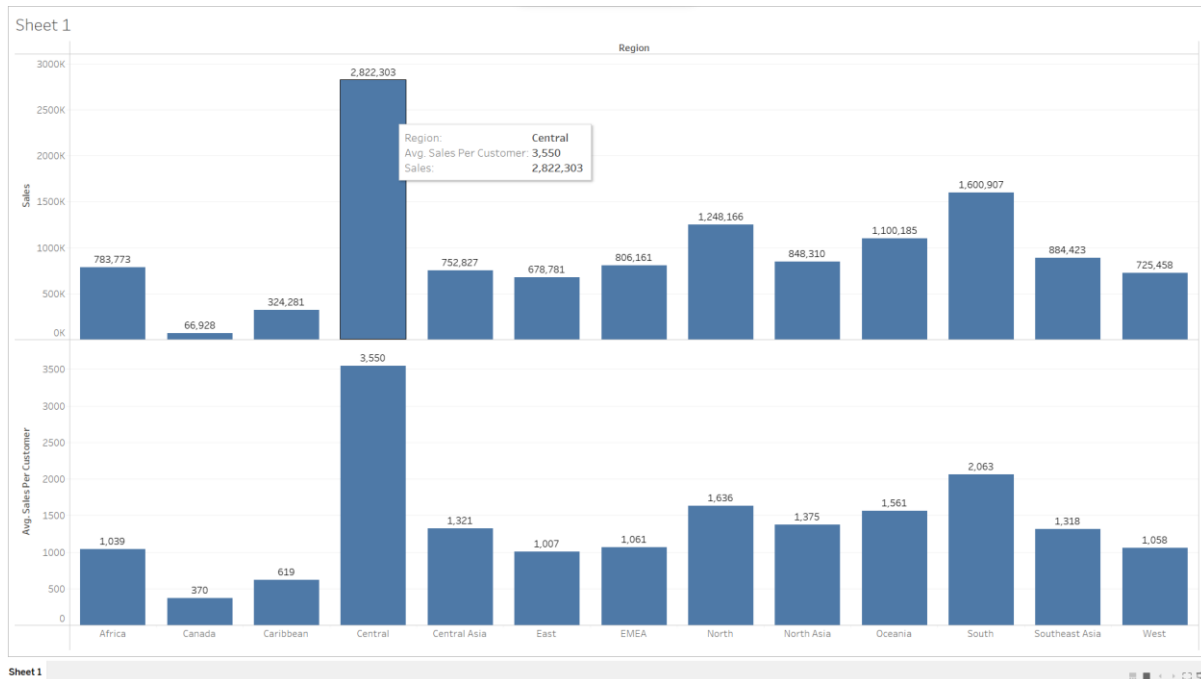


## IBM COGNOS DATA ANALYTICS ASSIGNMENT-4

Name:  
MAITHREYI

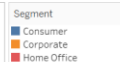
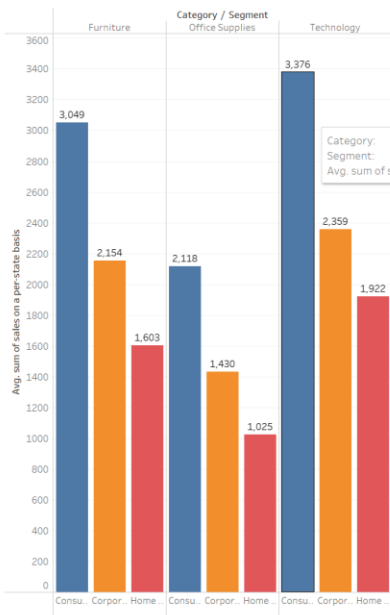
Reg no:  
21BAI1548

1. The sum of all sales and the average sales per customer for each region



2. The average sum of sales per state that varies across categories and segments.

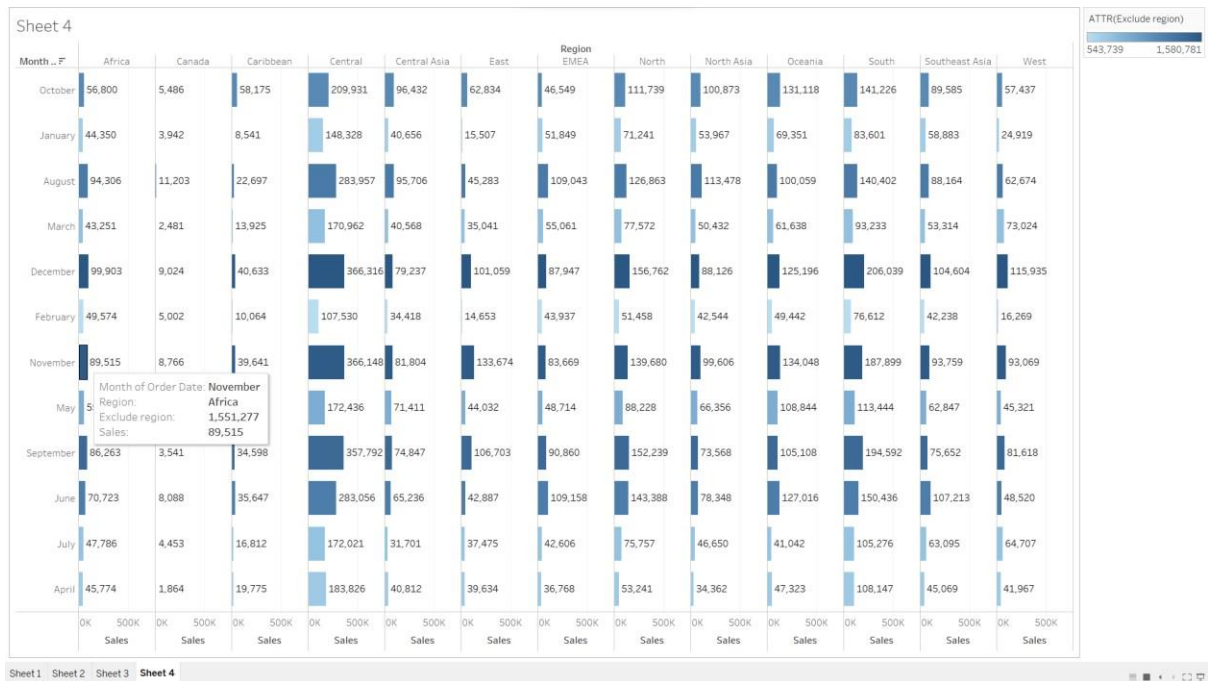
Sheet 3



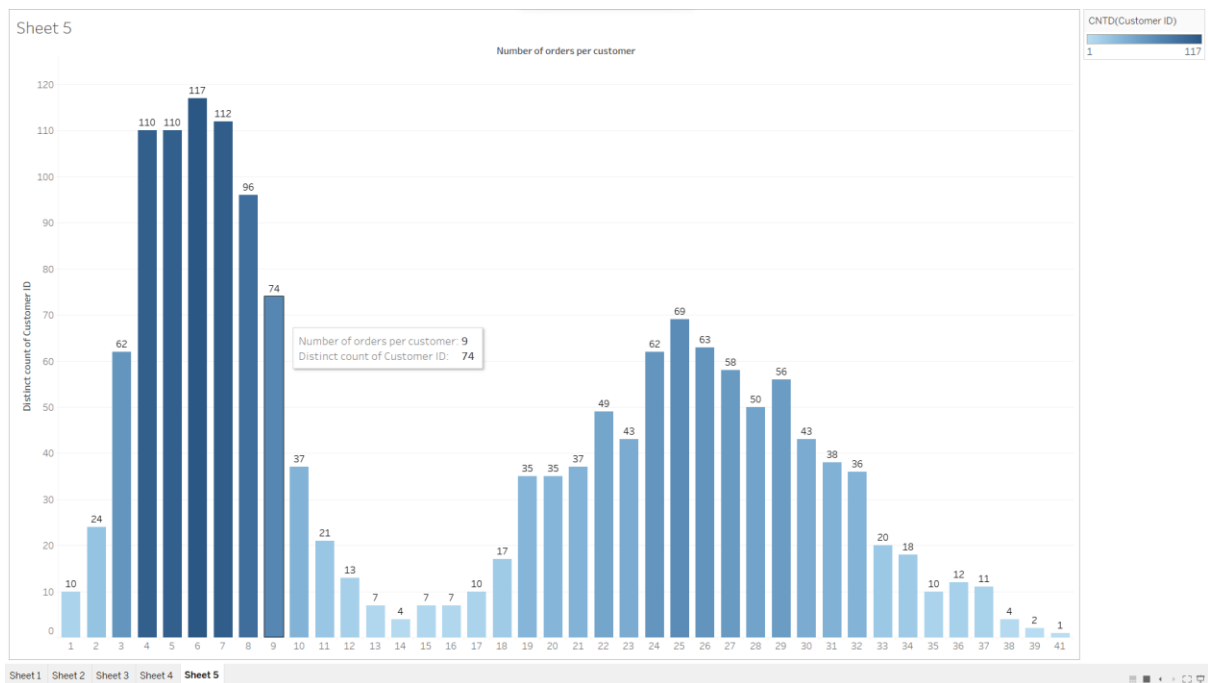
Sheet 1 Sheet 2 Sheet 3



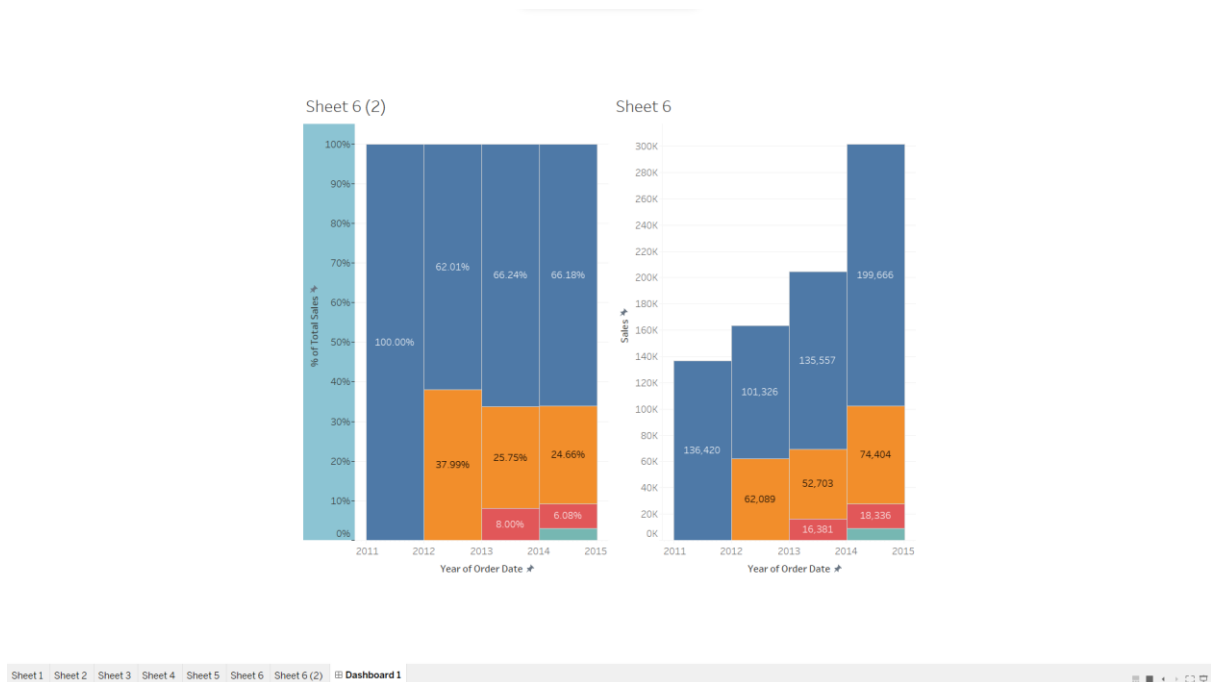
### 3. Create a level of detail expression, named "Exclude Region", that excludes [Region] from the sum of [Sales]:



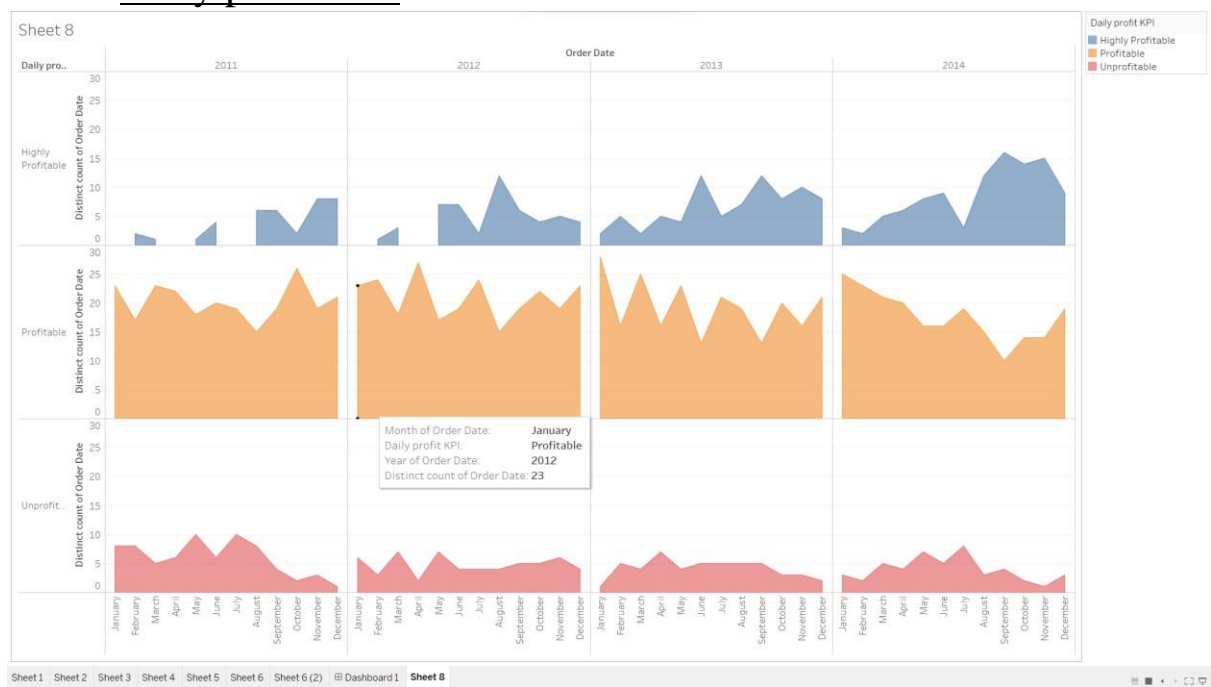
### 4. Customer order frequency



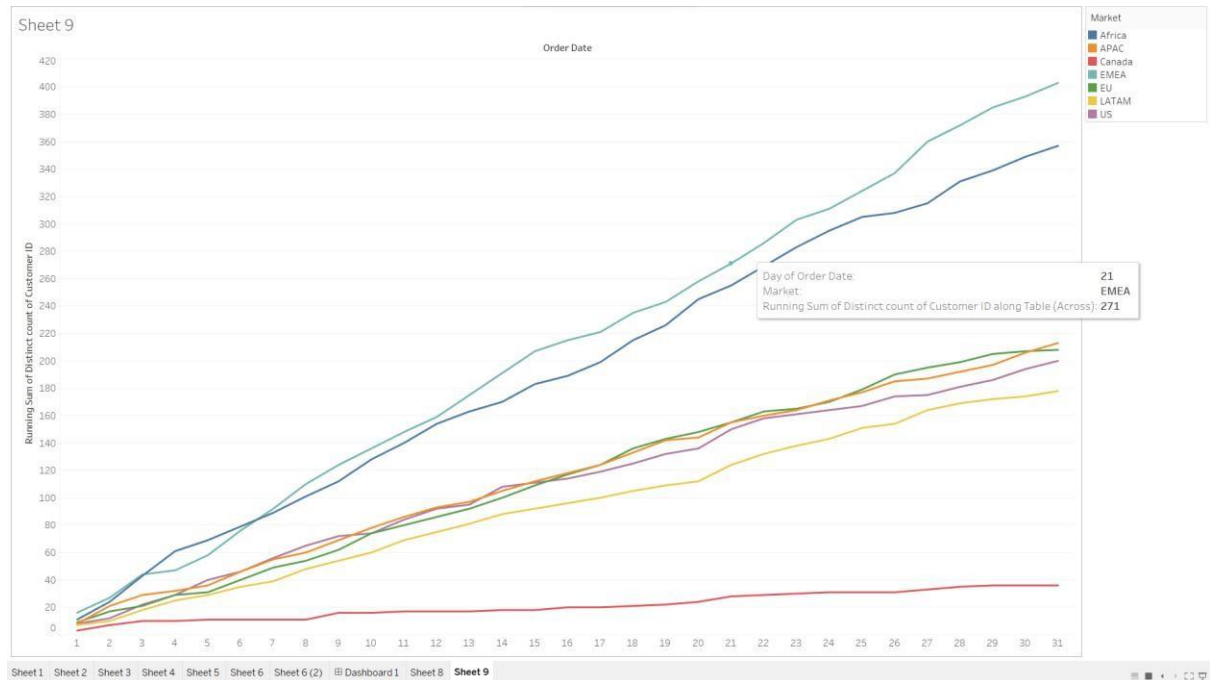
## 5. Cohort Analysis



## 6. Daily profit KPI



## 7. New customer Acquisition



## 8. Comparative sales analysis

