

1) AGE GROUP:

```
AgeGroup = SWITCH(
    TRUE(),
    'public cust_detail'[customer_age] < 30, "20 - 30",
    'public cust_detail'[customer_age] >= 30 && 'public cust_detail'[customer_age] < 40, "30 - 40",
    'public cust_detail'[customer_age] >= 40 && 'public cust_detail'[customer_age] < 50, "40 - 50",
    'public cust_detail'[customer_age] >= 50 && 'public cust_detail'[customer_age] < 60, "50 - 60",
    'public cust_detail'[customer_age] >= 60, "60+",
    "unknown"
)
```

2) INCOME RANGE:

```
IncomeGroup = SWITCH(
    TRUE(),
    'public cust_detail'[income] < 35000, "Low",
    'public cust_detail'[income] >= 35000 && 'public cust_detail'[income] < 70000, "Med",
    'public cust_detail'[income] >= 70000, "High",
    "unknown"
)
```

3) REVENUE:

```
Revenue = 'public cc_detail'[annual_fees] + 'public cc_detail'[total_trans_amt] + 'public
cc_detail'[interest_earned]
```

4) WEEKNUM:

```
week_num2 = WEEKNUM('public cc_detail'[week_start_date])
```

5) WEEKLY REVENUE: (Measures)

```
Current_week_revenue = CALCULATE(
    SUM('public cc_detail'[Revenue]),
    FILTER(
        ALL('public cc_detail'),
        'public cc_detail'[week_num2] = MAX('public cc_detail'[week_num2]))
)
```

6) PREVIOUS WEEK REVENUE: (Measures)

```
Current_week_revenue = CALCULATE(
    SUM('public cc_detail'[Revenue]),
    FILTER(
        ALL('public cc_detail'),
        'public cc_detail'[week_num2] = MAX('public cc_detail'[week_num2]))
)
```

7) Week over Week revenue: (Measures)

```
wow_revenue = DIVIDE((Current_week_revenue - Previous_week_revenue),
    Previous_week_revenue)
```