**DAX Function Used in Power BI Report**

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| **Sl.No** | **Metric Name** | **Formula / Logic** | **Description** |
| 1 | Avg Senior Citizen (Customer Data) | COUNTROWS(FILTER(RELATEDTABLE('Customer Data'), 'Customer Data'[SeniorCitizen] = 1)) / COUNTROWS('Customer Data') | Calculates the proportion of customers who are senior citizens (where SeniorCitizen = 1). |
| 2 | Avg Partner (Customer Data) | COUNTROWS(FILTER(RELATEDTABLE('Customer Data'), 'Customer Data'[Partner] = "Yes")) / COUNTROWS('Customer Data') | Computes the percentage of customers who have a partner (Partner = "Yes"). |
| 3 | Avg Dependents (Customer Data) | COUNTROWS(FILTER(RELATEDTABLE('Customer Data'), 'Customer Data'[Dependents] = "Yes")) / COUNTROWS('Customer Data') | Calculates the proportion of customers with dependents (Dependents = "Yes"). |
| 4 | Percentage of Subscriber (Customer Data) | DIVIDE(COUNT('Customer Data'[tenure\_group\_3]), CALCULATE(COUNT('Customer Data'[tenure\_group\_3]), ALLSELECTED('Customer Data'))) | Computes the percentage of subscribers in the tenure\_group\_3 category relative to the total. |
| 5 | |  | | --- | | Percentage of Payment Method (Customer Data) |  |  | | --- | |  | | DIVIDE(COUNT('Customer Data'[PaymentMethod]), CALCULATE(COUNT('Customer Data'[PaymentMethod]), ALLSELECTED('Customer Data'))) | Calculates the proportion of each payment method used by customers. |
| 6 | |  | | --- | | Percentage of Contract (Customer Data) | | |  | | --- | | DIVIDE(COUNT('Customer Data'[Contract]), CALCULATE(COUNT('Customer Data'[Contract]), ALLSELECTED('Customer Data'))) |  |  | | --- | |  | | Measures the proportion of each contract type within the customer base. |
| 7 | |  | | --- | | Avg Senior Citizen (Not Churn & Risk) |  |  | | --- | |  |  |  | | --- | |  | | COUNTROWS(FILTER(RELATEDTABLE('Not Churn Customer & Risk Customer Data'), 'Not Churn Customer & Risk Customer Data'[SeniorCitizen] = 1)) / COUNTROWS('Not Churn Customer & Risk Customer Data') | Calculates the percentage of senior citizens in the Not Churn & Risk dataset. |
| 8 | Avg Partner (Not Churn & Risk) | COUNTROWS(FILTER(RELATEDTABLE('Not Churn Customer & Risk Customer Data'), 'Not Churn Customer & Risk Customer Data'[Partner] = "Yes")) / COUNTROWS('Not Churn Customer & Risk Customer Data') | Computes the proportion of customers with partners in the Not Churn & Risk dataset. |
| 9 | Avg Dependents (Not Churn & Risk) | COUNTROWS(FILTER(RELATEDTABLE('Not Churn Customer & Risk Customer Data'), 'Not Churn Customer & Risk Customer Data'[Dependents] = "Yes")) / COUNTROWS('Not Churn Customer & Risk Customer Data') | Calculates the percentage of customers with dependents in the Not Churn & Risk dataset. |
| 10 | |  | | --- | | Percentage of Subscriber (Not Churn & Risk) | | DIVIDE(COUNT('Not Churn Customer & Risk Customer Data'[tenure\_group\_2]), CALCULATE(COUNT('Not Churn Customer & Risk Customer Data'[tenure\_group\_2]), ALLSELECTED('Not Churn Customer & Risk Customer Data'))) | Computes the percentage of subscribers categorized by tenure\_group\_2 for Not Churn & Risk customers. |
| 11 | |  | | --- | | Phone Service (Measure) |  |  | | --- | |  | | COUNTROWS(FILTER(RELATEDTABLE('Not Churn Customer & Risk Customer Data'), 'Not Churn Customer & Risk Customer Data'[PhoneService] = "Yes")) / COUNTROWS('Not Churn Customer & Risk Customer Data') | Calculates the proportion of customers with phone service. |
| 12 | |  | | --- | | Phone Service (High Risk/Risky) (Measure 2) |  |  | | --- | |  |  |  | | --- | |  | | CALCULATE(COUNTROWS(FILTER(RELATEDTABLE('Not Churn Customer & Risk Customer Data'), 'Not Churn Customer & Risk Customer Data'[PhoneService] = "Yes")) / COUNTROWS('Not Churn Customer & Risk Customer Data'), FILTER('Not Churn Customer & Risk Customer Data', 'Not Churn Customer & Risk Customer Data'[Risk] IN {"High Risky", "Risky"})) | Computes the percentage of customers with phone service within the High Risk or Risky categories. |
| 13 | |  | | --- | | Avg Senior Citizen (Churned Data) |  |  | | --- | |  | | COUNTROWS(FILTER(RELATEDTABLE('Churned Customer Data'), 'Churned Customer Data'[SeniorCitizen] = 1)) / COUNTROWS('Churned Customer Data') | Calculates the percentage of senior citizens among churned customers. |
| 14 | |  | | --- | | Avg Partner (Churned Data) | | COUNTROWS(FILTER(RELATEDTABLE('Churned Customer Data'), 'Churned Customer Data'[Partner] = "Yes")) / COUNTROWS('Churned Customer Data') | Computes the proportion of churned customers who have a partner. |
| 15 | |  | | --- | | Avg Dependents (Churned Data) | | COUNTROWS(FILTER(RELATEDTABLE('Churned Customer Data'), 'Churned Customer Data'[Dependents] = "Yes")) / COUNTROWS('Churned Customer Data') | Calculates the proportion of churned customers with dependents. |
| 16 | |  | | --- | | Percentage of Subscriber (Churned Data) | | DIVIDE(COUNT('Churned Customer Data'[tenure\_group]), CALCULATE(COUNT('Churned Customer Data'[tenure\_group]), ALLSELECTED('Churned Customer Data'))) | Measures the percentage of subscribers categorized by tenure\_group for churned customers. |
| 17 | |  | | --- | | Percentage of Payment Method (Churned Data) |  |  | | --- | |  |  |  | | --- | |  | | DIVIDE(COUNT('Churned Customer Data'[PaymentMethod]), CALCULATE(COUNT('Churned Customer Data'[PaymentMethod]), ALLSELECTED('Churned Customer Data'))) | Computes the distribution of payment methods among churned customers. |
| 18 | |  | | --- | | Percentage of Contract (Churned Data) |  |  | | --- | |  |  |  | | --- | |  | | DIVIDE(COUNT('Churned Customer Data'[Contract]), CALCULATE(COUNT('Churned Customer Data'[Contract]), ALLSELECTED('Churned Customer Data'))) | Calculates the proportion of different contract types among churned customers. |

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