Data Analytics with IBM Cognos Analytics

ASSIGNMENT 3

Submitted by: Sanal P K

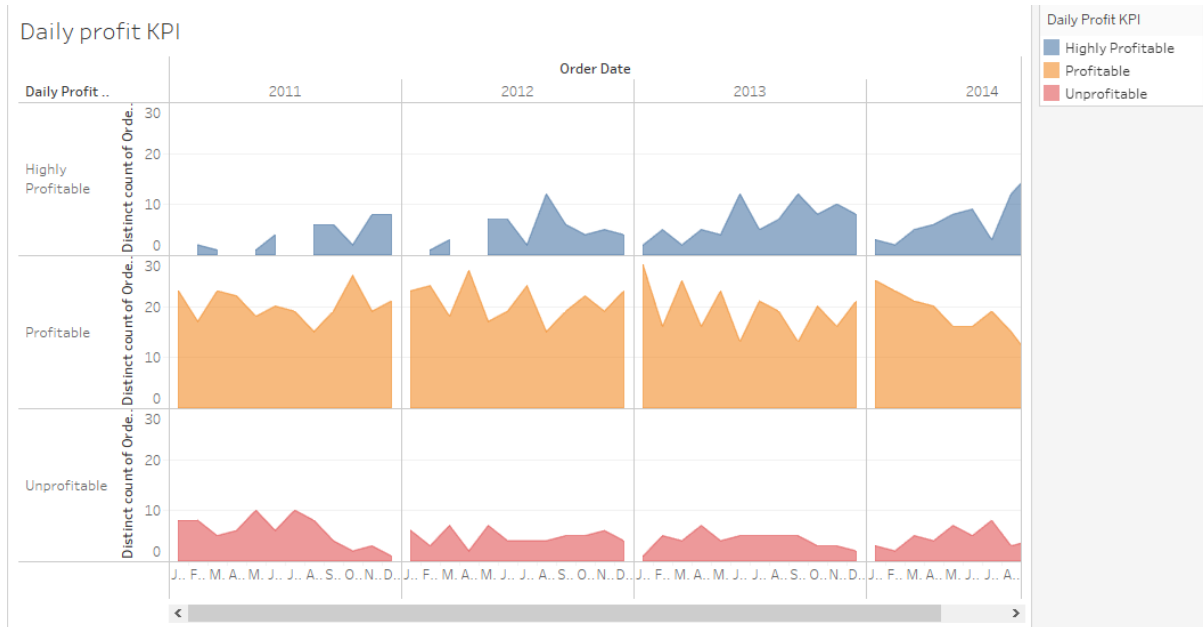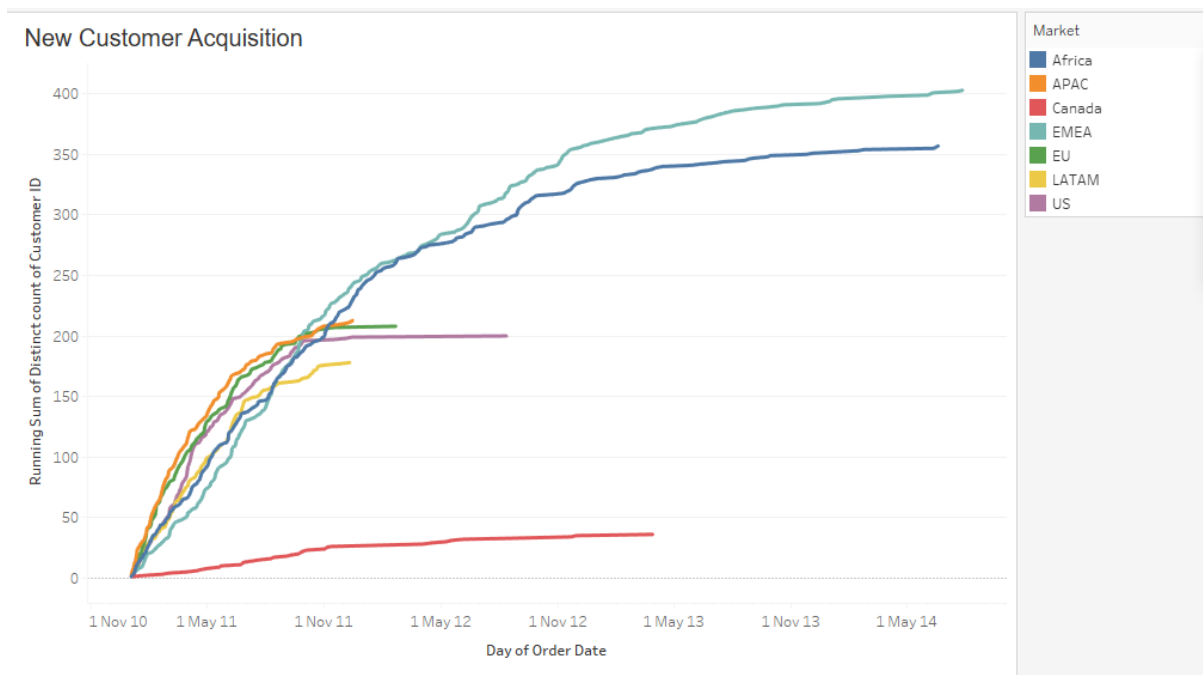Email: sanal.21bce8592@vitapstudent.ac.in

Registration Number: 21BCE8592
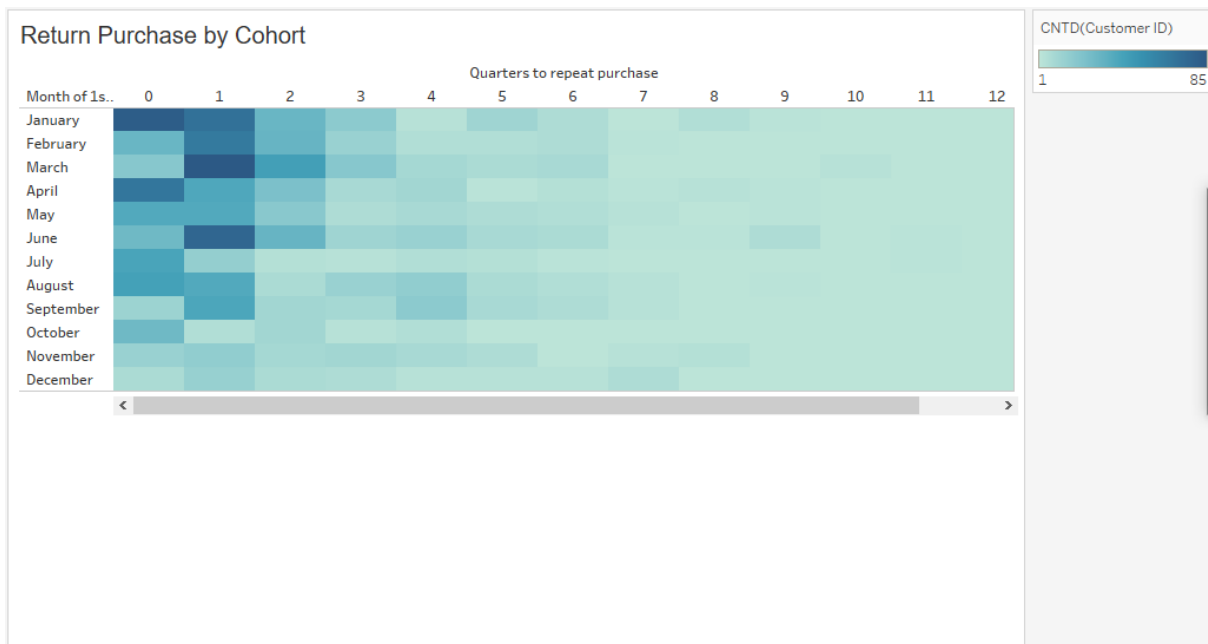
Level Of Details (LOD)

Visualizations

1)

2)

3)

Return Purchase by Cohort
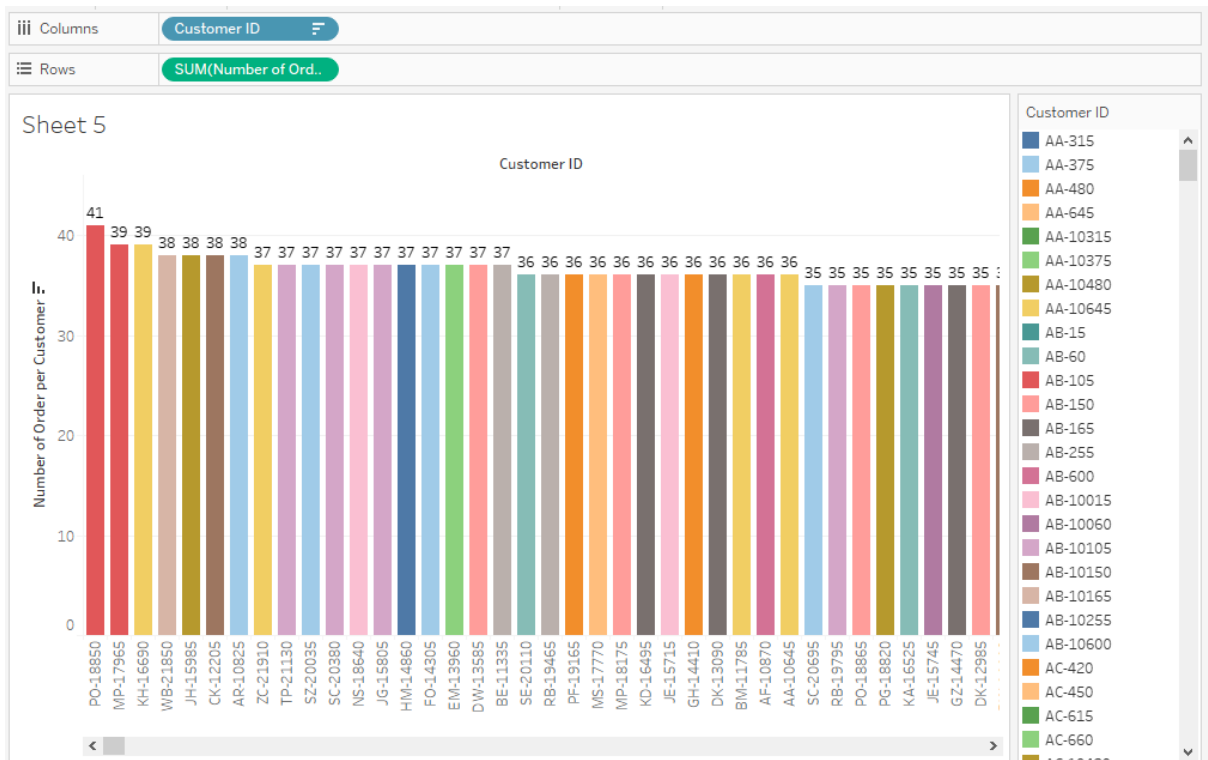
Month of 1s..	0	1	2	3	4	5	6	7	8	9	10	11	12
Quarters to repeat purchase

CNTD(Customer ID)
1   85

4)

| iii Columns | Customer ID |
| ≡ Rows | SUM(Number of Ord..) |

Sheet 5

Customer ID

Number of Order per Customer

41 39 39 38 38 38 38 37 37 37 37 37 37 37 37 37 37 36 36 36 36 36 36 36 36 36 36 36 36 35 35 35 35 35 35 35 35 35

PO-18850 MP-17965 KH-16690 WB-21850 JH-15985 CK-12205 AR-10825 ZC-21910 TP-21130 SZ-20035 SC-20380 NS-18640 JG-15805 HM-14860 FO-14305 EM-13960 DW-13585 BE-11335 SE-20110 RB-19465 PF-19165 MS-17770 MP-18175 KD-16495 JE-15715 GH-14410 DK-13090 BM-11785 AF-10870 AA-10645 SC-20695 RB-19795 PO-18865 PG-18820 KA-16525 JE-15745 GZ-14470 DK-12985

Customer ID
- AA-315
- AA-375
- AA-480
- AA-645
- AA-10315
- AA-10375
- AA-10480
- AA-10645
- AB-15
- AB-60
- AB-105
- AB-150
- AB-165
- AB-255
- AB-600
- AB-10015
- AB-10060
- AB-10105
- AB-10150
- AB-10165
- AB-10255
- AB-10600
- AC-420
- AC-450
- AC-615
- AC-660

5)

New Customer Acquisition