SMART INTERNZ
IBM DATA ANALYTICS
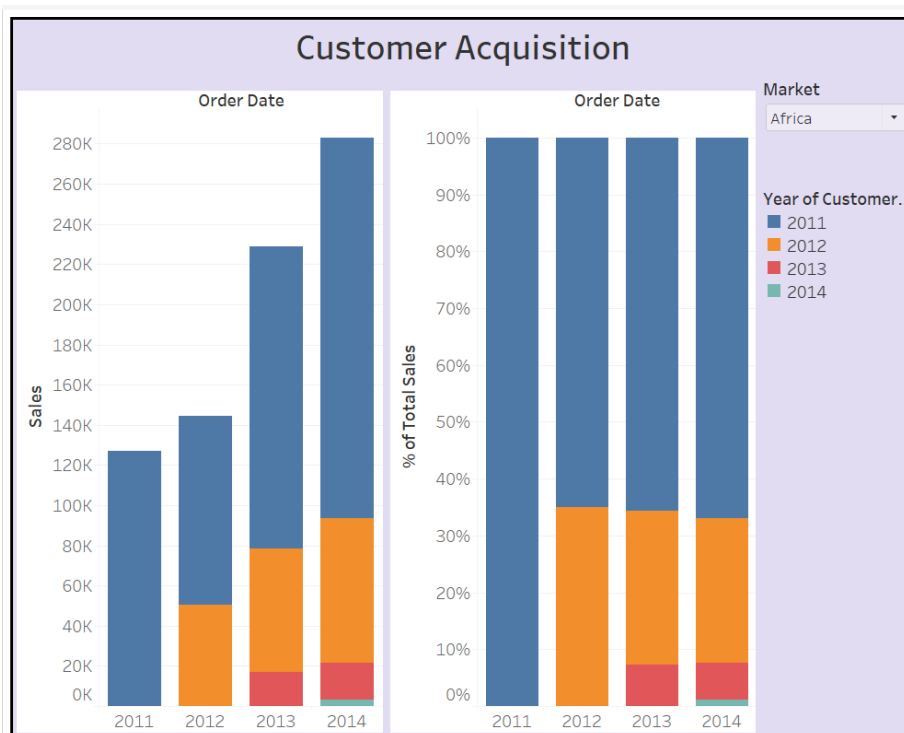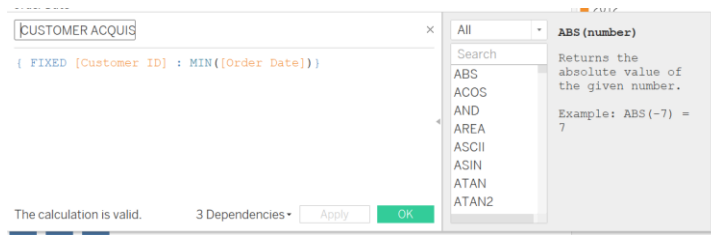# ASSIGNMENT -4

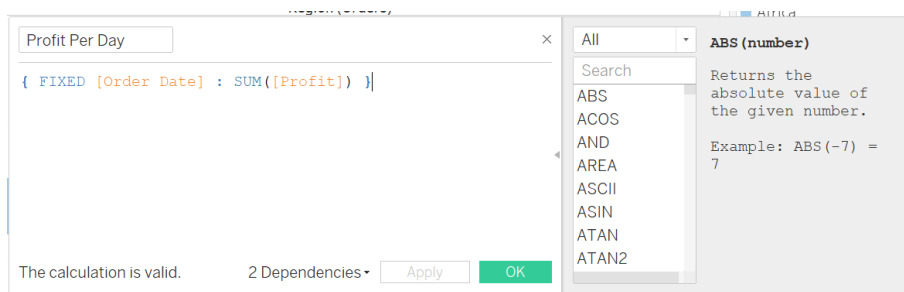NAME: GANDE VISHNU VARDHAN

REG NO: 21BCE8103

Cohort analysis:-

In this, I have created calculation field name as Customer Acquisition.

Daily profit KPI:-

In this, I have created calculation field name as Profit Per Day, Daily Profit KPI.
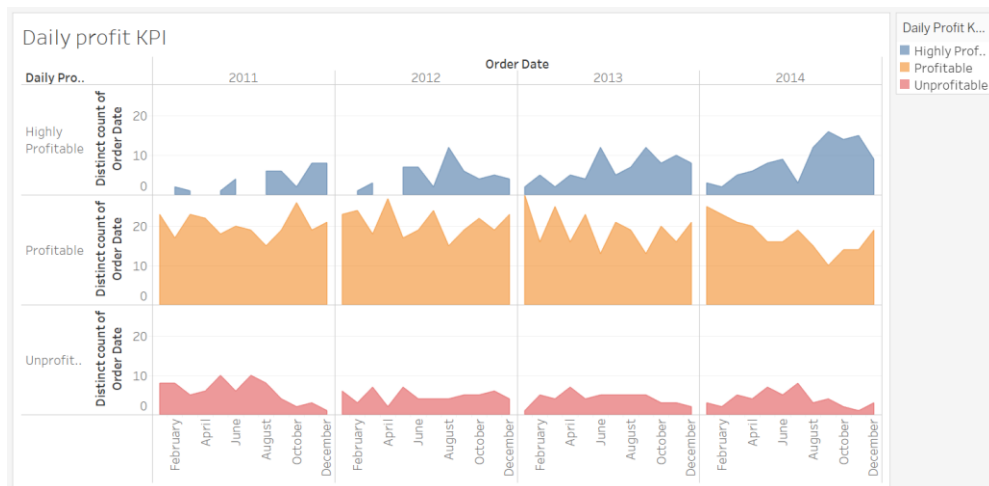
Sales Per Customers:-

In this, I have created calculation field name as Sales per customers.
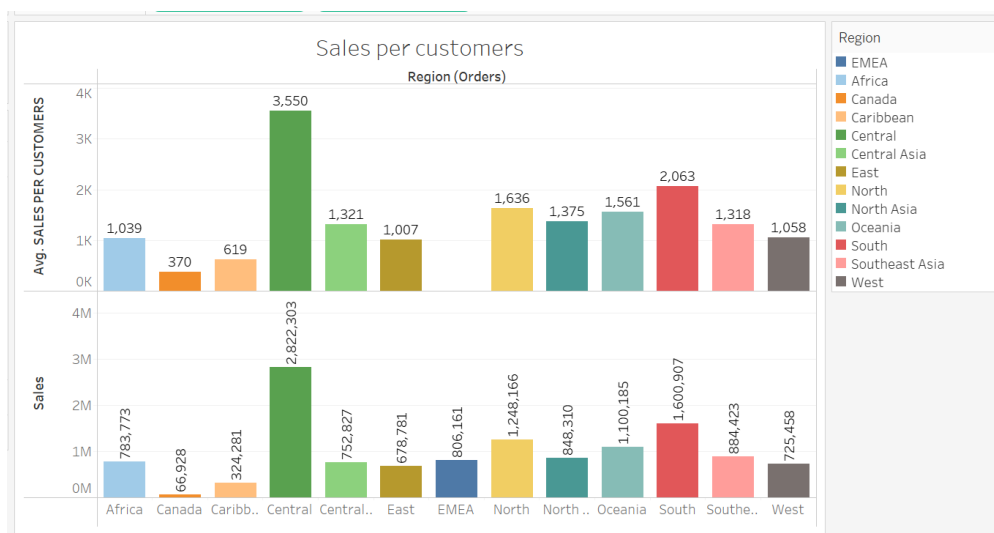
Customer order frequency:-

In this, I have created calculation field name as Customer order frequency.
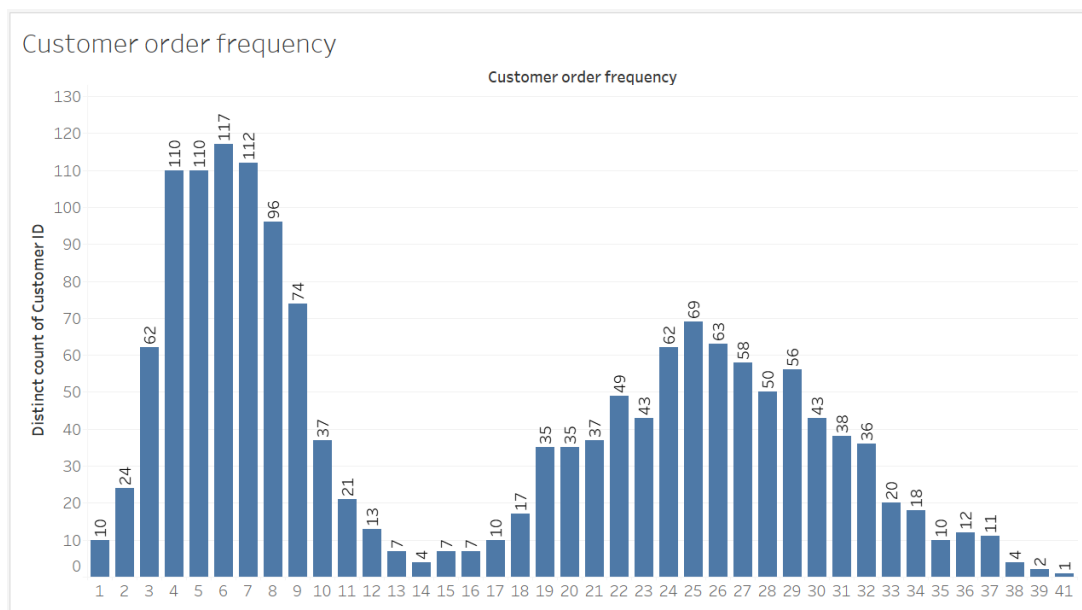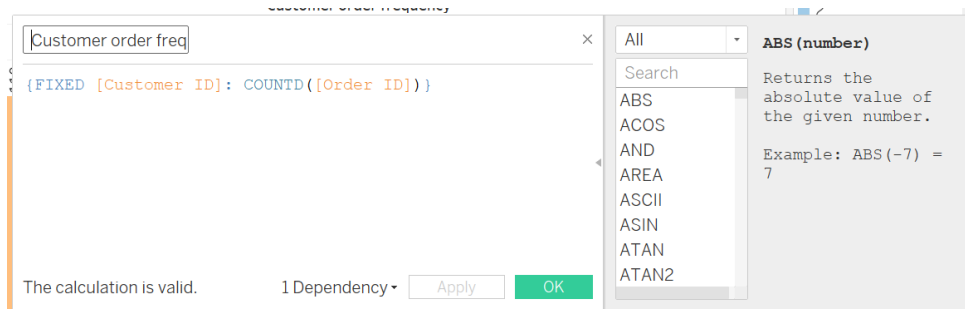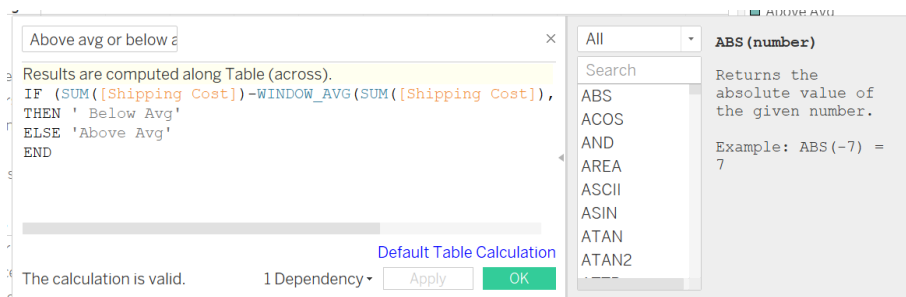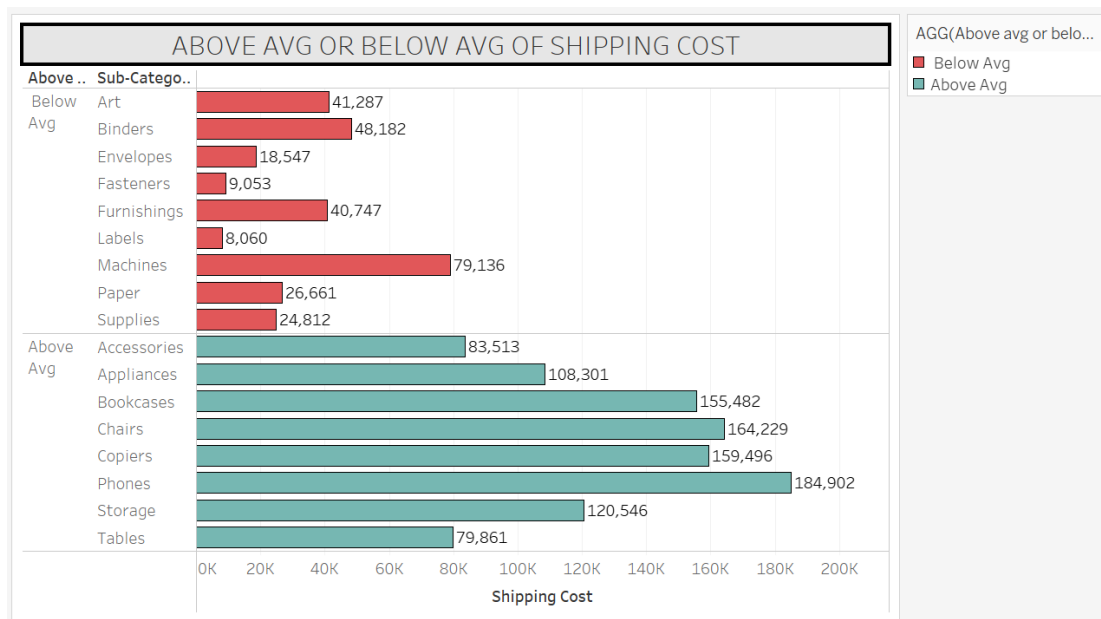

Above average or below average of shipping cost:-

In this, I have created calculation field name as Above average or below average of shipping cost.

Market wise new and existing customers:-

In this, I have created calculation field name as New or Existing .