CUSTOMER SEGMENTATION ANALYSIS

1. New Customers = CALCULATE(DISTINCTCOUNT(Orders[Customer ID]),FILTER(Orders,Orders[First Purchase Year] = SELECTEDVALUE(DimDate[Year])))

2. Sales LastYear = CALCULATE([TotalSales],SAMEPERIODLASTYEAR('DimDate'[Date]))

3. YoY Growth = DIVIDE(SUM(Orders[Sales]) - [Sales LastYear], [Sales LastYear], 0)

4. AvgOrderValuePerCustomer = DIVIDE(SUM(Orders[Sales]),DISTINCTCOUNT(Orders[Customer ID]))

5. AvgOrderValuePerOrder = DIVIDE(SUM(Orders[Sales]),DISTINCTCOUNT(Orders[Order ID]))

6. First Purchase Year = YEAR(CALCULATE(MIN(Orders[Order Date]), ALLEXCEPT(Orders, Orders[Customer ID])))

7. PreviousYear Sales = CALCULATE(SUM(Orders[Sales]),SAMEPERIODLASTYEAR(Orders[Order Date]))

8. Recency = DATEDIFF(MAX(Orders[Order Date]),TODAY(),DAY)

9. Monetary Value = CALCULATE(SUM(Orders[Sales]),ALLEXCEPT(Orders,Orders[Customer ID]))

10. PurchaseFrequency = DIVIDE(DISTINCTCOUNT(Orders[Order ID]),DISTINCTCOUNT(Orders[Customer ID]),0)

11. Total Customers = DISTINCTCOUNT('Orders'[Customer ID])

12. TotalSales = SUM(Orders[Sales])

13. DistinctCustomers = DISTINCTCOUNT(Orders[Customer ID])

14. qty MTD = TOTALMTD(SUM(Orders[Quantity]),DimDate[Date].[Date])

15. qty QTD = TOTALQTD(SUM(Orders[Quantity]),DimDate[Date].[Date])

16. qty YTD = TOTALYTD(SUM(Orders[Quantity]),DimDate[Date].[Date])

17. SalesBefore5Days = CALCULATE(SUM(Orders[Sales]),DATEADD(DimDate[Date].[Date], -5,DAY))

18. TotalSalesAfter5daysFromToday = CALCULATE(SUM(Orders[Sales]),DATESINPERIOD(DimDate[Date].[Date],LASTDATE(DimDate[Date].[Date]),5,DAY))

19. Price = SUMX(Orders,Orders[Sales] / Orders[Quantity])

20. pre day sales = CALCULATE(SUM(Orders[Sales]),PREVIOUSDAY(DimDate[Date].[Date]))

21. premonth = CALCULATE(SUM('Orders'[Sales]),PREVIOUSMONTH(DimDate[Date].[Date]))

22. preyear = CALCULATE(SUM('Orders'[Sales]),PREVIOUSYEAR(DimDate[Date].[Date]))

23. Average Order value per customer = DIVIDE(SUM(Orders[Sales]),DISTINCTCOUNT(Orders[Customer ID]))