

DA - ASSIGNMENT - 4

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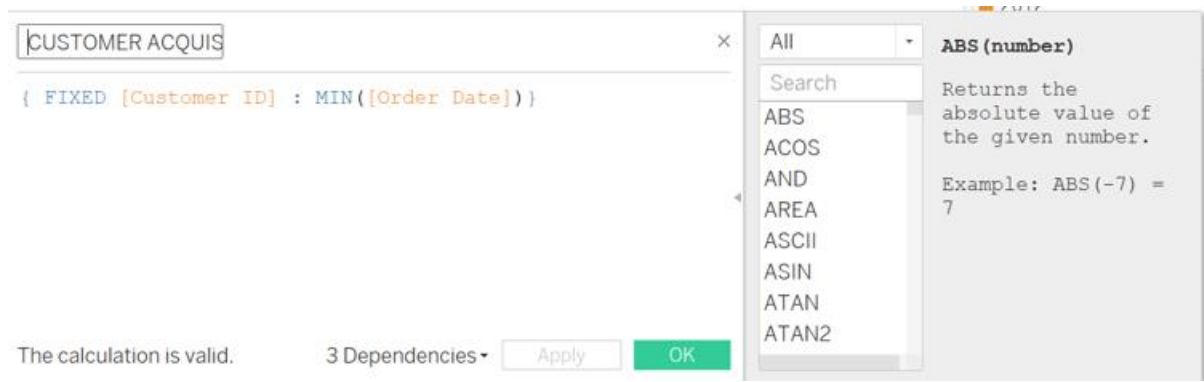
Reg no: 21BCE8271

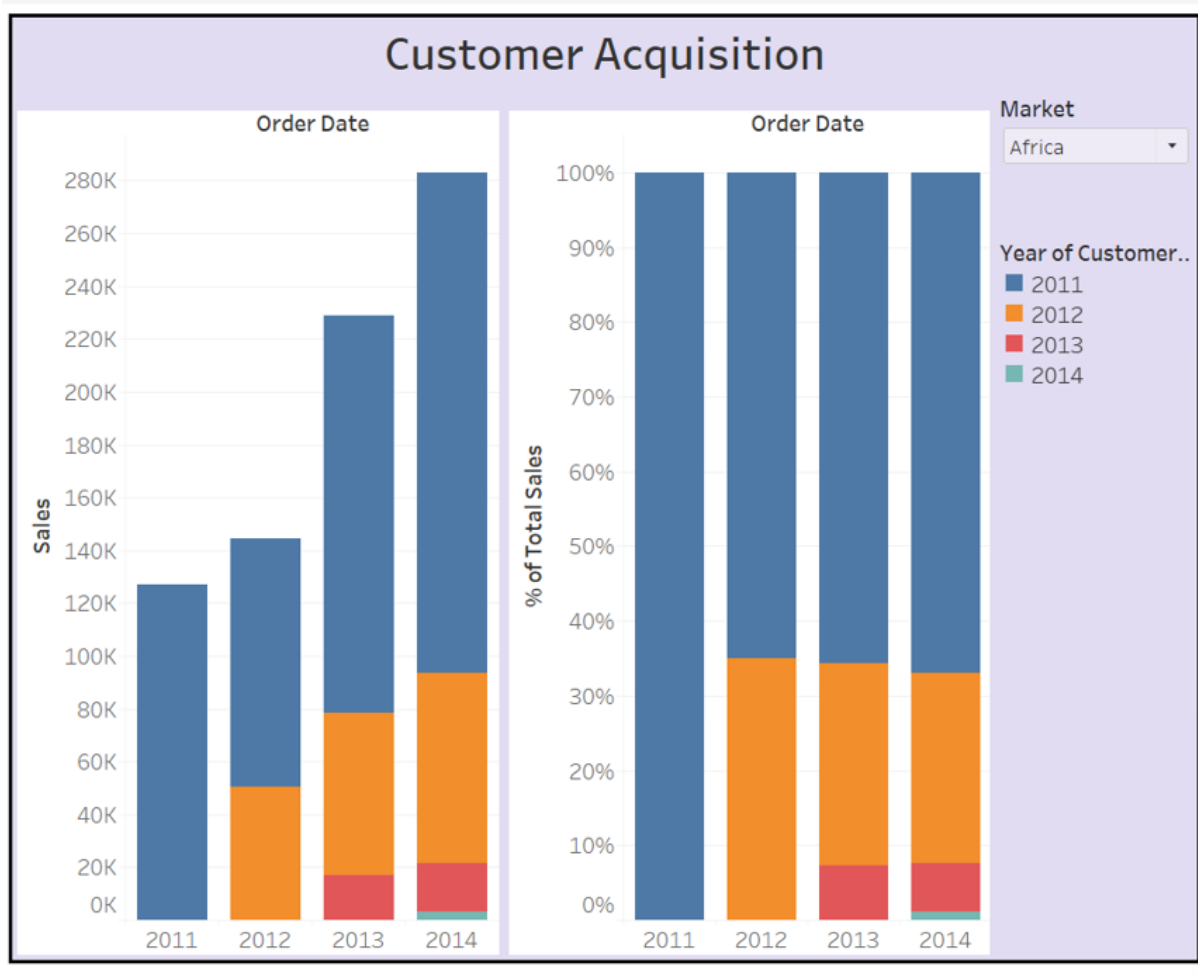
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Course: Data Analytics (Smart Internz)

Cohort Analysis:

In this, I have created a calculation field named Customer Acquisition.





Daily profit KPI:

I created a calculation field named Profit Per Day, and Daily Profit KPI.



Daily Profit KPI

```

IF [Profit Per Day] > 2000 THEN 'Highly Profitable'
ELSEIF [Profit Per Day] <=0 THEN 'Unprofitable'
ELSE 'Profitable' END

```

All

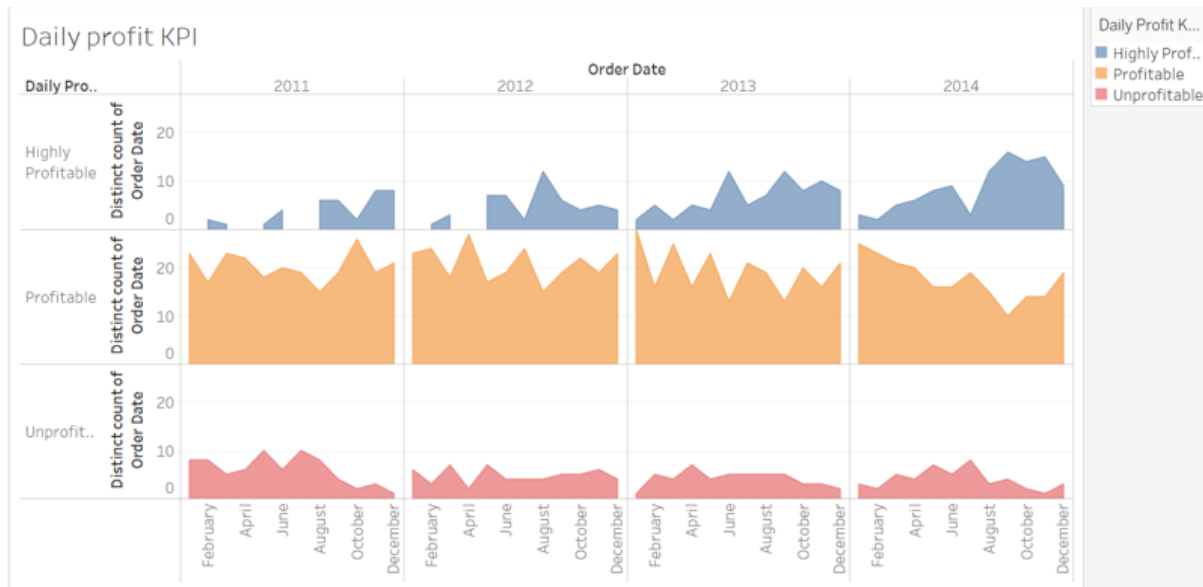
Search

ABS
ACOS
AND
AREA
ASCII
ASIN
ATAN
ATAN2

ABS (number)
Returns the absolute value of the given number.

Example: ABS(-7) = 7

The calculation is valid.
1 Dependency
Apply
OK



Sales Per Customers:

In this, I have created a calculation field name as Sales per customers.

SALES PER CUSTOM

```

{ INCLUDE [Customer Name] : SUM([Sales]) }

```

All

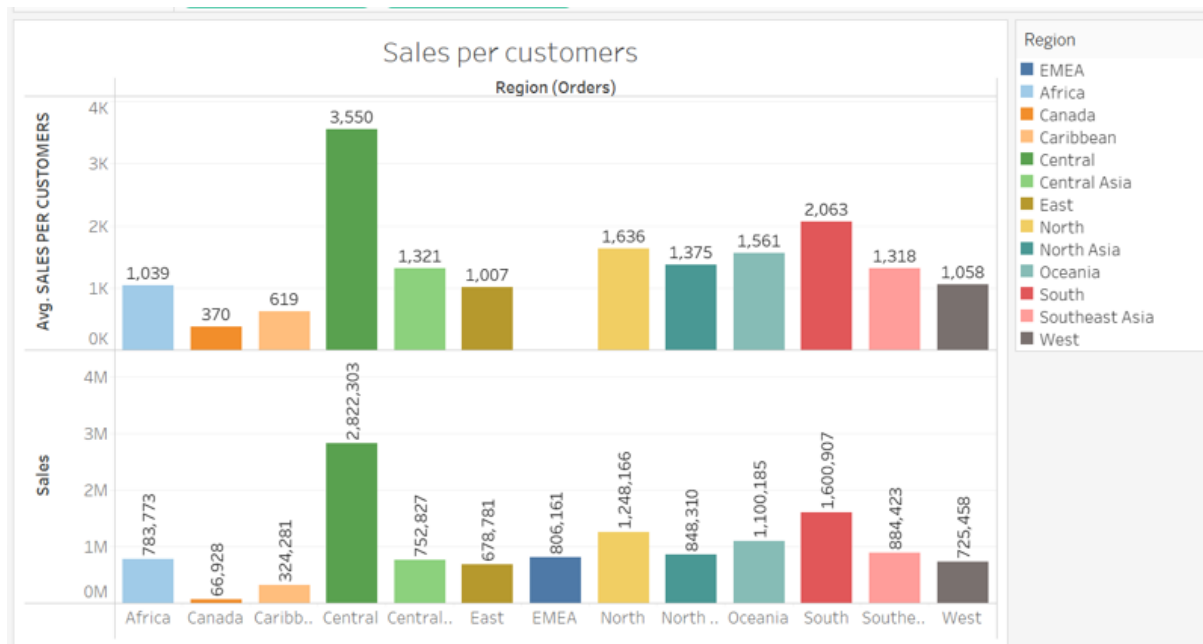
Search

ABS
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ATAN
ATAN2

ABS (number)
Returns the absolute value of the given number.

Example: ABS(-7) = 7

The calculation is valid.
2 Dependencies
Apply
OK



Customer Order Frequency:

In this, I have created calculation field name as Customer order frequency.

Customer order freq

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

The calculation is valid.

1 Dependency

Apply

OK

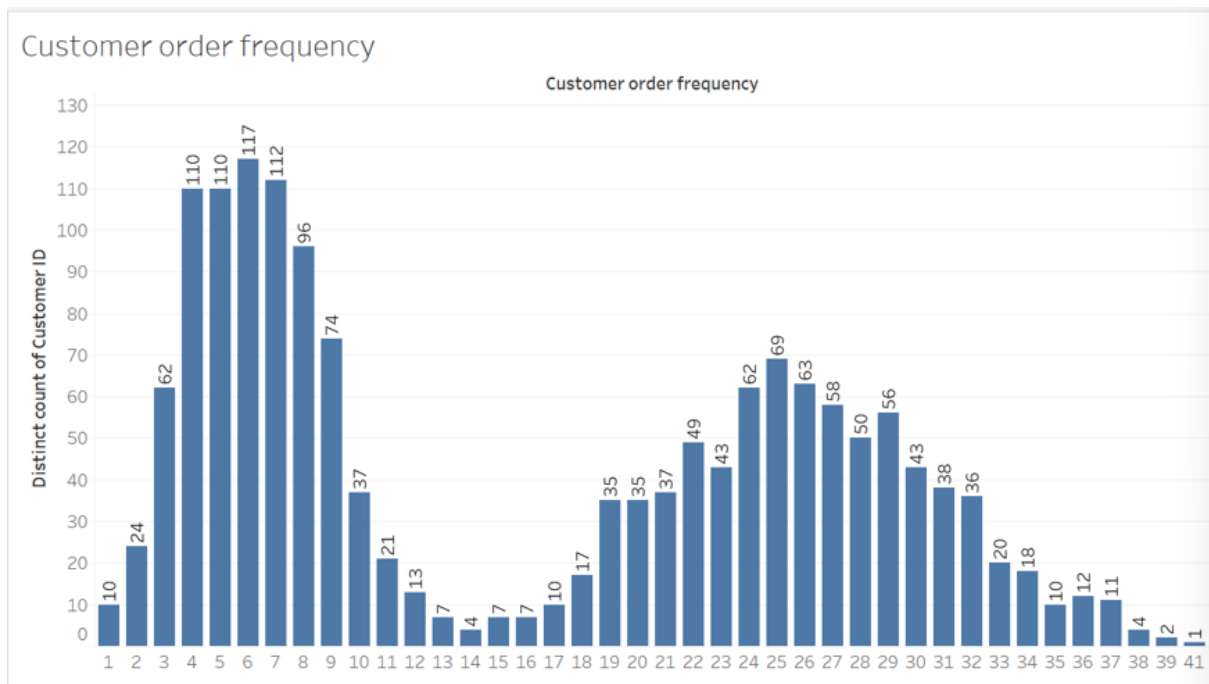
All

Search

ABS
ACOS
AND
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ASCII
ASIN
ATAN
ATAN2

ABS (number)
Returns the absolute value of the given number.

Example: ABS(-7) = 7



Above average or below average of shipping cost:-

In this, I have created a calculation field name as Above average or below average of shipping cost.

Above avg or below a

Results are computed along Table (across).

```
IF (SUM([Shipping Cost])-WINDOW_AVG(SUM([Shipping Cost])),
THEN 'Below Avg'
ELSE 'Above Avg'
END
```

The calculation is valid.

1 Dependency ▾

Apply OK

All ▾

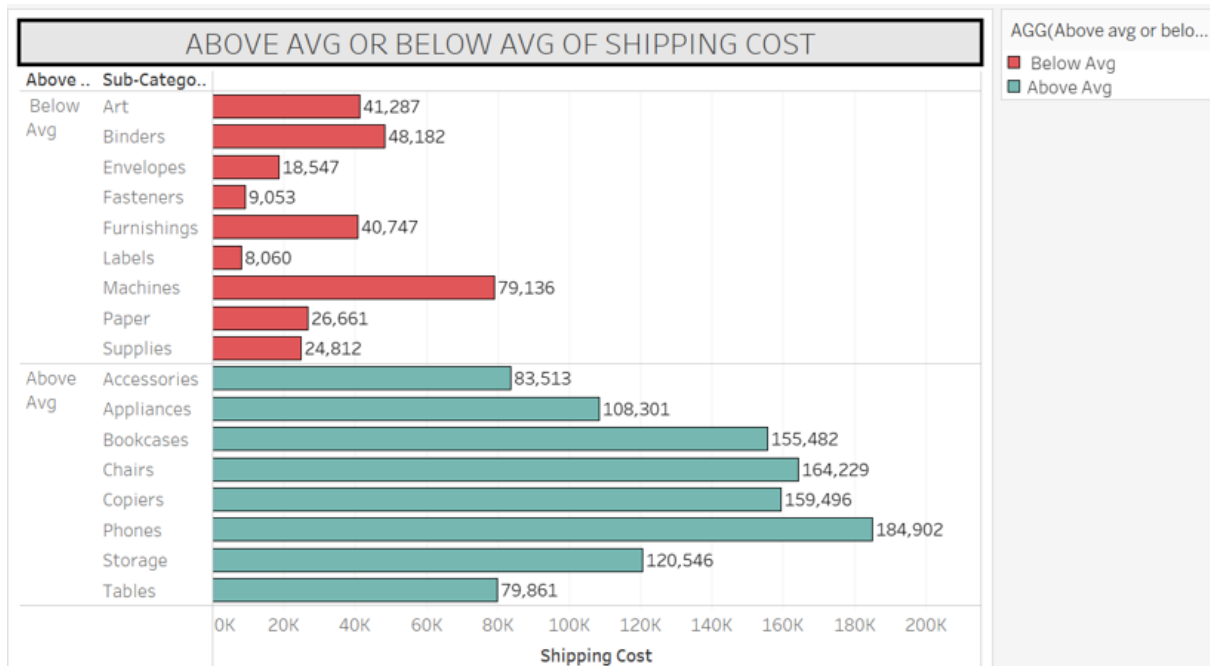
Search

ABS
ACOS
AND
AREA
ASCII
ASIN
ATAN
ATAN2

ABS (number)

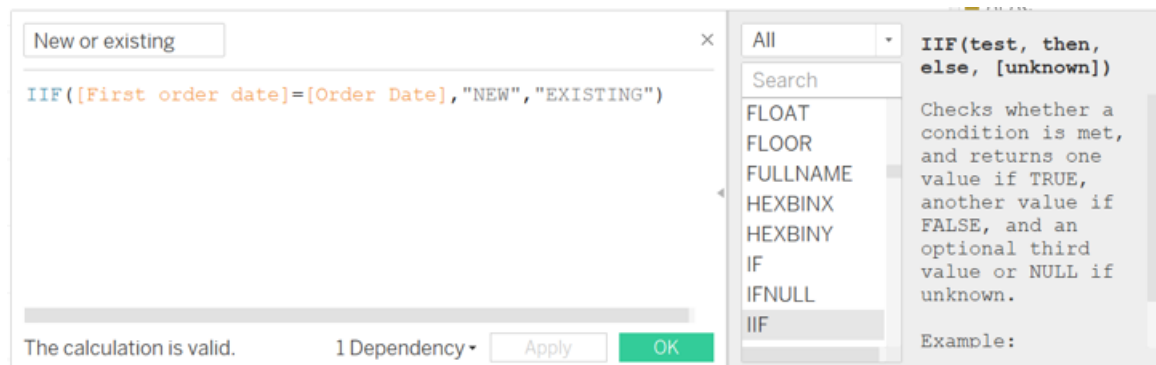
Returns the absolute value of the given number.

Example: ABS(-7) = 7



Market-wise new and existing customers:-

In this, I have created a calculation field name as New or Existing.



Market wise new and existing customers

