

## Assignment 4

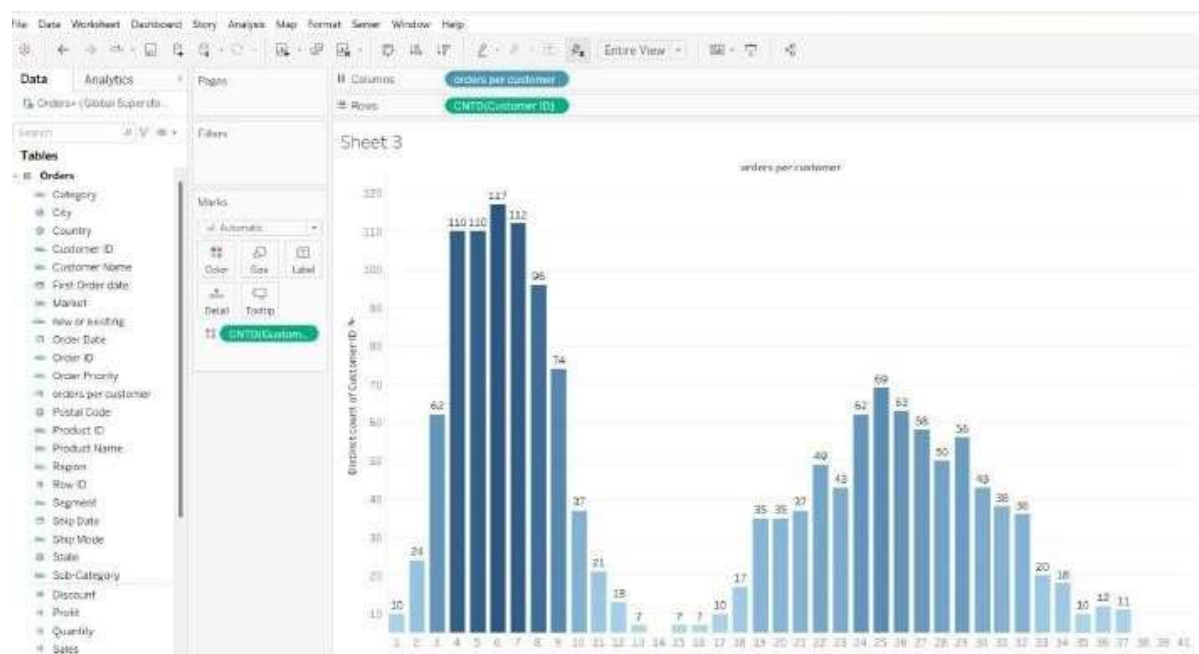
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Course:DATA ANALYTICS

LOD(Level Of Detail):

### 1) Customer Order Frequency:



orders per customer



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



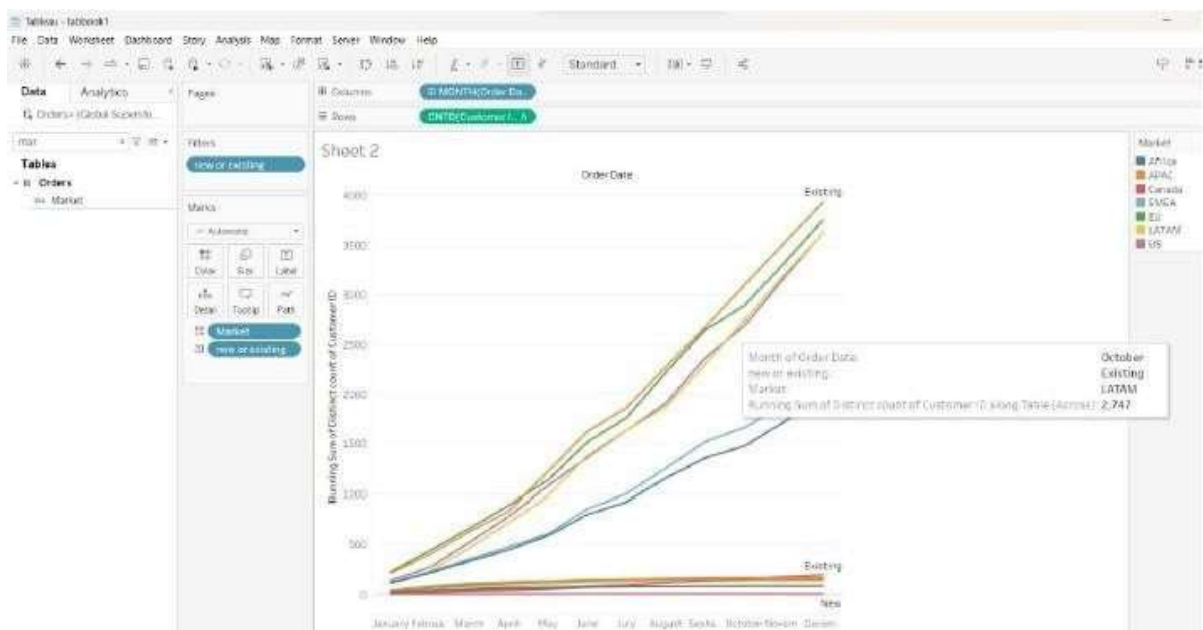
The calculation is valid.

1 Dependency ▾

Apply

OK

## 2) New customer acquisition:



new or existing

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

1 Dependency

Apply

OK

### 3) Comparative sales analysis:



Difference

SUM([Sales]) - SUM([Only subcat para sales])

The calculation is valid.

1 Dependency

Apply

OK

#### 4) Cohort analysis:

Cohort:FIXED

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

The calculation is valid.

1 Dependency ▾

Apply

OK

Sheet 9

	Order Date				
Cohort:FIXED	2011	2012	2013	2014	Grand Total
2011	1,329	1,189	1,229	1,478	5,235
2012		210	174	197	581
2013			56	49	105
2014				25	25
Grand Total	1,329	1,399	1,459	1,751	5,938

YEAR(Order Date)

- 2011
- 2012
- 2013
- 2014
- Grand Total

#### 5) Daily profit KPI:

PROFIT PER DAY



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



The calculation is valid.

Apply

OK

PROF BASED ON FIXED



```
IF [PROFIT PER DAY]>0  
THEN 'PROFITABLE'  
ELSE 'NOT PROFITABLE'  
END
```

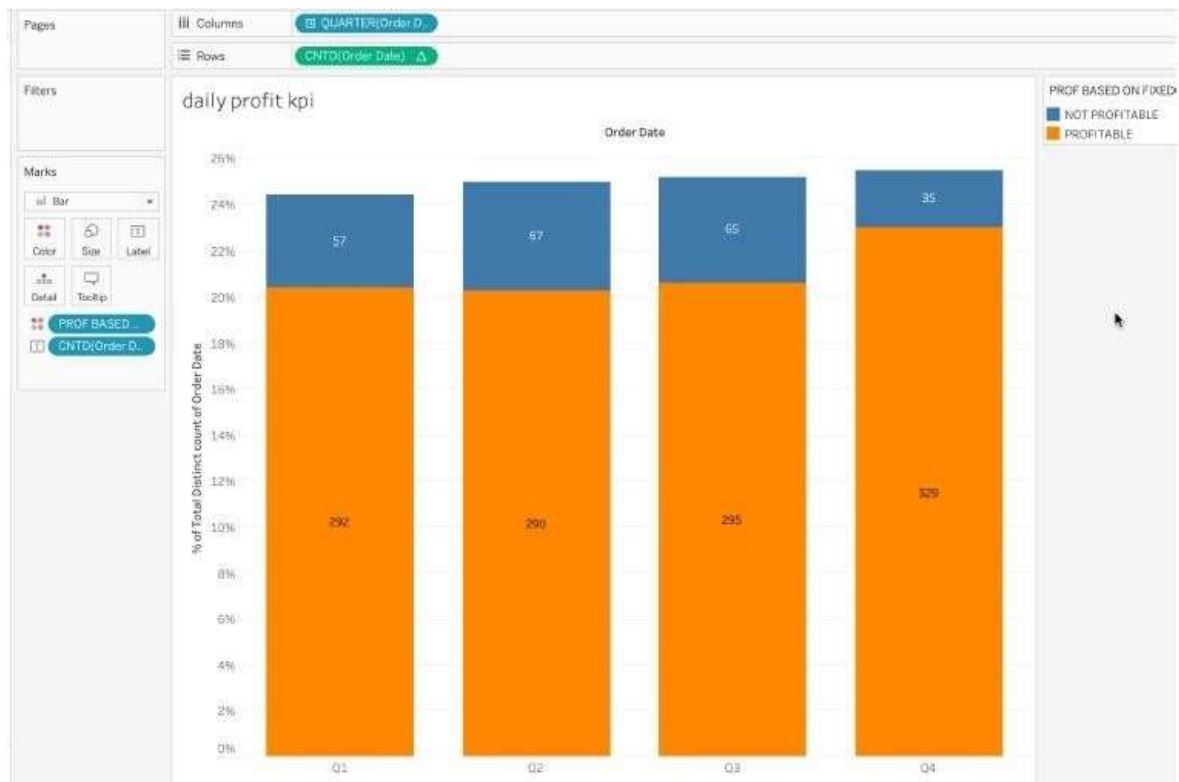


The calculation is valid.

1 Dependency ▾

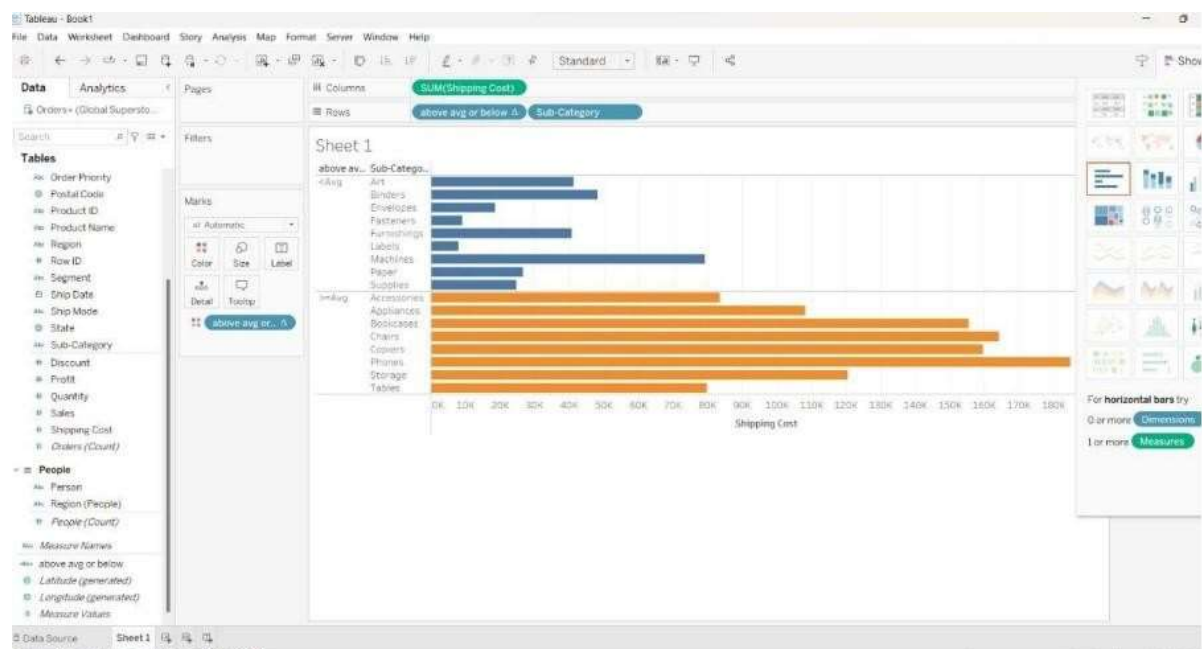
Apply

OK



## BASIC CALCULATIONS:

1)



above avg or below



Results are computed along Table (across).

```
IF (SUM([Shipping Cost]) - WINDOW_AVG(SUM([Shipping Cost]), First(), LA  
THEN '<Avg'  
ELSE '>=Avg'  
END
```

Default Table Calculation

The calculation is valid.

1 Dependency ▾

Apply

OK

2)

Entire View

Columns: YEAR(Order Date)

Rows: Category, Sub-Category

Sheet 2

Category	Sub-Category	2011	Order Date 2012	2013	2014
Furniture	Bookcases	27,519	28,137	43,049	63,219
	Chairs	29,943	28,755	40,449	41,248
	Furnishings	7,310	9,662	14,605	15,391
	Tables	-11,075	-8,422	-14,040	-30,546
Office Supplies	Appliances	22,838	24,316	41,486	53,041
	Art	10,399	11,841	15,630	20,084
	Binders	11,447	17,123	21,524	22,356
	Envelopes	5,066	6,603	9,572	8,360
	Fasteners	1,937	3,004	2,912	3,672
	Labels	3,119	3,230	3,607	5,055
	Paper	10,665	10,687	16,880	20,976
	Storage	15,944	21,489	32,011	39,017
	Supplies	4,580	5,012	5,625	7,365
	Technology	15,720	33,507	38,905	41,594
Technology	Copiers	30,375	51,843	72,301	104,049
	Machines	9,225	15,404	15,612	18,628
	Phones	53,927	45,223	46,909	70,658

AGG(Profit or Loss)  
 ■ Non-Profitable  
 ■ Profitable

Profit or loss

IF SUM([Profit]) > 15000  
 THEN 'Profitable'  
 ELSE 'Non-Profitable'  
 END

The calculation is valid.

1 Dependency

Apply OK