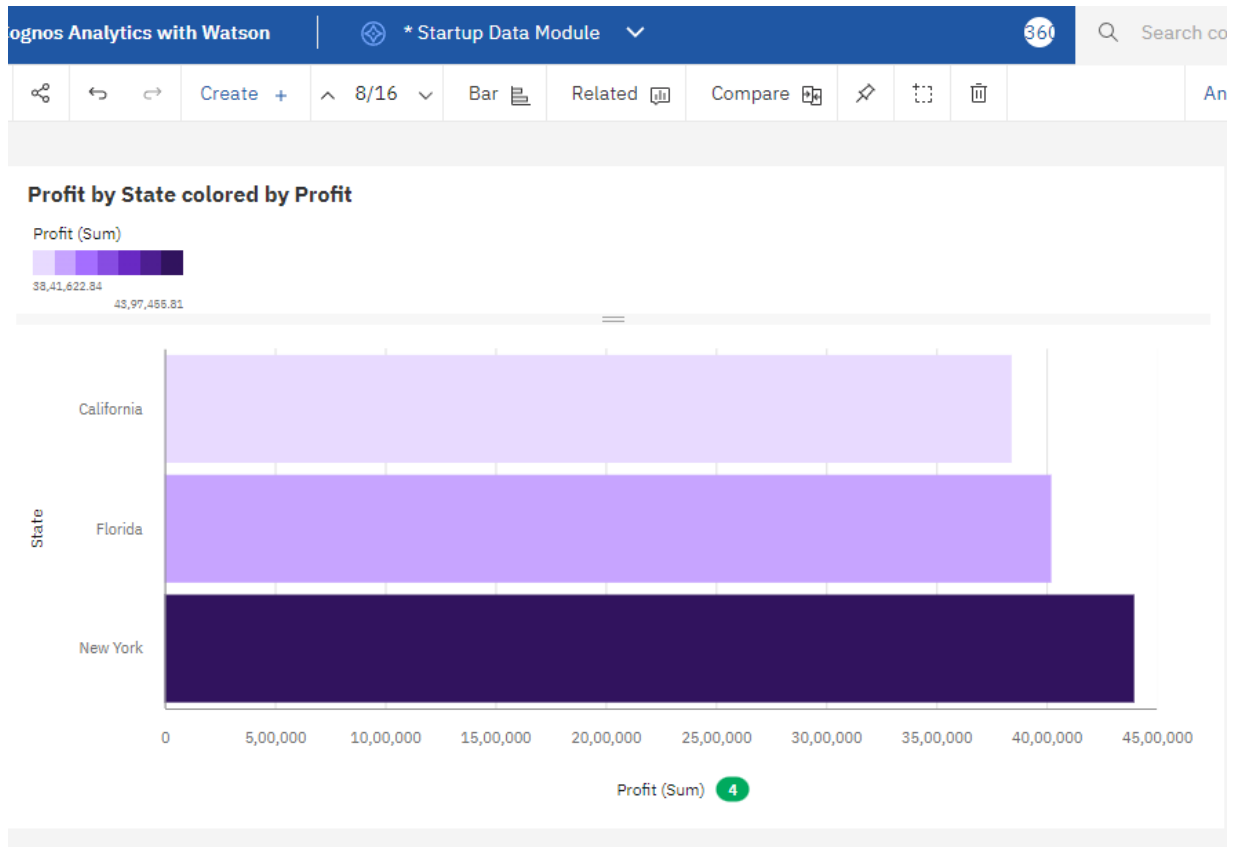
1. Marketing spend by state



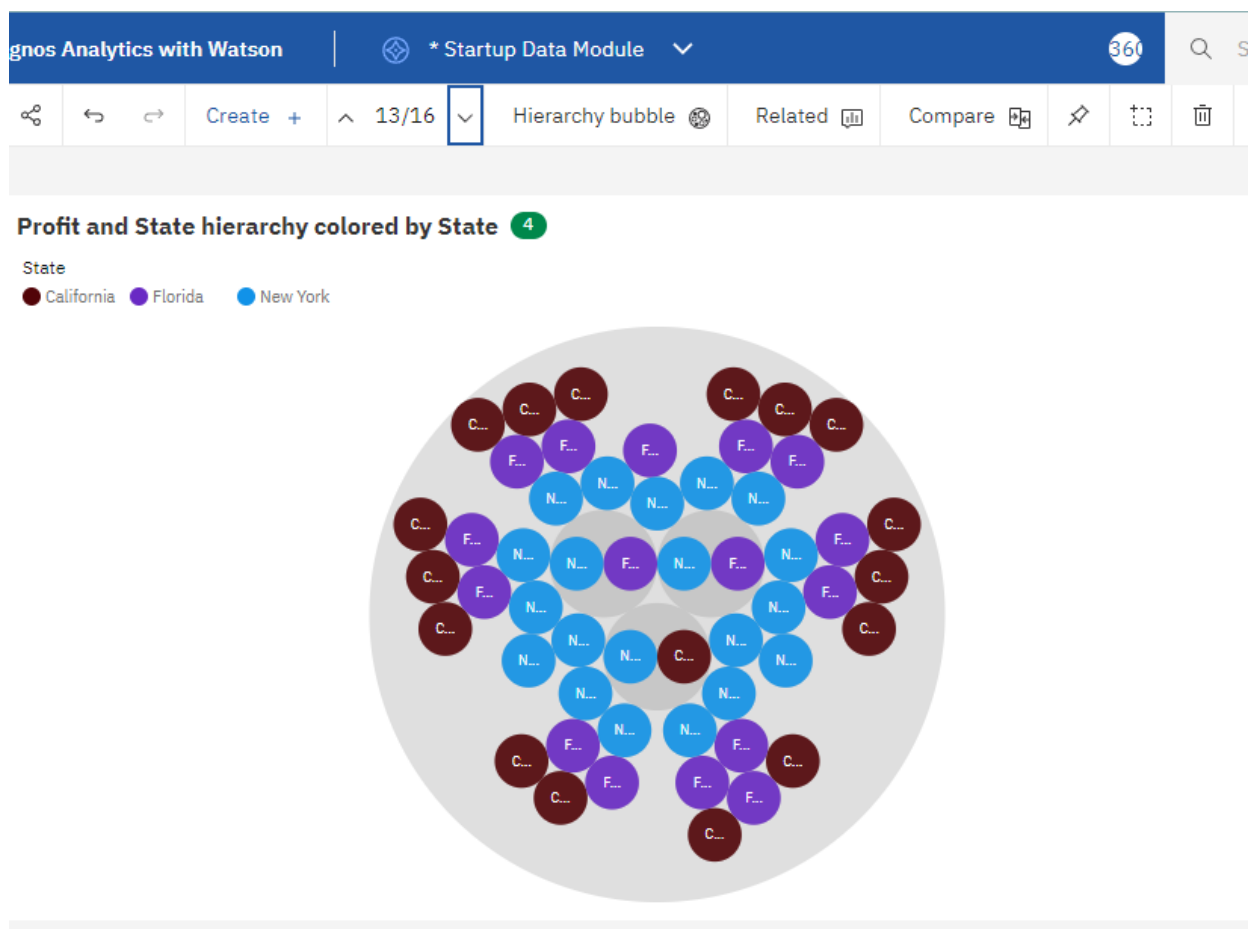
2. Profit by sale



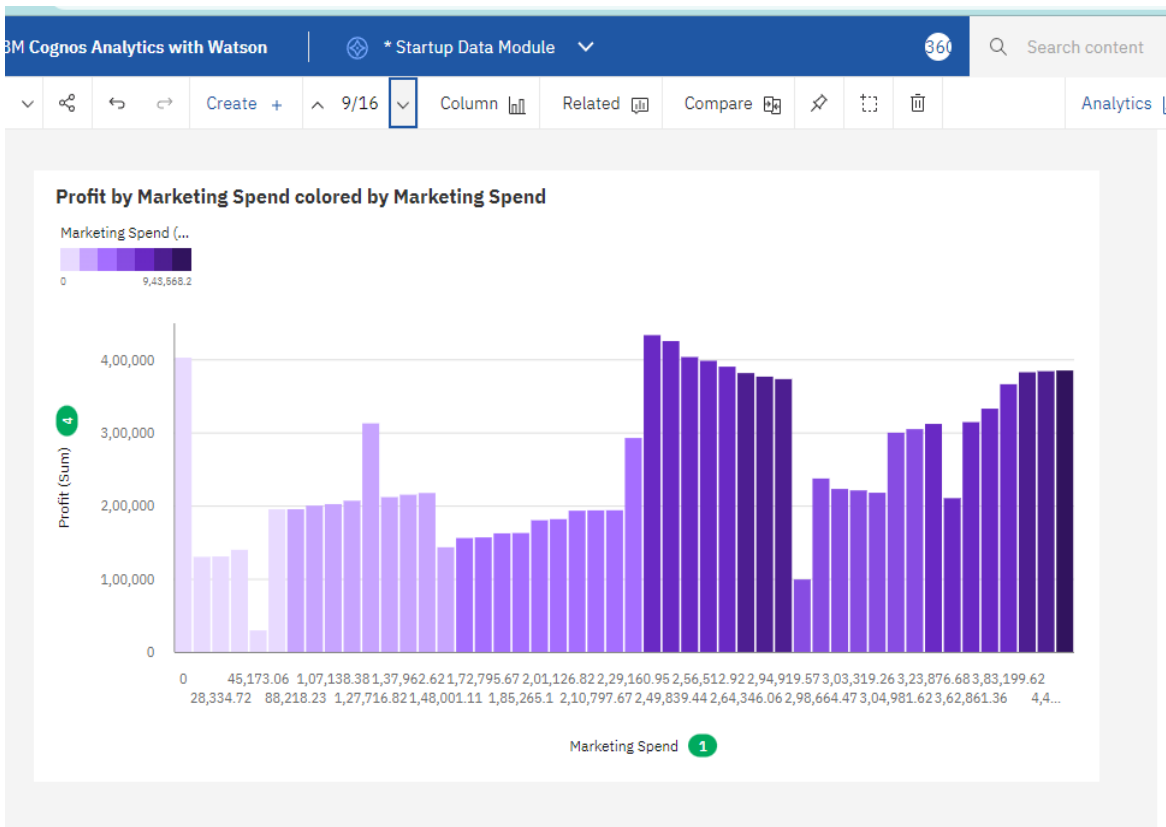
3. Profit by state



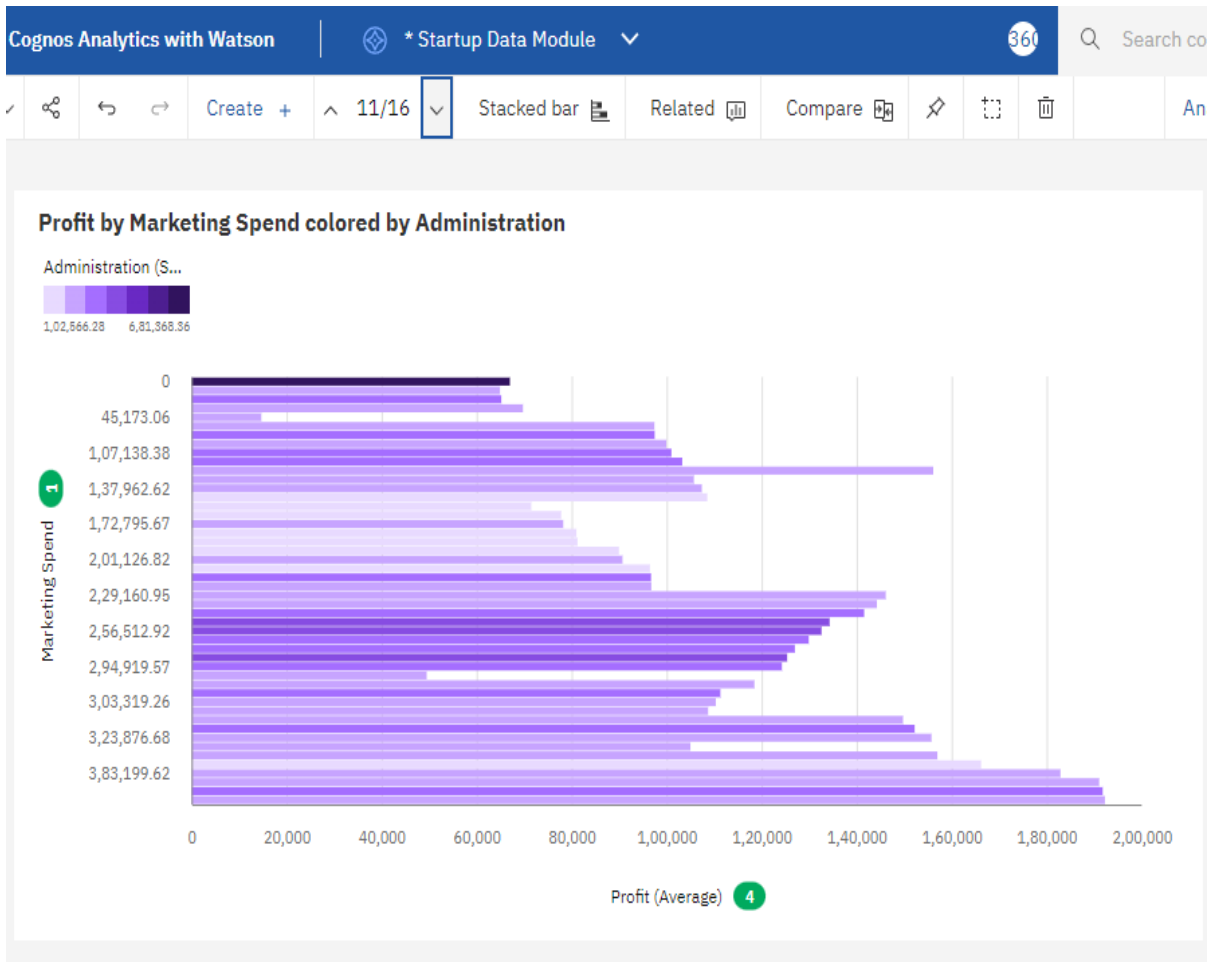
4. Profit and state hierarchy



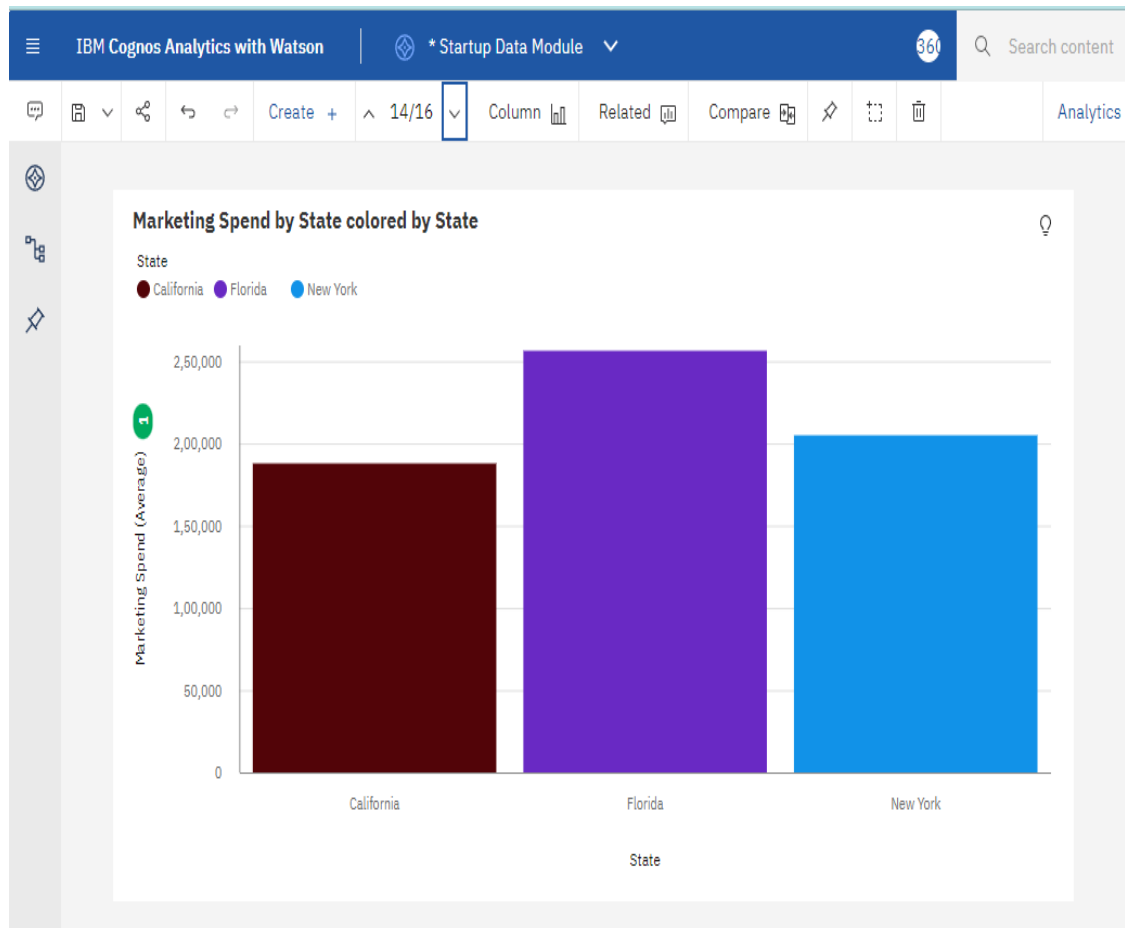
5. Profit by marketing spend



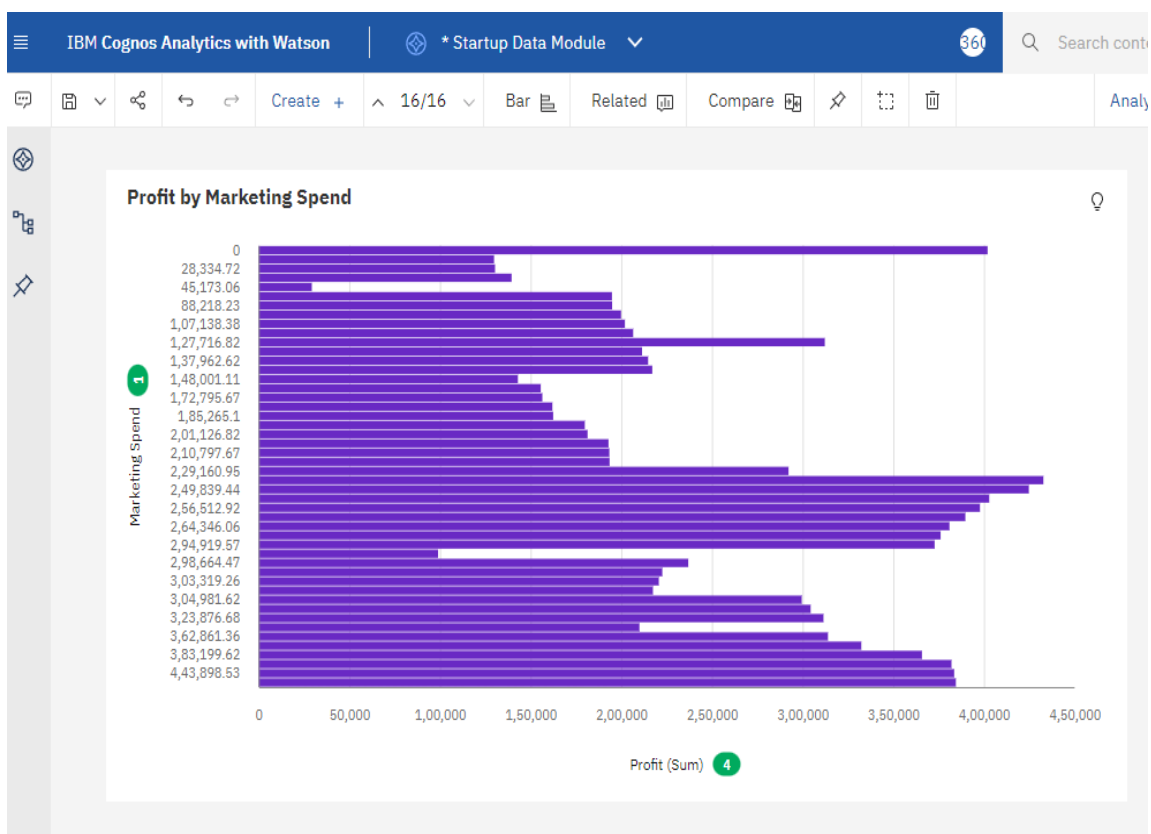
6. Profit by Marketing Spend (Average)



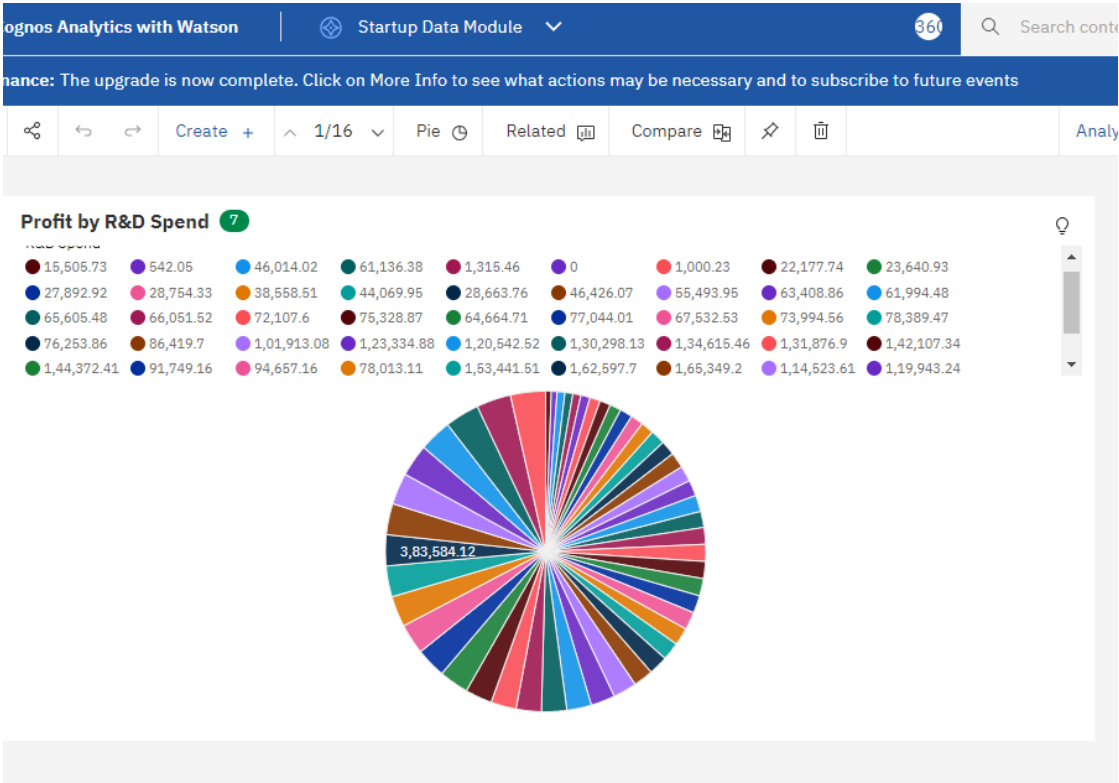
7. Marketing Spend by State (Average)



8. Profit by Marketing Spend (Sum)



9. Profit by R&D Spend



10. Profit by state & Profit by Marketing Spend

