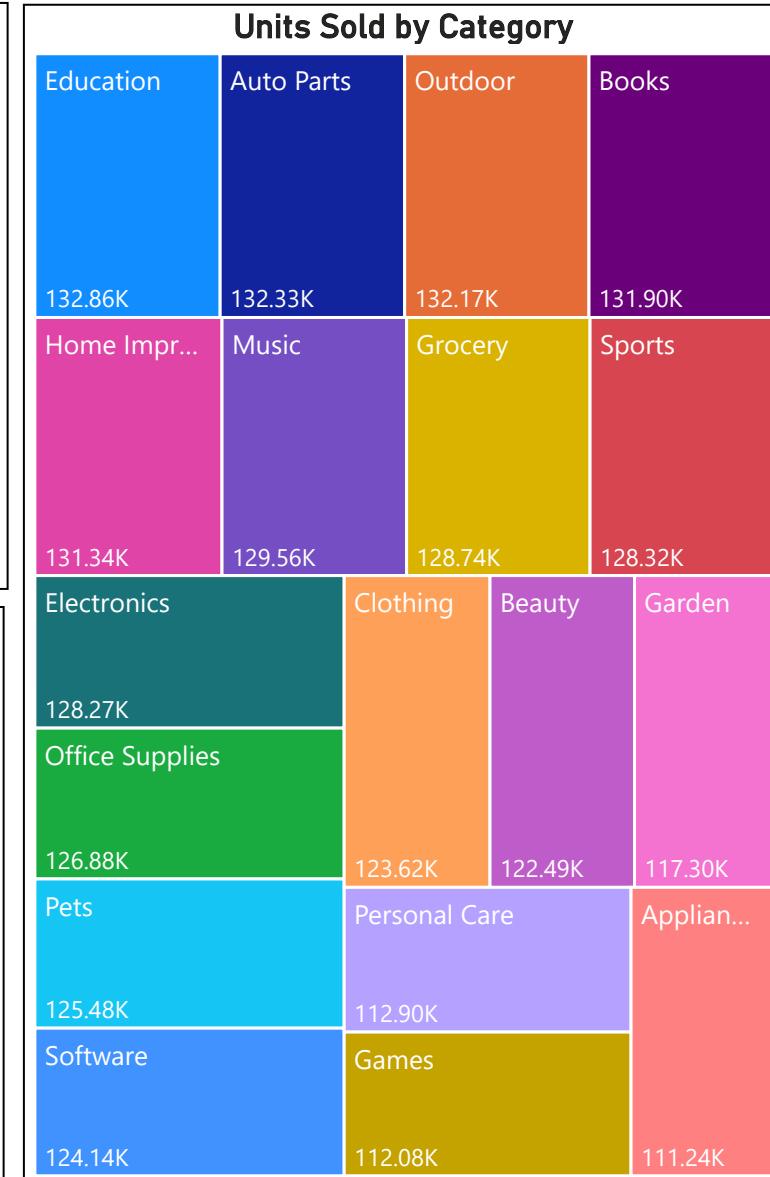
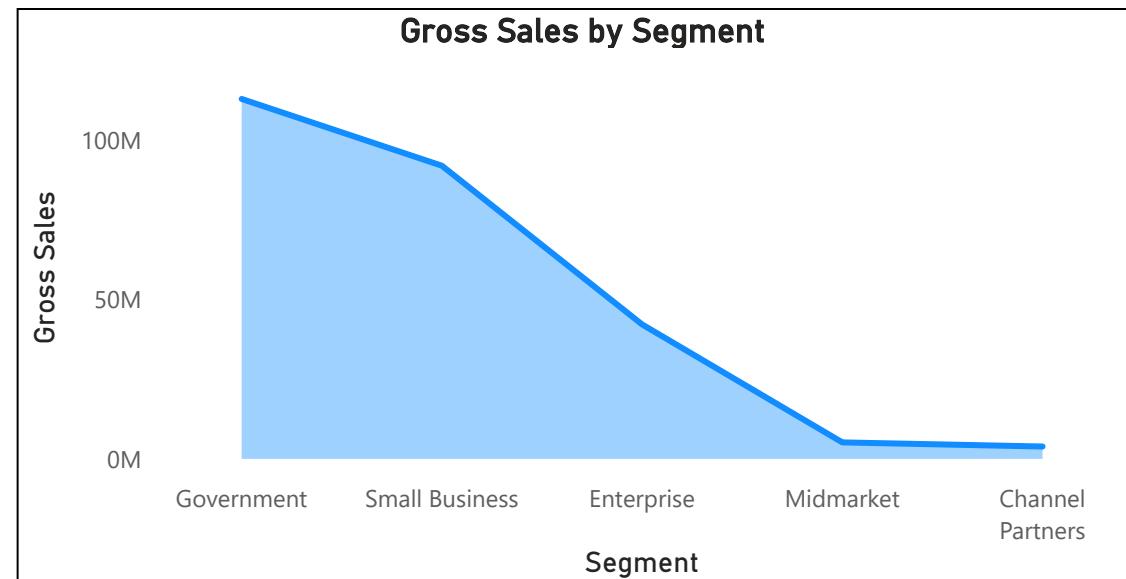
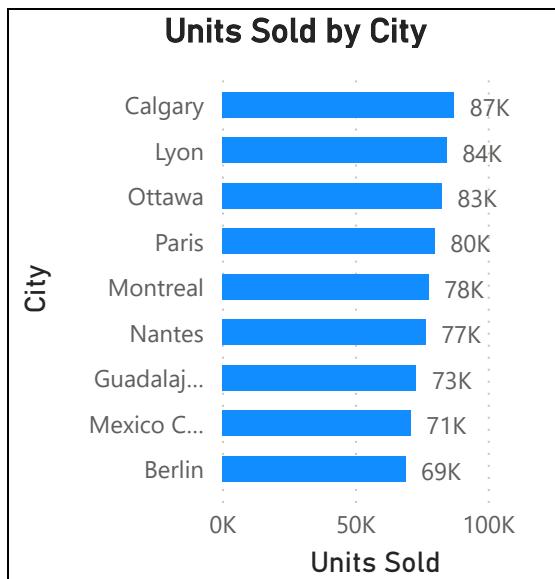




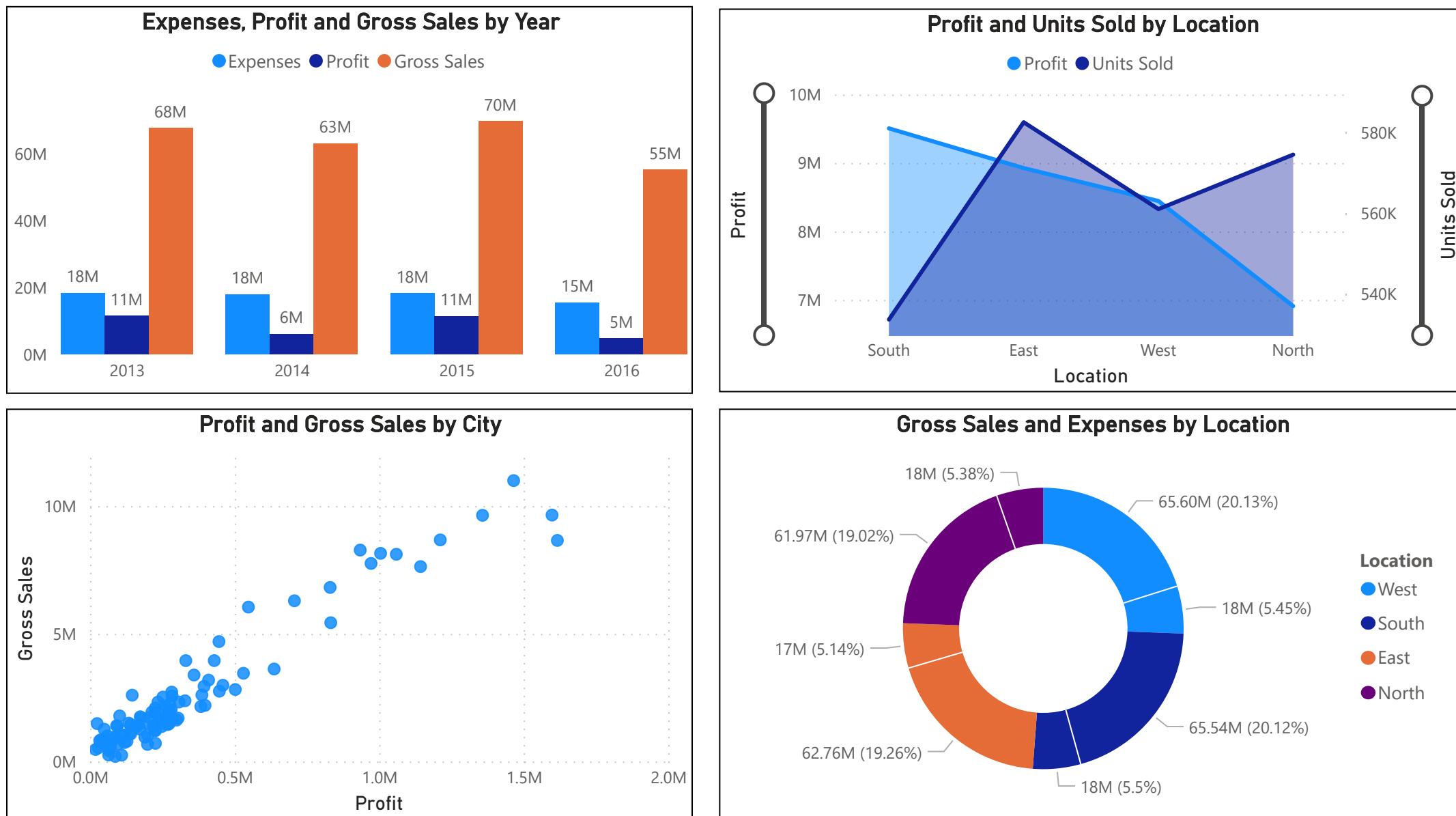
### Summary

Gross Sales	Expenses	Gross Sales Minus Expenses	Profit	Country
4,431,807.00	1,315,016	3,116,791.00	375,205.46	Argentina
5,862,129.00	1,455,820	4,406,309.00	865,065.17	Australia
3,042,893.00	1,503,620	1,539,273.00	431,699.87	Brazil
3,235,692.00	1,282,514	1,953,178.00	429,567.11	Bulgaria
26,932,163.50	7,524,003	19,408,161.00	3,529,228.89	Canada
8,946,523.00	1,341,091	7,605,432.00	1,209,509.77	China
5,476,651.50	1,588,643	3,888,009.00	689,267.39	Egypt
26,081,674.50	6,549,918	19,531,757.00	3,781,020.78	France
24,921,467.50	7,018,044	17,903,424.00	3,680,388.82	Germany
4,346,663.00	1,224,283	3,122,380.00	520,608.79	Greece
<b>255,863,197.00</b>	<b>69,960,140</b>	<b>185,903,057.00</b>	<b>33,787,404.52</b>	



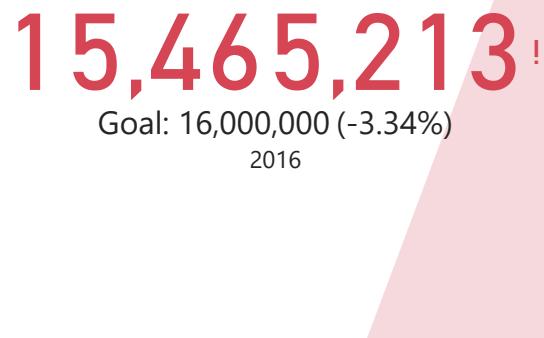


## Test Page





Actual vs Expected Expenses



Actual vs Expected Profit



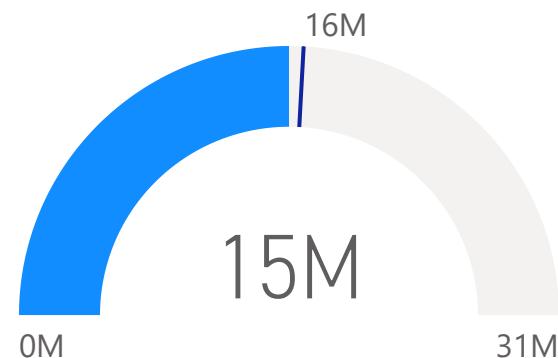
Actual vs Expected Gross Sales



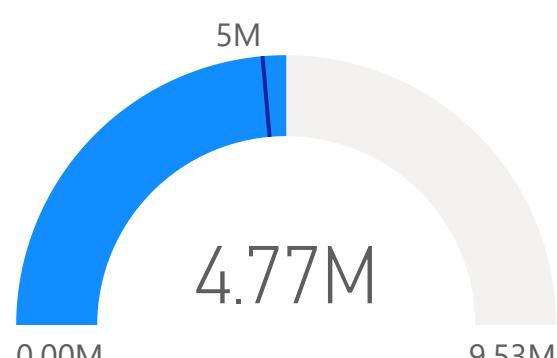
Actual vs Expected Units Sold



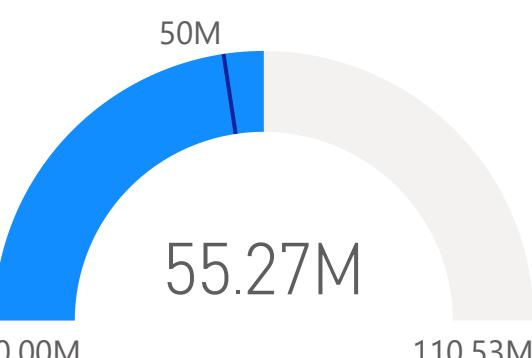
Total Expenses



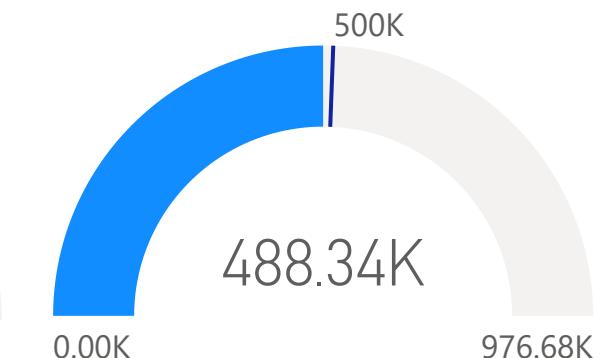
Total Profit



Total Sales



Total Units Sold



Category

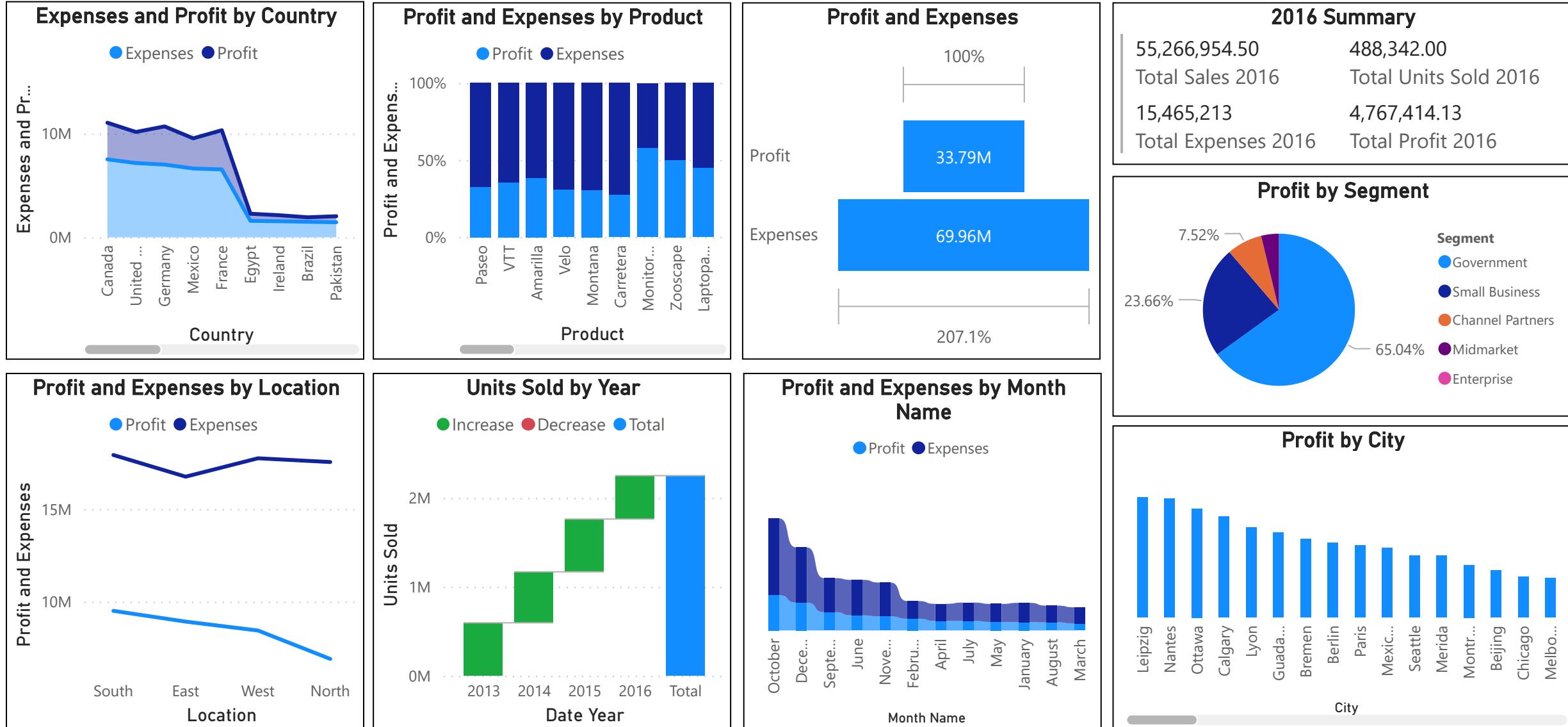
All

Country

All

Product

All





Total 2016 by City





## DAX Formulas

```
AVERAGE_PROFIT = AVERAGE(Data[Profit])
COUNTA = COUNTA(Data[Profit])
COUNT_DISTINCT_Cities = DISTINCTCOUNT(CompanyData[City])
SUM_Profit = SUM(Data[Profit])
MAX_PROFIT = MAX(Data[Profit])
MIN_PROFIT = MIN(Data[Profit])
Median Profit = MEDIAN(Data[Profit])
Small Business Profit = CALCULATE( SUM(Data[Profit]), 'CompanyData'[Segment] = "Small Business", 'Data'[Year] = 2016)
MidMarket Gross Sales = SUMX(FILTER(CompanyData, CompanyData[Segment]="MidMarket"),[Gross Sales])
MidMarket Avg. Gross Sales = AVERAGEX(FILTER(CompanyData, CompanyData[Segment]="MidMarket"),[Gross Sales])
Gross Sales / Profit = sum(CompanyData[Gross Sales])/sum(Data[Profit])
Gross Sales Minus Expenses = Round(ABS(sum(CompanyData[Gross Sales])-sum(Data[Expenses])),0)
```

24,133.86	1400	99	33,787,404.52	262,200.00	-40,617.50	9,242.20
AVERAGE_PROFIT	COUNTA	COUNT_DISTINCT_Cities	SUM_Profit	MAX_PROFIT	MIN_PROFIT	Median Profit
1,132,112.00	5,165,340.00	25,826.70	7.57	185,903,057.00	Gross Sales Minus Expenses	
Small Business Profit	MidMarket Gross Sales	MidMarket Avg. Gross ...	Gross Sales / Profit			