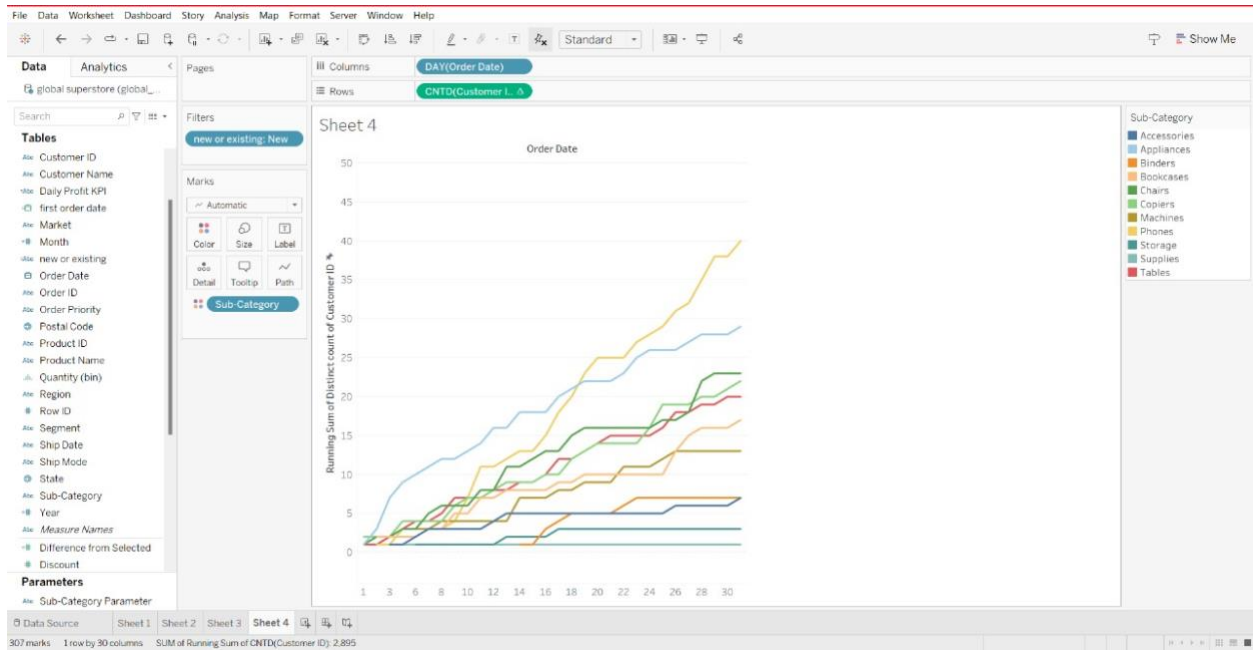


## Assignment 4 part -2

### New Customer Acquisition



first order date

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

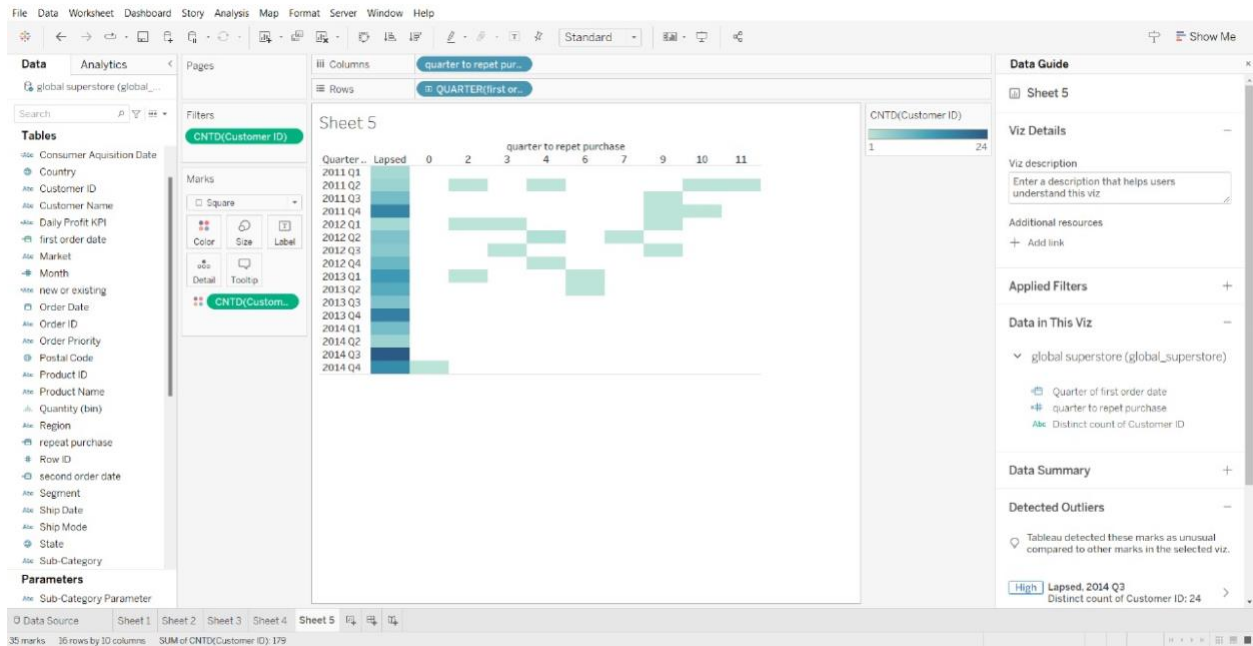
The calculation is valid. 2 Dependencies Apply OK

new or existing

```
IIF([first order date]=[Order Date], "New","Existing")
```

The calculation is valid. 1 Dependency Apply OK

# Return purchase by cohort



first order date

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

The calculation is valid. 6 Dependencies Apply OK

second order date

{ ( FIXED [Customer ID] : MIN([repeat purchase]) ) }

The calculation is valid. 2 Dependencies Apply OK

repeat purchase

IIF([Order Date]>[first order date],[Order Date],NULL)

The calculation is valid. 3 Dependencies Apply OK

quarter to repeat purchase

DATEDIFF('quarter',[first order date],[second order date])

The calculation is valid. 1 Dependency Apply OK