

ASSIGNMENT 4

DA WITH IBM

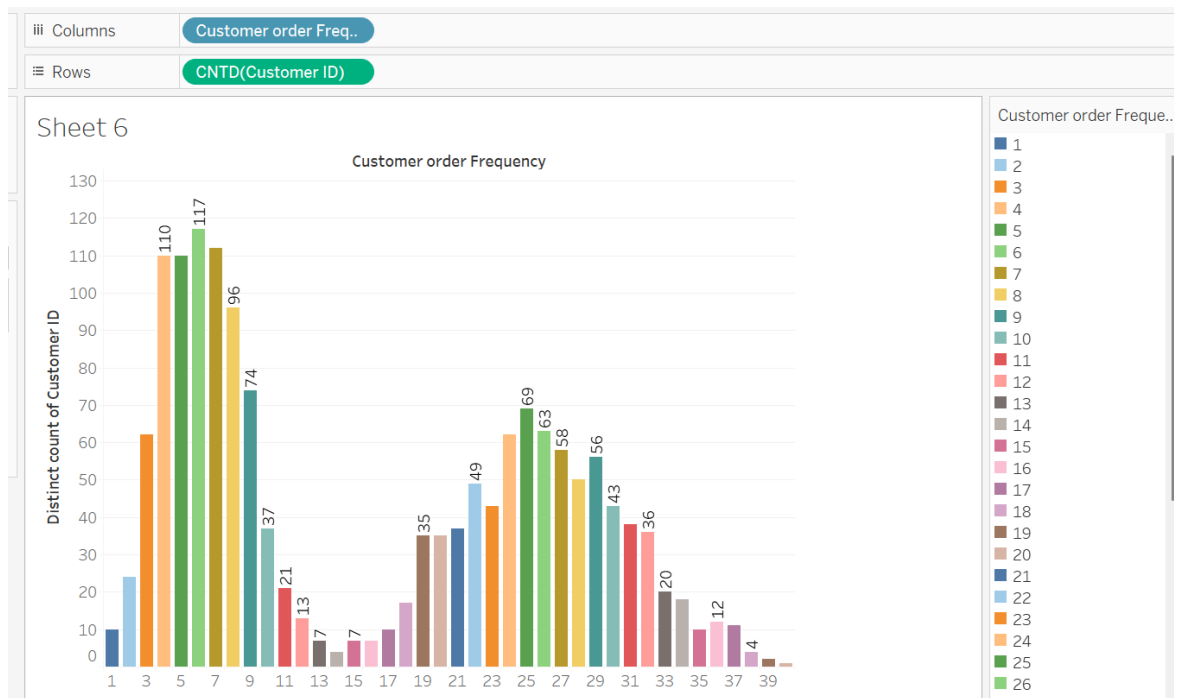
NAME: AJITH KUMAR

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CAMPUS: VIT-AP

LOD EXPRESSIONS:

1] CUSTOMER ORDER FREQUENCY



Customer order Frequency

```
{FIXED [Customer ID] : COUNTD([Order ID]) }
```

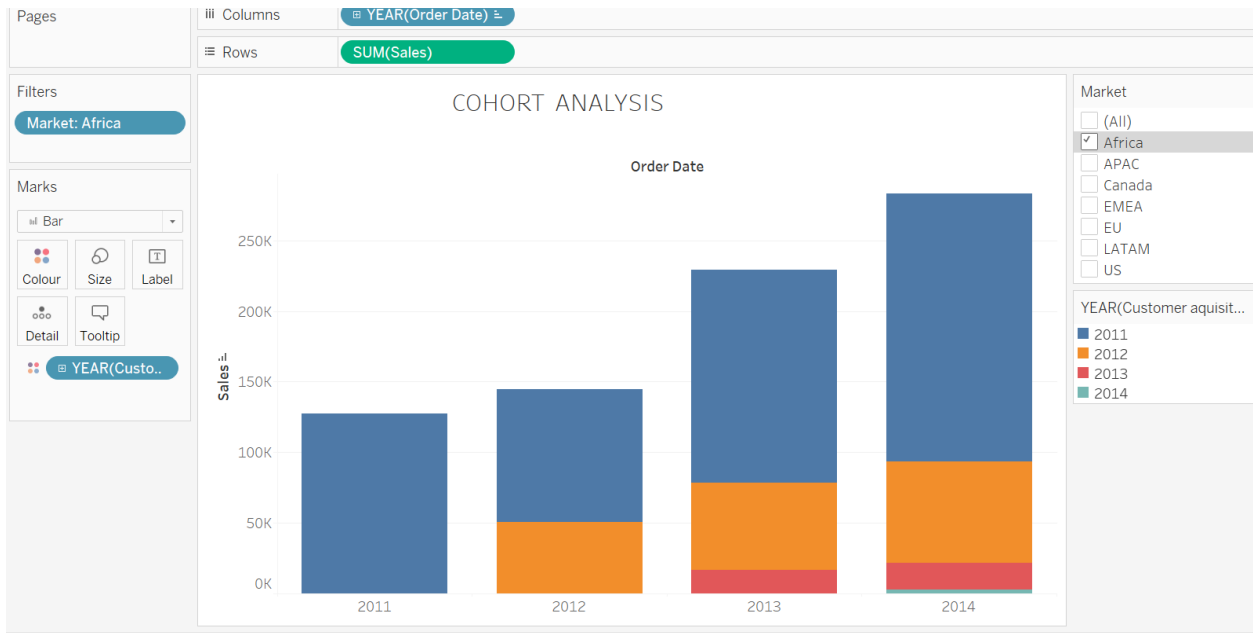
The calculation is valid.

1 Dependency ▾

Apply

OK

2] COHORT ANALYSIS



Customer aquisition date

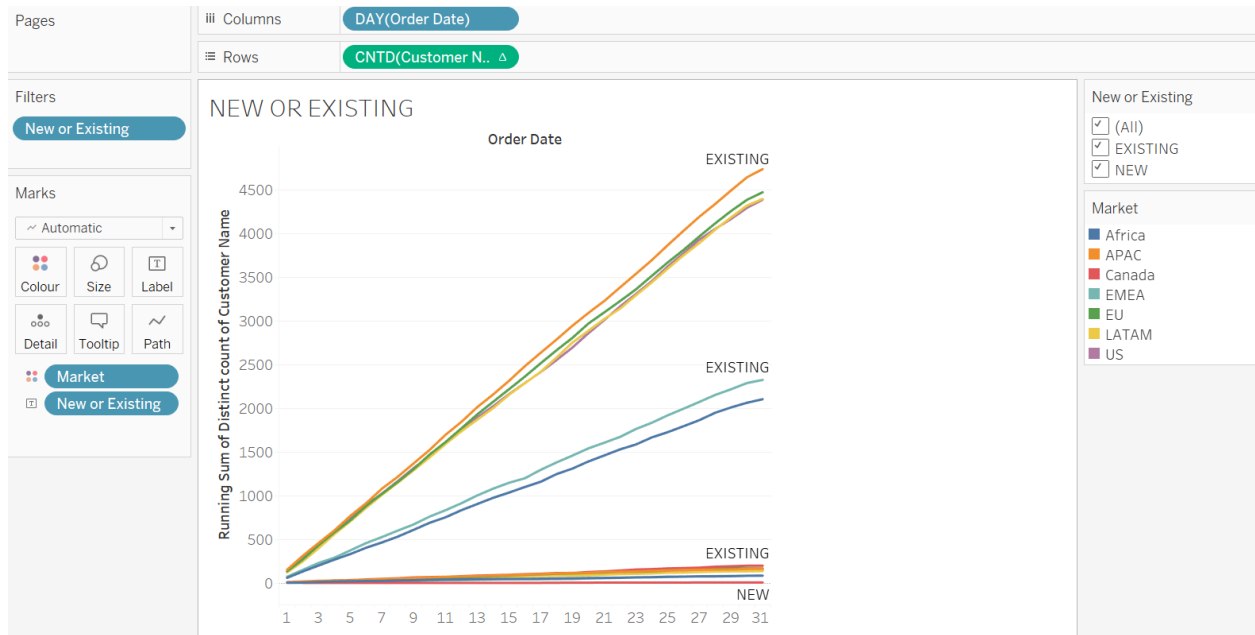
{FIXED [Customer ID] : MIN([Order Date]) }

The calculation is valid.

3 Dependencies

Apply OK

3] NEW CUSTOMER ACQUISITION



New or Existing

IIF([First order date] = [Order Date], 'NEW', 'EXISTING')

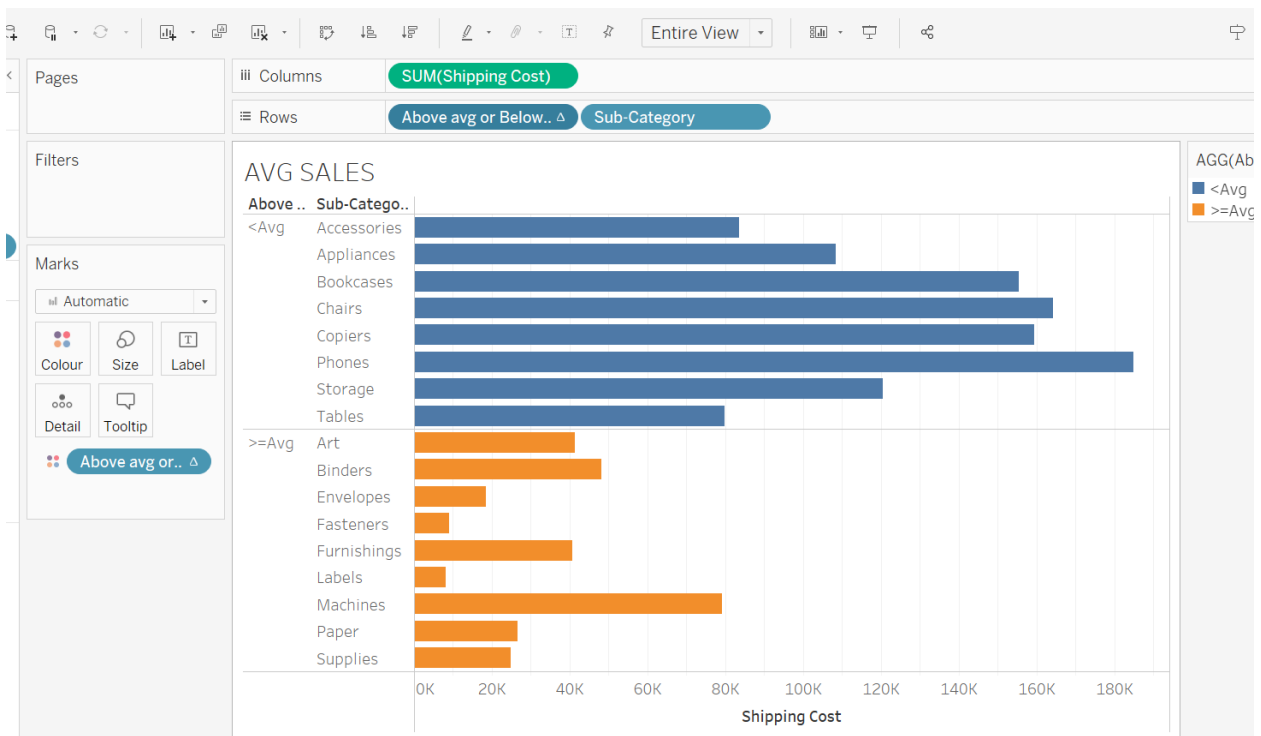
The calculation is valid.

1 Dependency

Apply OK

BASIC CALCULATIONS:

AVERAGE SALES



<Avg Accessories

Above avg or Below

Results are computed along Table (across).

```
IF (SUM([Shipping Cost]) - WINDOW_AVG(SUM([Shipping Cost]), FIRST(), LAST()) > 0)
THEN '<Avg'
ELSE '>=Avg'
END
```

The calculation is valid.

1 Dependency

Default Table Calculation

Apply OK

Labels

PROFIT OR LOSS

Pages

Filters

Marks

Columns

Rows

YEAR(Order Date)

Category

Sub-Category

Category	Sub-Category	2011	Order Date 2012	2013	2014
Furniture	Bookcases	27,519	28,137	43,049	63,219
	Chairs	29,943	28,755	40,449	41,248
	Furnishings	7,310	9,662	14,605	15,391
	Tables	-11,075	-8,422	-14,040	-30,546
Office Supplies	Appliances	22,838	24,316	41,486	53,041
	Art	10,399	11,841	15,630	20,084
	Binders	11,447	17,123	21,524	22,356
	Envelopes	5,066	6,603	9,572	8,360
	Fasteners	1,937	3,004	2,912	3,672
	Labels	3,119	3,230	3,607	5,055
	Paper	10,665	10,687	16,880	20,976
	Storage	15,944	21,489	32,011	39,017
	Supplies	4,580	5,012	5,625	7,365
	Technology	15,720	33,507	38,805	41,594
Technology	Copiers	30,375	51,843	72,301	104,049
	Machines	9,225	15,404	15,612	18,628
	Phones	53,927	45,223	46,909	70,658

AGG(Profit or loss)

Non-Profitable

Profitable

Furniture

Bookcases

27,519

28,137

43,049

Profit or loss

IF SUM([Profit])> 15000
THEN 'Profitable'
ELSE 'Non-Profitable'
END

The calculation is valid.

1 Dependency

Apply

OK

Storage

15,944

21,489

32,011