Following is a response from DHS Research & Data Analysis Director, Tom Pullum:

Figure 6.1 is based on Table 6.1 and Figure 6.2 is based on Table 6.3 (the panel for wealth quintiles). You would use the BR file. A neonatal death is given by b7=0. For example, the neonatal death rate for the past ten years is the proportion of children in the BR file who were born in the past 10 years (b19<120) who have b7=0. Estimates should be weighted with v005. Neonatal mortality is much easier to work with than the other under-five mortality rates because you can just use logit regression; the other rates are compound rates and cannot be calculated at the individual level. We cannot help you develop models. There is a substantial literature on predictors of neonatal mortality.