Measures, Parameters, Formulas and Explanations

1. Growth Percentage

```
VAR cm_sales =
    CALCULATE (
        SUM ( 'amazon_products_sales_data_cleaned (1)'[price_current] ),
        'date table'[month]
    )
VAR pm =
    CALCULATE (
        SUM ( 'amazon_products_sales_data_cleaned (1)'[price_current] ),
        DATEADD ( 'date table'[month], -1, MONTH )
    )
RETURN
DIVIDE ( ( cm_sales - pm ), pm )
Purpose: Compares current month sales with previous month to calculate growth.
```

2. Current Day Sales

```
CALCULATE ( SUM ( 'amazon_products_sales_data_cleaned (1)'[Total Sales] ), 'date table'[Date])
```
Purpose: Total sales for the current day.

3. Previous Day Sales

```
CALCULATE ( SUM ( 'amazon_products_sales_data_cleaned (1)'[price_current] ),
DATEADD('amazon_products_sales_data_cleaned (1)'[Date],-1,DAY))
```
Purpose: Total sales for the previous day.

4. Sales Difference

```
[cdaysale]-[pday sale]
```
Purpose: Difference between current day and previous day sales.

5. Current Day Quantity

```
CALCULATE(SUM('amazon_products_sales_data_cleaned (1)'[bought_last_month_est]),'date
table'[Date])
```
Purpose: Total quantity sold for the current day.

6. Previous Day Quantity

```
CALCULATE(SUM('amazon_products_sales_data_cleaned (1)'[bought_last_month_est]),DATEADD('date
table'[Date],-1,DAY))
```
Purpose: Total quantity sold for the previous day.

7. Sponsored Quantity Sold

```
CALCULATE(COUNTA('amazon_products_sales_data_cleaned
(1)'[flag_sponsored]),'amazon_products_sales_data_cleaned (1)'[flag_sponsored]=TRUE())
```
Purpose: Number of sponsored product units sold.

8. Couponed Quantity Sold

```
CALCULATE(COUNTA('amazon_products_sales_data_cleaned
(1)'[flag_couponed]),'amazon_products_sales_data_cleaned (1)'[flag_couponed]=TRUE())
```
Purpose: Number of coupon-applied product units sold.

9. Best Seller Quantity Sold

```
CALCULATE(COUNTA('amazon_products_sales_data_cleaned
(1)'[flag_best_seller]),'amazon_products_sales_data_cleaned (1)'[flag_best_seller]=TRUE())
```
Purpose: Number of best seller product units sold.

10. Sales from Best Sellers

```
CALCULATE(SUM('amazon_products_sales_data_cleaned (1)'[Total
Sales]),'amazon_products_sales_data_cleaned (1)'[flag_best_seller]=TRUE())
```
Purpose: Total sales generated by best seller products.

11. Sales from Sponsored Products

```
CALCULATE(SUM('amazon_products_sales_data_cleaned (1)'[Total
Sales]),'amazon_products_sales_data_cleaned (1)'[flag_sponsored]=TRUE())
```
Purpose: Total sales generated by sponsored products.

12. Sales from Couponed Products

```
CALCULATE(SUM('amazon_products_sales_data_cleaned (1)'[Total
Sales]),'amazon_products_sales_data_cleaned (1)'[flag_couponed]=TRUE())
```
Purpose: Total sales generated by couponed products.

13. Filter by Sales

```
CALCULATE(SUM('amazon_products_sales_data_cleaned (1)'[Total
Sales]),ALLEXCEPT('amazon_products_sales_data_cleaned (1)','amazon_products_sales_data_cleaned
(1)'[category],'amazon_products_sales_data_cleaned (1)'[Date]))
```
Purpose: Sales grouped by category and date for filtering.

14. Filter by Quantity

```
CALCULATE(SUM('amazon_products_sales_data_cleaned
(1)'[bought_last_month_est]),ALLEXCEPT('amazon_products_sales_data_cleaned
(1)','amazon_products_sales_data_cleaned (1)'[category],'amazon_products_sales_data_cleaned
(1)'[Date]))
```
Purpose: Quantity grouped by category and date for filtering.

15. Product Rank

```
RANKX(ALL('amazon_products_sales_data_cleaned
(1)'[title]),CALCULATE(SUM('amazon_products_sales_data_cleaned (1)'[Total Sales])),,DESC,SKIP)
```
Purpose: Rank of a product based on total sales.

16. Selected Product Rank

```
CALCULATE([rank],'amazon_products_sales_data_cleaned
(1)'[title]=SELECTEDVALUE('amazon_products_sales_data_cleaned (1)'[title]))
```

Purpose: Shows rank of the currently selected product.

17. Top N Items

```
IF([rank]<='Top N'[Top N Value],SUM('amazon_products_sales_data_cleaned (1)'[Total
Sales]),BLANK())
```
Purpose: Displays sales of top N items based on rank.

```
18. Star Rating (Out of 5)
VAR __MAX_NUMBER_OF_STARS = 5
VAR __MIN_RATED_VALUE = 0
VAR __MAX_RATED_VALUE = 5
VAR __BASE_VALUE = SUM('amazon_products_sales_data_cleaned (1)'[rating out of 5])
VAR __NORMALIZED_BASE_VALUE =
```
 MIN(
  MAX(
   DIVIDE(
   __BASE_VALUE - __MIN_RATED_VALUE,
   __MAX_RATED_VALUE - __MIN_RATED_VALUE
  ),
  0
 ),
 1
)
```
VAR __STAR_RATING = ROUND(__NORMALIZED_BASE_VALUE * __MAX_NUMBER_OF_STARS, 0)
RETURN
```
 IF(
 NOT ISBLANK(__BASE_VALUE),
  REPT(UNICHAR(9733), __STAR_RATING)
   & REPT(UNICHAR(9734), __MAX_NUMBER_OF_STARS - __STAR_RATING)
)
Purpose: Displays average rating normalized to a 5-star scale.

19. Top N Value

```
SELECTEDVALUE('Top N'[Top N], 5)
```
Purpose: User-selected value to determine how many top items to display.