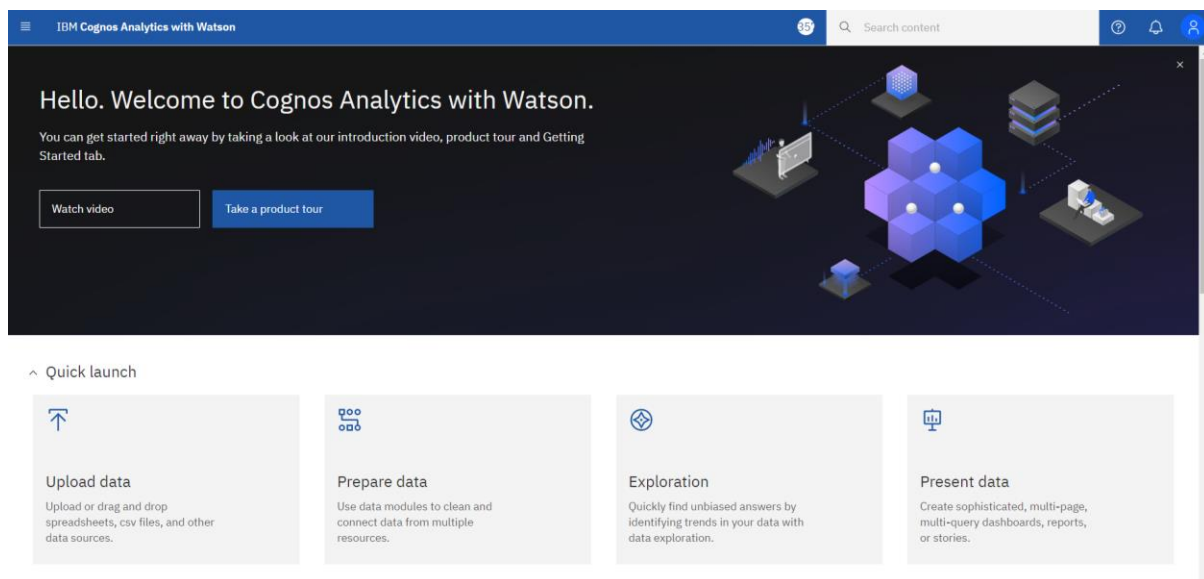


## Assignment - 1

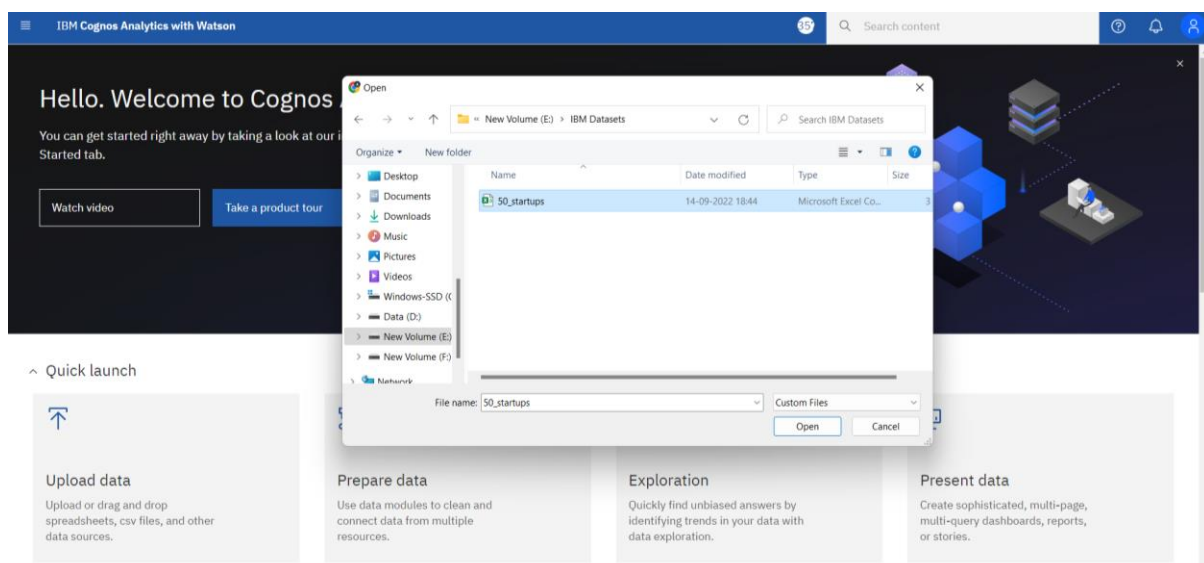
### The case of 50 Start-up's

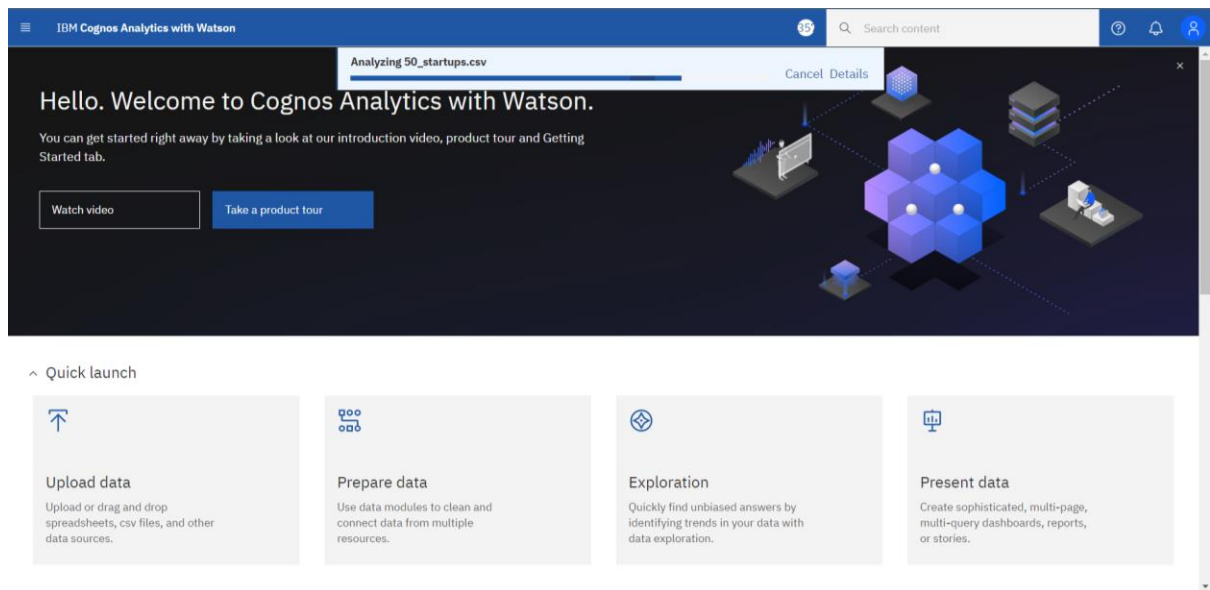
**Dataset:** [50-Startup-Dataset](#)

- ➔ Login to the IBM Cognos Analytics
- ➔ Select Launch from the product
- ➔ Four main operations get displayed

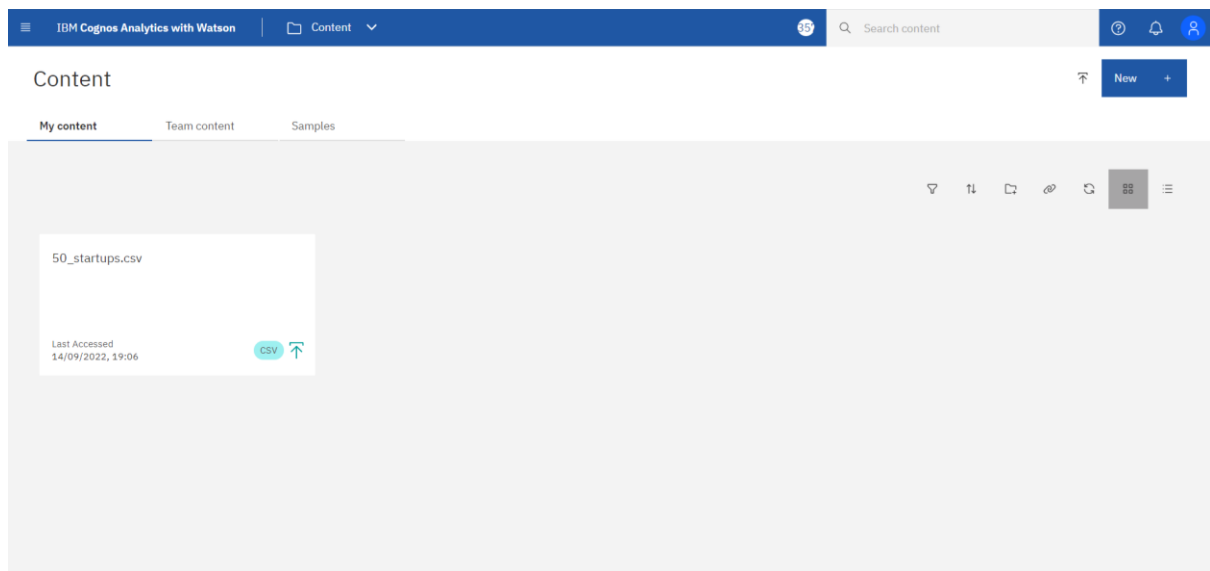


- ➔ Upload the 50 startup dataset from the local system





- ➔ The uploaded dataset can be viewed in My Content page
- ➔ Or you can also upload the dataset directly in my content page



- ➔ Dataset get displayed with date and time

## DATA PREPARATION

#- Unique values

Abc – Text values

Scale- Measure(numerical value)

Map mark – Map value

➔ Click +new – data module – select 50 startup module

The screenshot shows the IBM Cognos Analytics interface. On the left, the 'Data module' pane shows a search bar and a list of modules. The '50\_startups.csv' module is selected, and its fields (Row Id, R&D Spend, Administration, Marketing Spend, State, Profit) are listed. The main grid view displays the following data:

Row Id	R&D Spend	Administration	Marketing Spend	State	Profit
1	165349.2	136897.8	471784.1	New York	192261.83
2	162597.7	151377.59	443898.53	California	191792.06
3	153441.51	101145.55	407934.54	Florida	191050.39
4	144372.41	118671.85	383199.62	New York	182901.99
5	142107.34	91391.77	366168.42	Florida	166187.94
6	131876.9	99814.71	362861.36	New York	156991.12
7	134615.46	147198.87	127716.82	California	156122.51
8	130298.13	145530.06	323876.68	Florida	155752.6
9	120542.52	148718.95	311613.29	New York	152211.77
10	123334.88	108679.17	304981.62	California	149759.96
11	101913.08	110594.11	229160.95	Florida	146121.95
12	100671.96	91790.61	249744.55	California	144259.4
13	93863.75	127320.38	249839.44	Florida	141585.52
14	91992.39	135495.07	252664.93	California	134307.35

➔ Clean the data for attribute state:-

➔ Replace Florida with null value

The screenshot shows the 'Clean - State' dialog box in IBM Cognos Analytics. The 'Whitespace' section has the 'Trim leading and trailing whitespace' checkbox checked. The 'Convert case to' section has 'Do not change' selected. The 'Return a substring of characters' section has 'Start' and 'Length' fields. The 'NULL values' section has the 'Replace this value with NULL' checkbox checked, and the text 'Florida' is entered in the adjacent field. The 'Clean' button is highlighted in blue.

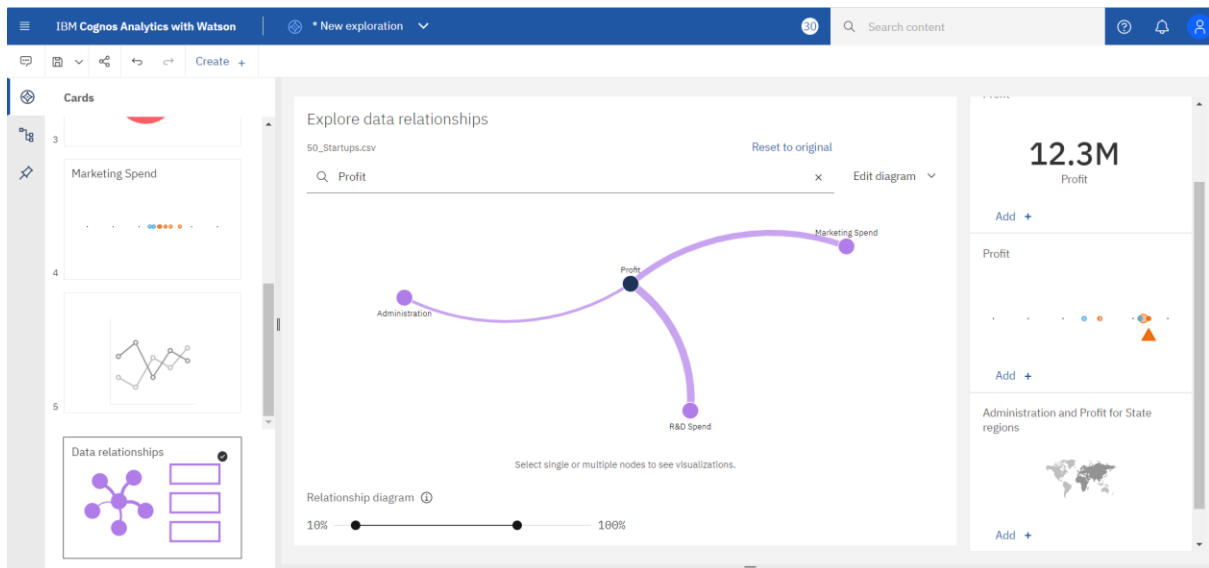
The screenshot shows the IBM Cognos Analytics interface. On the left, a sidebar lists the data module structure: 'New data module', 'Navigation paths', '50\_startups.csv', '# Row Id', 'R&D Spend', 'Administration', 'Marketing Spend', 'State', and 'Profit'. The main area displays a grid view of data from the '50\_startups.csv' file. The grid has columns for 'R&D Spend', 'Administration', 'Marketing Spend', and 'State'. The 'State' column is currently selected. On the right, the 'Properties' panel shows details for the 'State' field, including its label, usage as an identifier, and data type as text.

R&D Spend	Administration	Marketing Spend	State
165349.2	136897.8	471784.1	New York
162597.7	151377.59	443898.53	California
153441.51	101145.55	407934.54	Null
144372.41	118671.85	383199.62	New York
142107.34	91391.77	366168.42	Null
131876.9	99814.71	362861.36	New York
134615.46	147198.87	127716.82	California
130298.13	145530.06	323876.68	Null
120542.52	148718.95	311613.29	New York
123334.88	108679.17	304981.62	California
101913.08	110594.11	229160.95	Null
100671.96	91790.61	249744.55	California
93863.75	127320.38	249839.44	Null
91097.39	135405.07	252664.93	California

## DATA EXPLORATION

The screenshot shows the IBM Cognos Analytics interface with a dialog box titled 'Add a data source to explore'. The dialog has two tabs: 'My content' and 'Team content'. Under 'My content', there is a table listing available data sources. The table has columns for 'Name', 'Type', and 'Last Accessed'. Two items are listed: 'Data Modules' (Folder, Last Accessed 14/09/2022, 20:14) and '50\_startups.csv' (Uploaded file, Last Accessed 14/09/2022, 19:06). The '50\_startups.csv' item is highlighted with a blue bar. At the bottom of the dialog, there are 'Cancel' and 'Add' buttons.

Name	Type	Last Accessed
Data Modules	Folder	14/09/2022, 20:14
50_startups.csv	Uploaded file	14/09/2022, 19:06



## VISUALIZATION

