Total Sales = SUM(Candy\_Sales[Sales])

Total Orders = DISTINCTCOUNT(Candy\_Sales[Order ID])

Total Customers = DISTINCTCOUNT(Candy\_Sales[Customer ID])

Total Gross profit = SUM(Candy\_Sales[Gross Profit])

Total Unit Distributed = SUM(Candy\_Sales[Units])

New Customers =

CALCULATE(

    DISTINCTCOUNT('Candy\_Sales'[Customer ID]),

    FILTER(

        'Candy\_Sales',

        'Candy\_Sales'[Order Date] = CALCULATE(MIN('Candy\_Sales'[Order Date]), ALLEXCEPT('Candy\_Sales', 'Candy\_Sales'[Customer ID]))

    )

)

IsNewCustomer = IF(Candy\_Sales[Order Date] = Candy\_Sales[First Purchase Date],"New","Returning")

Distribution % =

DIVIDE(

    SUM(Candy\_Sales[Sales]),

    CALCULATE(SUM(Candy\_Sales[Sales]), ALL(Candy\_Sales))

)

Customer RecencyScore = 1/1+[Customer RecencyDays]

Customer RecencyDays =

DATEDIFF([Customer LastPurchaseDate], TODAY(), DAY)

Customer LastPurchaseDate =

CALCULATE(

    MAX(Candy\_Sales[Order Date]),

    ALLEXCEPT(Candy\_Sales,Candy\_Sales[Customer ID])

)

Customer Growth =

CALCULATE(

    DISTINCTCOUNT('Candy\_Sales'[Customer ID]),

    FILTER(

        ALLSELECTED('Candy\_Sales'),

        Candy\_Sales[Order Date] <= MAX('Candy\_Sales'[Order Date])

    )

)

Customer Frequency = CALCULATE(

COUNTROWS(Candy\_Sales),

ALLEXCEPT(Candy\_Sales,Candy\_Sales[Customer ID])

)

Average Unit per Order = [Total Unit Distributed]/[Total Orders]

Average Order Value = [Total Sales]/[Total Orders]