**CASE 1: CUSTOMER SEGMENTATION**

* **Create Calculated Field for HVC:**

MAX(IF [ARPU (Rp)] >=

{PERCENTILE([ARPU (Rp)], 0.75)}

THEN "HVC" END)

* **Create Calculated Field for Rank:**

RANK(SUM([ARPU (Rp)]))

* **Create Calculated Field for HVC2:**

MAX(IF [ARPU (Rp)] >=

{PERCENTILE([ARPU (Rp)], 0.95)}

THEN "Platinum"

ELSEIF [ARPU (Rp)] >=

{PERCENTILE([ARPU (Rp)], 0.85)}

THEN "Gold"

ELSEIF [ARPU (Rp)] >=

{PERCENTILE([ARPU (Rp)], 0.70)}

THEN "Silver"

END)

**CASE 2: OUTLIER DETECTION**

* **Create Calculated Field for Outlier:**

MAX(IF [SPEED (mbps)] >=

{(PERCENTILE([SPEED (mbps)],0.75) +

((PERCENTILE([SPEED (mbps)],0.75) - PERCENTILE([SPEED (mbps)],0.25))\*1.5))}

THEN "Over Speed"

ELSEIF [SPEED (mbps)] <=

{(PERCENTILE([SPEED (mbps)],0.25) -

((PERCENTILE([SPEED (mbps)],0.75) - PERCENTILE([SPEED (mbps)],0.25))\*1.5))}

THEN "Under Speed"

END)

* **Create Calculated Field for Rank:**

RANK(SUM([SPEED (mbps)]))

**CASE 3: A/B TESTING**

* **Create Calculated Field ‘Difference’:**

[B] - [A]

* **Create Calculated Field ‘Square of Difference’:**

[Difference] \* [Difference]

* **Create Calculated Field ‘Sum of Difference’:**

{SUM([Difference])}

* **Create Calculated Field ‘Sum of Square Difference’:**

{SUM([Square of Difference])}

* **Create Calculated Field ‘T-Stat Numerator’:**

([Sum of Difference]/{Count([ID])})

* **Create Calculated Field ‘T-Stat Denumerator’:**

SQRT(

([Sum of Square Difference] -(SQUARE([Sum of Difference])/{COUNT([ID])}))/

(({COUNT([ID])}-1)\*{COUNT([ID])})

)

* **Create Calculated Field ‘T-Stat’:**

[T-Stat Numerator]/[T-Stat Denumerator]