DAX Measures Used in Power BI Sales Insights Dashboard

1. DateMaster Table Columns

DateMaster = CALENDAR(FIRSTDATE(Sales[Date]), LASTDATE(Sales[Date]))

Month = MONTH(DateMaster[Date])

Month Name = FORMAT(DateMaster[Date], "MMM")

Month Order = DateMaster[Date].[MonthNo]

Quarter = QUARTER(DateMaster[Date])

Week Day = WEEKDAY(DateMaster[Date])

Week Day Name = FORMAT(DateMaster[Date], "DDD")

Week number = WEEKNUM(DateMaster[Date])

Year = YEAR(DateMaster[Date])

2. Calculated Columns and Measures in Sales Table

Total Revenue = Sales[Units] * RELATED(Product[RetailPrice])

Total Cost = Sales[Units] * RELATED(Product[StandardCost])

Gross Profit = Sales[Total Revenue] - Sales[Total Cost]

3. Measures in Categories Table

Tot Profit = SUM(Sales[Gross Profit])

Total Rev = SUM(Sales[Total Revenue])

Prvious Month Profit = CALCULATE([Tot Profit], PREVIOUSMONTH(DateMaster[Date]))

MoM Growth = ([Tot Profit] - [Prvious Month Profit]) / [Prvious Month Profit]

Prev qtr = CALCULATE([Total Rev], PREVIOUSQUARTER(DateMaster[Date]))

QOQ growth = ([Total Rev] - [Prev qtr]) / [Prev qtr]