# DAX functions used in the project

sales = 'coffee\_shop coffee\_shop\_sales'[transaction\_qty] \* 'coffee\_shop coffee\_shop\_sales'[unit\_price]

Total Sales = SUM('coffee\_shop coffee\_shop\_sales'[sales])

Total Quantities Sold = SUM('coffee\_shop coffee\_shop\_sales'[transaction\_qty])

Total Orders = COUNT('coffee\_shop coffee\_shop\_sales'[transaction\_id])

Foot Note = "Hover on the visual to see details"

Hour = HOUR('coffee\_shop coffee\_shop\_sales'[transaction\_time])

Monthly Average Sales =

AVERAGEX(

    VALUES('coffee\_shop coffee\_shop\_sales'[transaction\_date]),

    'coffee\_shop coffee\_shop\_sales'[Total Sales]

)

Current Month Orders = CALCULATE(

    COUNT('coffee\_shop coffee\_shop\_sales'[transaction\_id]),

    ALL('Date Table'[Month])

)

Current Month Quantity Sold = CALCULATE(

    SUM('coffee\_shop coffee\_shop\_sales'[transaction\_qty]),

    ALL('Date Table'[Month])

)

Current Month Sales = CALCULATE(

    SUM('coffee\_shop coffee\_shop\_sales'[sales]),

    ALL('Date Table'[Month])

)

Previous Month Orders =

CALCULATE(

    COUNT('coffee\_shop coffee\_shop\_sales'[transaction\_id]),

    DATEADD('Date Table'[Date], -1, MONTH)

)

Previous Month Quantity Sold =

CALCULATE(

    SUM('coffee\_shop coffee\_shop\_sales'[transaction\_qty]),

    DATEADD('Date Table'[Date], -1, MONTH)

)

Previous Month Sales =

CALCULATE(

    SUM('coffee\_shop coffee\_shop\_sales'[sales]),

    DATEADD('Date Table'[Date], -1, MONTH)

)

Category Sales MOM Comparison =

VAR Difference = [Current Month Sales] - [Previous Month Sales]

VAR PercentChange = DIVIDE(Difference, [Previous Month Sales], 0)

VAR Arrow = IF(Difference >= 0, "🔺", "🔻")

VAR FormattedDifference = FORMAT(ROUND(Difference/1000, 1), "+#,##0.0k;-#,##0.0k")

VAR FormattedPercentChange = FORMAT(PercentChange, "+0.0%;-0.0%")

RETURN

    IF(

        ISBLANK([Previous Month Sales]),

        "-- | --",

        Arrow & FormattedPercentChange

    )

Orders MOM Comparison =

VAR Difference = [Current Month Orders] - [Previous Month Orders]

VAR PercentChange = DIVIDE(Difference, [Previous Month Orders], 0)

VAR Arrow = IF(Difference >= 0, "🔺", "🔻")

VAR FormattedDifference = FORMAT(ROUND(Difference/1000, 1), "+#,##0.0k;-#,##0.0k")

VAR FormattedPercentChange = FORMAT(PercentChange, "+0.0%;-0.0%")

RETURN

    IF(

        ISBLANK([Previous Month Orders]),

        "-- | --",

        Arrow & FormattedPercentChange & " | " & FormattedDifference & " vs LM"

    )

Quantity Sold MOM Comparison =

VAR Difference = [Current Month Quantity Sold] - [Previous Month Quantity Sold]

VAR PercentChange = DIVIDE(Difference, [Previous Month Quantity Sold], 0)

VAR Arrow = IF(Difference >= 0, "🔺", "🔻")

VAR FormattedDifference = FORMAT(ROUND(Difference/1000, 1), "+#,##0.0k;-#,##0.0k")

VAR FormattedPercentChange = FORMAT(PercentChange, "+0.0%;-0.0%")

RETURN

    IF(

        ISBLANK([Previous Month Quantity Sold]),

        "-- | --",

        Arrow & FormattedPercentChange & " | " & FormattedDifference & " vs LM"

    )

Sales MOM Comparison =

VAR Difference = [Current Month Sales] - [Previous Month Sales]

VAR PercentChange = DIVIDE(Difference, [Previous Month Sales], 0)

VAR Arrow = IF(Difference >= 0, "🔺", "🔻")

VAR FormattedDifference = FORMAT(ROUND(Difference/1000, 1), "+#,##0.0k;-#,##0.0k")

VAR FormattedPercentChange = FORMAT(PercentChange, "+0.0%;-0.0%")

RETURN

    IF(

        ISBLANK([Previous Month Sales]),

        "-- | --",

        Arrow & FormattedPercentChange & " | " & FormattedDifference & " vs LM"

    )

Label for Category Placeholder = SELECTEDVALUE('coffee\_shop coffee\_shop\_sales'[product\_category]) & " | " & FORMAT(ROUND([Total Sales] / 1000, 1), "0.#") & "k" & " |" & [Category Sales MOM Comparison]

Label for Location Placeholder = SELECTEDVALUE('coffee\_shop coffee\_shop\_sales'[store\_location]) & " | " & 'coffee\_shop coffee\_shop\_sales'[Sales MOM Comparison]

Label for Product Type Placeholder = SELECTEDVALUE('coffee\_shop coffee\_shop\_sales'[product\_type]) & " | " & FORMAT(ROUND([Total Sales] / 1000, 1), "0.#") & "k" & " |" & [Category Sales MOM Comparison]

Placeholder = 0