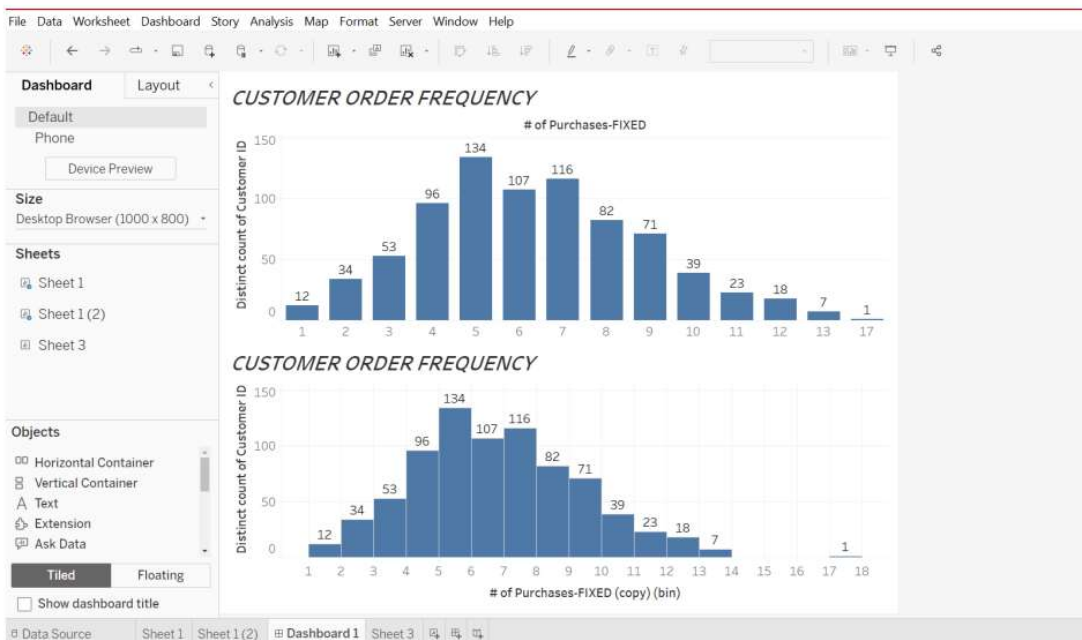
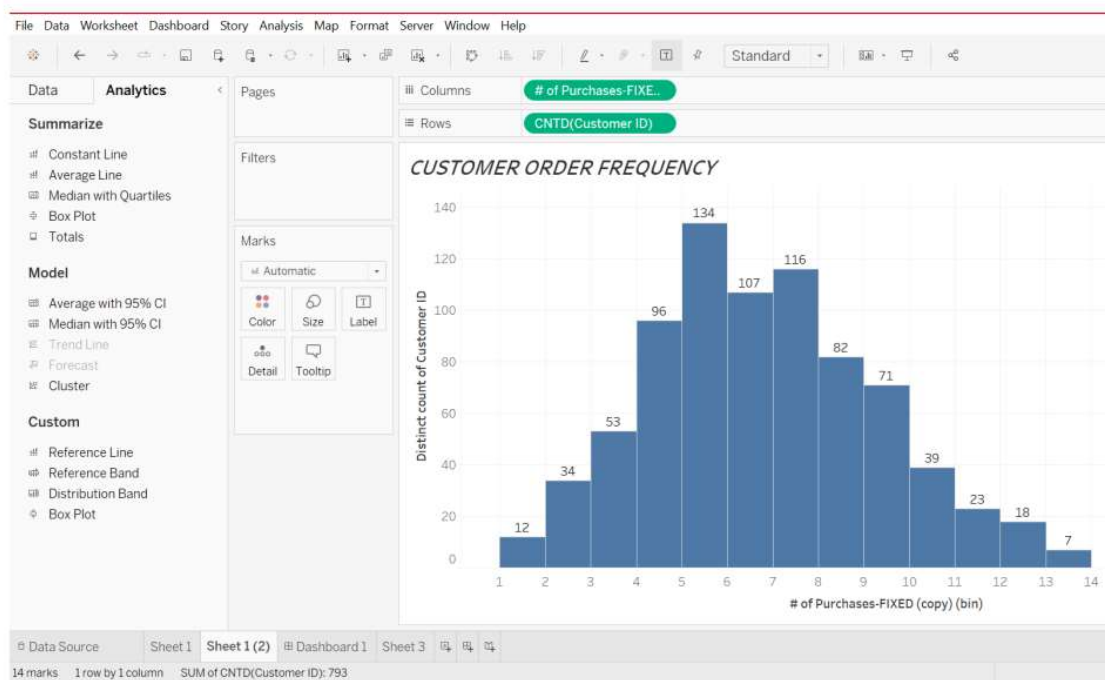


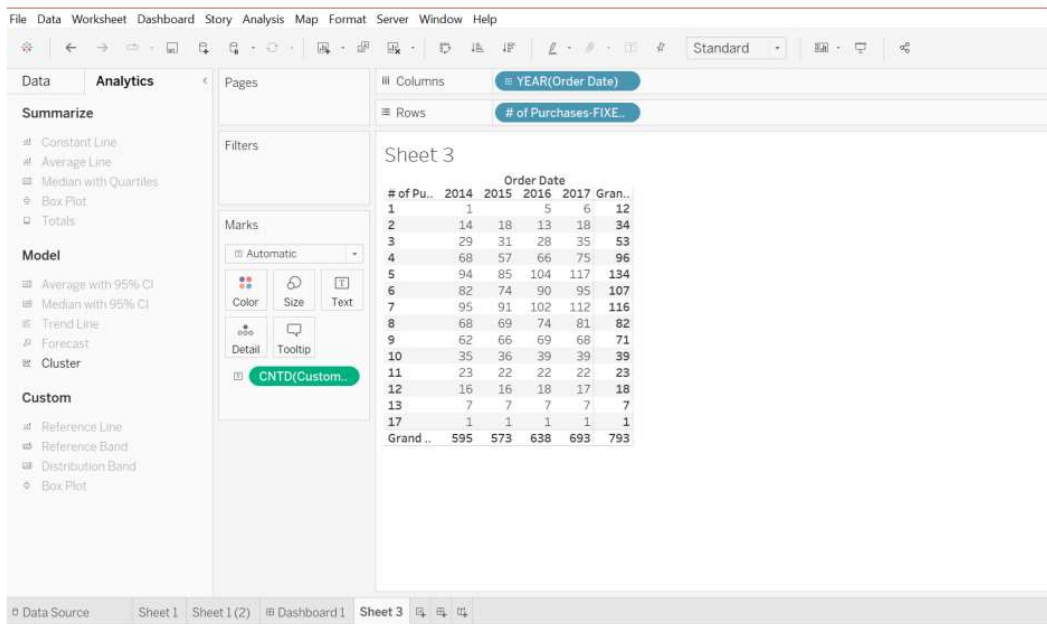
# Data Analytics with IBM cognos

## Assignment 4

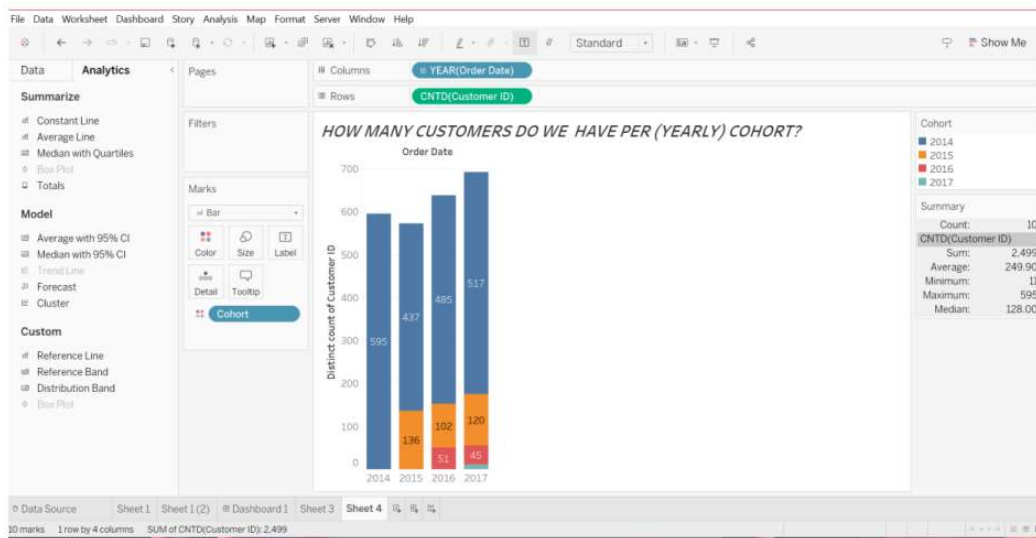
SHREYA SUDHIR GARG 21BAI10152

### Customer Order Frequency

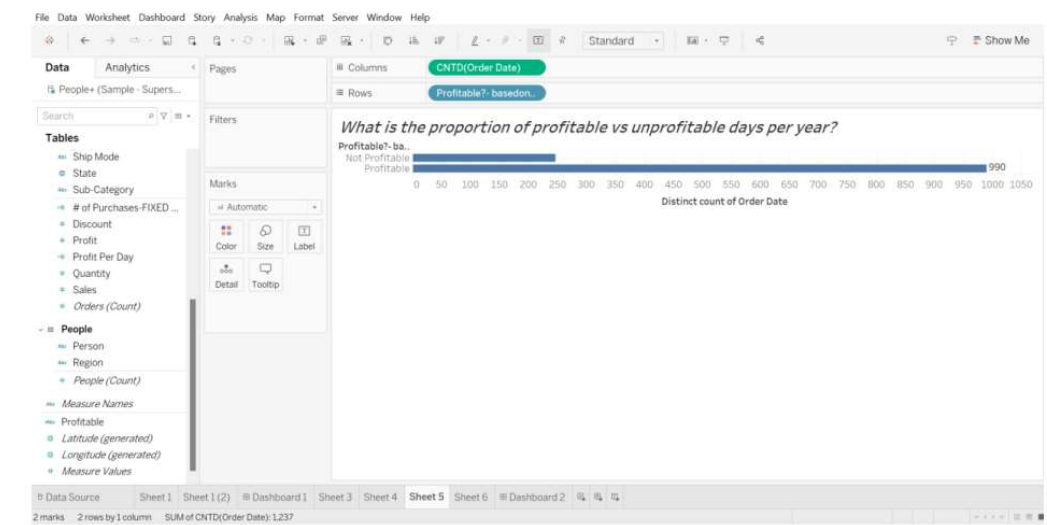




## Cohort Analysis

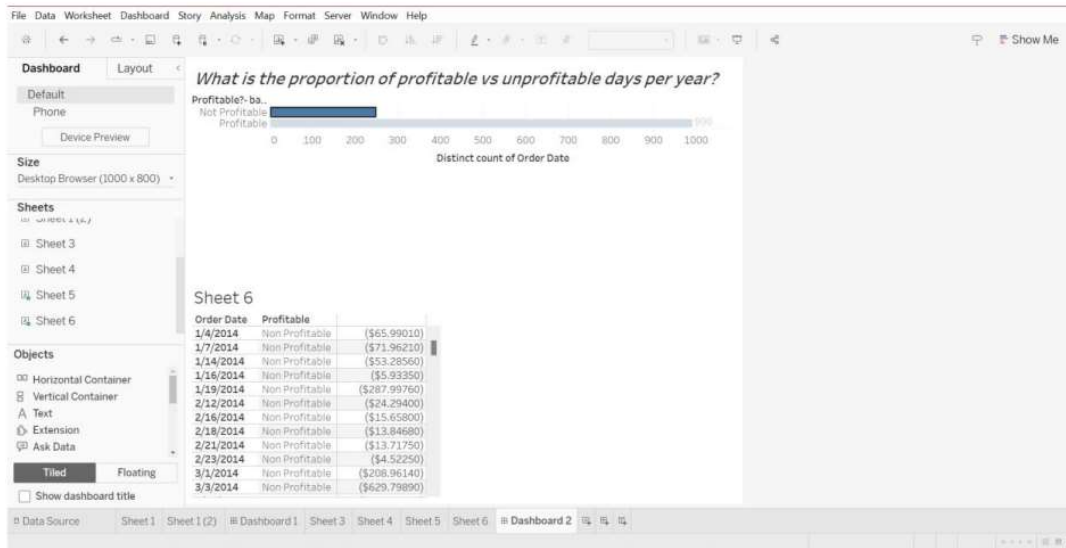


# Daily Profit KPI

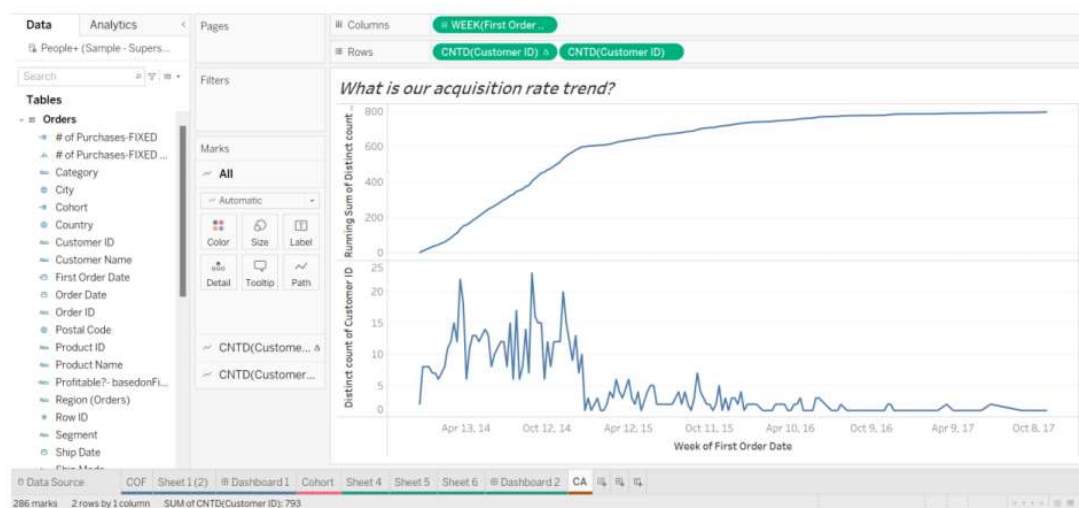


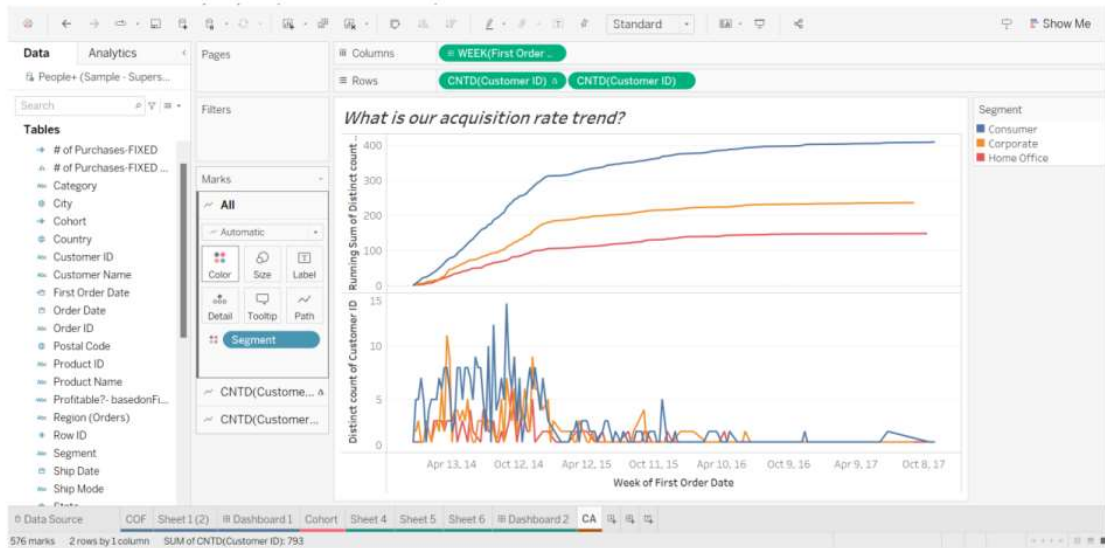
The dashboard displays a table titled "Sheet 6" with columns: "Order Date", "Profitable", and "Profit". The table lists data for various dates in 2014, all marked as "Non Profitable".

Order Date	Profitable	Profit
1/4/2014	Non Profitable	(\$65.99010)
1/7/2014	Non Profitable	(\$71.96210)
1/14/2014	Non Profitable	(\$53.28560)
1/16/2014	Non Profitable	(\$5.93350)
1/19/2014	Non Profitable	(\$287.99760)
2/12/2014	Non Profitable	(\$24.29400)
2/16/2014	Non Profitable	(\$15.65800)
2/18/2014	Non Profitable	(\$13.84680)
2/21/2014	Non Profitable	(\$13.71750)
2/23/2014	Non Profitable	(\$4.52250)
3/1/2014	Non Profitable	(\$208.96140)
3/3/2014	Non Profitable	(\$429.79890)
3/17/2014	Non Profitable	(\$831.85720)
3/18/2014	Non Profitable	(\$954.70890)
3/22/2014	Non Profitable	(\$50.93450)
3/28/2014	Non Profitable	(\$11.07540)
3/29/2014	Non Profitable	(\$152.71560)
4/13/2014	Non Profitable	(\$384.79420)
4/20/2014	Non Profitable	(\$194.45280)
4/23/2014	Non Profitable	(\$0.30530)
5/11/2014	Non Profitable	(\$289.60880)
5/12/2014	Non Profitable	(\$119.22550)
5/13/2014	Non Profitable	(\$242.28370)
5/18/2014	Non Profitable	(\$158.00400)



## New Customer Acquisition





## Comparative Sales Analysis

