

PROJECT_FUTURE_DS_03_DAX

1.

```
Avg_Call_Duration_Minutes =  
ROUND(  
    AVERAGE(bank[duration]) / 60,  
    2  
)
```

2.

```
Customers =  
CALCULATE(  
    COUNTROWS('bank'),  
    'bank'[y] = "yes",  
    'bank'[poutcome] = "success"  
)
```

3.

```
Engaged Leads =  
CALCULATE(  
    COUNTROWS('bank'),  
    'bank'[duration] > 0  
)
```

4.

```
Engaged_to_Customer_Conversion =  
ROUND(  
    DIVIDE([Customers], [Engaged Leads], 0) * 100,  
    2  
)
```

5.

```
Engaged_to_Customer_DropOff =  
[Engaged Leads] - [Customers]
```

6.

```
Engagement_Rate =  
ROUND(  
    DIVIDE([Engaged Leads], [Total Visitors], 0) * 100,  
    2  
)
```

7.

```
Lead_to_Engaged_Conversion =  
DIVIDE(  
    [Engaged Leads],  
    [Leads],  
    0
```

)

8.

Max_Conversion = 5

9.

Min_Conversion = 0

10.

Target_Conversion = 3

11.

Total Customers =

CALCULATE(

COUNTROWS('bank'),

'bank'[y] = "yes"

)

12.

Total Targeted =

COUNTROWS('bank')

13.

Total Visitors =

COUNTROWS('bank')

14.

Visitor_to_Lead_Conversion =
ROUND(
DIVIDE([Leads], [Total Visitors], 0) * 100,
2
)

15.

Visitor_to_Lead_DropOff =
[Total Visitors] - [Leads]

