

SMART INTERNZ IBM DATA ANALYTICS ASSIGNMENT -4

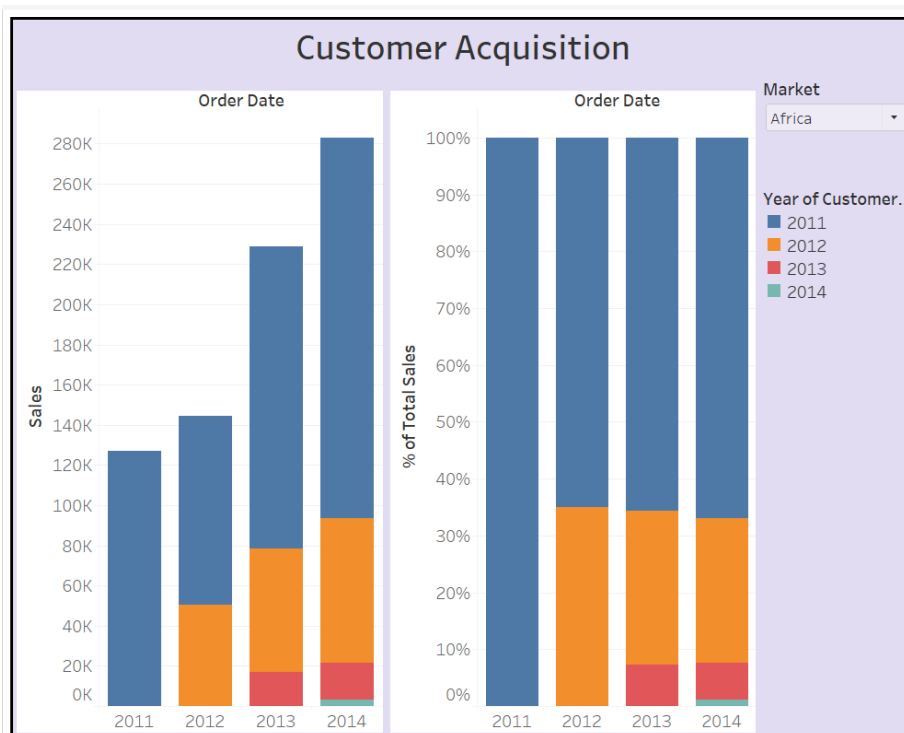
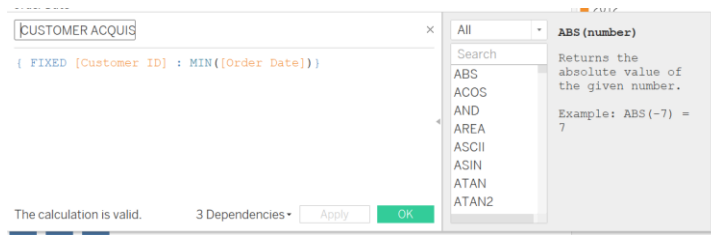
NAME: GANDE VISHNU VARDHAN

REG NO: 21BCE8103



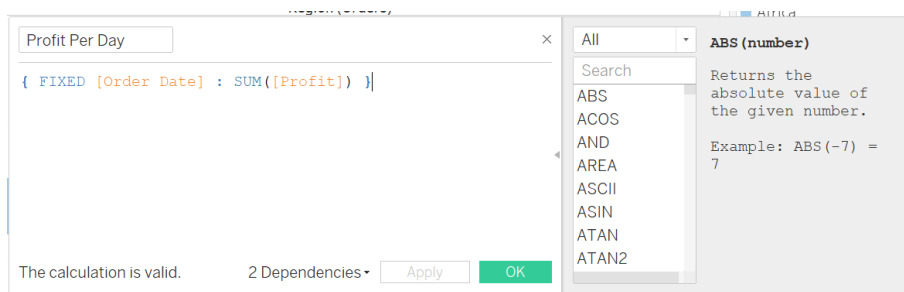
Cohort analysis:-

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.



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.
1 Dependency

Apply

OK

All

Search

ABS

ACOS

AND

AREA

ASCII

ASIN

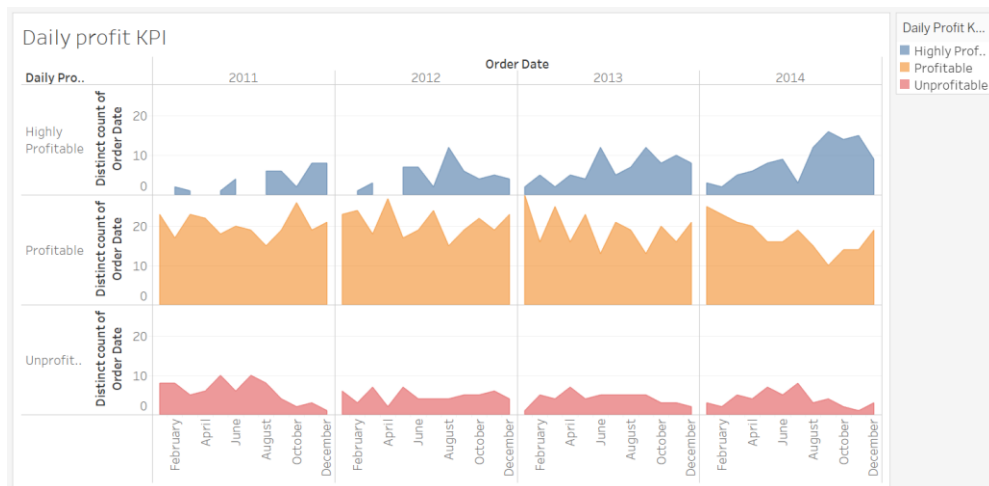
ATAN

ATAN2

ABS (number)

Returns the absolute value of the given number.

Example: ABS(-7) = 7



Sales Per Customers:-

In this, I have created calculation field name as Sales per customers.

SALES PER CUSTOM

```

{ INCLUDE [Customer Name] : SUM([Sales]) }

```

The calculation is valid.
2 Dependencies

Apply

OK

All

Search

ABS

ACOS

AND

AREA

ASCII

ASIN

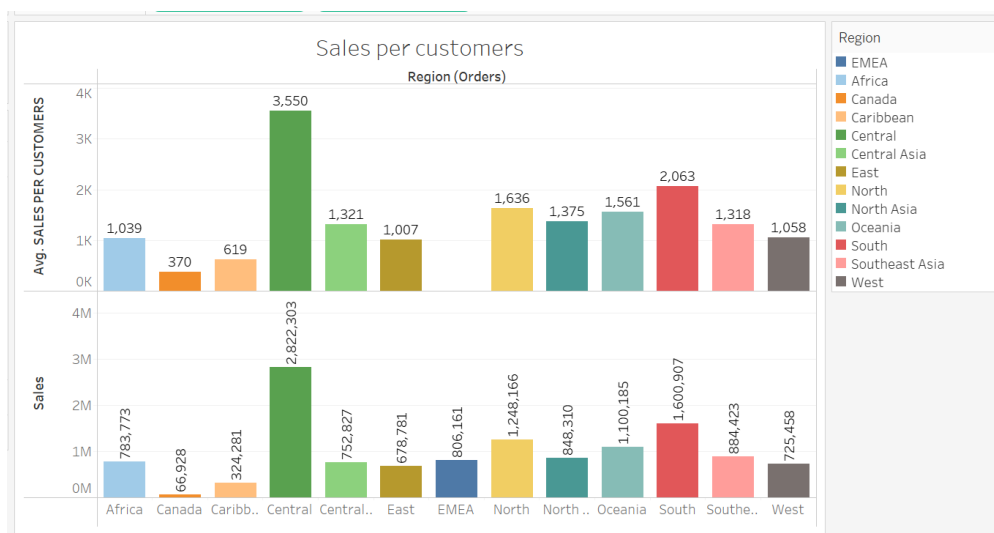
ATAN

ATAN2

ABS (number)

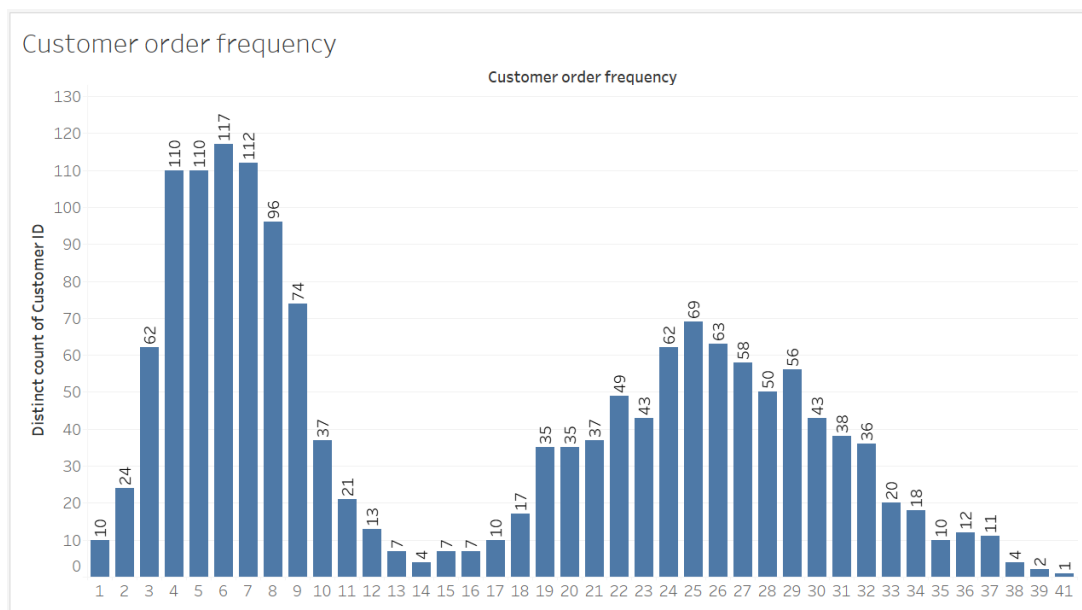
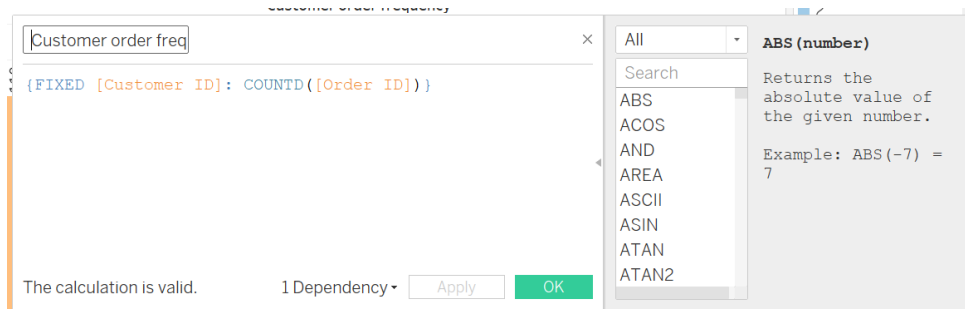
Returns the absolute value of the given number.

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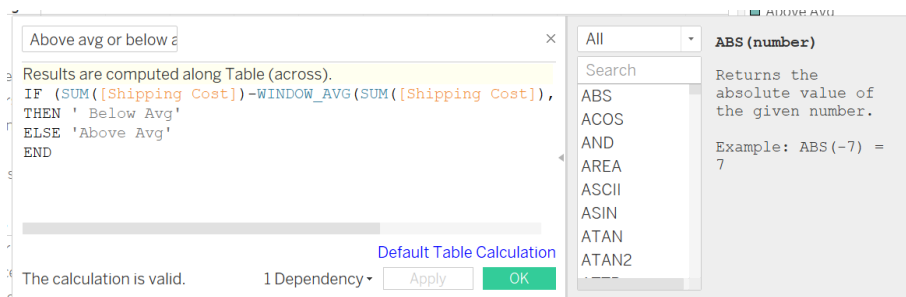
Customer order frequency:-

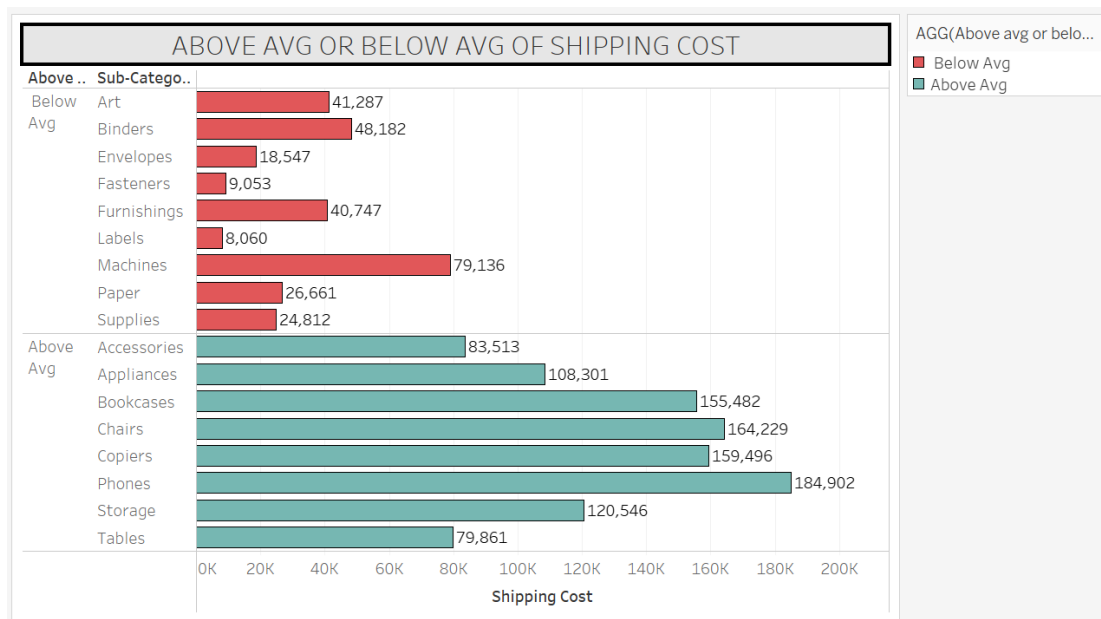
In this, I have created calculation field name as Customer order frequency.



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 .

