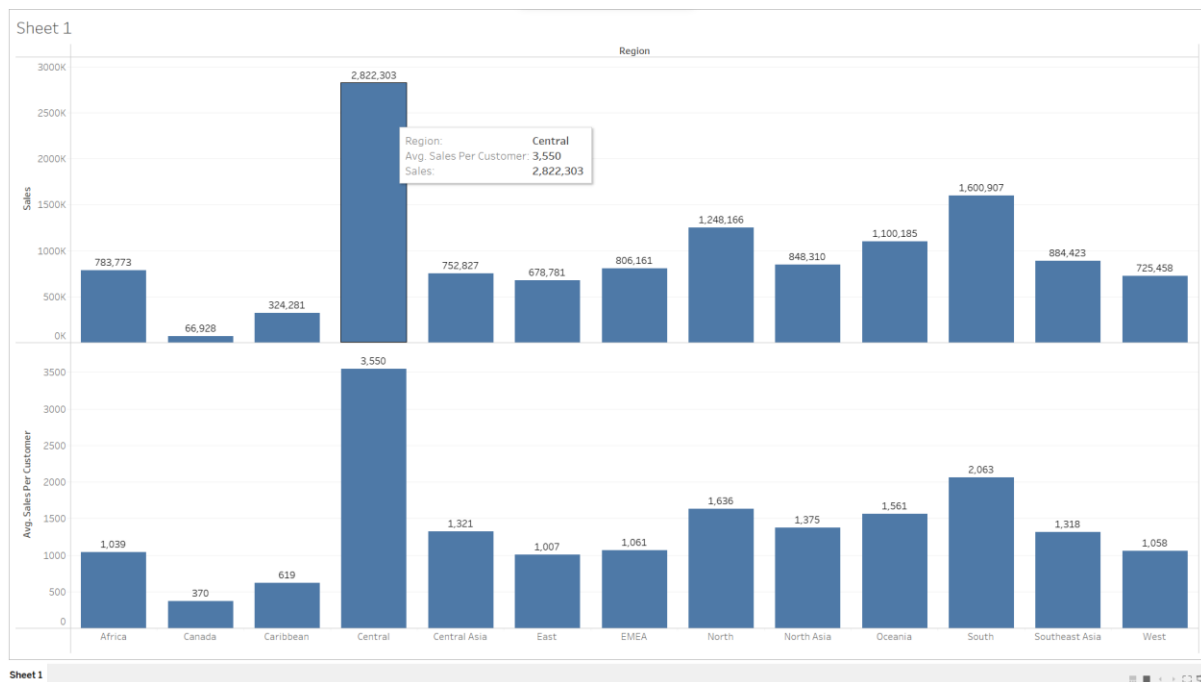


# IBM COGNOS DATA ANALYTICS ASSIGNMENT-4

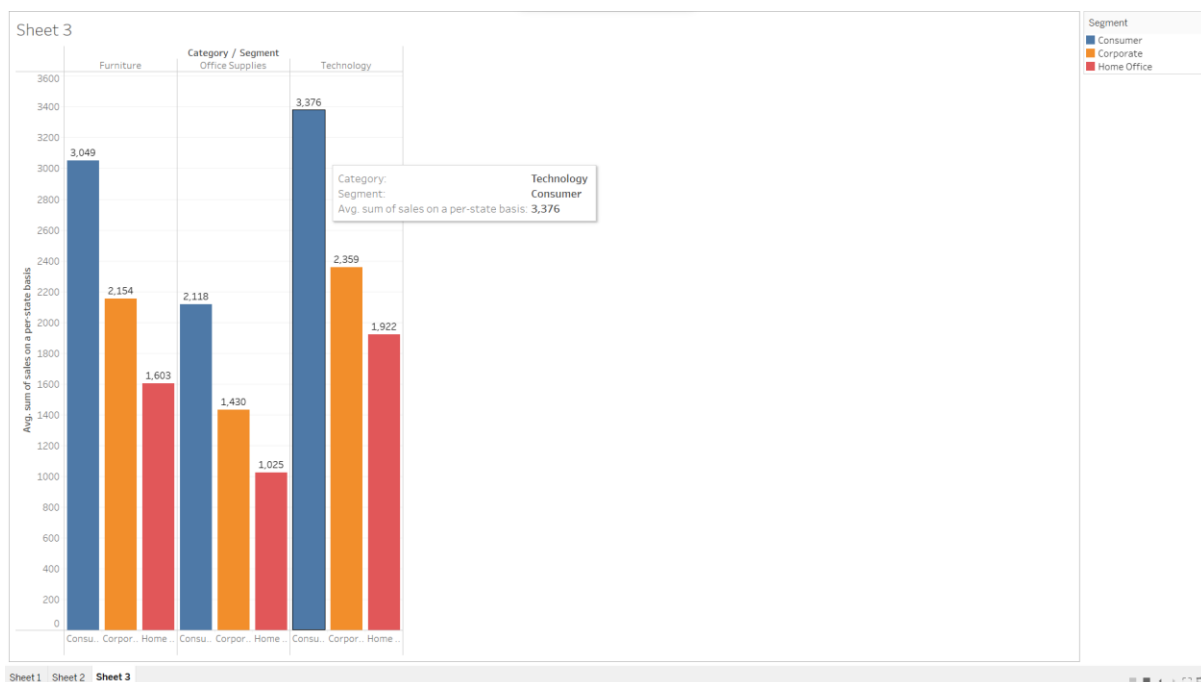
Name: K.Subash  
Reg no: 21BCB7066

## ➤ LOD Expressions :

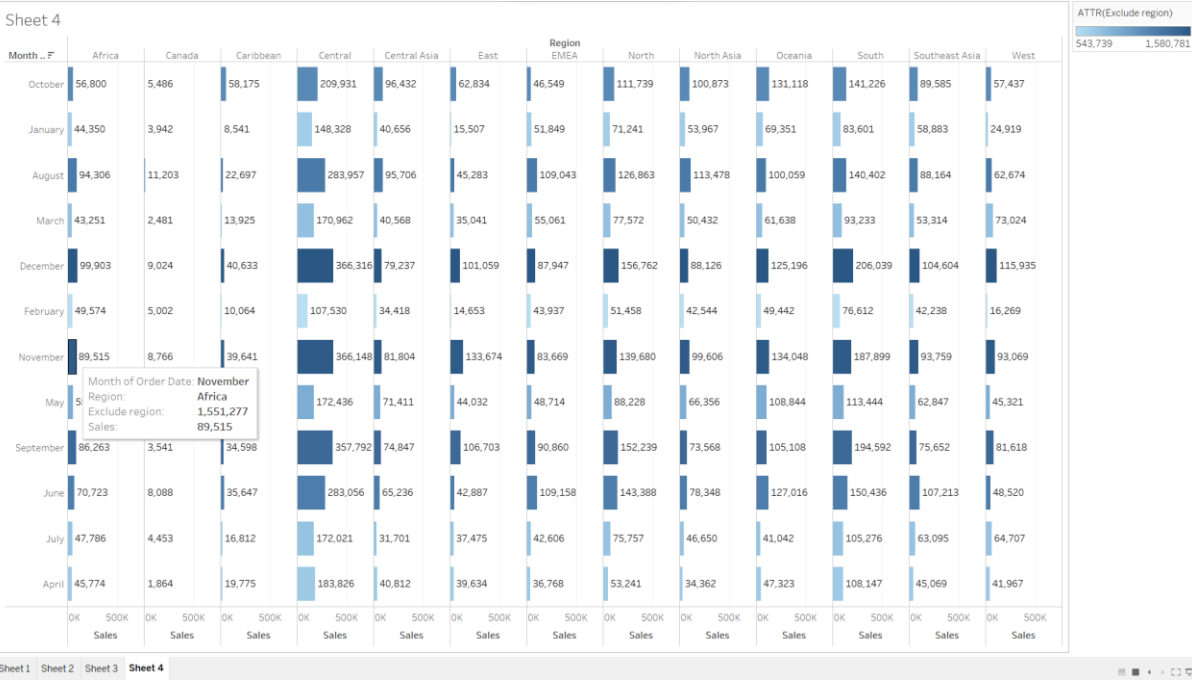
### 1. The sum of all sales and the average sales per customer for each region



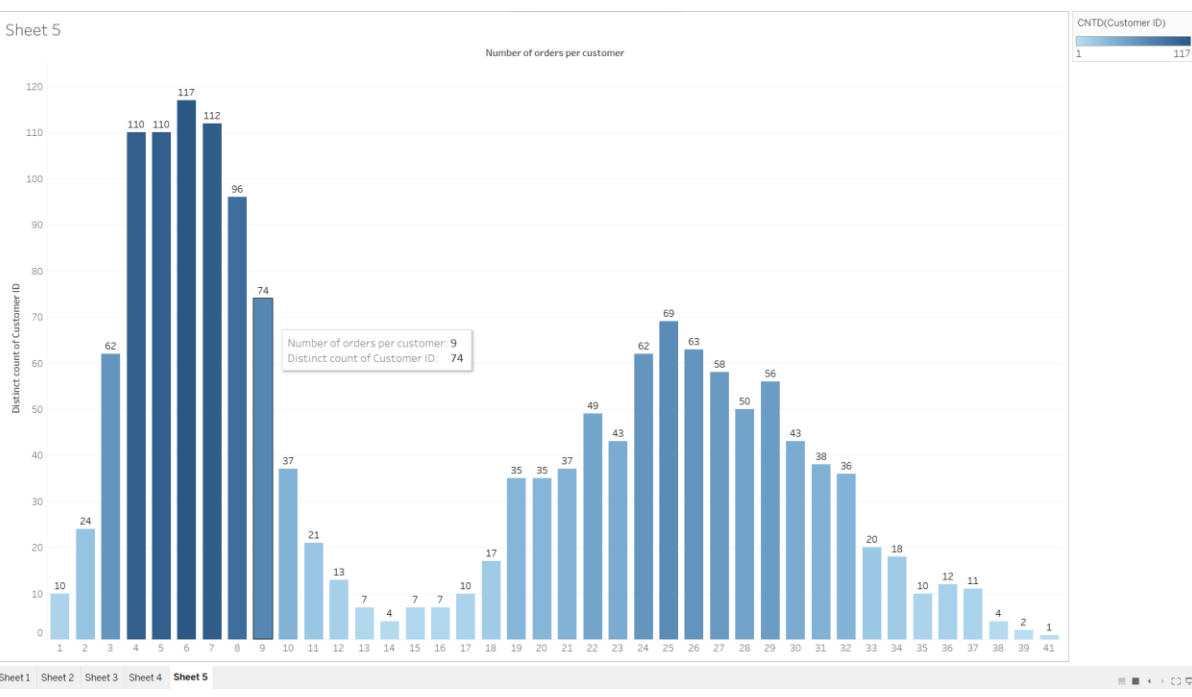
### 2. The average sum of sales per state that varies across categories and segments.



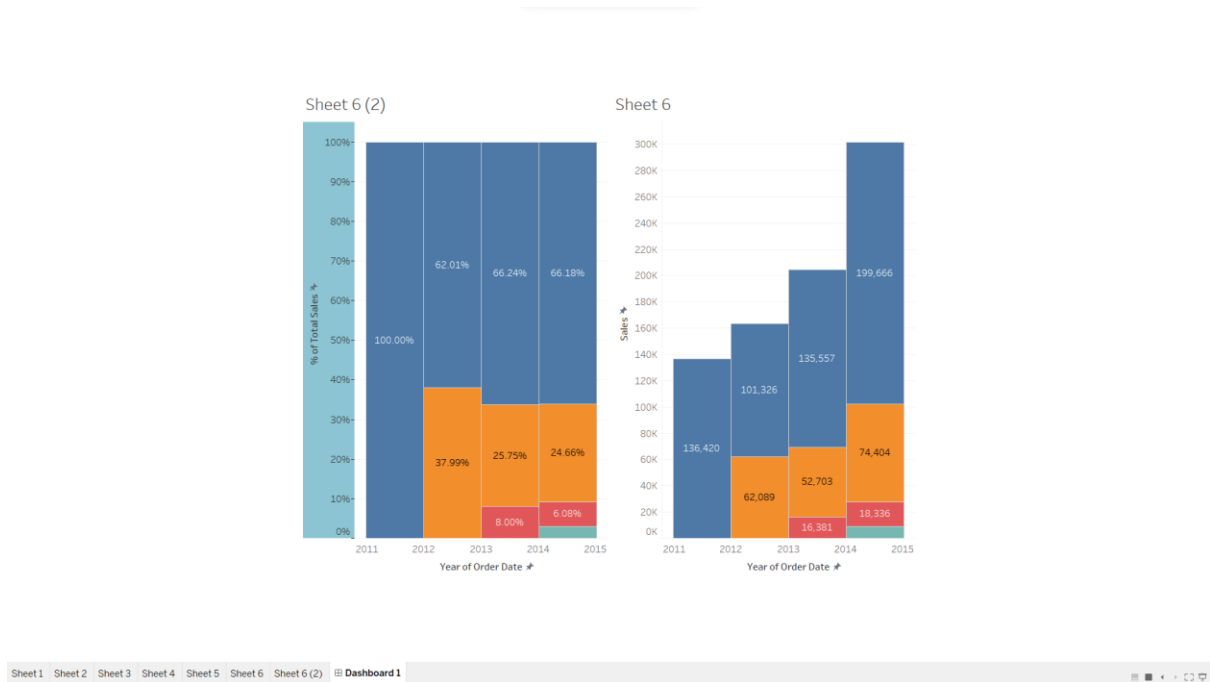
3. Create a level of detail expression, named "Exclude Region", that excludes [Region] from the sum of [Sales]:



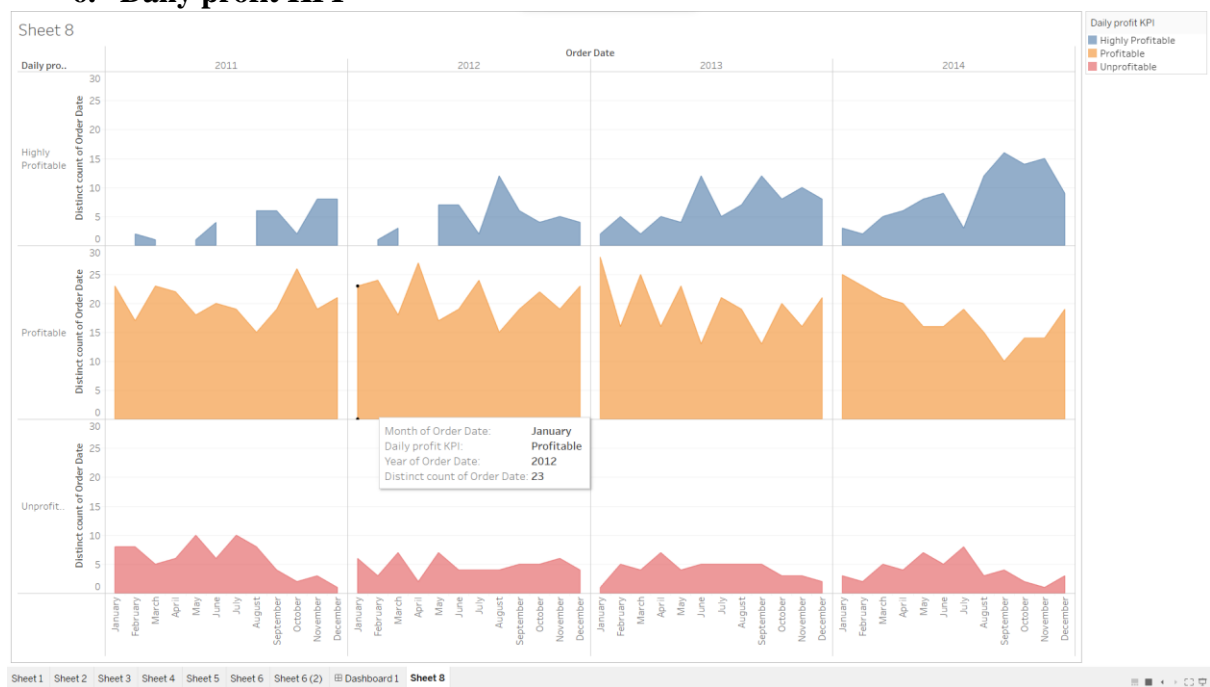
4. Customer order frequency



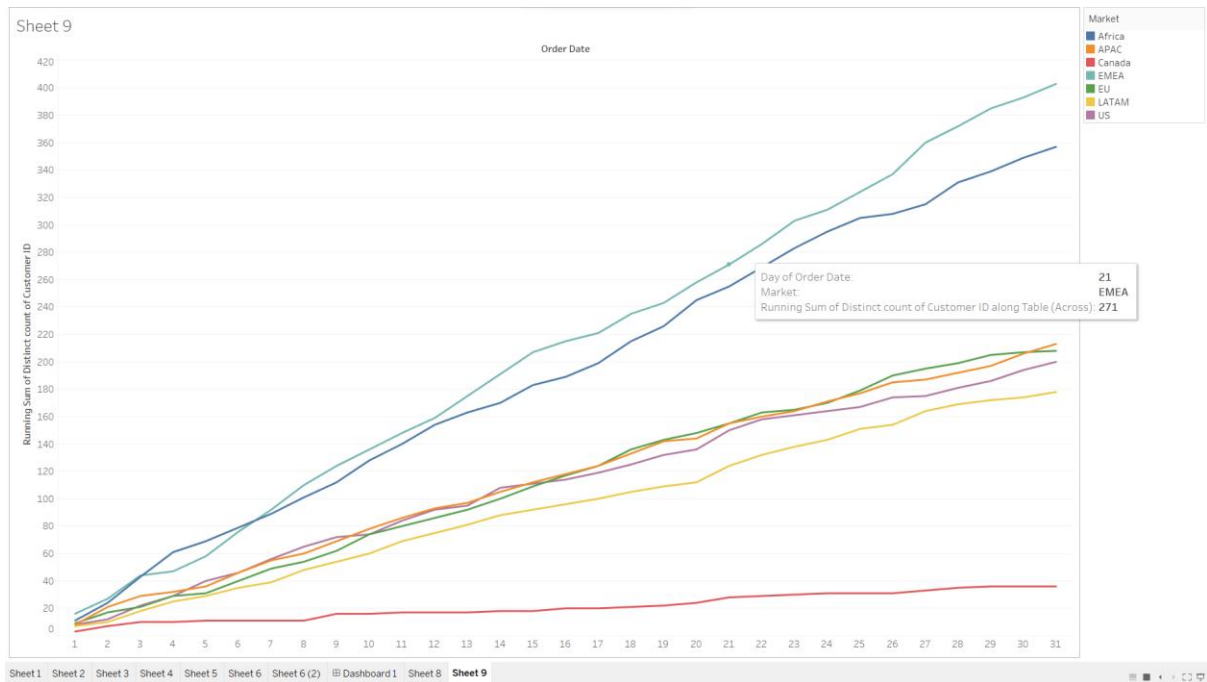
## 5. Cohort Analysis



## 6. Daily profit KPI



## 7. New customer Acquisition



## 8. Comparative sales analysis

