

AtliQ Hardware Excel Sales Analytics

Key Measures

FY 2019	=CALCULATE([Sum of net_sales_amount],dim_date[FY_Year]=2019)
FY 2020	=CALCULATE([Sum of net_sales_amount],dim_date[FY_Year]=2020)
FY 2021	=CALCULATE([Sum of net_sales_amount],dim_date[FY_Year]=2021)
Total COGS	=SUM(fact_sales_monthly_with_cost[COGS])
Net_Sales	=SUM(fact_sales_monthly_with_cost[net_sales_amount])
Gross Margin	=[Net_Sales]-[Total COGS]
GM %	=DIVIDE([Gross Margin],[Net_Sales],0)
Target 21	=ns_targets_2021[Sum of target]
2021 - Target	=[FY 2021]-[Target 21]
%(Market Perfemence)	=DIVIDE([2021 - Target],[FY 2021],0)