Measure Name	Expression
TotalSales	SUMX(Orders,Orders[SellingPrice]*Orders[Amount])
TotalCosts	SUMX(Orders,Orders[PurchasingPrice]*Orders[Amount])
TotalProfit	[TotalSales]-[TotalCosts]
ProfitMargin	[TotalProfit]/[TotalSales]
CummulativeSales	CALCULATE([TotalSales],FILTER(ALLSELECTED(Datestable[Date]),Datestable[Date]<=MAX(Datestable[Date])))
TotalYTDSales	TOTALYTD([TotalSales],Datestable[Date])
TotalQTDSales	TOTALQTD([TotalSales],Datestable[Date])
TotalMTHSales	TOTALMTD([TotalSales],Datestable[Date])
PreviousMonthSales	CALCULATE([TotalSales],PREVIOUSMONTH(Datestable[Date]))
PreviousQTRSales	CALCULATE([TotalSales],PREVIOUSQUARTER(Datestable[Date]))
TotalSalesInPeriod	CALCULATE([TotalSales],DATESINPERIOD(Datestable[Date],DATE(2017,7,4),5,DAY))
TotalSalesInPeriodComparison	CALCULATE([TotalSales],DATESINPERIOD(Datestable[Date],DATE(2019,1,1),1,MONTH)) / CALCULATE([TotalSales],DATESINPERIOD(Datestable[Date],DATE(2018,1,1),2,MONTH))

FirstdaySales	CALCULATE([TotalSales],FIRSTDATE(Orders[OrderDate]))
LastdaySales	Calculate([TotalSales],LASTDATE(Orders[OrderDate]))
Salesbetween1	[TotalSales]-[FirstdaySales]-[LastdaySales]
Salesbetween2	CALCULATE([TotalSales],DATESBETWEEN(Datestable[Date],FIRSTDATE(Orders[OrderDate])+1,LASTDATE(Orders[OrderDate])-1))
MovingAverageProfit	AVERAGEX(DATESINPERIOD(Datestable[Date],LASTDATE(Datestable[Date]),-30,DAY),[TotalProfit])
AllSales	CALCULATE([TotalSales],ALL(Supplier[Country]))
AllSelectedSales	CALCULATE([TotalSales],ALLSELECTED(Supplier[Country]))
NotselectedSales	[AllSales]-[AllSelectedSales]
AverageSales	AVERAGEX(Datestable,[TotalSales])
BestsellingWeekday	MAXX(TOPN(1,SUMMARIZE(Datestable,Datestable[DayOfWeekName],"Weekday",[AverageSales]),[Weekday],DESC),Datestable[DayOfWeekName])
Top3EmployeesContribution	SUMX(TOPN(3,SUMMARIZE(Employees,Employees[Employee Name],"Contribution",[TotalSales]),[Contribution],DESC),[TotalSales])
LostCustomers	var Customers = ALL(Orders[CustomerCompany]) var Timeframe = 90 return IF(ISBLANK([TotalSales]),BLANK(), COUNTROWS(FILTER(Customers,CALCULATE(COUNTROWS(Orders),FILTER(ALLSELECTED(Datestable[Date]),Datestable[Date]>MIN(Datestable[Date])-Timeframe && Datestable[Date]<MIN(Datestable[Date])))=0)))
SelectedCountry	SELECTEDVALUE(Orders[CustomerCountry],"ALL")
KPI	SWITCH(TRUE(),[TotalSales]>=CALCULATE([TotalSales],DATEADD(Datestable[Date],-1,MONTH)),"#009900",[TotalSales]<CALCULATE([TotalSales],DATEADD(Datestable[Date],-1,MONTH)),"#cc5222")