All Measures Sales Marketing

Revenue =

    SUM(

        'Fact Sales'[Sales Amount (USD)]

    )

Revenue PY =

    CALCULATE(

        '\_Measures Revenue'[Revenue],

        PREVIOUSYEAR('Calendar'[Date])

    )

Revenue Variance =

    '\_Measures Revenue'[Revenue]-'\_Measures Revenue'[Revenue PY]

Revenue Growth =

    DIVIDE(

        '\_Measures Revenue'[Revenue Variance],

        '\_Measures Revenue'[Revenue PY],

        0

    )

Revenue Growth Arrow =

    IF(

        '\_Measures Revenue'[Revenue Variance] > 0,

        "+" & ROUND('\_Measures Revenue'[Revenue Growth] \* 100 , 1) & "%" & "↑",

        IF(

            '\_Measures Revenue'[Revenue Variance] < 0 ,

            ROUND('\_Measures Revenue'[Profit Growth] \* 100,1) & "%" & "↓",

            ROUND('\_Measures Revenue'[Revenue Growth] \* 100 , 1) & "%"

        )

    )

Revenue Color =

    IF(

        '\_Measures Revenue'[Revenue Variance] > 0 ,

         "Green",

         "Red"

    )

Coast =

    SUM(

        'Fact Sales'[Cost Price (USD)]

    )

profit =

    '\_Measures Revenue'[Revenue] - [Coast]

AVG conversion Rate =

    AVERAGE(

        'Fact Sales'[Conversion Rate (%)]

    )

Views =

    SUM(

        'Fact Sales'[Views]

    )

Revenue % Of lead =

    '\_Measures Revenue'[Revenue] /

     CALCULATE(

        '\_Measures Revenue'[Revenue],

        ALLSELECTED('Lead Source'[Lead Source])

    )

Max1 =

    MAXX(

        ALLSELECTED(Country[Region]),'\_Measures Revenue'[Revenue]

    ) \* 1.5

Invoices = COUNTROWS('Fact Sales')

AVG Rating = AVERAGE('Fact Sales'[Customer Rating])

Scoring =

    // ◆◇

    var Avg\_Rating = [AVG Rating]

    var Empty\_Star = 10 - Avg\_Rating

    var Full = "◆"

    var empt\_y = "◇"

    RETURN

        REPT(Full,Avg\_Rating) & REPT(empt\_y,Empty\_Star)

Blanck1 = BLANK()

Blanck2 = BLANK()