

Sales Insights

Add column "Nrml sales amount"

```
Table.AddColumn(@"Filtered Rows","nrml_sales_amount", each fi [currency]="USD" then [sales_amount]*75 else [sales_amount])
```

Create Base Measures

1. Revenue

```
Revenue = SUM('sales2 transactions'[nrml_sales_amount])
```

2. Profit Margin %

```
Profit Margin % = DIVIDE([Total Profit Margin],[Revenue],0)
```

3. Sales Qty

```
Sales Qty = SUM('sales2 transactions'[sales_qty])
```

4. Profit Margin Contribution %

```
Profit Margin Distribution % = DIVIDE([Total Profit Margin],CALCULATE([Total Profit Margin],ALL('sales2 markets'),ALL('sales2 customers'),ALL('sales2 products')))
```

5. Revenue Contribution %

```
Revenue Contribution % = DIVIDE([Revenue],CALCULATE([Revenue],ALL('sales2 markets'),ALL('sales2 customers'),ALL('sales2 products')))
```

6. Total Profit Margin

```
Total Profit Margin = SUM('sales2 transactions'[profit_margin] )
```

7. Profit Target

```
Profit Target = GENERATESERIES(-0.05, 0.15, 0.01)
```

8. Profit Target Value

```
Profit Target Value = SELECTEDVALUE('Profit Target'[Profit Target])
```

9. Target Difference

```
Target Diff = [Profit Margin %]-'Profit Target'[Profit Target Value]
```