**Easy Level DAX Calculations**

**1. Total Revenue**

Total Revenue := SUMX(Sales,RELATED(Products[UnitPrice])\*Sales[Quantity]Sales[Discount]+Sales[ShippingCost])

Explanation: Adds all revenue values from the Sales table.

**2. Total Profit**

Total Profit := SUM(Sales[Profit])

Explanation: Adds all profit values from the Sales table.

**3. Total Quantity**

Total Quantity := SUM(Sales[quantity])

Explanation: Total number of items sold.

**4. Average Order Value**

Average Order Value:=

DIVIDE(SUM(Sales[shippingCost]),DISTINCTCOUNT(Sales[transactionId]))

Explanation: Revenue per order.

**Medium Level DAX Calculations**

**5. Product Ranking by Revenue**

Product Rank :=

RANKX(ALL(Products[Product\_Name]),[Total Revenue],DESC)

Explanation: Ranks products across all products by revenue, highest first.

**6. Average Feedback by Category**

Avg Feedback Score :=

AVERAGEX(VALUES(Products[Category]),CALCULATE(AVERAGE(Sales[FeedbackScore])))

Explanation: Calculates average feedback score per product category.

**Hard Level DAX Calculations**

**7. Repeat Purchase Rate**

Repeat Purchase Rate :=

DIVIDE(COUNTROWS(FILTER(Customers,

CALCULATE(DISTINCTCOUNT(Sales[Order\_ID]))>1)),

DISTINCTCOUNT(Customers[Customer\_ID]))

Explanation: Percentage of customers who ordered more than once.

**8. Customer Lifetime Value**

Customer Lifetime Value :=

CALCULATE(SUM(Sales[shippingCost]),ALLEXCEPT(Sales, Sales[customerId]))

Explanation: Total revenue generated per customer.

**9. Customer Segmentation (High/Low Value)**

Customer Segment :=IF([Customer Lifetime Value] > 10000, "High","Regular")

Explanation: Segments customers based on a ₹10,000 threshold.