**DAX Documentation**

**Average Order Value**

Average\_Oder\_Value = DIVIDE([Total\_Sales], [Total\_Oder], 0)

**Average Profit Margin**

Average\_Profit\_Margin =

VAR TotalProfit = SUM(sales[Profit])

VAR TotalSales = SUM(sales[Sales])

RETURN DIVIDE(TotalProfit, TotalSales, 0)

**Average Daily Sales**

Avg\_Daily\_Sales =

VAR TotalSales = SUM('sales'[Sales])

VAR TotalDays = DISTINCTCOUNT('sales'[Order\_Date])

RETURN TotalSales / TotalDays

**Compound Annual Growth Rate (CAGR)**

CAGR\_Sales =

VAR StartYear = MIN('Order\_Dates'[Year])

VAR EndYear = MAX('Order\_Dates'[Year])

VAR StartSales = CALCULATE(SUM('sales'[Sales]), 'Order\_Dates'[Year] = StartYear)

VAR EndSales = CALCULATE(SUM('sales'[Sales]), 'Order\_Dates'[Year] = EndYear)

VAR NumYears = EndYear - StartYear

RETURN

IF(NumYears > 0,

(EndSales / StartSales) ^ (1 / NumYears) - 1,

BLANK())

**Number of Returning Customers**

Customers\_MoreThanOnce =

VAR RepeatCustomers =

FILTER(

VALUES(sales[Customer\_ID]),

CALCULATE(COUNT(sales[Order\_ID])) > 1)

RETURN COUNTROWS(RepeatCustomers)

**Profit Margin**

Profit\_Margin = DIVIDE(SUM(sales[Profit]), SUM(sales[Net Sales]), 0) \* 100

**Repeat Customer Rate**

Repeat\_customers = [Customers\_MoreThanOnce] / [Total\_customer]

**Total Cost of Goods Sold (COGS)**

Total\_COGS = SUMX(

sales,

(sales[Net Sales] - sales[Profit]))

**Total Customers**

Total\_customer = DISTINCTCOUNT(sales[Customer\_ID])

**Total Orders**

Total\_Oder = DISTINCTCOUNT(sales[Order\_ID])

**Total Profit**

Total\_Profit = SUM(sales[Profit])

**Total Sales**

Total\_Sales = SUM(sales[Sales])

**Average profit margin**

Average\_Profit\_Margin =

VAR TotalProfit = SUM(sales[Profit])

VAR TotalSales = SUM(sales[Sales])

RETURN DIVIDE(TotalProfit, TotalSales, 0)

**Average price**

Average\_Price = DIVIDE( SUM('sales'[Sales]), SUM('sales'[Quantity]), 0)

**Average discount**

Average\_Discount = AVERAGE(Sales[Discount])

**Creating Tables**

**Calendar Table**

Calendar = CALENDARAUTO()

**Category & Sub-Category Table**

Category\_SubCategory = SUMMARIZE(

sales,

sales[Category],

sales[Sub\_Category])

**City Table**

City\_Table = SUMMARIZE(

sales,

sales[City],

sales[State],

sales[Region])

**Customer Table**

Customer\_Table = SUMMARIZE(

sales,

sales[Customer\_ID],

sales[Customer\_Name],

sales[Segment],

sales[Region])

**Order Dates Table**

Order\_Dates =

ADDCOLUMNS(

DISTINCT(SELECTCOLUMNS('Sales', "Order Date", 'sales'[Order\_Date])),

"Year", YEAR([Order Date]),

"Month", MONTH([Order Date]),

"Month Name", FORMAT([Order Date], "MMMM"),

"Day", DAY([Order Date]),

"Weekday", FORMAT([Order Date], "ddd"))

**Orders Summary Table**

Orders\_Summary = SUMMARIZE(

sales,

sales[Order\_ID],

sales[Order\_Date],

sales[Customer\_ID],

sales[Customer\_Name],

sales[Product\_ID],

sales[Product\_Name],

sales[Category],

sales[Sub\_Category],

sales[City],

sales[State],

sales[Region],

sales[Ship\_Mode])

**Product Table**

Product\_Table = SUMMARIZE(

sales,

sales[Product\_ID],

sales[Product\_Name],

sales[Category],

sales[Sub\_Category])

**Region Table**

Region\_Table = DISTINCT(sales[Region])

**Segment Table**

Segment\_Table = DISTINCT(sales[Segment])

**Ship Mode Table**

ShipMode\_Table = DISTINCT(sales[Ship\_Mode])

**Data Modeling**

