

Assignment 4

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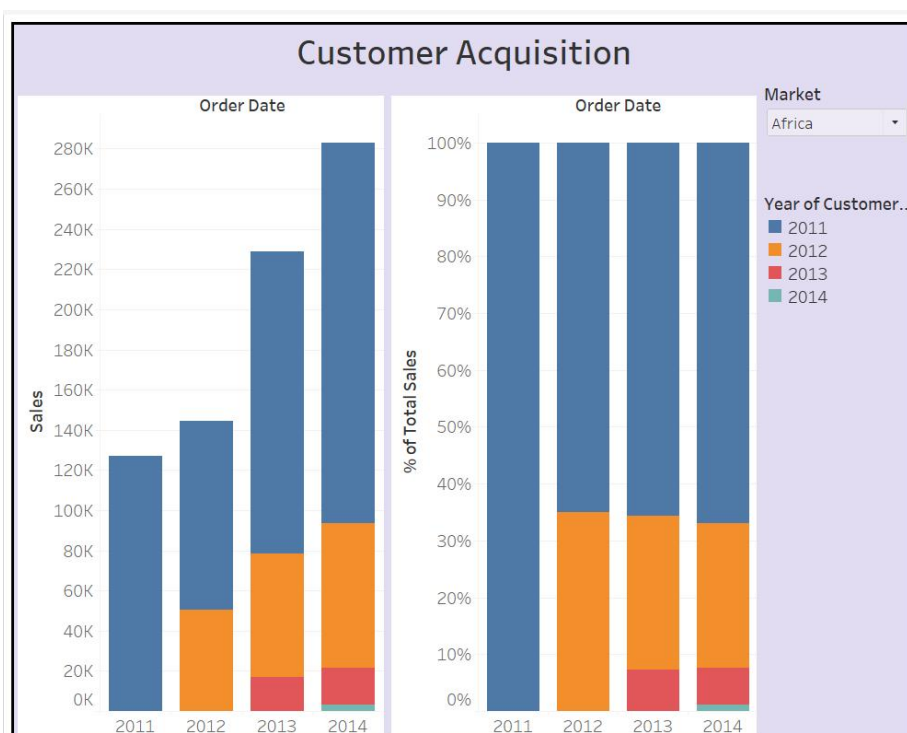
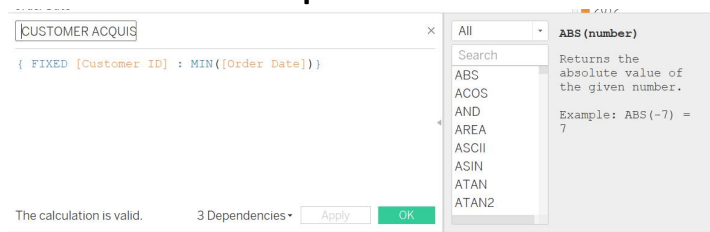
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Course: Smartbridge - Data Analytics with IBM Cognos Analytics

Cohort analysis:

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



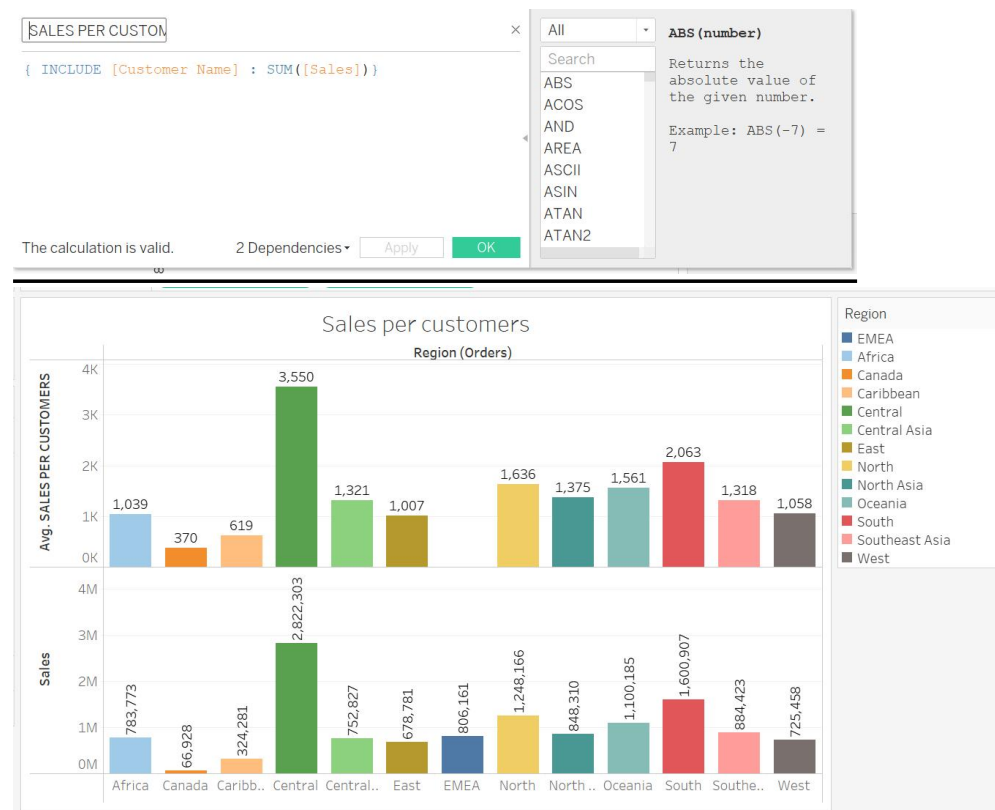
Daily profit KPI:

In this, I have created calculation field name as Profit Per Day, Daily Profit KPI.



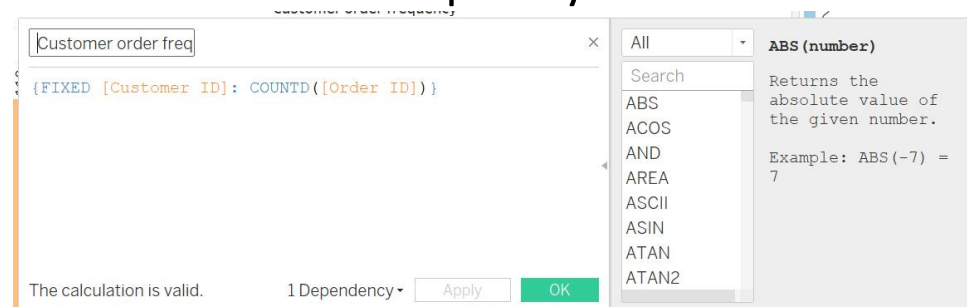
Sales Per Customers:

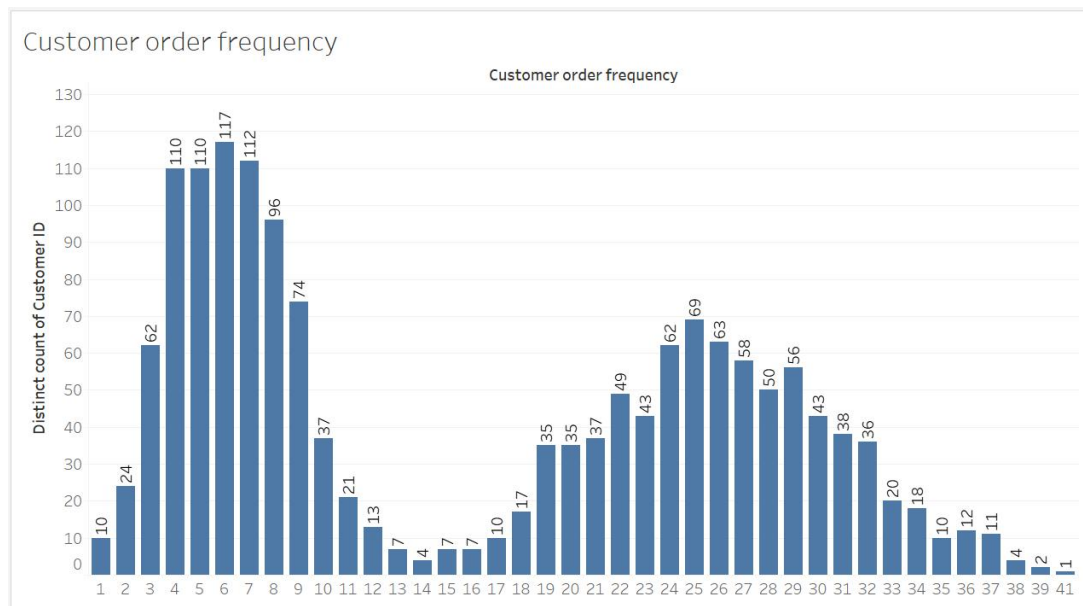
In this, I have created calculation field name as Sales per customers.



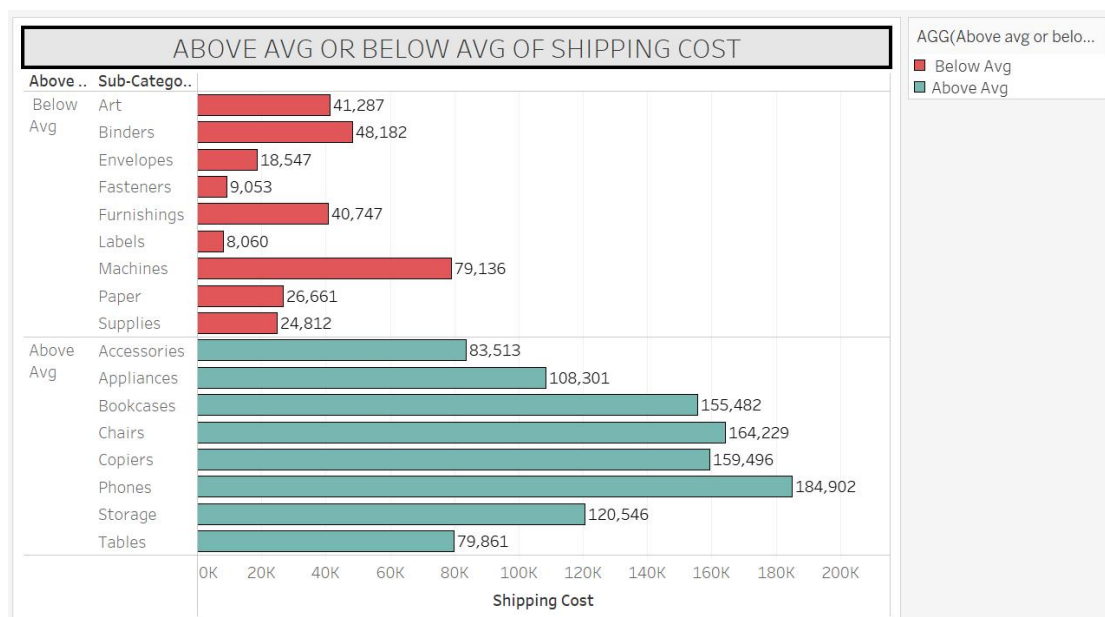
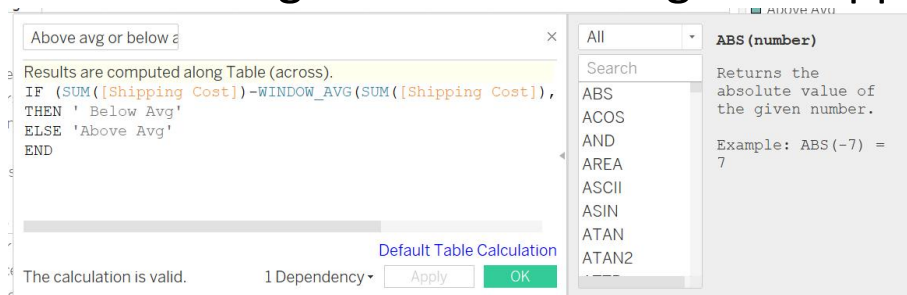
Customer order frequency:

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





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



Market wise new and existing customers:

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

