DAX MEASURES (KPI’s):

1. Total Sales ( Total Sales = SUM(shipments[Sales]))
2. Total Boxes ( Total Boxes = SUM(shipments[Boxes]))
3. Total Shipments (Total Shipments = COUNTROWS(shipments))
4. Total Sales (Previous Month) Total Sales (prev month) = CALCULATE([Total Sales], PREVIOUSMONTH('calendar'[Date])
5. Total Cost

* (Cost = RELATED(products[Cost per box])\* [Boxes])
* (Total Costs = SUM(shipments[Cost]))

1. Total Profit (Total Profit = [Total Sales] - [Total Costs])
2. Profit% (Profit% = DIVIDE([Total Profit],[Total Sales]))
3. Low Box Shipment Count (anytime when we have shipped boxes less 50 we call them as low box shipments)
4. (LBS Count = CALCULATE([Total Shipments],shipments[Boxes]<50))
5. Low Box Shipment % (LBS% = DIVIDE([LBS Count],[Total Shipments]))
6. Month on Month changes (MoM)
7. Year on Year changes (YoY)