Sales Analytics Platform – Technical KPI Appendix & KPI Mapping

Document 1: Technical KPI Appendix (DAX-Level)

This section provides technical definitions of KPIs, including DAX logic patterns used in the Power BI model. It is intended for BI developers, analysts, and technical reviewers.

KPI Name	Base Measure	DAX Pattern Used	Notes / Considerations
Total Sales	SUM(SalesAmount)	Simple aggregation	Currency formatted
Total Profit	Sales - Cost	Derived measure	Validated against finance totals
Profit Margin %	Profit / Sales	DIVIDE()	Handles divide-by-zero
Sales YTD	Total Sales	TOTALYTD()	Uses Dim_Date[Date]
Sales MTD	Total Sales	Fact-based MTD logic	Used for KPI card stability
Sales YoY %	Sales LY	DATEADD(), DIVIDE()	Blank-safe YoY logic
Orders	DISTINCTCOUNT(OrderID)	Distinct count	OrderID must be unique
AOV	Sales / Orders	DIVIDE()	Sensitive to order granularity
ASP	Sales / Quantity	DIVIDE()	Product pricing analysis
Active Customers	DISTINCTCOUNT(CustomerID)	Distinct count	Context-aware by slicers

Document 2: Business vs Technical KPI Mapping

This section maps business-facing KPIs to their technical implementations, ensuring transparency between business requirements and BI logic.

Business KPI Name	Business Definition	Technical Measure Name	Source Table(s)	Used In Dashboard(s)
Total Sales	Overall revenue generated	Total Sales	FactSalesData	Executive, Sales, Product, Customer
Sales Growth	Year-over-year sales growth	Sales YoY %	Fact + Dim_Date	Executive, Sales
Monthly Performance	Current month sales performance	Sales MTD	FactSalesData	Sales Performance
Profitability	Profit generated after costs	Total Profit	FactSalesData	Executive, Product
Margin Efficiency	Profit as % of revenue	Profit Margin %	FactSalesData	Executive, Product
Sales Productivity	Revenue per sales executive	Sales per Executive	Fact + Dim_SalesExecutive	Sales Performance
Customer Value	Revenue and profit by customer	Customer Sales / Profit	Fact + Dim_Customer	Customer Analysis
Product Pricing	Average selling price	ASP	Fact + Dim_Product	Product Performance
Order Behavior	Average deal size	AOV	FactSalesData	Sales Performance