

# IBM Data Analytics

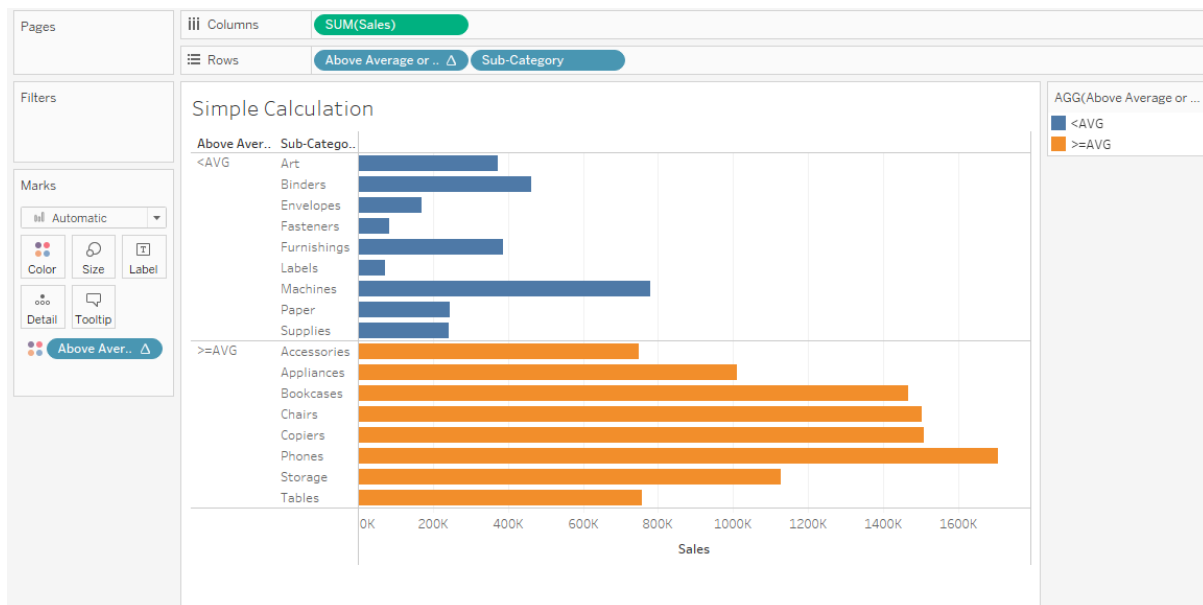
## Assignment 4

Srishti Mohanty

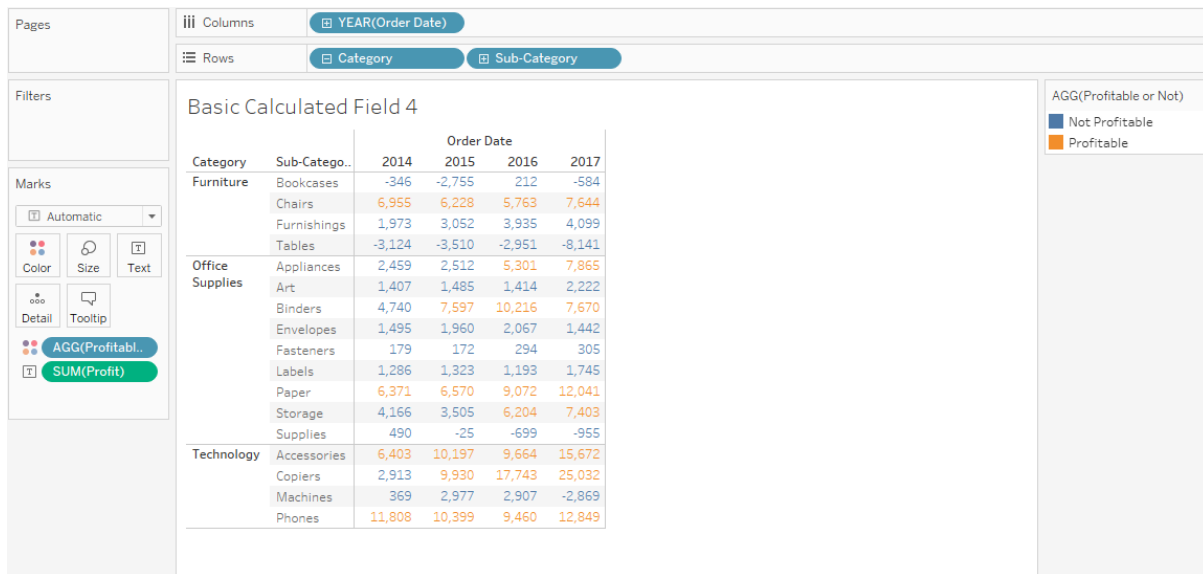
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VIT-AP

Basic Calculation for Sub Category having Sales above and below the average:

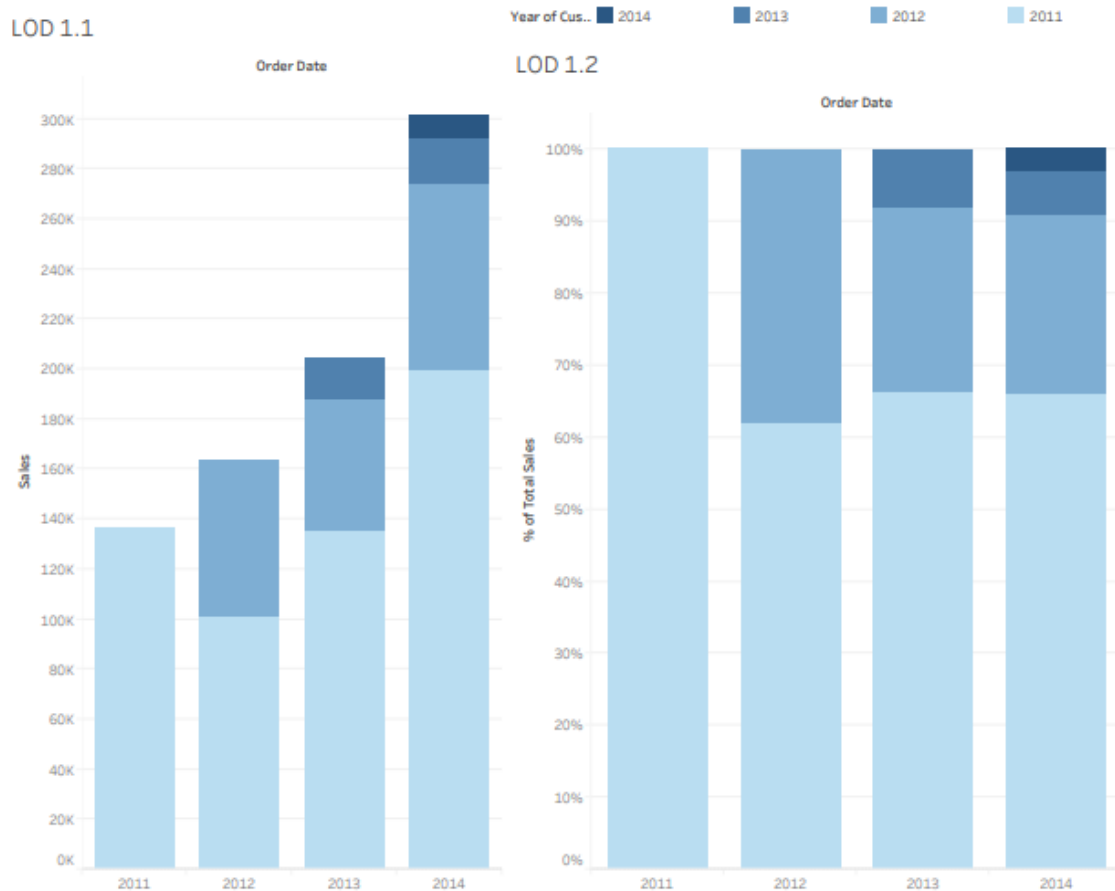


## Basic Calculation to check if Sub-Category profitable or not :



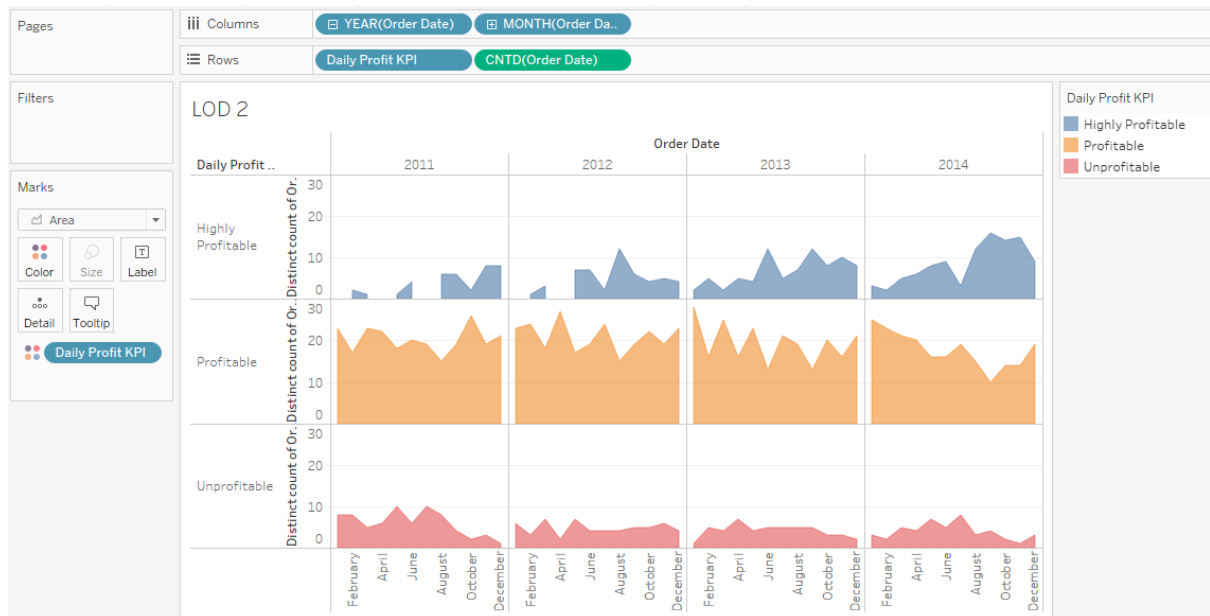
## LOD Cohort Analysis:

Group customers by the year of their first purchase to compare sales contributions annually across cohorts



## LOD Daily Profit KPI:

Number of profitable days achieved each month or year



## LOD Percent of Total:

Each country's revenue contribution to global sales.

