10 Percent =

IF ( Winesales[CASES SOLD] > 100,

Winesales[CASES SOLD] \* 0.1, BLANK () )

10 Percent =  
IF ( Winesales[CASES SOLD] > 100,

Winesales[CASES SOLD] \* 0.1 )

Blank? =

IF ( Winesales[CASES SOLD] = BLANK(), "Blank", "Other")

Zero? =

IF ( Winesales[CASES SOLD] = 0, "Zero", "Other")

Blank or Zero? =

IF (

ISBLANK ( Winesales[CASES SOLD] ),

"Blank",

IF ( Winesales[CASES SOLD] = 0, "Zero", "Other" )

)

Zero? =

IF (

NOT ( ISBLANK ( Winesales[CASES SOLD] ) )

&& Winesales[CASES SOLD] = 0,

"Zero",

"Other"

)

No. of Customers with No Sales =

COUNTROWS ( FILTER ( Customers, ISBLANK ( [Total Sales] ) ) )

No. of Customers with Zero or No Sales =

COUNTROWS ( FILTER ( Customers, [Total Sales] = 0 ) )

No. of Customers with Zero sales =  
COUNTROWS (  
    FILTER ( Customers, NOT ( ISBLANK ( [Total Sales] ) )

&& [Total Sales] = 0 )  
)

If Blank Return Zero =

If ( ISBLANK ( [Total Sales] ), 0, [Total Sales] )

If Blank Return Zero =

COALESCE([Total Sales],0)

If Blank Return No Sales =

COALESCE([Total Sales],"No Sales")