

Data Analytics with IBM Cognos Analytics

Assignment-4

~Soumajit Pal

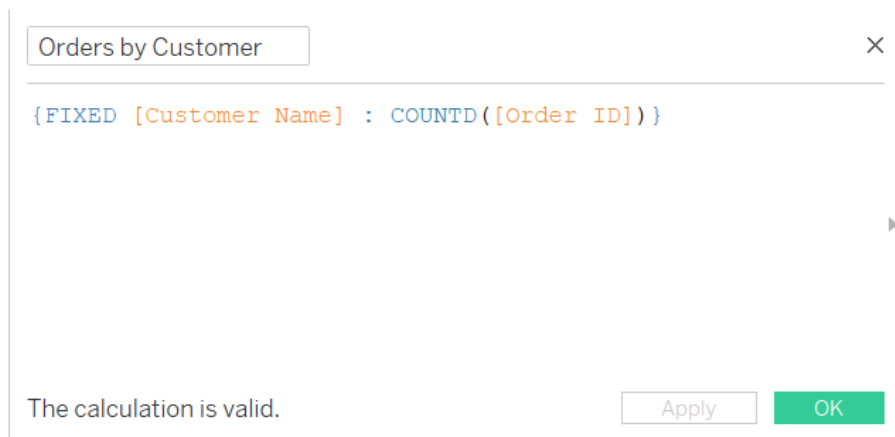
(21BCE7214)

VIT-AP

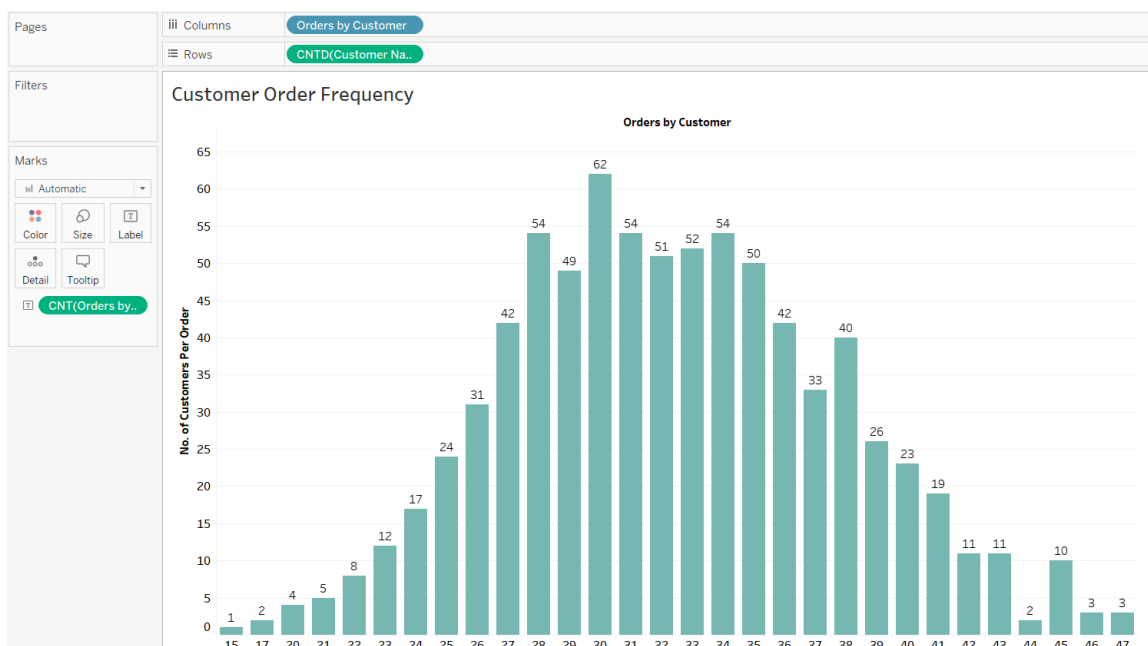
Visualizations in Tableau using Level of Detail(LOD) -

1)Custom Order Frequency-

LOD-



Visualization-



Description-The number of customers who made an order for a particular number of time. Ex- There are 62 customers who have ordered 30 times in the given time period.

2)Cohort Analysis-

LOD-

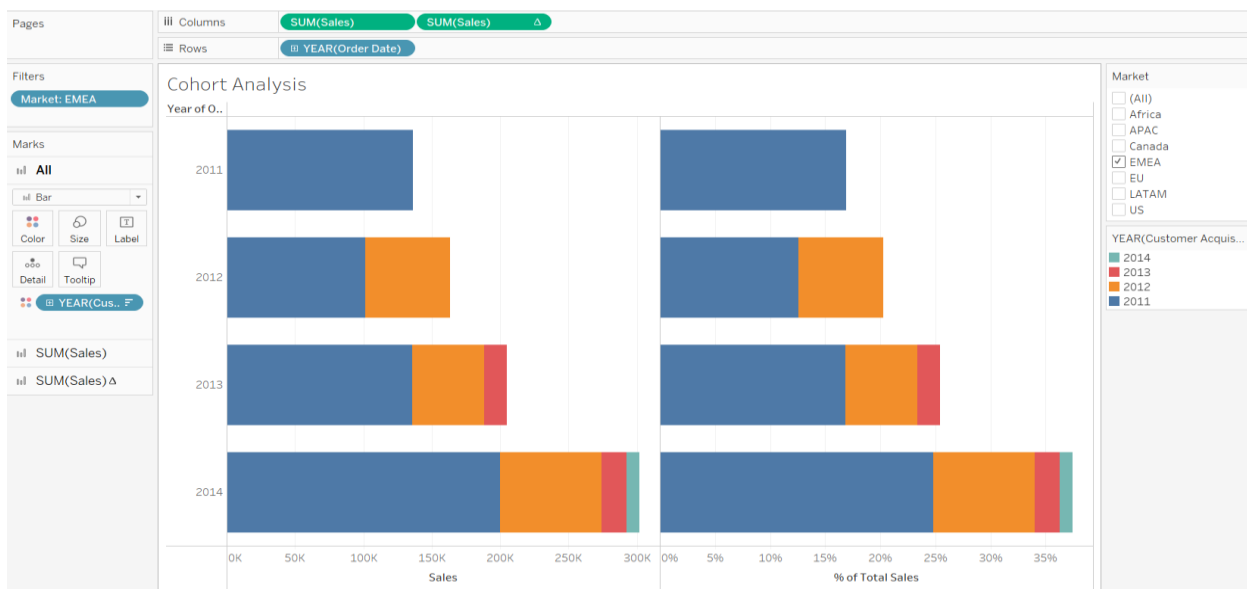
Customer Acquisition Date

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

The calculation is valid.

ApplyOK

Visualization-



Description-The amount contributed to sales by customers by their initial year of purchase and its breakdown in percentage.

3)Daily Profit KPI-

LOD-

Profit Per Day

×

{FIXED [Order Date] : SUM([Profit])}

▶

The calculation is valid.

Apply

OK

Daily Profit KPI

×

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

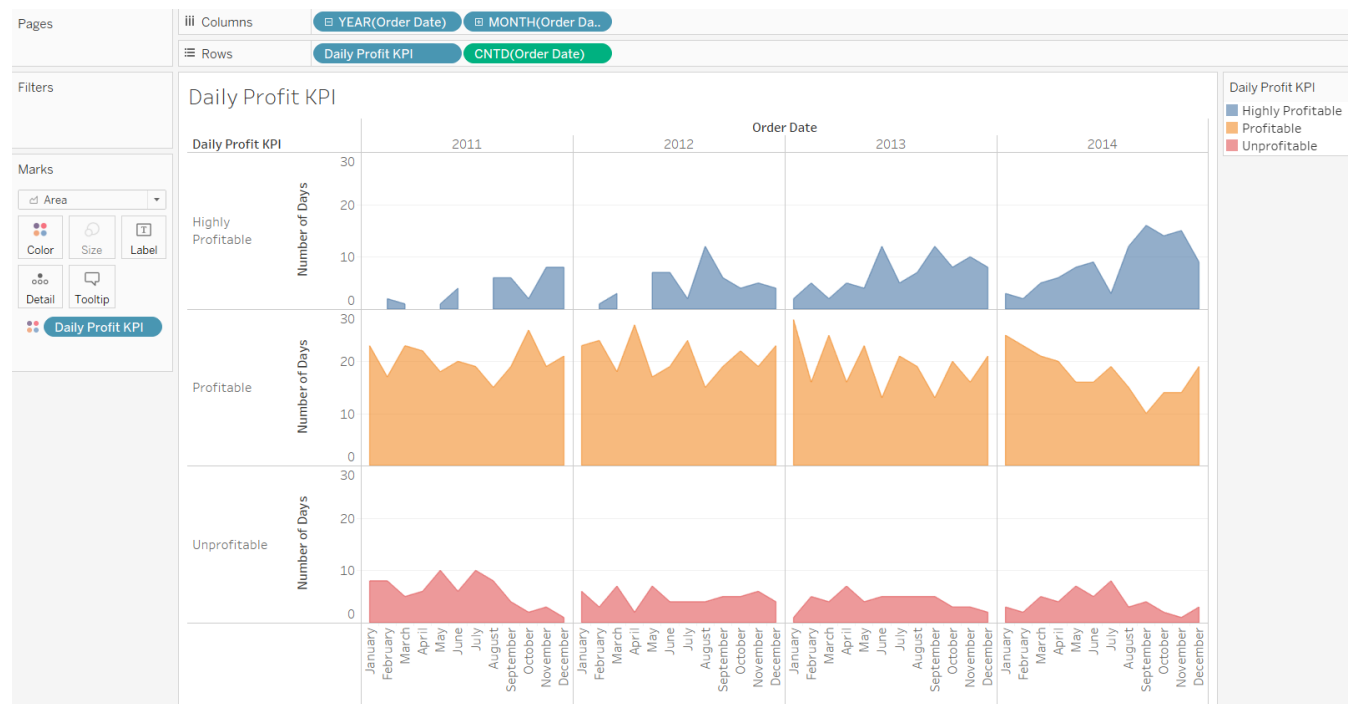
▶

The calculation is valid.

Apply

OK

Visualization-



Description- The number of days in a month that was highly profitable, profitable and unprofitable for the firm from 2011 to 2014.

4)Percent of Total-

LOD-

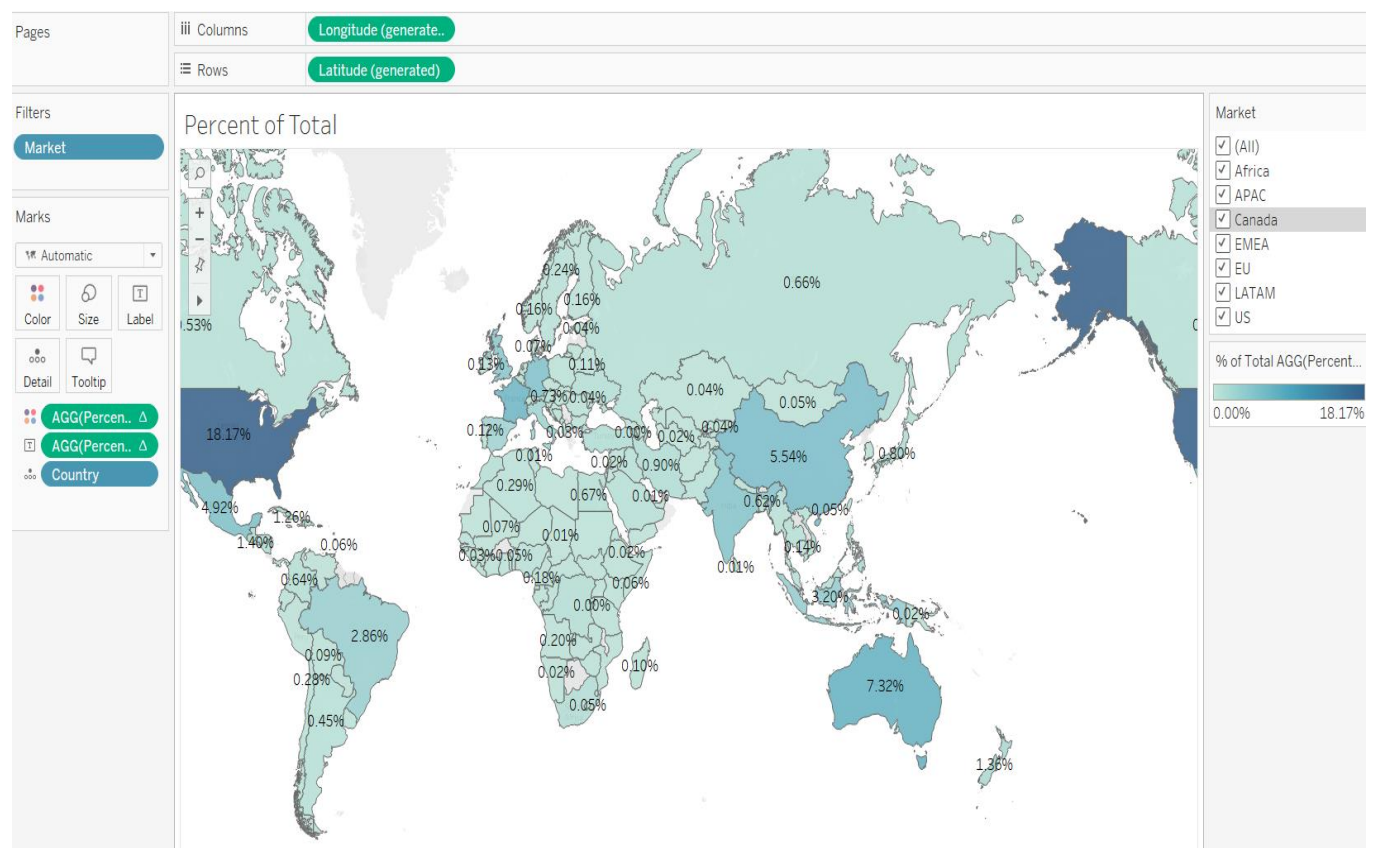
Percent of Total

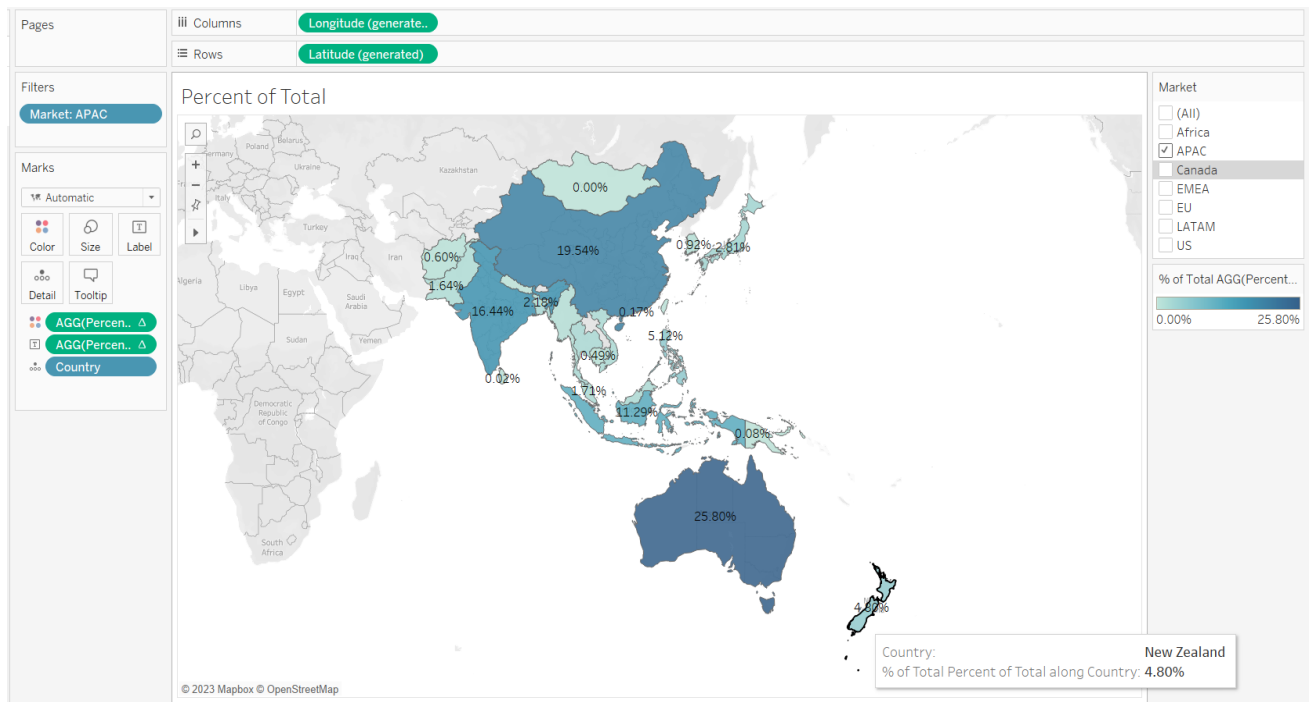
$$\text{SUM}([\text{Sales}]) / \text{MIN}(\{\text{SUM}(\text{Sales})\})$$

The calculation is valid.

ApplyOK

Visualization-





Description- The sales(in percentage) done in each country where the firm supplies. The first image shows the percentage distribution for the entire world. The second image shows the percentage distribution for Asia and Oceania region.

5)New Customer Acquisition-

LOD-

×

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

The calculation is valid.

New or Existing

×

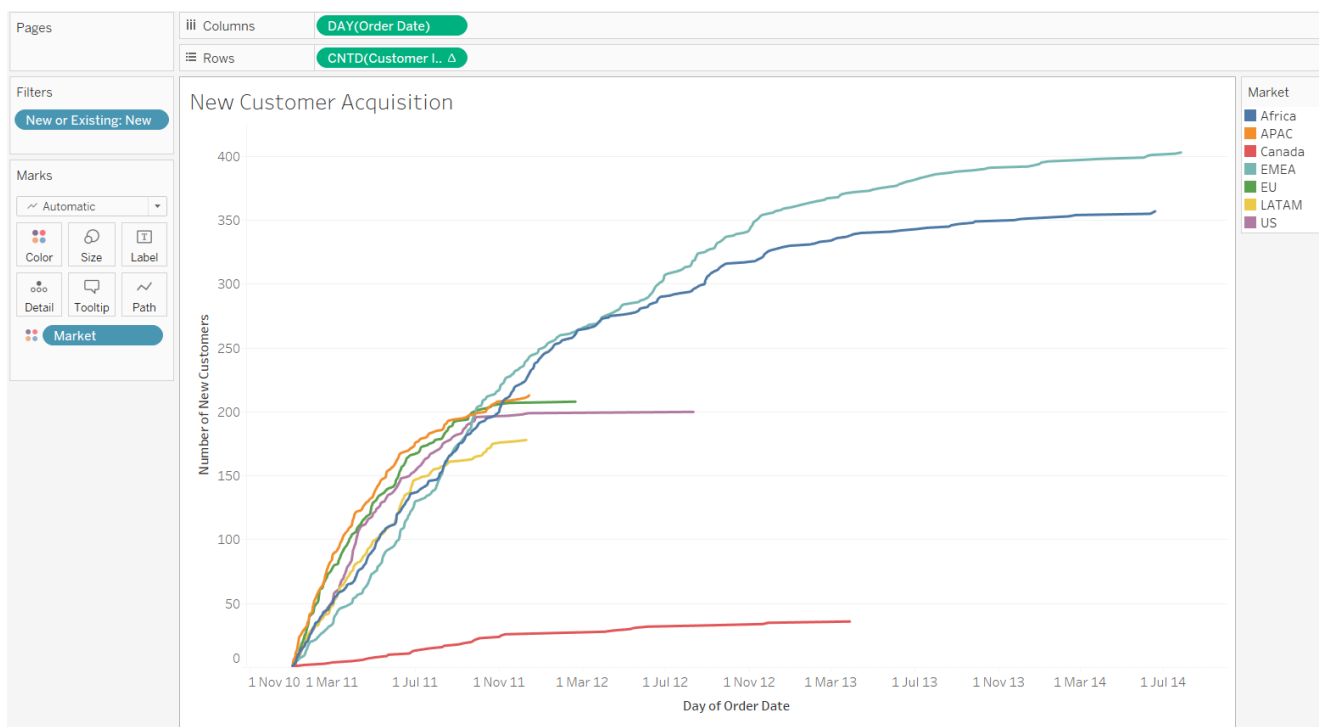
IIF([First Order Date]=[Order Date],"New","Existing")

The calculation is valid.

Apply

OK

Visualization-



Description- The number of new customer acquired from 2010 to 2014 in each of the regions where the firm's product is sold.