# ASSIGNMENT 4

## DA WITH IBM


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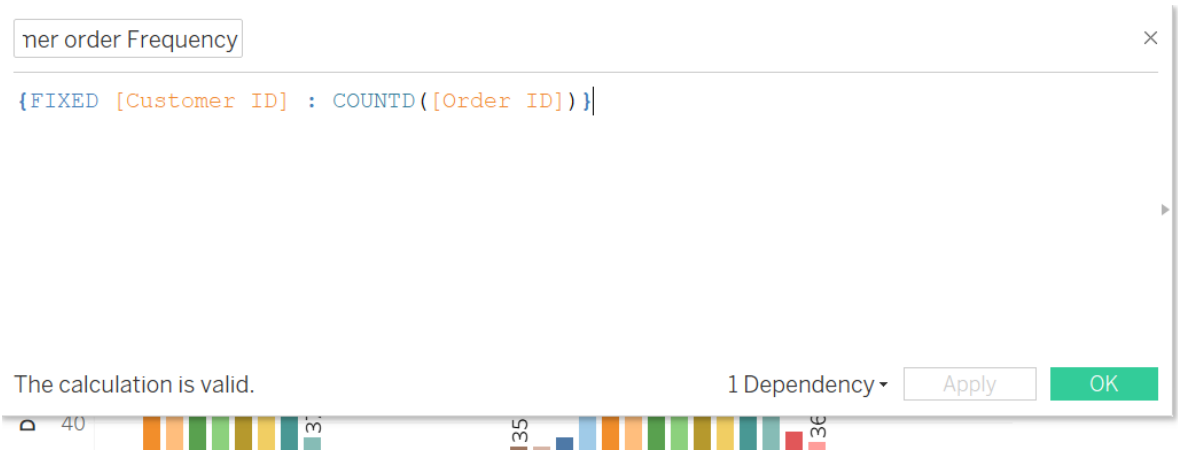
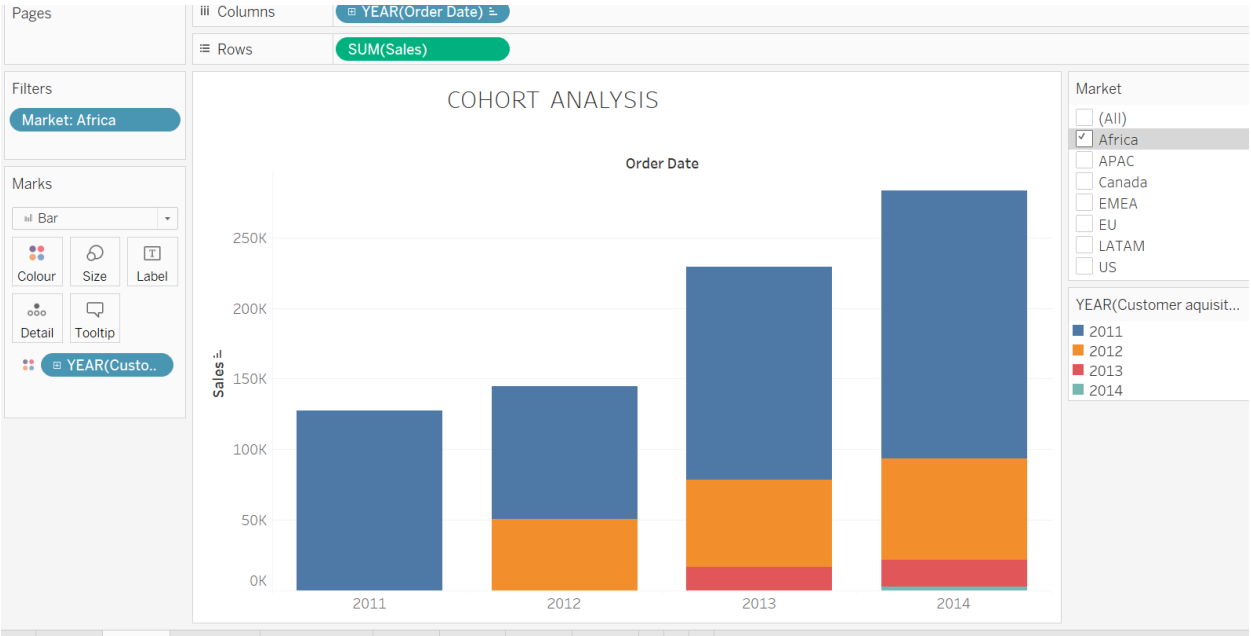
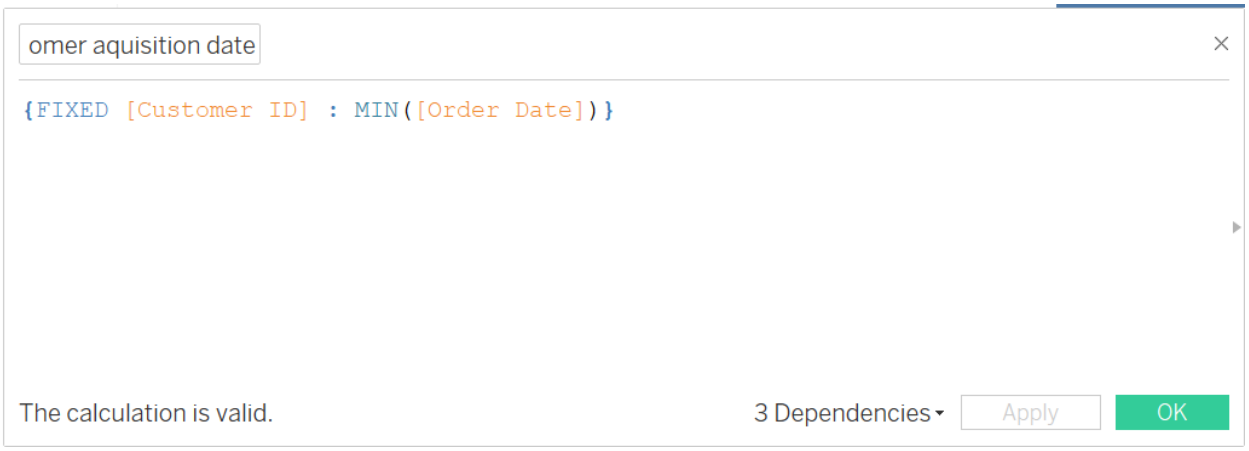
**LOD EXPRESSIONS:**

**1] CUSTOMER ORDER FREQUENCY**

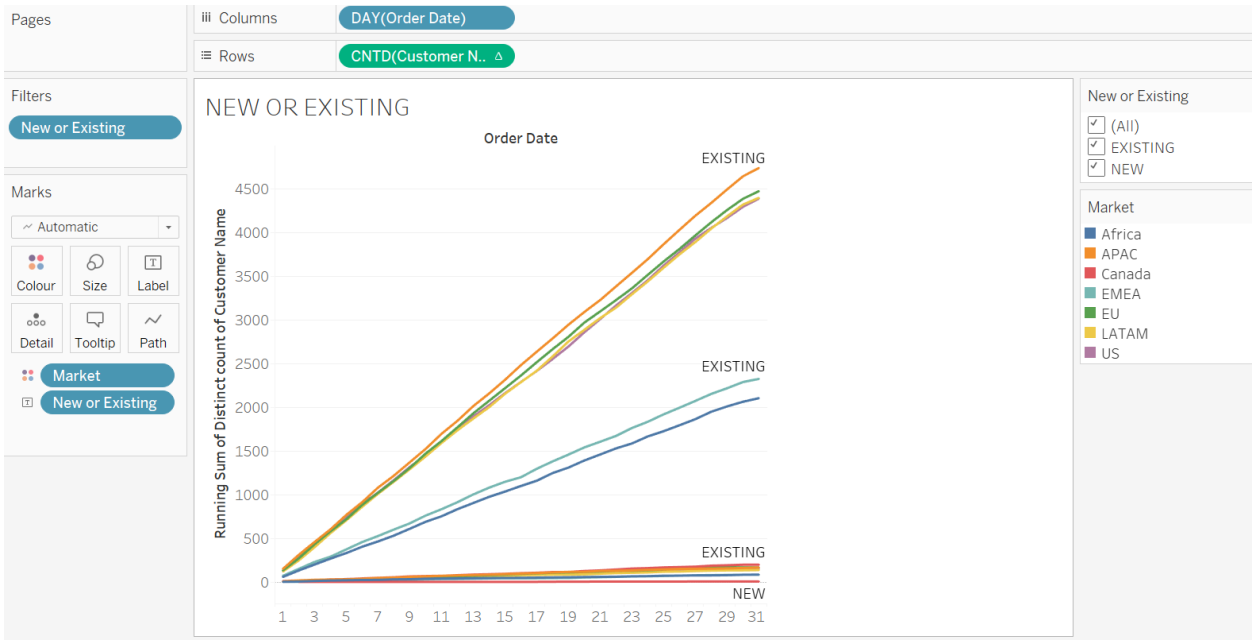


## 2] COHORT ANALYSIS



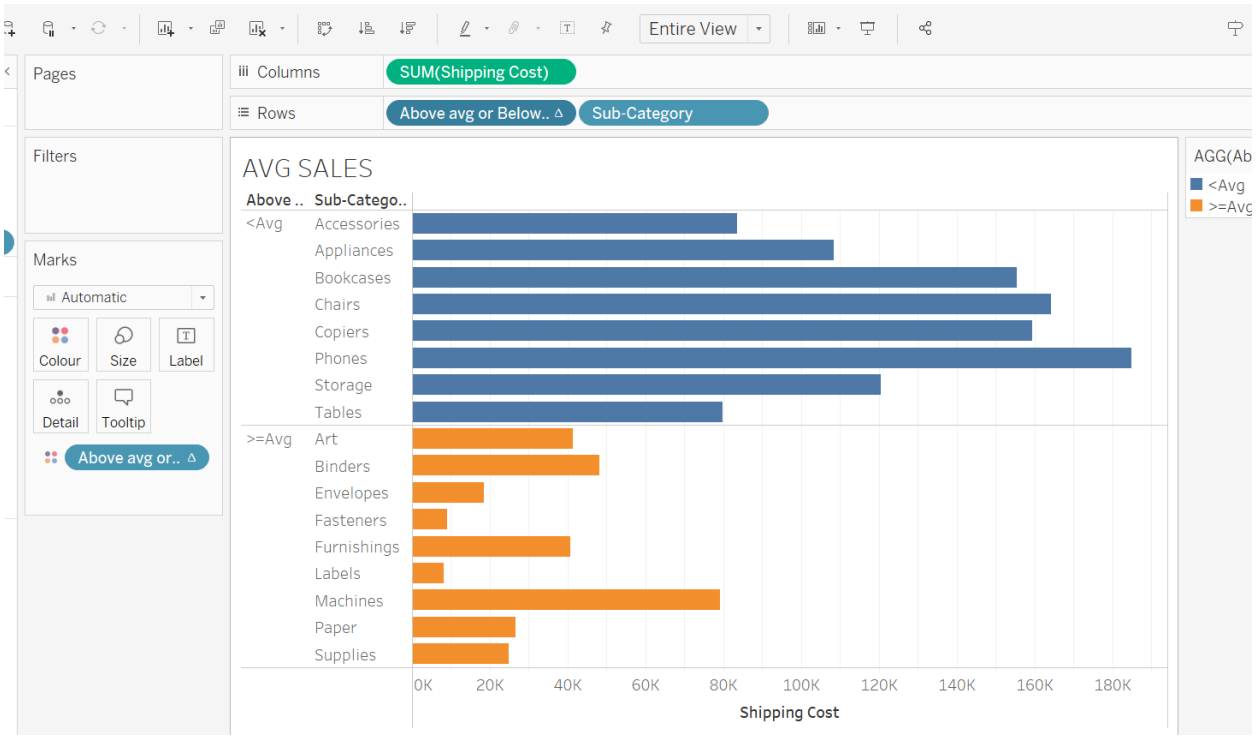



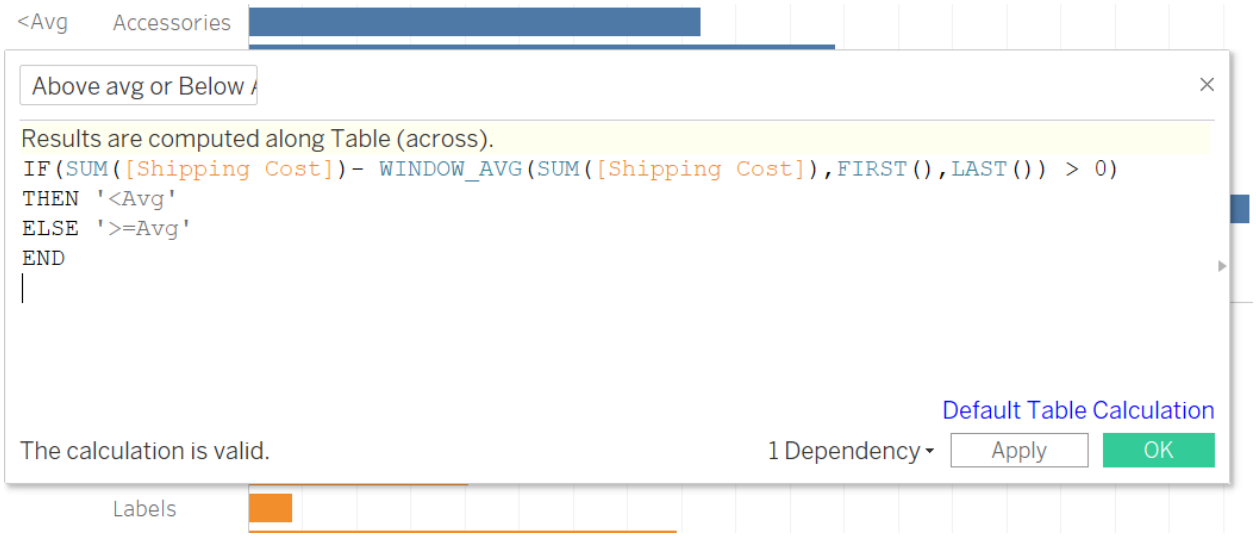
## 3] NEW CUSTOMER ACQUISITION



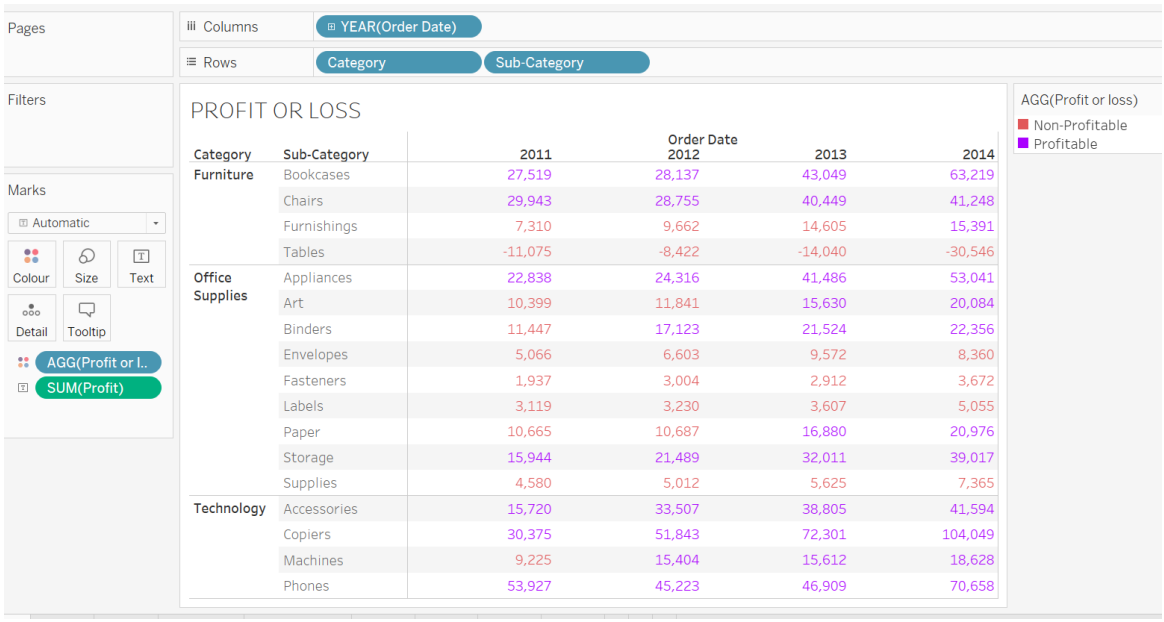
## BASIC CALCULATIONS:

## AVERAGE SALES



## PROFIT OR LOSS




| Category | Sub-Category | Order Date 2011 | 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 | Accessories | 15,720 | 33,507 | 38,805 | 41,594 |
| | 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 |