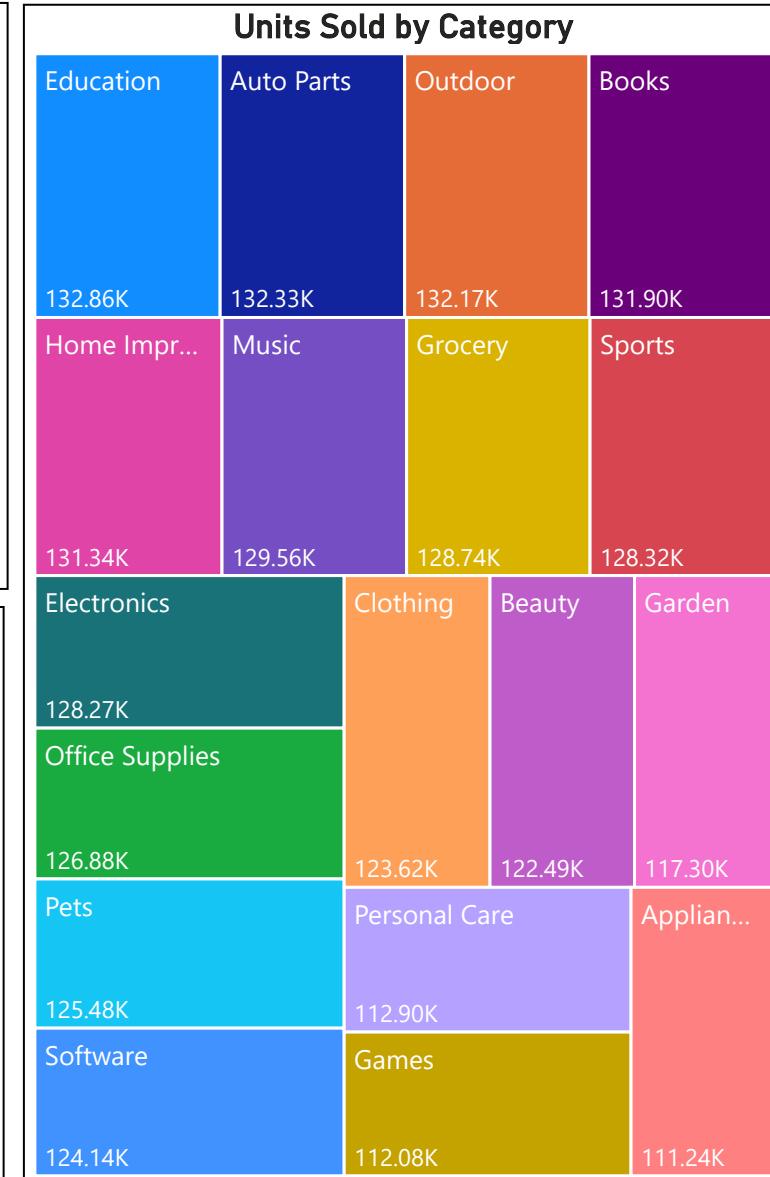
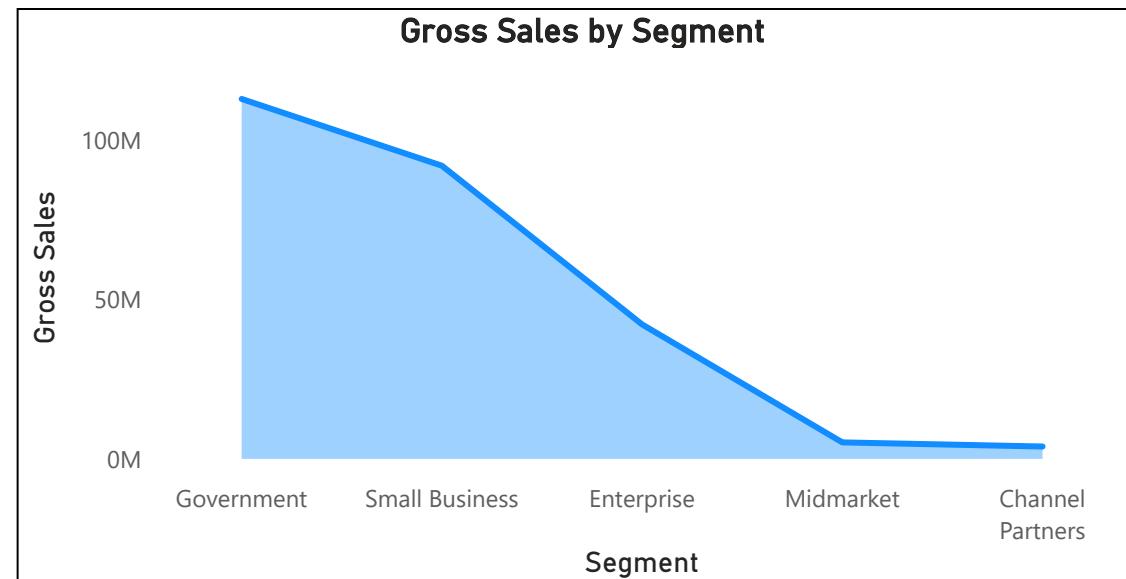
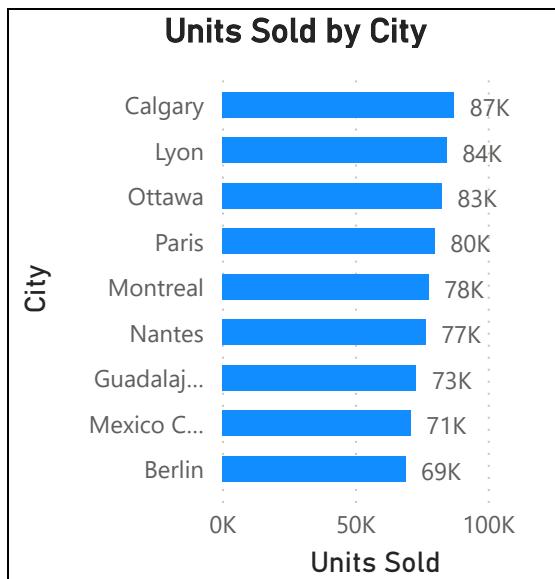




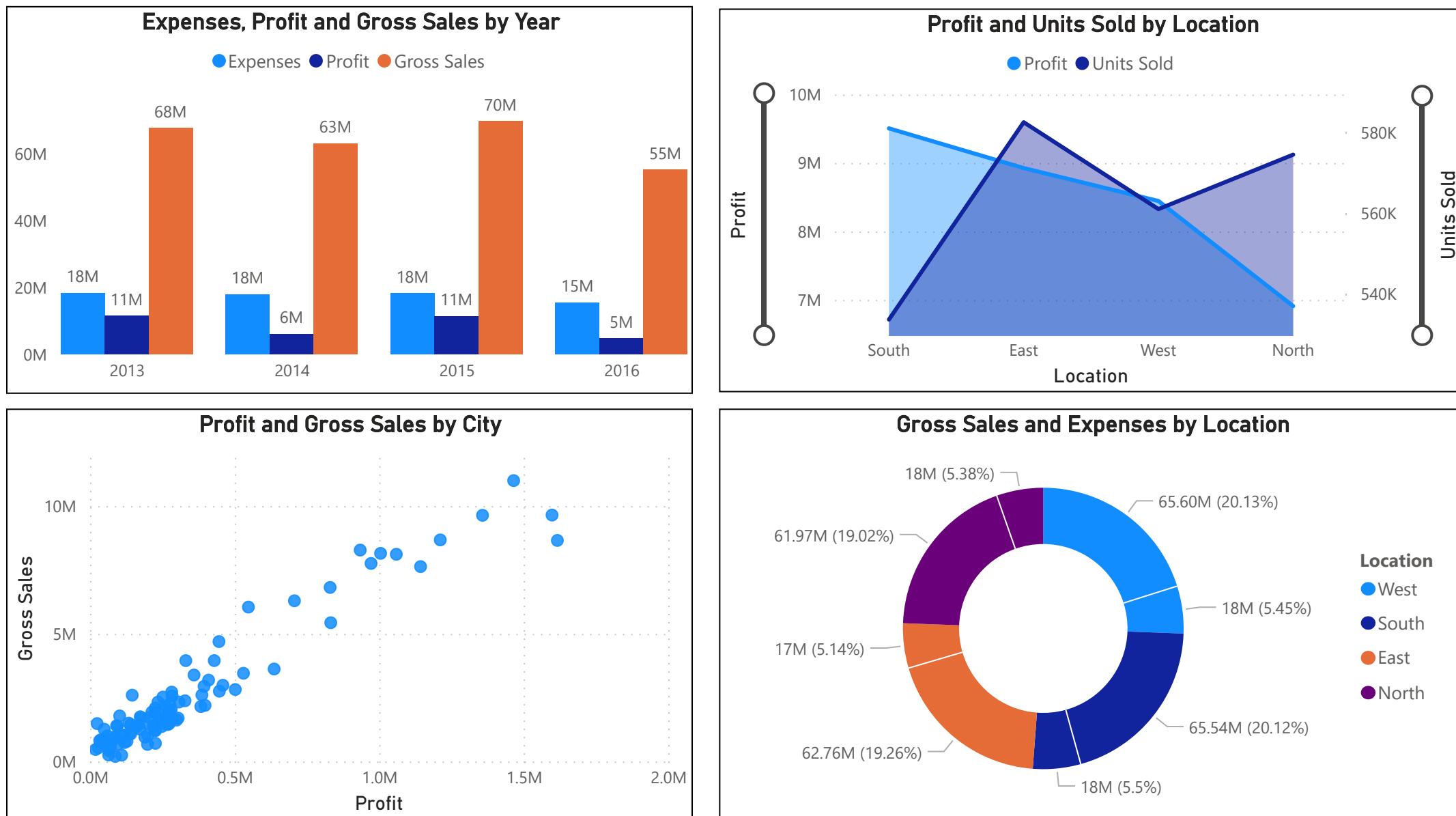
Summary

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
255,863,197.00	69,960,140	185,903,057.00	33,787,404.52	



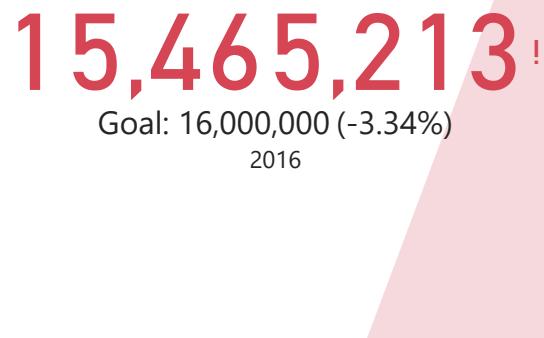


Test Page





Actual vs Expected Expenses



Actual vs Expected Profit



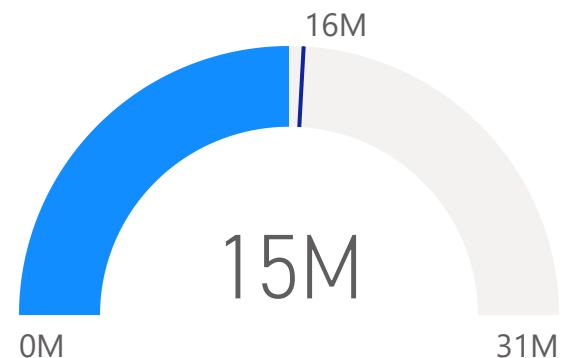
Actual vs Expected Gross Sales



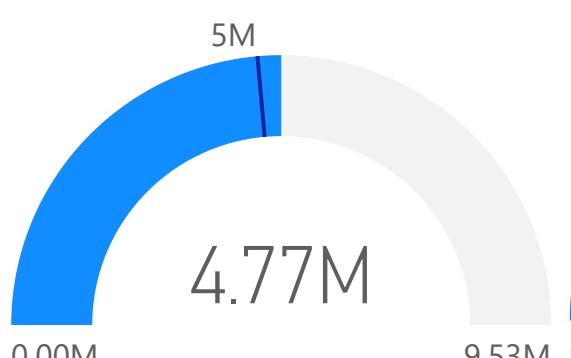
Actual vs Expected Units Sold



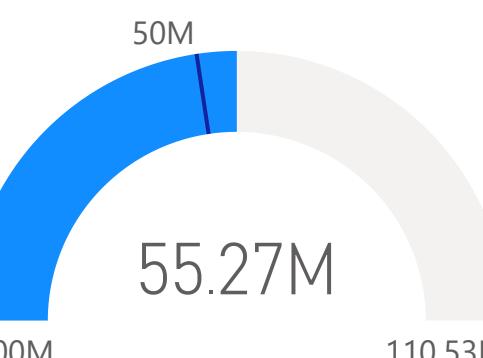
Total Expenses



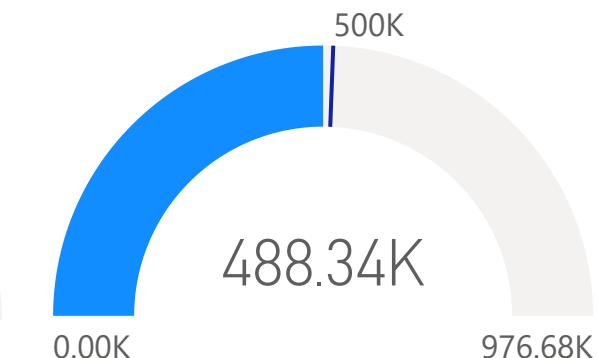
Total Profit



Total Sales



Total Units Sold



Category

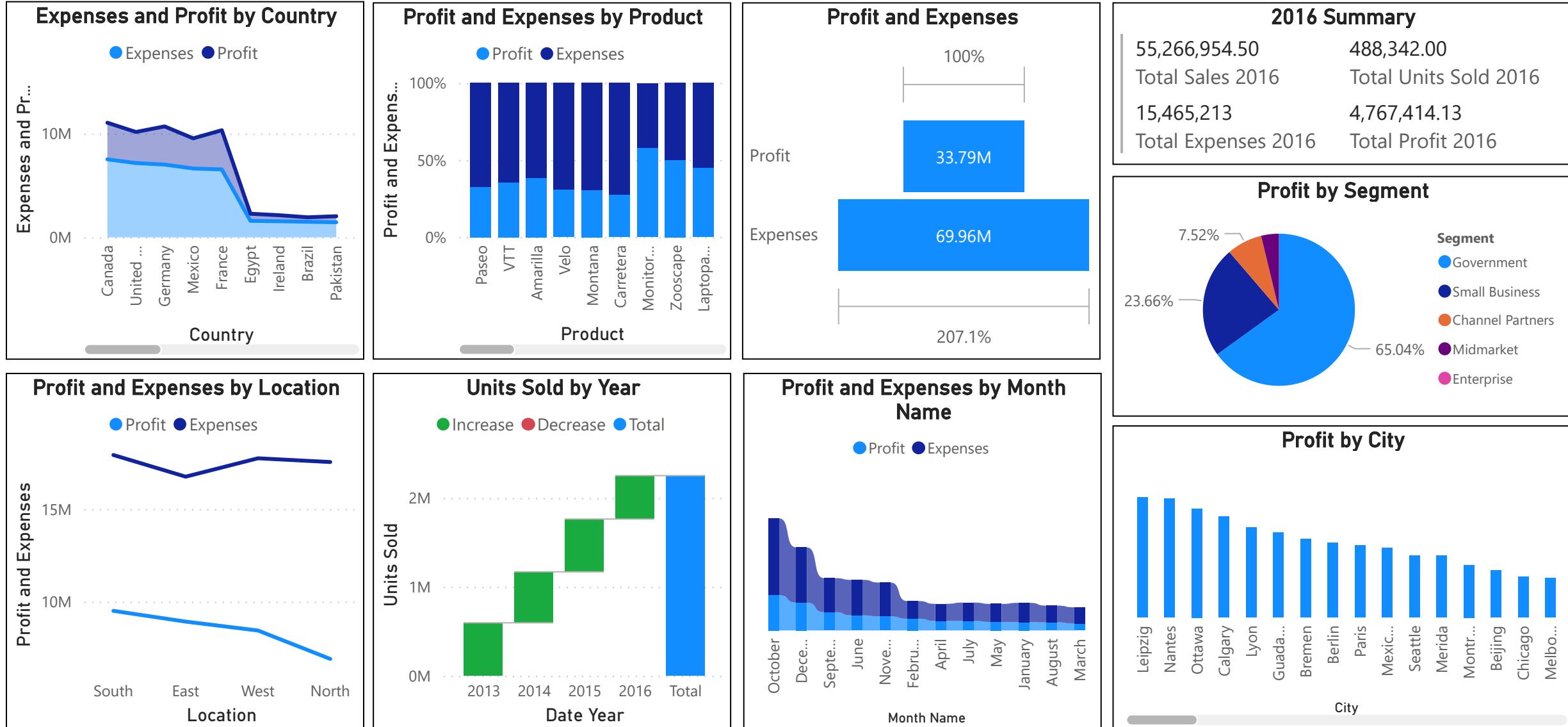
All

Country

All

Product

All





Total 2016 by City





DAX Formulas

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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)
Market Scope = IF(sum('CompanyData'[Gross Sales]) < 500000, "Small",if(sum(CompanyData[Gross Sales])>=500000 && sum(CompanyData[Gross Sales])<1000000, "Medium",
if(sum(CompanyData[Gross Sales])>1000000, "Large")))

```

IF Formula Market Scope		
City	Gross Sales	Market Scope
Adelaide	1,040,042.00	Large
Alexandria	1,936,757.00	Large
Ankara	793,207.00	Medium
Aswan	2,046,358.50	Large
Athens	540,352.00	Medium
Auckland	471,858.00	Small
Balikpapan	1,370,143.00	Large
Total	255,863,197.00	Large

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