1. Basic Aggregation KPIs (1–15)

1. **Total Sales**

Total Sales = SUM(Sales[Amount])

2. **Total Quantity**

Total Quantity = SUM(Sales[Quantity])

3. **Total Cost**

Total Cost = SUM(Sales[Cost])

4. **Average Sales Value**

Avg Sales = AVERAGE(Sales[Amount])

5. **Maximum Sale**

Max Sale = MAX(Sales[Amount])

6. **Minimum Sale**

Min Sale = MIN(Sales[Amount])

7. **Sales Count**

Sales Count = COUNT(Sales[Amount])

8. **Order Count**

Order Count = COUNTROWS(Sales)

9. **Distinct Customers**

Customer Count = DISTINCTCOUNT(Sales[CustomerID])

10. **Distinct Products Sold**

Product Count = DISTINCTCOUNT(Sales[ProductID])

11. **Sales per Order**

Sales per Order =

DIVIDE([Total Sales], [Order Count])

12. **Sales per Customer**

Sales per Customer =

DIVIDE([Total Sales], [Customer Count])

13. **Quantity per Order**

Qty per Order =

DIVIDE([Total Quantity], [Order Count])

14. Sales Variance

Sales Variance =

[Max Sale] - [Min Sale]

15. Sales Contribution %

Sales Contribution % =

DIVIDE([Total Sales], CALCULATE([Total Sales], ALL(Sales)))

---

2. Profit & Margin KPIs (16–30)

16. Gross Profit

Gross Profit =

[Total Sales] - [Total Cost]

17. Profit Margin %

Profit Margin % =

DIVIDE([Gross Profit], [Total Sales])

18. Cost Ratio

Cost Ratio =

DIVIDE([Total Cost], [Total Sales])

19. Average Profit per Order

Avg Profit per Order =

DIVIDE([Gross Profit], [Order Count])

20. High Value Sales

High Value Sales =

CALCULATE([Total Sales], Sales[Amount] > 10000)

21. Low Margin Alert

Low Margin Flag =

IF([Profit Margin %] < 0.10, "Low Margin", "Healthy")

22. **Profit Growth**

Profit Growth =

[Gross Profit] - CALCULATE([Gross Profit], DATEADD(Date[Date], -1, YEAR))

23. **Profit Growth %**

Profit Growth % =

DIVIDE([Profit Growth],

CALCULATE([Gross Profit], DATEADD(Date[Date], -1, YEAR)))

24. **Running Profit**

Running Profit =

CALCULATE([Gross Profit],

FILTER(ALL(Date), Date[Date] <= MAX(Date[Date])))

25. **Profit Rank**

Profit Rank =

RANKX(ALL(Sales[ProductID]), [Gross Profit])

26. **Top Profitable Product**

Top Profit Product =

TOPN(1, VALUES(Sales[ProductID]), [Gross Profit])

27. **Loss Amount**

Loss Amount =

IF([Gross Profit] < 0, ABS([Gross Profit]), 0)

28. **Loss Orders Count**

Loss Orders =

CALCULATE(COUNTROWS(Sales), Sales[Amount] < Sales[Cost])

29. **Profit per Quantity**

Profit per Unit =

DIVIDE([Gross Profit], [Total Quantity])

30. **Profit Index**

Profit Index =

DIVIDE([Gross Profit], AVERAGE([Gross Profit]))

---

3. Time Intelligence KPIs (31–50)

31. **YTD Sales**

YTD Sales =

TOTALYTD([Total Sales], Date[Date])

32. **MTD Sales**

MTD Sales =

TOTALMTD([Total Sales], Date[Date])

33. **QTD Sales**

QTD Sales =

TOTALQTD([Total Sales], Date[Date])

34. **Previous Year Sales**

PY Sales =

CALCULATE([Total Sales], SAMEPERIODLASTYEAR(Date[Date]))

35. **YoY Growth**

YoY Growth =

[Total Sales] - [PY Sales]

36. **YoY Growth %**

YoY Growth % =

DIVIDE([YoY Growth], [PY Sales])

37. **Rolling 3 Month Sales**

Rolling 3M Sales =

CALCULATE([Total Sales],

DATESINPERIOD(Date[Date], MAX(Date[Date]), -3, MONTH))

38. **Rolling 12 Month Sales**

Rolling 12M Sales =

CALCULATE([Total Sales],

DATESINPERIOD(Date[Date], MAX(Date[Date]), -12, MONTH))

39. **Average Monthly Sales**

Avg Monthly Sales =

AVERAGEX(VALUES(Date[Month]), [Total Sales])

40. **Sales Trend Indicator**

Sales Trend =

IF([YoY Growth] > 0, "Upward", "Downward")

41. **Best Month Sales**

Best Month =

MAXX(VALUES(Date[Month]), [Total Sales])

42. **Worst Month Sales**

Worst Month =

MINX(VALUES(Date[Month]), [Total Sales])

43. **Cumulative Sales**

Cumulative Sales =

CALCULATE([Total Sales],

FILTER(ALL(Date), Date[Date] <= MAX(Date[Date])))

44. **Sales Momentum**

Sales Momentum =

[Total Sales] - CALCULATE([Total Sales], PREVIOUSMONTH(Date[Date]))

45. **Sales Acceleration**

Sales Acceleration =

[Sales Momentum] -

CALCULATE([Sales Momentum], PREVIOUSMONTH(Date[Date]))

46. **Peak Sales Year**

Peak Year =

MAXX(VALUES(Date[Year]), [Total Sales])

47. **Seasonality Index**

Seasonality Index =

DIVIDE([Total Sales], [Avg Monthly Sales])

48. **Growth Stability**

Growth Stability =

STDEVX.P(VALUES(Date[Month]), [Total Sales])

49. **Sales Volatility**

Sales Volatility =

VAR Avg = [Avg Monthly Sales]

RETURN

DIVIDE(STDEVX.P(VALUES(Date[Month]), [Total Sales]), Avg)

50. **Time-Based Rank**

Sales Rank by Date =

RANKX(ALL(Date[Date]), [Total Sales])

---

4. Advanced FILTER + CALCULATE KPIs (51–75)

51. **Top 10% Sales**

Top 10% Sales =

CALCULATE([Total Sales],

FILTER(ALL(Sales), Sales[Amount] >= PERCENTILEX.INC(Sales, Sales[Amount], 0.9)))

52. **Customer Retention Sales**

Repeat Customer Sales =

CALCULATE([Total Sales],

FILTER(Sales, Sales[CustomerID] IN VALUES(Sales[CustomerID])))

53. **Inactive Relationship Sales**

Ship Date Sales =

CALCULATE([Total Sales],

USERELATIONSHIP(Sales[ShipDate], Date[Date]))

54. **Conditional KPI**

Sales Performance =

SWITCH(TRUE(),

[Total Sales] > 1000000, "Excellent",

[Total Sales] > 500000, "Good",

"Needs Improvement")

55. **Dynamic Target Achievement**

Target Ach % =

DIVIDE([Total Sales], SELECTEDVALUE(Target[TargetValue]))

56. **Sales Above Average**

Sales Above Avg =

CALCULATE([Total Sales],

FILTER(ALL(Sales), Sales[Amount] > [Avg Sales]))

57. **Contribution by Selected Product**

Product Contribution =

DIVIDE([Total Sales],

CALCULATE([Total Sales], ALL(Sales[ProductID])))

58. **Customer Lifetime Value (Simple)**

CLV =

[Sales per Customer] * 12

59. **Weighted Sales**

Weighted Sales =

SUMX(Sales, Sales[Amount] * Sales[Quantity])

60. **Sales Efficiency**

Sales Efficiency =

DIVIDE([Weighted Sales], [Total Cost])

61. **Top Customer Flag**

Top Customer =

IF([Sales per Customer] > AVERAGE([Sales per Customer]), 1, 0)

62. Outlier Detection

Outlier Sales =

IF(Sales[Amount] > 3 * [Avg Sales], Sales[Amount], BLANK())

63. Pareto Sales 80%

Pareto Sales =

DIVIDE([Running Sales], [Total Sales])

64. Sales Density

Sales Density =

DIVIDE([Total Sales], [Product Count])

65. Market Share

Market Share =

DIVIDE([Total Sales],

CALCULATE([Total Sales], ALL(Sales)))

66. Customer Penetration

Customer Penetration =

DIVIDE([Customer Count],

CALCULATE([Customer Count], ALL(Sales)))

67. Revenue Index

Revenue Index =

DIVIDE([Total Sales], AVERAGEX(ALL(Date[Year]), [Total Sales]))

68. Growth Index

Growth Index =

DIVIDE([YoY Growth], AVERAGE([YoY Growth]))

69. Profit Stability

Profit Stability =

STDEVX.P(VALUES(Date[Year]), [Gross Profit])

70. Sales Elasticity

Sales Elasticity =

DIVIDE([YoY Growth %], [Profit Margin %])

71. **High Risk Flag**

High Risk =

IF([Profit Margin %] < 0.05 && [YoY Growth] < 0, 1, 0)

72. **Opportunity Score**

Opportunity Score =

([YoY Growth %] * 0.6) + ([Profit Margin %] * 0.4)

73. **Sales Health Index**

Sales Health =

([Profit Margin %] + [YoY Growth %]) / 2

74. **Normalized Sales**

Normalized Sales =

DIVIDE([Total Sales] - MIN([Total Sales]),

MAX([Total Sales]) - MIN([Total Sales]))

75. **Composite KPI**

Composite KPI =

([Sales Health] * 0.5) + ([Market Share] * 0.5)

---

5. KPI Flags, Scores & Dashboards (76–100)

76. **Traffic Light KPI**

KPI Status =

SWITCH(TRUE(),

[Total Sales] >= 1000000, "Green",

[Total Sales] >= 500000, "Amber",

"Red")

77. **Sales Score**

Sales Score =

RANKX(ALL(Sales[ProductID]), [Total Sales]) * -1

78. Growth Score

Growth Score =

RANKX(ALL(Date[Year]), [YoY Growth])

79. Balanced Score

Balanced Score =

([Sales Score] + [Growth Score]) / 2

80. Target Gap

Target Gap =

SELECTEDVALUE(Target[TargetValue]) - [Total Sales]

81. Achievement Flag

Target Achieved =

IF([Total Sales] >= SELECTEDVALUE(Target[TargetValue]), "Yes", "No")

82. Sales Momentum Index

Momentum Index =

DIVIDE([Sales Momentum], [Avg Monthly Sales])

83. Revenue Quality

Revenue Quality =

DIVIDE([Gross Profit], [Total Sales])

84. Customer Value Score

Customer Value =

[Sales per Customer] * [Profit Margin %]

85. Sales Concentration

Sales Concentration =

DIVIDE(MAX(Sales[Amount]), [Total Sales])

86. Demand Index

Demand Index =

DIVIDE([Total Quantity], AVERAGE([Total Quantity]))

87. Performance Index

Performance Index =

([Sales Health] + [Revenue Quality]) / 2

88. Risk Score

Risk Score =

1 - [Profit Margin %]

89. Opportunity Flag

Opportunity Flag =

IF([Growth Index] > 1 && [Profit Margin %] > 0.2, 1, 0)

90. Composite Dashboard KPI

Dashboard KPI =

([Performance Index] * 0.4) +

([Growth Index] * 0.3) +

([Market Share] * 0.3)

91. Dynamic Rank

Dynamic Rank =

RANKX(ALLSELECTED(Sales), [Total Sales])

92. Filtered Average

Filtered Avg =

CALCULATE([Avg Sales], Sales[Amount] > 5000)

93. Weighted Profit

Weighted Profit =

SUMX(Sales, ([Amount] - [Cost]) * [Quantity])

94. Profit Efficiency

Profit Efficiency =

DIVIDE([Weighted Profit], [Total Cost])

95. High Growth Products

High Growth =

IF([YoY Growth %] > 0.3, "High Growth", "Normal")

96. **Sales Stability Index**

Sales Stability =

1 - [Sales Volatility]

97. **Customer Risk**

Customer Risk =

IF([Sales per Customer] < [Avg Sales], "At Risk", "Stable")

98. **Strategic KPI**

Strategic KPI =

([Market Share] + [Profit Margin %] + [YoY Growth %]) / 3

99. **Executive KPI**

Executive KPI =

IF([Strategic KPI] > 0.25, "Strong", "Weak")

100. **Master KPI Score**

Master KPI =

([Composite KPI] + [Dashboard KPI] + [Strategic KPI]) / 3