**Some Measures**

7D Sales =

    CALCULATE(

        SUM(fact\_POS[Sales]),

        DATESINPERIOD(Calendar[Date],MAX(

            Calendar[Date]),-7,DAY)

    )

7D sales 7D Ago = CALCULATE([7D GTV],DATEADD(Calendar[Date],-7,DAY))

7D Inactive Rate = 1-[7D Active Rate]

7D-o-7D GTV% = DIVIDE(([7D GTV]-[7D GTV 7D\_Ago]),[7D GTV 7D\_Ago],1)

D\_sales =

    CALCULATE(

        SUM(fact\_POS[Sales]),

        DATESINPERIOD(Calendar[Date],MAX(

            Calendar[Date]),-1,DAY)

    )

D\_sales\_SPLW = CALCULATE([D\_sales],DATEADD(Calendar[Date],-7,DAY))

D\_sales\_Yday = CALCULATE([D\_sale],DATEADD(Calendar[Date],-1,DAY))

D-o-D\_sales% = DIVIDE(([D\_sales]-[D\_sales\_Yday]),[D\_GTV\_Yday],1)

DoW-o-DoW sales% = DIVIDE(([D\_GTV]-[D\_GTV\_SPLW]),[D\_GTV\_SPLW],1)

Value of products sold\_m = CALCULATE([M\_sales (p1)],

    DATESMTD(Cal\_InstallDate[Date]))

Value of products sold\_y = CALCULATE([Y\_sales (p1)],DATESYTD(Cal\_InstallDate[Date]))

M\_sales (p1) =

    CALCULATE(

        SUM(fact\_POS[Sales]),

        DATESMTD(Calendar[Date])

    )

M\_sales\_SPLM (p1) = CALCULATE([M\_sales (p1)],DATEADD('Calendar'[Date],-1,MONTH))

M-o-M sales% = DIVIDE(([M\_sales (p1)]-[M\_sales\_SPLM (p1)]),[M\_sales\_SPLM (p1)])

M-o-M\_sales/p1/D % =

    DIVIDE(

        ([MTD\_sales/p1/D]-

        CALCULATE([MTD\_sales/p1/D],DATEADD('Calendar'[Date],-1,MONTH))),

        CALCULATE([MTD\_sales/p1/D],DATEADD('Calendar'[Date],-1,MONTH))

    )

Max\_MTD sales = (0.33\*[M\_sales\_SPLM] (p1)) + [M\_sales\_SPLM (p1)]

MTD sales/p1 = DIVIDE([M\_sales (p1)],[Total p1])

MTD\_sales/p1/D = DIVIDE([MTD sales/p1],DATEDIFF(EOMONTH(MAX(Calendar[Date]),-1),MAX(Calendar[Date]),DAY))

NumberOfDays JulytoSept = DATEDIFF(DATE(2022,7,15),DATE(2022,10,12),DAY)

Total GTV = CALCULATE(SUM(fact\_POS[Sales]))

Y\_GTV =

    CALCULATE(

        SUM(fact\_POS[Sales]),

        DATESYTD(Calendar[Date])

    )

%Total Merchant o SPLW =

     DIVIDE(

         ([Total Merchant] -

        CALCULATE(

            [Total Merchant],

            DATEADD(

                'Calendar'[Date],-7,DAY)

        )),

        CALCULATE(

            [Total Merchant],

            DATEADD(

                'Calendar'[Date],-7,DAY)

        )

    )

100D Inactive POS = CALCULATE(DISTINCTCOUNT(fact\_POS[Serial No]),DATESINPERIOD(Calendar[Date],MAX(Calendar[Date]),-100,DAY))

3D Active Rate = DIVIDE(

CALCULATE(DISTINCTCOUNT(fact\_POS[Serial No]),DATESINPERIOD(Calendar[Date],MAX(Calendar[Date]),-3,DAY),fact\_POS[Order Cnt]>0),CALCULATE(DISTINCTCOUNT(fact\_POS[Serial No]),DATESINPERIOD(Calendar[Date],MAX(Calendar[Date]),-3,DAY)))

3D Active Rate 3D\_Ago = CALCULATE([3D Active Rate],DATEADD(Calendar[Date],-3,DAY))

3D\_over\_3D = [3D Active Rate]-[3D Active Rate 3D\_Ago]

7D Active Rate = DIVIDE(CALCULATE(DISTINCTCOUNT(fact\_POS[Serial No]),DATESINPERIOD(Calendar[Date],MAX(Calendar[Date]),-7,DAY),fact\_POS[Order Cnt]>0),CALCULATE(DISTINCTCOUNT(fact\_POS[Serial No]),DATESINPERIOD(Calendar[Date],MAX(Calendar[Date]),-7,DAY)))

7D Inactive Percentage = 1 - [7D Active Rate]

7D\_Active Rate\_SPLW = CALCULATE([7D Active Rate],DATEADD(Calendar[Date],-7,DAY))

7D-o-7D Active Rate = [7D Active Rate]-[7D\_Active Rate\_SPLW]

Active = CALCULATE(DISTINCTCOUNT(fact\_POS[Serial No]),fact\_POS[Order Cnt]>0)

All Merchants =

    CALCULATE(

        COUNT('Merchant DB'[\_u1.user\_id]),

        DATESINPERIOD(Calendar[Date],

        MAX(Calendar[Date]),-1,DAY)

    )

All Merchants\_ever =

    CALCULATE(

        COUNT(Unique\_Merchants[\_u1.user\_id]),

        DATESINPERIOD(Calendar[Date],

        MAX(Calendar[Date]),-1,DAY)

    )

Count of Days Linked MTD = CALCULATE(COUNT(fact\_POS[Serial No]),DATESMTD('Calendar'[Date]))

D\_Active Rate\_SPLW = CALCULATE([D\_ActiveRate],DATEADD(Calendar[Date],-7,DAY))

D\_Active Rate\_YDay = CALCULATE([D\_ActiveRate],DATEADD(Calendar[Date],-1,DAY))

D\_ActiveRate = DIVIDE([DAU],[Total POS])

D-o-D Active Rate = [D\_ActiveRate]-[D\_Active Rate\_YDay]

DAU = CALCULATE([Total POS],fact\_POS[Order Cnt]>0)

DoW-o-DoW Active Rate = [D\_ActiveRate]-[D\_Active Rate\_SPLW]

M.avg\_DAU =

     DIVIDE(

        CALCULATE(

            COUNT(fact\_POS[Serial No]),

            fact\_POS[Order Cnt]>0,

            DATESMTD('Calendar'[Date]),'Calendar'[IsWeekDay] = True()

        ),

        CALCULATE(

            COUNT(fact\_POS[Serial No]),

            DATESMTD('Calendar'[Date]), 'Calendar'[IsWeekDay] = True()

    ))

M.Avg\_DAU\_margin =

    [M.Avg\_DAU] - CALCULATE([M.Avg\_DAU],DATEADD('Calendar'[Date],-1,MONTH))

M.avg\_DAU\_SPLM = CALCULATE([M.avg\_DAU],DATEADD('Calendar'[Date],-1,MONTH))

Monthly Target\_DAU =

    0.03+

    CALCULATE([M.avg\_DAU],DATESINPERIOD('Calendar'[Date],DATE(2023,04,30),-1,DAY))

MTD Active Rate = DIVIDE(CALCULATE(DISTINCTCOUNT(fact\_POS[Serial No]),DATESMTD(Calendar[Date]),fact\_POS[Order Cnt]>0),CALCULATE(DISTINCTCOUNT(fact\_POS[Serial No]),DATESMTD(Calendar[Date])))

MTD Active-m = CALCULATE(DISTINCTCOUNT(fact\_POS[Serial No]),DATESMTD(Calendar[Date]),fact\_POS[Order Cnt]>0)

MTD M-o-M\_Active Rate = ([MTD Active Rate]-[MTD\_Active Rate\_SPLM])

MTD\_Active Rate\_SPLM = CALCULATE([MTD Active Rate],DATEADD(Calendar[Date],-1,MONTH))

POS with no bd = CALCULATE([Total POS],fact\_POS[Bd Code]="")

Q.avg\_DAU =

     DIVIDE(

        CALCULATE(

            COUNT(fact\_POS[Serial No]),

            fact\_POS[Order Cnt]>0,

            DATESQTD('Calendar'[Date]),'Calendar'[IsWeekDay] = True()

        ),

        CALCULATE(

            COUNT(fact\_POS[Serial No]),

            DATESQTD('Calendar'[Date]), 'Calendar'[IsWeekDay] = True()

    ))

Target\_Avg\_DAU = (0.03+[M.avg\_DAU\_SPLM])

Total Merchant =

    CALCULATE(

        DISTINCTCOUNT(fact\_POS[Merchant Id]),

        DATESINPERIOD(Calendar[Date],

        MAX(Calendar[Date]),-1,DAY)

    )

Total POS =

    CALCULATE(

        COUNT(fact\_POS[Serial No]),

        DATESINPERIOD(Calendar[Date],MAX(

            Calendar[Date]),-1,DAY)

    )

W.avg\_DAU =

     DIVIDE(

        CALCULATE(

            COUNT(fact\_POS[Serial No]),

            fact\_POS[Order Cnt]>0,

            DATESINPERIOD('Calendar'[Date],MAX('Calendar'[Date]),-7,DAY),'Calendar'[IsWeekDay] = True()

        ),

        CALCULATE(

            COUNT(fact\_POS[Serial No]),

            DATESINPERIOD('Calendar'[Date],MAX('Calendar'[Date]),-7,DAY), 'Calendar'[IsWeekDay] = True()

    ))

Y.avg\_DAU =

     DIVIDE(

        CALCULATE(

            COUNT(fact\_POS[Serial No]),

            fact\_POS[Order Cnt]>0,

            DATESYTD('Calendar'[Date]),'Calendar'[IsWeekDay] = True()

        ),

        CALCULATE(

            COUNT(fact\_POS[Serial No]),

            DATESYTD('Calendar'[Date]), 'Calendar'[IsWeekDay] = True()

    ))

**Some Calculated Columns**

team\_temp = IF(Unique\_Merchants[industry\_temp]="Others","Region",

    IF(Unique\_Merchants[industry\_temp]="Null","Region",

    IF(OR(Unique\_Merchants[industry\_temp]="",Unique\_Merchants[industry\_temp]=" "),"Region","Vertical")))

merchant type\_temp = IF(OR(Unique\_Merchants[\_u1.user\_type]="direct",Unique\_Merchants[\_u1.user\_type]="business"),"direct","aggregator")

industry\_temp =

IF(

    OR(Unique\_Merchants[industry\_tag]="Betting",Unique\_Merchants[industry\_tag]="Agriculture"),

    Unique\_Merchants[industry\_tag],

IF(Unique\_Merchants[\_u1.user\_type]="aggregator"," ",

Unique\_Merchants[industry\_tag]))