Adv Sales Dax note:

Customer:

Customers that Purchased =

DISTINCTCOUNT(Sales[CustomerKey])

Total Unique Customer =

COUNTROWS('Customer Lookup') **(Count the all rows of Customer Lookup Table)**

Turnover Per Customer = DIVIDE([Turnover], [Customers that Purchased], BLANK())

Returns:

Quantity Returned = SUM(Returns[Return Quantity]) **(Sum of Return Qty)**

Return Quantity = SUM(Returns[Return Quantity]) **(Sum of Return Qty)**

Return Rate (%) = DIVIDE([Return Quantity],[Sold Quantity], BLANK()) **(Return / Sold Qty)**

Total Return = COUNTROWS(Returns)

Sales:

Avg Basket Size = DIVIDE([Sold Quantity],[Total Order], BLANK())
(Sold Qty / Total Order)

Cost =

SUMX (

    Sales,

    Sales[Order Quantity] * RELATED ('Product Lookup'[Product Cost]
)

) **(Sumx of Order Qty * Product cost)**

Profit = [Turnover] - [Cost]

Profit Margin (%) = DIVIDE([Profit],[Turnover], BLANK())

(Profit / Turnover)

Quantity Sold = SUM(Sales[Order Quantity]) **(Sum of order Qty)**

Sold Quantity = SUM(Sales[Order Quantity])

Total Order = DISTINCTCOUNT(Sales[OrderNumber]) **(Count Unique Orders)**

Turnover =

SUMX (

    Sales,

    Sales[Order Quantity] * RELATED ('Product Lookup'[Product Price])

) **(Order Qty * Product Price)**

Stocks:

Stock Quantity =

CALCULATE (

    [Quantity Sold],

    USERELATIONSHIP ('Date Lookup'[Date], Sales[Stock Date])

) **(Calculate Qty sold, Date, Stock date)**

Time intelligence:

PM Order =

CALCULATE([Total Order],

    DATEADD('Date Lookup'[Date], -1, MONTH)

)

PM Return =

CALCULATE([Return Rate (%)],

    DATEADD('Date Lookup'[Date], -1, MONTH)

)

PM Turnover =

CALCULATE([Turnover],

    DATEADD('Date Lookup'[Date], -1, MONTH)

)

Variable Matrix:

Customer Lookup

Customer Priority =

IF(

    'Customer Lookup'[Annual Income] > 100000

    &&

    'Customer Lookup'[Parent] = "Yes",

    "Priority",

    "Standard"

)

Education Category =

SWITCH(

    'Customer Lookup'[Education Level],

    "High School", "High School",

    "Partial High School", "High School",

    "Bachelors", "Undergraduate",

    "Partial College", "Undergraduate",

    "Graduate Degree", "Graduate")

Sales:

Order Type = IF(Sales[Order Quantity] > 1, "Bulk Order", "Single Order")