Dax Functons Used:

1. Net Sales = Sum(shopify\_sales[Subtotal Price])
2. Total Qunatity = sum(shopify\_sales[Quantity])
3. Net Avg order value = AVERAGE(shopify\_sales[Subtotal Price])
4. Total Customers = DISTINCTCOUNT(shopify\_sales[Customer Id])
5. Single order customers = CALCULATE(

    COUNTROWS(VALUES(shopify\_sales[Customer Id])),

    FILTER(VALUES(shopify\_sales[Customer Id]),CALCULATE(DISTINCTCOUNT(shopify\_sales[Order Number])=1

)))

1. Repeat  customers = CALCULATE(

    COUNTROWS(VALUES(shopify\_sales[Customer Id])),

    FILTER(VALUES(shopify\_sales[Customer Id]),CALCULATE(DISTINCTCOUNT(shopify\_sales[Order Number])>1

)))

1. Life Time Value = [Net Sales]/[Total Customers]
2. Repeat Rate = [Repeat  customers]/[Total Customers]
3. Purchase frequency = DISTINCTCOUNT(shopify\_sales[Order Number])/[Total Customers]
4. Prodcut Type = SELECTEDVALUE('selected Measure'[Dynamic Table]) & " by Product Type"
5. selected Measure =

{

    ("Net Sales", NAMEOF('shopify\_sales'[Net Sales]), 0),

    ("Total Qunatity", NAMEOF('shopify\_sales'[Total Qunatity]), 1),

    ("Total Customers", NAMEOF('shopify\_sales'[Total Customers]), 2),

    ("Repeat  customers", NAMEOF('shopify\_sales'[Repeat  customers]), 3)

}

1. Dynamic Table = IF('selected Measure'[selected Mesure Order]=0,"Net Sales",

IF('selected Measure'[selected Mesure Order]=1,"Total Qunatity",

IF('selected Measure'[selected Mesure Order]=2,"Total Customers",

IF('selected Measure'[selected Mesure Order]=3,"Repeat Customers","Other"

))))

Create Dynamic Titles

* Trend Title = SELECTEDVALUE('selected Measure'[Dynamic Table]) & " Sales Trend Over Time"
* Gate Way title = SELECTEDVALUE('selected Measure'[Dynamic Table]) & "  By GateWay Payment Method"
* Map Title = "Regional Overview -Proviance & Cities by " & SELECTEDVALUE('selected Measure'[Dynamic Table])