**DAX Queries:**

* AgeGroup = SWITCH(

TRUE(),

'public cust\_detail'[customer\_age] < 30, "20-30",

'public cust\_detail'[customer\_age] >= 30 && 'public cust\_detail'[customer\_age] < 40, "30-40",

'public cust\_detail'[customer\_age] >= 40 && 'public cust\_detail'[customer\_age] < 50, "40-50",

'public cust\_detail'[customer\_age] >= 50 && 'public cust\_detail'[customer\_age] < 60, "50-60",

'public cust\_detail'[customer\_age] >= 60, "60+",

"unknown"

)

* IncomeGroup = SWITCH(

TRUE(),

'public cust\_detail'[income] < 35000, "Low",

'public cust\_detail'[income] >= 35000 && 'public cust\_detail'[income] < 70000, "Med",

'public cust\_detail'[income] >= 70000, "High",

"unknown"

)

* week\_num2 = WEEKNUM('public cc\_detail'[week\_start\_date])
* Revenue = 'public cc\_detail'[annual\_fees] + 'public cc\_detail'[total\_trans\_amt] + 'public cc\_detail'[interest\_earned]
* Current\_week\_Reveneue = CALCULATE(

SUM('public cc\_detail'[Revenue]),

FILTER(

ALL('public cc\_detail'),

'public cc\_detail'[week\_num2] = MAX('public cc\_detail'[week\_num2])))

* Previous\_week\_Reveneue = CALCULATE(

SUM('public cc\_detail'[Revenue]),

FILTER(

ALL('public cc\_detail'),

'public cc\_detail'[week\_num2] = MAX('public cc\_detail' [week\_num2]) -1))