DA ASSIGNMENT 04

NAME: KSHITIJA SHARMA (21BRS1031)
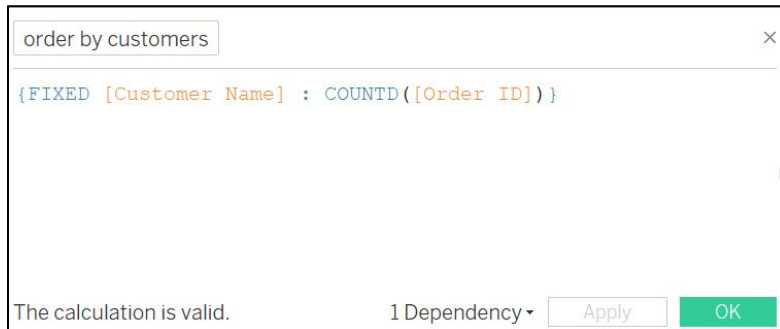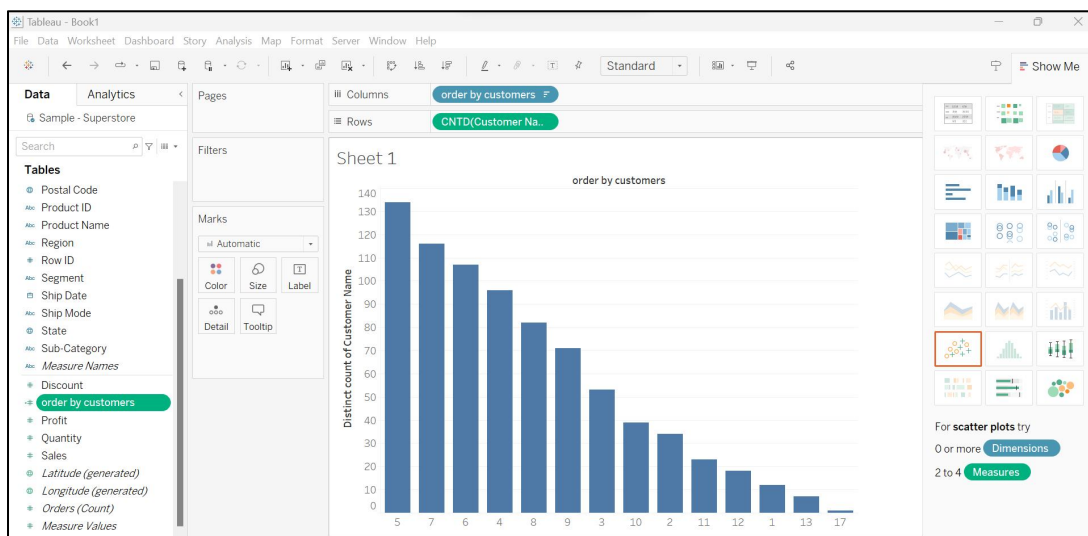**DATE: 20/09/2023**

CHALLENGE

Creating 5 LOD using Tableau.

1. <u>CUSTOMER ODER FREQUENCY</u>

Create a new calculated field.

Visualization:

2. <u>COHORT ANALYSIS</u>
   Cohort Analysis is a type of behavioral analysis that divides a large amount of complex data into related groups and performs the analysis.

   Create a new calculated field.

```
Diff                                                                          ✕

DATEDIFF('month',[Customer's 1st Purchase],[Customers last purchase])



                                                                ▸


The calculation is valid.                    1 Dependency ▾   Apply      OK
```
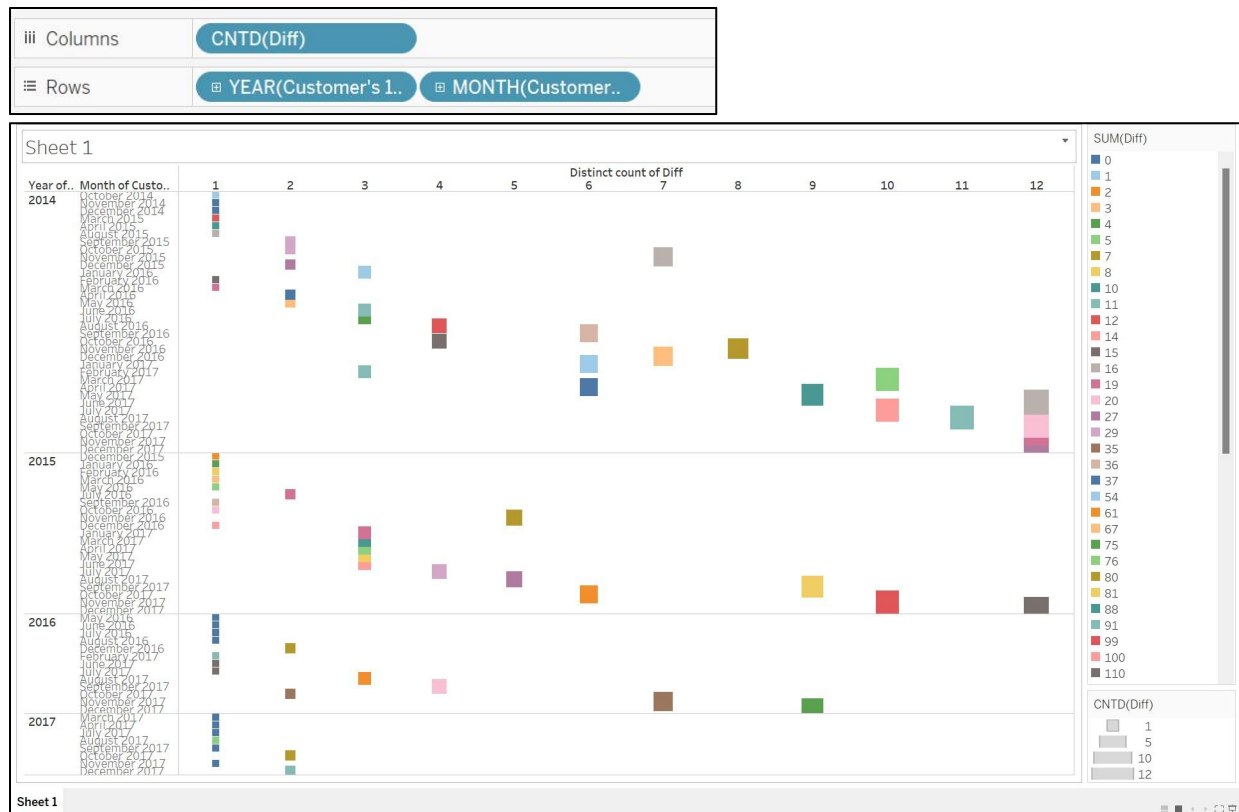
Visualization

```
⠿ Columns              CNTD(Diff)

≡ Rows         ⊞ YEAR(Customer's 1..    ⊞ MONTH(Customer..
```


3. PERCENTAGE OF TOTAL

```
Percent of total                                                              ✕

(SUM([Sales]) / SUM({ EXCLUDE [Segment] : SUM([Sales])}))



                                                                ▸


The calculation is valid.                    1 Dependency ▾   Apply      OK
```
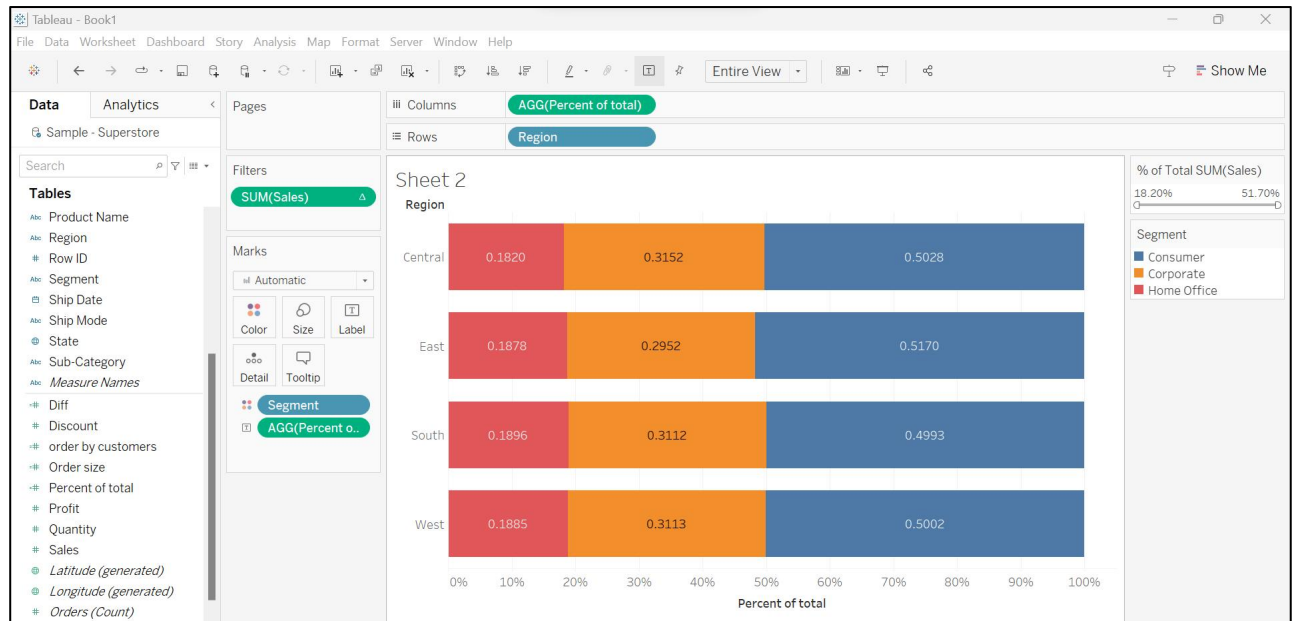
Visualization

4. <u>Sales by region</u>

Create calculated field.

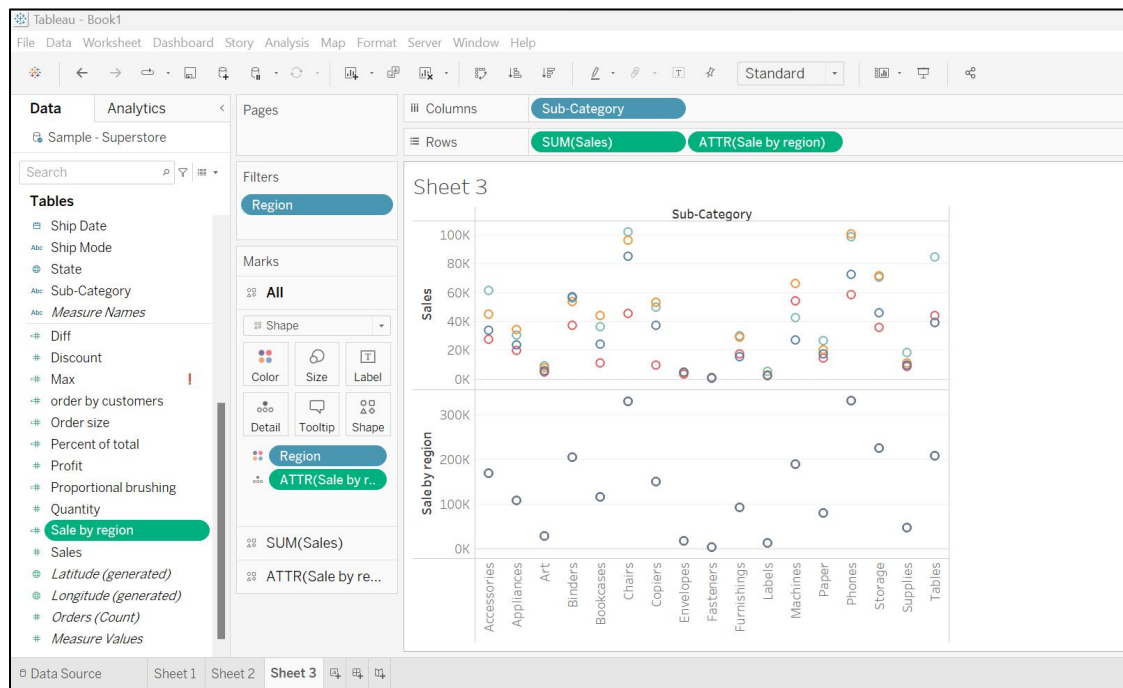Sale by region

```
{EXCLUDE [Region]: SUM([Sales])}
```

The calculation is valid.   1 Dependency ▾   Apply   OK

Visualization

5. Daily profit KPI

Create calculated
field.

KPI sales

IF SUM([Sales])>10000 then "Profit" ELSE "Bad" END

The calculation is valid.   1 Dependency ▾   Apply   OK

Visualization