1. Measures:

Measure Name	DAX Code
Total Courses	COUNTROWS(All_Courses_Combined)

Median Price	CALCULATE(
	  MEDIAN(All_Courses_Combined[Price]),
	  All_Courses_Combined[Price] > 0
	)

Free Courses	CALCULATE(
	  COUNTROWS(All_Courses_Combined),
	  OR(
	    All_Courses_Combined[Price] = 0,
	    ISBLANK(All_Courses_Combined[Price])
	  )
	)

% Free Courses	DIVIDE([Free Courses], [Total Courses], 0) * 100

Site Market Share	DIVIDE(
	  COUNTROWS(All_Courses_Combined),
	  CALCULATE(COUNTROWS(All_Courses_Combined),
	ALL(All_Courses_Combined[Site])),
	  0
	) * 100

Total Categories	DISTINCTCOUNT(All_Courses_Combined[Category])

Category Rank	RANKX(
	  ALL(All_Courses_Combined[Category]),
	  [Total Courses],
	  ,
	  DESC,
	  DENSE
	)

Coursera Courses	CALCULATE([Total Courses], All_Courses_Combined[Site] = "Coursera")

Coursera Languages	CALCULATE(
	  DISTINCTCOUNT(All_Courses_Combined[Language]),
	  All_Courses_Combined[Site] = "Coursera",
	  All_Courses_Combined[Language] <> BLANK()
	)

Udacity Courses	CALCULATE([Total Courses], All_Courses_Combined[Site] = "Udacity")

Udacity % of Total	DIVIDE(
	  COUNTROWS(All_Courses_Combined),
	  CALCULATE(COUNTROWS(All_Courses_Combined),
	ALL(All_Courses_Combined[Level])),
	  0
	) * 100

Future Learn Median Weekly Hours	CALCULATE(
	  MEDIAN(All_Courses_Combined[Weekly_Hours]),
	  All_Courses_Combined[Site] = "Future Learn",
	  All_Courses_Combined[Weekly_Hours] > 0
	)

Udacity Top Category	CALCULATE(
	  FIRSTNONBLANK(All_Courses_Combined[Category], 1),
	  TOPN(1, VALUES(All_Courses_Combined[Category]), [Total Courses], DESC),
	  All_Courses_Combined[Site] = "Udacity"
	)

FL Free Courses %	CALCULATE([% Free Courses], All_Courses_Combined[Site] = "Future Learn")

FL Avg Duration Weeks	CALCULATE(
	  AVERAGE(All_Courses_Combined[Duration_Value]),
	  All_Courses_Combined[Site] = "Future Learn",
	  All_Courses_Combined[Duration_Unit] = "weeks"
	)

FL Avg Duration by Category	CALCULATE(
	   AVERAGE(All_Courses_Combined[Duration_Value]),
	   ALLEXCEPT(All_Courses_Combined,
	All_Courses_Combined[Category]),
	   All_Courses_Combined[Site] = "Future Learn"
	)

SL Top Category	CALCULATE(
	   FIRSTNONBLANK(All_Courses_Combined[Category], 1),
	   TOPN(4, VALUES(All_Courses_Combined[Category]), [Total Courses], DESC),
	   All_Courses_Combined[Site] = "Simplilearn"
	)

Free Courses Count	CALCULATE(
	   COUNTROWS(All_Courses_Combined),
	   All_Courses_Combined[Price] = 0
	)

2. Calculated Columns:

Column Name	DAX Code
Rating_Numeric	VAR cleanValue = TRIM(All_Courses_Combined[Rating]) RETURN IF(cleanValue = "", BLANK(), VALUE(cleanValue))

Price Range	SWITCH(
	  TRUE(),
	  All_Courses_Combined[Price] = 0 ||
	ISBLANK(All_Courses_Combined[Price]), "Free",
	  All_Courses_Combined[Price] <= 50, "$1-50",
	  All_Courses_Combined[Price] <= 100, "$51-100",
	  All_Courses_Combined[Price] <= 200, "$101-200",
	  "$200+"
	)

Rating Bucket	SWITCH(
	  TRUE(),
	  ISBLANK(All_Courses_Combined[Rating_Numeric]), "No Rating",
	  All_Courses_Combined[Rating_Numeric] < 2, "0-2",
	  All_Courses_Combined[Rating_Numeric] < 3, "2-3",
	  All_Courses_Combined[Rating_Numeric] < 4, "3-4",
	  All_Courses_Combined[Rating_Numeric] <= 5, "4-5",
	  "No Rating"
	)

Top 5 Categories	IF([Category Rank] <= 5, 1, 0)

FL Course Type	IF(
	  All_Courses_Combined[Price] = 0 ||
	ISBLANK(All_Courses_Combined[Price]),
	  "Free",
	  "Paid"
	)