DAX Measures Used

* Churn Rate = [Total churn] / [Total Customers]
* New Joiners =

VAR CountJoiners =

    CALCULATE(

        COUNT(churn\_Production[Customer\_ID]),

        FILTER(

            churn\_Production,

            churn\_Production[Customer\_Status] = "joined"

        )

    )

RETURN

    IF(ISBLANK(CountJoiners), 0, CountJoiners)

* Total churn = SUM(churn\_Production[churn\_status])
* Total Customers = COUNT(churn\_Production[Customer\_ID])
* Churn % by Column =
* DIVIDE(
* SUM('service\_production'[churn\_status]),
* CALCULATE(
* SUM('service\_production'[churn\_status]),
* ALLSELECTED('service\_production'[status])
* )
* )