

DAX MEASURES

DAX FUNCTION	M-CODE
AVERAGE ()	Average retail price = AVERAGE ('products dimensions'[product cost])
SUMX () RELATED ()	total revenue = SUMX ('transaction fact', 'transaction fact'[Quantity sold] *RELATED ('products dimensions'[columns.]))) total cost = SUMX ('transaction fact', 'transaction fact'[Quantity sold] *RELATED ('products dimensions'[product cost])) adjusted revenue = SUMX ('transaction fact', 'transaction fact'[quantity]*'transaction fact'[adjusted price]) adjusted profit = 'transaction fact'[adjusted revenue]-'transaction fact'[total cost] adjusted price = 'transaction fact'[Average retail price] *(1+'Price adjustments'[Price adjustment value]))
CALCULATE () ALL ()	all orders = CALCULATE ('transaction fact'[total orders], ALL ('transaction fact')) all returns = CALCULATE ('transaction fact'[total returns], ALL ('returns fact'))
COUNTROWS ()	total returns = COUNTROWS ('returns fact') Total orders = COUNTROWS ('transaction fact')
SUM ()	Quantity sold = SUM ('transaction fact'[quantity]) Quantity returned = sum ('returns fact'[quantity])
CALCULATE ()	weekend transactions = CALCULATE ('transaction fact'[total orders], 'calendar dimension'[Weekend]="Y")
	Revenue targets = [Last month revenue] *1.05 order target = [Last month orders] *1.1
DIVIDE ()	return rate = DIVIDE ([Quantity returned], [Quantity sold]) Profit margin = 'transaction fact'[total profit]/'transaction fact'[total revenue] % Weekend transactions = [weekend transactions]/'transaction fact'[total orders] % Weekend transactions = [weekend transactions]/'transaction fact'[total orders] [% of all orders] = 'transaction fact'[total orders]/'transaction fact'[all orders]
CALCULATE () DATEADD ()	Last month revenue = CALCULATE ('transaction fact'[total revenue], DATEADD ('calendar dimension'[date], -1, MONTH)) Last month returns = CALCULATE ('transaction fact'[total returns], DATEADD ('calendar dimension'[date], -1, MONTH)) Last month profit = CALCULATE ([total profit], DATEADD ('calendar dimension'[date], -1, MONTH))

	Last month orders = <code>CALCULATE ('transaction fact'[total orders], DATEADD ('calendar dimension'[date], -1, MONTH))</code>
<code>CALCULATE ()</code> <code>DATESINPERIOD ()</code>	10-day Rolling Revenue = <code>CALCULATE ('transaction fact'[total revenue], DATESINPERIOD ('calendar dimension'[date], MAX ('calendar dimension'[date]), -10, DAY))</code> 60-day Rolling Revenue = <code>CALCULATE ('transaction fact'[total revenue], DATESINPERIOD ('calendar dimension'[date], MAX ('calendar dimension'[date]), -60, DAY))</code> 90-day Rolling Revenue = <code>CALCULATE ('transaction fact'[total revenue], DATESINPERIOD ('calendar dimension'[date], MAX ('calendar dimension'[date]), -90, DAY))</code>
<code>CALCULATE ()</code> <code>DATESYTD ()</code> <code>DATESQTD ()</code> <code>DATESMTD ()</code>	YTD = <code>CALCULATE ('transaction fact'[total revenue], DATESYTD ('calendar dimension'[date]))</code> QTD = <code>CALCULATE ('transaction fact'[total revenue], DATESQTD ('calendar dimension'[date]))</code> MTD = <code>CALCULATE ('transaction fact'[total revenue], DATESMTD ('calendar dimension'[date]))</code>