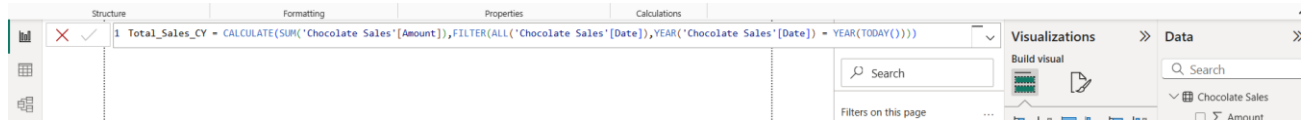


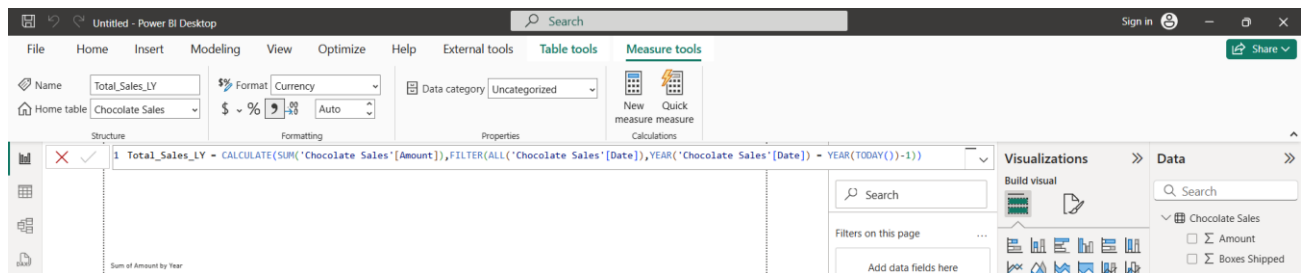
## 1. Total Sales Amount (All-Time)



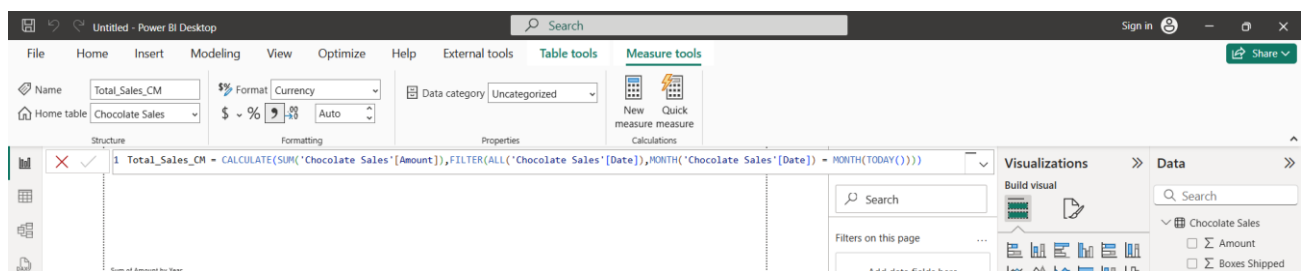
## 2. Create a measure to calculate total sales for the current year.



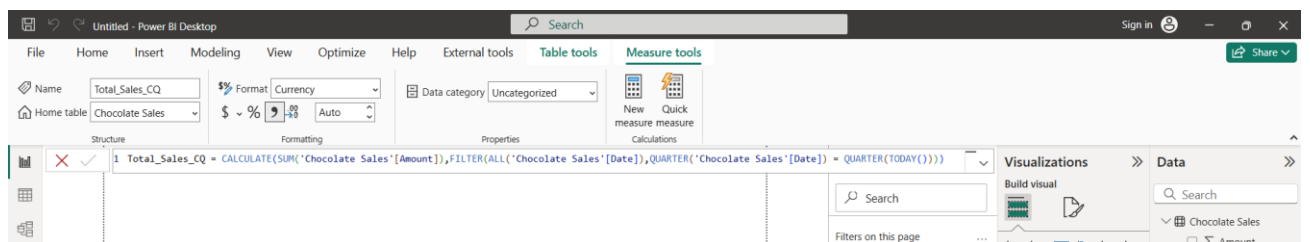
## 3. Create a measure to calculate total sales for the last year.



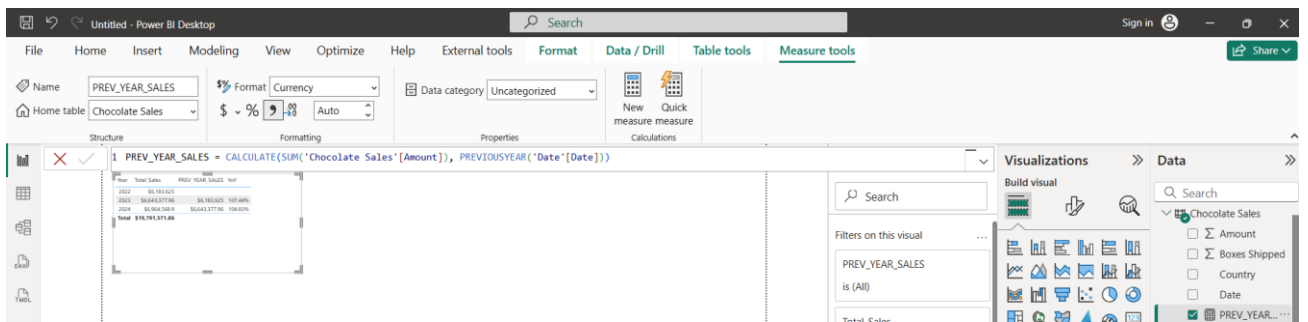
## 4. Create a measure to calculate total sales for the current month.



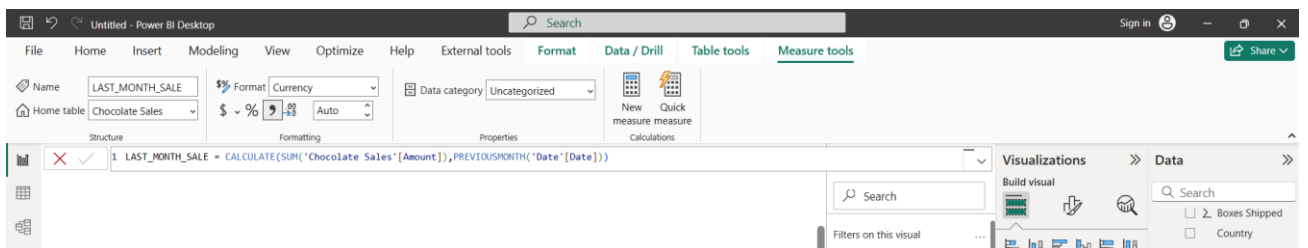
## 5. Create a measure to calculate total sales for the current quarter.



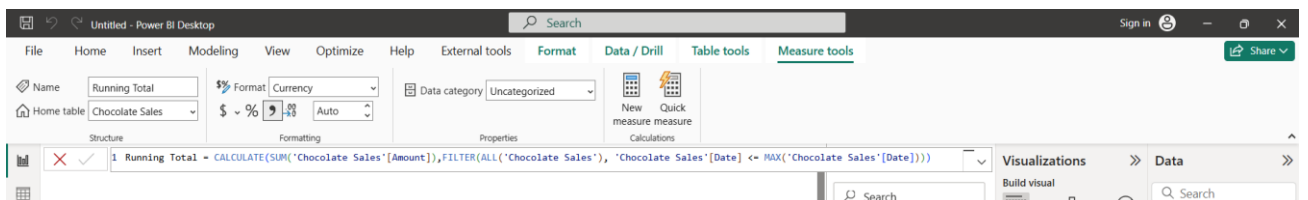
## 6. Sales Growth % Compared to Last Year (%YoY)



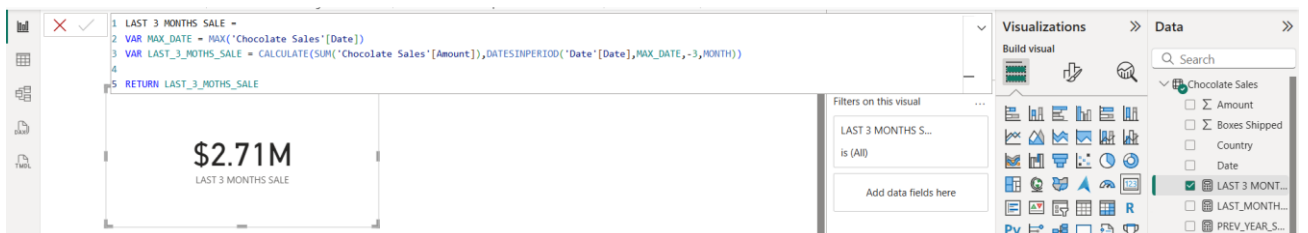
## 7. Create a measure to calculate to retrieve sales from the last month.



## 8. Create a measure to calculate a running total of sales using



## 9. Create a measure to compute sales for the last 3 months.



10. Create a measure to identify the month with the highest sales in the previous 12 months.

The screenshot shows the Power BI Desktop interface with the DAX formula bar. The formula for 'Best Month (Last 12M)' is as follows:

```
1 Best Month (Last 12M) =  
2 CALCULATE (  
3     MAX ( 'Date'[Month Name] ), -- return month name (you can use Month-Year)  
4     TOPN (  
5         1,  
6         VALUES ( 'Date'[MonthStart] ), -- list of months  
7         "MonthlySales",  
8         CALCULATE (  
9             SUM ( 'Chocolate Sales'[Amount] ),  
10            DATESINPERIOD (  
11                'Date'[Date],  
12                MAX ( 'Date'[Date] ),  
13                -12,  
14                MONTH  
15            )  
16        ),  
17        [MonthlySales],  
18        DESC  
19    )  
20 )  
21
```

11. Create a measure to compare Q1 Sales of Each Year. Use time intelligence functions with filters to isolate and compare Q1 across years.

The screenshot shows the Power BI Desktop interface with the DAX formula bar. The formula for 'PREV\_YEAR\_SALES' is:

```
1 PREV_YEAR_SALES = CALCULATE(SUM('Chocolate Sales'[Amount]), PREVIOUSYEAR('Date'[Date]))
```

Below the formula bar, a table visualization is displayed with the following data:

Year	Quarter	Q1 SALES	Previous Q1 SALES	DIFFERENCE
2022	1	\$2,344,955		
2023	1	\$2,516,097.56	\$2,344,955	2.31%
2024	1	\$2,654,314.22	\$2,516,097.56	1.93%
Total		\$7,515,376.78	\$4,861,052.56	

Below the table, a summary table is also visible:

Year	Total Sales	PREV_YEAR_SALES	%Y
2022	\$6,183,625		
2023	\$6,430,077.56	\$6,183,625	107.44%

12. Create a measure to Show YoY Difference Only for December.

The screenshot shows the Power BI Desktop interface with the DAX formula bar. The formula for 'Sales of January' is:

```
1 Sales of January = CALCULATE(SUM('Chocolate Sales'[Amount]), FILTER('Date', 'Date'[Month Name] = "January"))
```

Below the formula bar, a table visualization is displayed with the following data:

Year	Month Name	Sales of January	Previous Year January
2022	January	\$896,195	
2023	January	\$958,480.17	\$896,195
2024	January	\$1,071,622.82	\$958,480.17
Total		\$2,926,298.09	\$1,854,675.17

13. Create a measure that sums the last 12 months using.

The screenshot shows the Power BI Desktop interface with the 'Measure tools' tab selected. The measure name is 'Last 12 months sales'. The DAX formula is as follows:

```

1 Last 12 months sales =
2 var max_date = MAX('Chocolate Sales'[Date])
3 var last_12_month_sale = CALCULATE(SUM('Chocolate Sales'[Amount]),DATESINPERIOD('Date'[Date],max_date,-12,MONTH))
4
5 RETURN last_12_month_sale

```

The visual shows a card with the value '\$6.96M' for 'Last 12 months sales'.

14. Create a measure to identify sales Difference Between Current Quarter and Previous Quarter

The screenshot shows the Power BI Desktop interface with the 'Measure tools' tab selected. The measure name is 'Previous Quarter Sales'. The DAX formula is as follows:

```

1 Previous Quarter Sales = CALCULATE(SUM('Chocolate Sales'[Amount]),PREVIOUSQUARTER('Date'[Date]))

```

The visual shows a table with columns for 'Quarter', 'Total Sales', and 'Previous Quarter Sales'.

15. Create a measure to highlight Months Where Sales Exceeded Previous Year by 10%+

The screenshot shows the Power BI Desktop interface with the 'Table tools' tab selected. The measure name is 'Difference in sales'. The DAX formula is as follows:

```

1 Difference in sales = DIVIDE([Total_Sales] - [Same Month Last Year],[Same Month Last Year])

```

The visual shows a table with columns for 'Year', 'Month Name', 'Total\_Sales', 'Same Month Last Year', and 'Difference in sales'.

Background color - Difference in sales



Format style

Apply to

Rules

Values only

What field should we base this on?

Difference in sales

Rules

Reverse color order New rule

If value  $\geq$  0.07 Number and  $\leq$  1 Number then

