Email Campaign Analysis:

Measures and calculations using DAX:

Bounce Rate:

```
BR = SUM(TBL_Communication[Bounced_Email])/SUM(TBL_Communication[Is_Email_Sent])
```

Click Through Rate:

```
CTR =
SUM(TBL_Communication[Email_Click_Count])/(SUM(TBL_Communication[Is_Email_Sent]) -
SUM(TBL_Communication[Bounced_Email]))
```

Delivery Rate:

```
DR = SUM(TBL_Communication[Delivered Email])/SUM(TBL_Communication[Is_Email_Sent])
```

Open Rate:

```
OR = SUM(TBL_Communication[Email_Open_Count])/SUM(TBL_Communication[Delivered
Email])
```

Member Clicked Email:

```
Member Clicked = IF(TBL_Communication[Email_Click_Count]>0,
TBL_Communication[PartyUId])
```

Member Opened Email:

```
Member Open = IF(TBL_Communication[Email_Open_Count] > 0,
TBL_Communication[PartyUId])
```

Unique Click Count:

```
Unique Click Count = IF(TBL_Communication[Email_Click_Count] > 0, 1, 0)
```

Unique Open Count:

```
Unique Open = IF(TBL_Communication[Email_Open_Count] > 0, 1, 0)
```

Bounced email count:

```
Bounced_Email =
IF(TBL_Communication[Email_Sent_Status] IN {"Bounced", "Deferred", "SoftBounced",
"Null", "soft-bounced", "Rejected"},1,0)
```