*#Calculate\_number\_of\_inroduction calls*

Introduction =

CALCULATE(

    COUNTA('leads\_interaction\_details'[call\_reason]),

    'leads\_interaction\_details'[call\_reason]

        IN { "lead\_introduction" }

)

*#Calculate\_number\_of\_demo\_scheduled*

Demo Schedule =

CALCULATE(

    COUNTA('leads\_interaction\_details'[call\_reason]),

    'leads\_interaction\_details'[call\_reason] IN { "demo\_schedule" }

)

*#Calculate\_number\_of\_follow\_up\_calls\_to\_attend\_demo*

Demo Not Attended =

CALCULATE(

    COUNTA('leads\_interaction\_details'[call\_reason]),

    'leads\_interaction\_details'[call\_reason]

        IN { "demo\_not\_attended" }

)

*#Calculate\_number\_of\_follow\_up\_calls\_post\_demo*

Post Demo Follow-up =

CALCULATE(

    COUNTA('leads\_interaction\_details'[call\_reason]),

    'leads\_interaction\_details'[call\_reason]

        IN { "post\_demo\_followup" }

)

*#Calculate\_number\_of\_leads\_interested\_to\_purchase\_the\_service*

Count of lead\_id for consideration 2 =

CALCULATE(

    DISTINCTCOUNT('leads\_interaction\_details'[lead\_id]),

    'leads\_interaction\_details'[lead\_stage] IN { "consideration" }

)

*#Calculate\_number\_of\_follow\_up\_calls*

Consideration Follow-up =

CALCULATE(

    COUNTA('leads\_interaction\_details'[call\_reason]),

    'leads\_interaction\_details'[call\_reason]

        IN { "followup\_for\_consideration" }

)

*#Calculate\_follow\_up\_calls\_by\_employee*

Conversion Follow-up =

CALCULATE(

    COUNTA('leads\_interaction\_details'[call\_reason]),

    'leads\_interaction\_details'[call\_reason]

        IN { "followup\_for\_conversion" }

)

Count of lead\_id for awareness =

CALCULATE(

    DISTINCTCOUNT('leads\_interaction\_details'[lead\_id]),

    'leads\_interaction\_details'[lead\_stage] IN { "awareness" }

)

Count of lead\_id for conversion =

CALCULATE(

    DISTINCTCOUNT('leads\_interaction\_details'[lead\_id]),

    'leads\_interaction\_details'[lead\_stage] IN { "conversion" }

)

Interested for conversion =

CALCULATE(

    COUNTA('leads\_interaction\_details'[call\_reason]),

    'leads\_interaction\_details'[call\_reason]

        IN { "interested\_for\_conversion" }

)

*#Calculate\_number\_of\_conversions*

Conversion =

CALCULATE(

    COUNTA('leads\_interaction\_details'[call\_reason]),

    'leads\_interaction\_details'[call\_reason]

        IN { "successful\_conversion" }

)

*#Calculate\_number\_of\_conversions\_per\_cycle*

Conversion divided by Count of cycle =

DIVIDE(

    [Conversion],

    DISTINCTCOUNT('sales\_managers\_assigned\_leads\_d'[cycle])

)

*#Calculate\_conversions\_rate*

Conversion divided by Count of lead\_id =

DIVIDE([Conversion], COUNTA('sales\_managers\_assigned\_leads\_d'[lead\_id]))\*100