

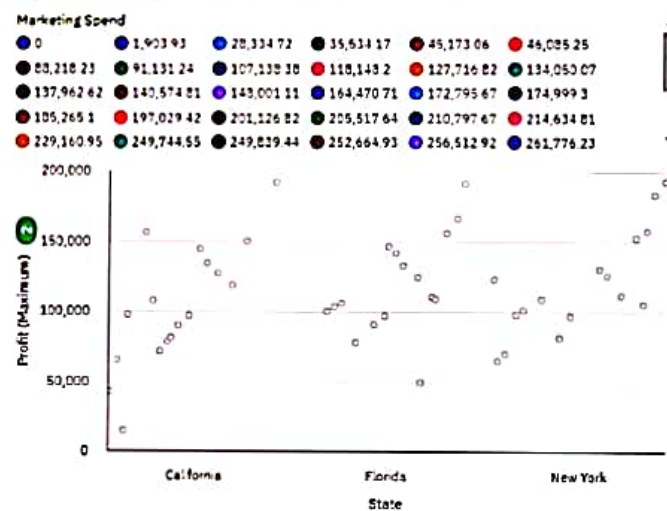
**Selected sources /**

50\_startups.csv +

Q Search

- Navigation paths +
- 50\_startups.csv
  - R&D Spend
  - Administration
  - Marketing Spend
  - State
  - Profit

### State and Profit for State colored by Marketing Spend



### Fields

**x-axis**

State

Click or drag data here

**y-axis\*** Required field

Profit

Click or drag data here

**Color**

Marketing Spend

Click or drag data here

**Key**

Selected sources /

50\_startups.csv

Search

- Navigation paths
- 50\_startups.csv
  - R&D Spend
  - Administration
  - Marketing Spend
  - State
  - Profit

Color

Drag data here

Key

State

y-axis

Drag data here

Build your visualization

Drag data here or onto the fields.

x-axis

Drag data here

Fields

x-axis

Click or drag data here

# y-axis\*

Required field

Click or drag data here

Color

Click or drag data here

Key

State

Click or drag data here

Repeat (column)

Selected sources /

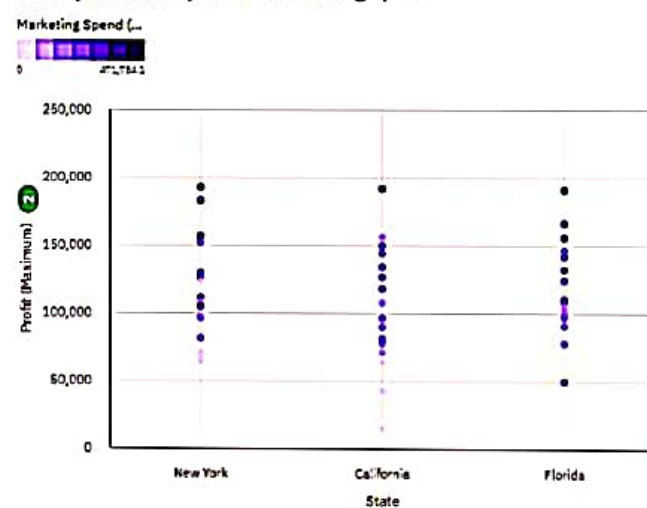
50\_startups.csv

Search

Navigation paths

- 50\_startups.csv
  - R&D Spend
  - Administration
  - Marketing Spend
  - State
    - Profit

### State by Profit with points for Marketing Spend



### Fields

Points

Marketing Spend

Click or drag data here

x-axis\*

Required field

State

Click or drag data here

y-axis\*

Required field

Profit

Click or drag data here

Color

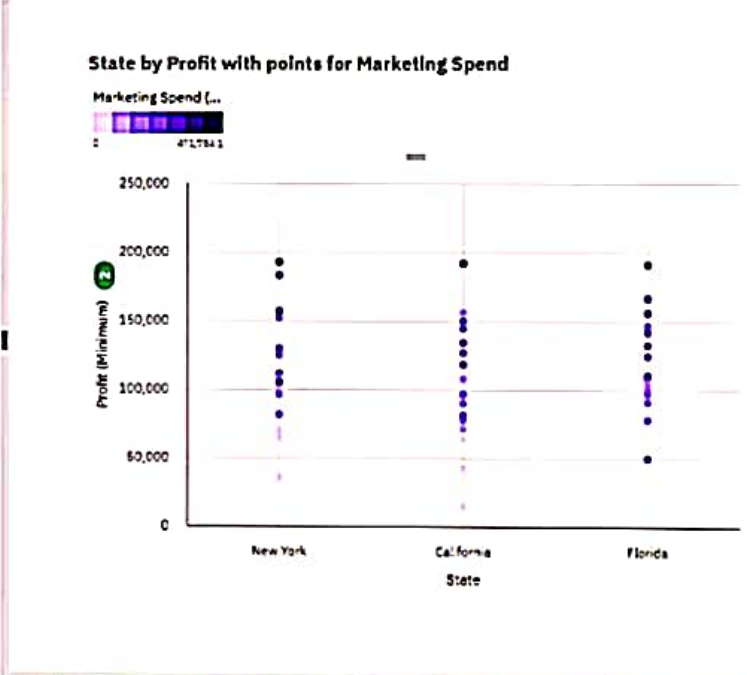
**Selected sources /**

50\_startups.csv

Search

Navigation paths

- 50\_startups.csv
  - R&D Spend
  - Administration
  - Marketing Spend
  - State
  - Profit



### Fields

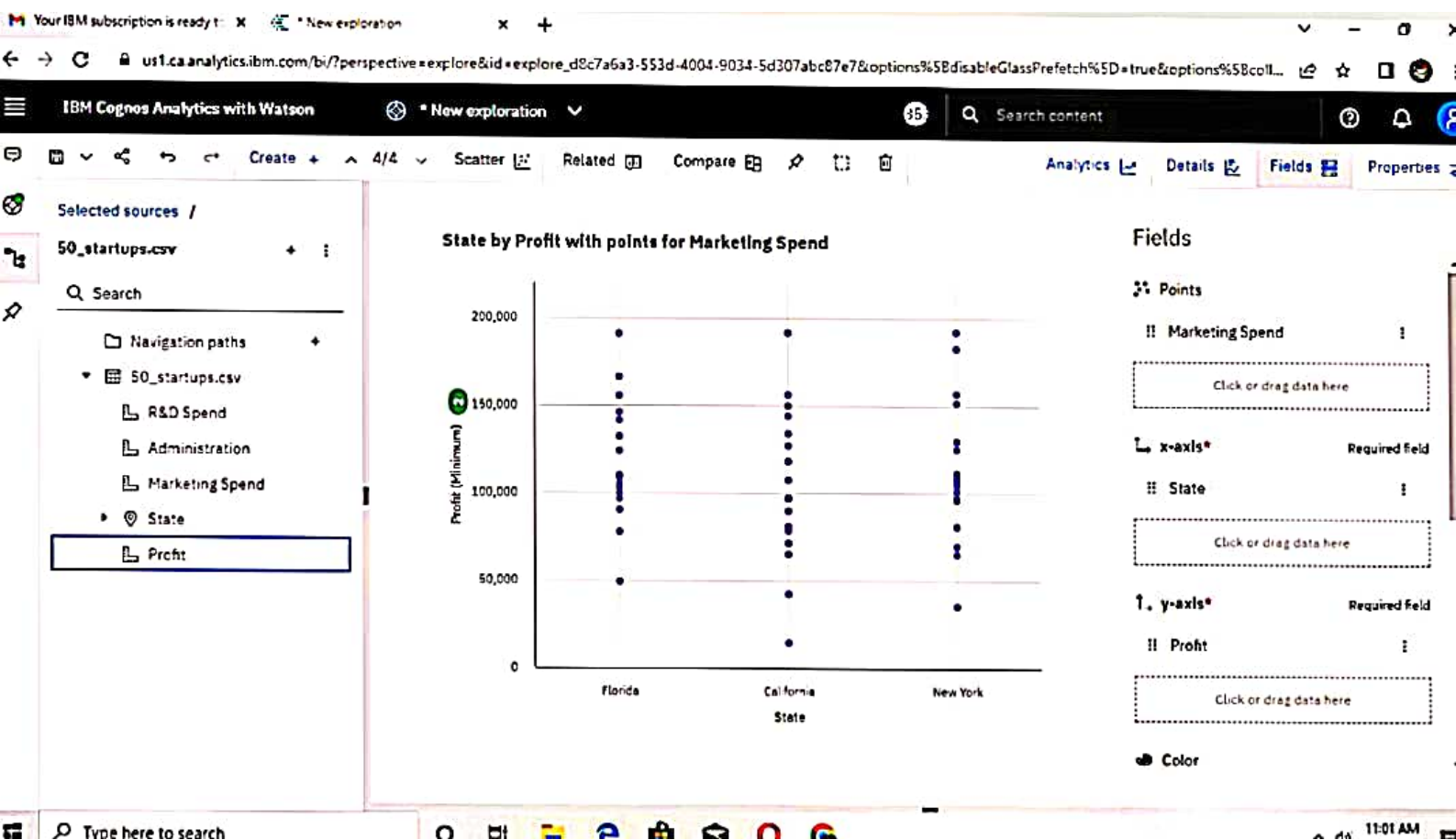
Color

Marketing Spend

Repeat (column)

Repeat (row)

# Tooltip



us1.ca.analytics.ibm.com/bi/?perspective=explore&id=explore\_d8c7a6a3-553d-4004-9034-5d307abc87e7&options%5BdisableGlassPrefetch%5D=true&options%5Bcoll...

IBM Cognos Analytics with Watson

New exploration

15

Search content

Analytics

Details

Fields

Properties

Selected sources /

50\_startups.csv

Search

Navigation paths

50\_startups.csv

- R&D Spend
- Administration
- Marketing Spend
- State
- Profit

Color

Points

\* y-axis

\* x-axis

Build your visualization

Drag data here or onto the fields.

Fields

Points

x-axis\*

y-axis\*

Color

Repeat (column)

Type here to search

11:00 AM

### Profit for Marketing Spend 2

	0	1,903.93	28,334.72	35,534.17	45,173.06	46,025.25	88,218.2
Profit	35,673.41	64,926.08	65,200.33	69,768.93	14,621.4	97,427.84	1



IBM Cognos Analytics with Watson

New exploration

15

Search content

Analytics

Details

Fields

Properties

Selected sources /

50\_startups.csv

Search

Navigation paths

50\_startups.csv

- R&D Spend
- Administration
- Marketing Spend
- State
- Profit


Build your visualization

Drag data here or onto the fields.

Type here to search

10:59 AM

Selected sources /

50\_startups.csv +

Q Search

Navigation paths +

- 50\_startups.csv
  - R&D Spend
  - Administration
  - Marketing Spend
  - State
  - Profit

### Profit by Marketing Spend 2

Marketing Spend

45,173.06	0	297,114.46	1,903.93	25,334.72	35,534.17	145,001.11	164,470.71	172,795.67	174,999.3
135,255.1	197,029.42	201,126.52	205,517.64	210,797.67	214,634.81	46,035.25	58,218.23	91,131.24	127,132.33
118,142.2	352,123.81	134,050.07	137,962.62	140,574.81	304,763.73	303,319.26	299,737.29	298,664.47	294,919.57
232,574.31	264,346.06	261,776.23	256,512.92	252,664.93	249,819.44	249,744.55	229,160.95	104,901.62	311,613.29
323,876.63	127,716.82	362,861.36	366,168.42	333,199.62	407,934.54	441,893.53	471,784.1		

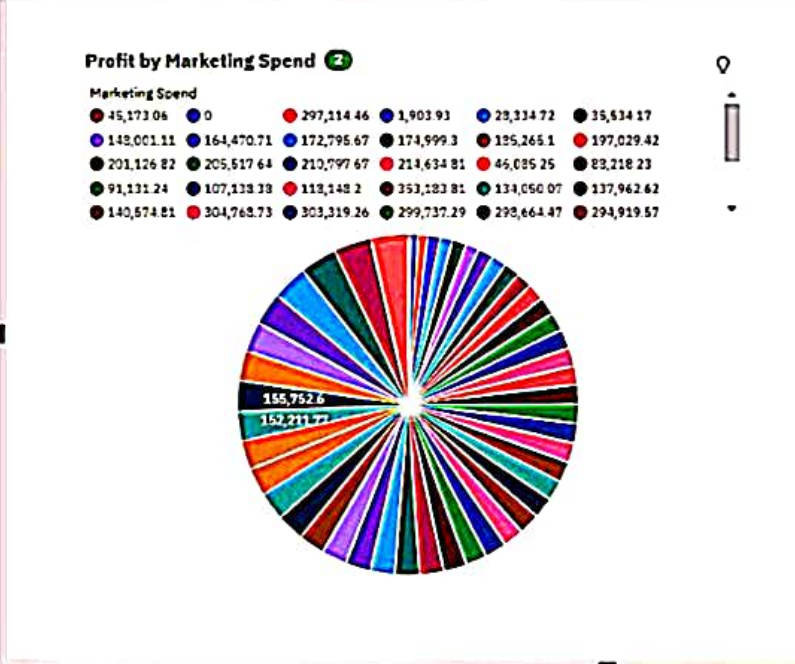


Selected sources /

50\_startups.csv +

Q Search

- Navigation paths +
- 50\_startups.csv
  - R&D Spend
  - Administration
  - Marketing Spend
  - State
  - Profit



### Fields

Segments\* Required field

Marketing Spend !

Click or drag data here

# Size\* Required field

Profit 1

Repeat (column)

Click or drag data here

Repeat (row)

Click or drag data here

# Tooltip

**Selected sources /**

50\_startups.csv

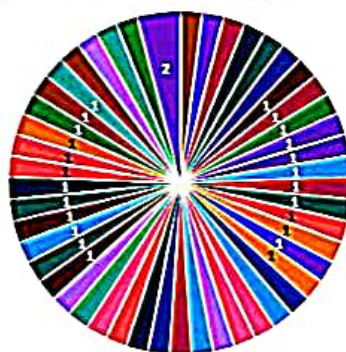
Search

- Navigation paths
- 50\_startups.csv
  - R&D Spend
  - Administration
  - Marketing Spend
  - State**
  - Profit

### State by Marketing Spend

#### Marketing Spend

252,664.93	1,903.93	443,898.53	249,839.44	282,574.31	107,138.38
201,126.22	294,919.57	299,737.29	366,168.42	261,776.23	264,346.06
185,265.1	35,534.17	297,114.46	229,160.95	164,470.71	104,981.62
210,797.67	28,334.72	118,542.2	214,634.81	148,001.11	333,199.62
45,173.06	303,319.26	137,662.62	471,784.1	304,768.73	311,613.29



### Fields

**Segments\*** Required field

Marketing Spend

Click or drag data here

**# Size\*** Required field

State

Click or drag data here

**Repeat (column)**

Click or drag data here

**Repeat (row)**

Click or drag data here

**# Tooltip**

IBM Cognos Analytics with Watson

New exploration

15

Search content

Analytics

Details

Fields

Properties

Selected sources /

50\_startups.csv

Q Search

Navigation paths

50\_startups.csv

R&D Spend

Administration

Marketing Spend

State

Procht

\* Size

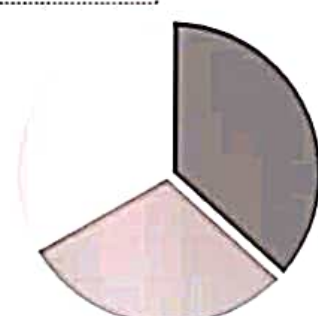
Mark\_pend

\* Segments

Drag data here

Build your visualization

Drag data here or onto the fields.



Fields

Segments\*

Required Field

Click or drag data here

# Size\*

Required Field

Marketing Spend

Repeat (column)

Click or drag data here

Repeat (row)

Click or drag data here

# Tooltip

Click or drag data here

Time here to search

10:56 AM

Selected sources /

50\_startups.csv

Search

Navigation paths

- 50\_startups.csv
  - R&D Spend
  - Administration
  - Marketing Spend
  - State
  - Profit

### Profit and State by Marketing Spend colored by Marketing Spend

Marketing Spend (Sum) - Measures

0 | Profit 0 | State 1,903.93 | Profit 1,903.93 | State  
23,334.72 | Profit 23,334.72 | State 35,534.17 | Profit 35,534.17 | State  
45,173.06 | Profit 45,173.06 | State 46,085.25 | Profit 46,085.25 | State  
83,218.23 | Profit 83,218.23 | State 91,131.24 | Profit 91,131.24 | State  
107,133.33 | Profit 107,133.33 | State 118,143.2 | Profit 118,143.2 | State



### Fields

Bars

Marketing Spend

Click or drag data here

# Length\*

Required field

Profit

State

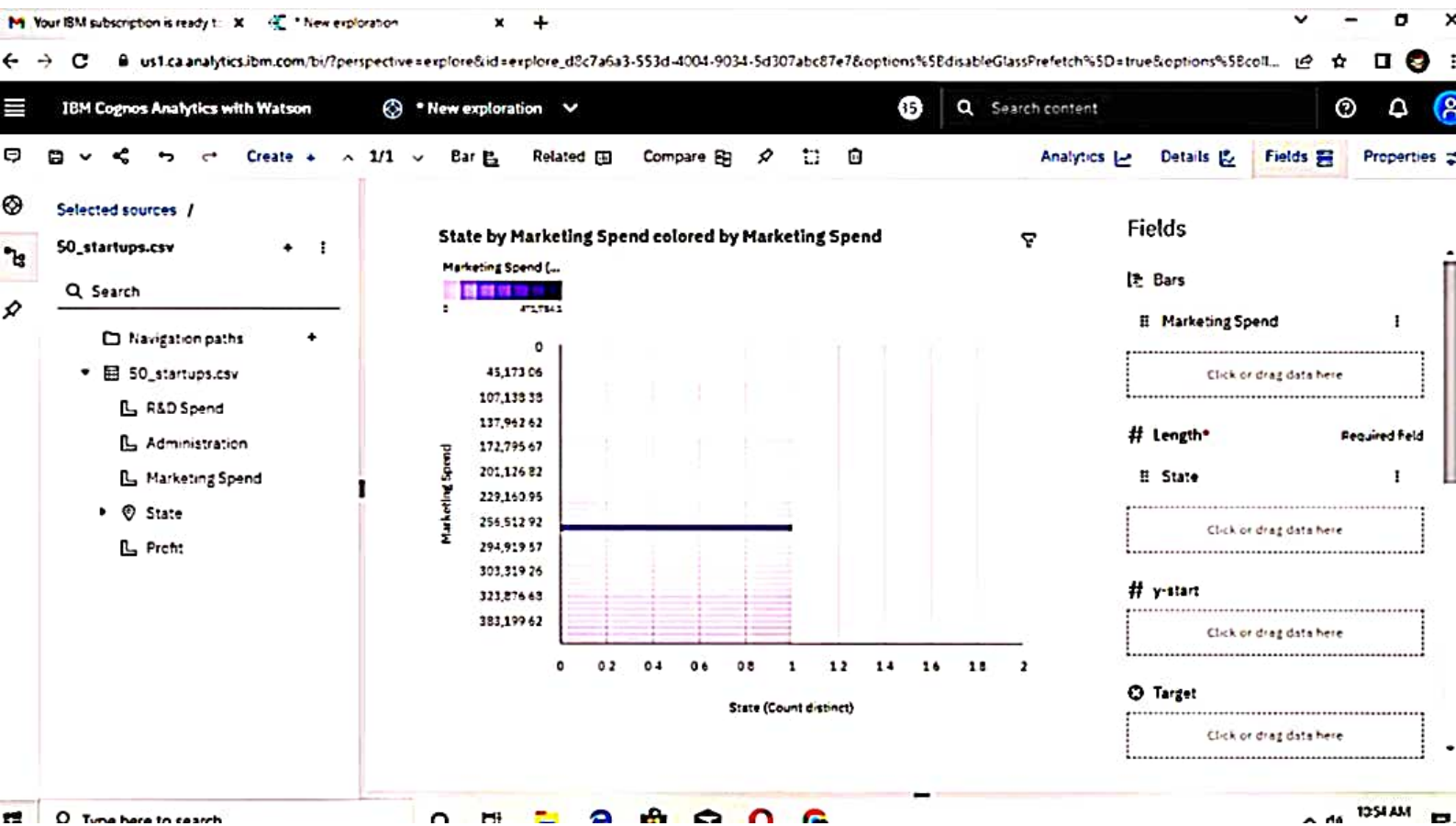
Click or drag data here

# y-start

Click or drag data here

Target





**Selected sources /**

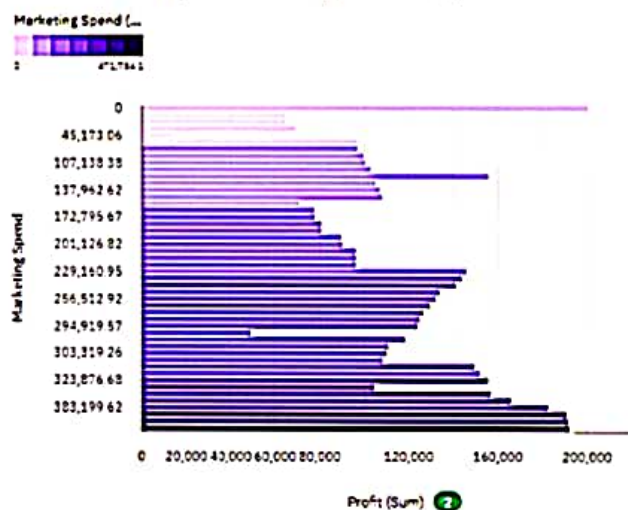
50\_startups.csv

Search

Navigation paths

- 50\_startups.csv
  - R&D Spend
  - Administration
  - Marketing Spend
- State
  - Profit

Profit by Marketing Spend colored by Marketing Spend



Fields

Click or drag data here

Color

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



