DAX Measures

- **Quantity sold =** SUM(order_transactions[Quantity])

- **Total_Orders =** COUNT(order_transactions[OrderID])

- **Total Revenue =** SUMX('order_transactions',order_transactions[Quantity]*order_transactions[TotalPrice])

- **Total cost amt=** SUMX('order_transactions',order_transactions[Quantity]* order_transactions[Unit Price])

- **Total profit** = [Total Revenue]-[total cost amt]

- **TOTAL customers=** DISTINCTCOUNT(customers[CustomerID])

- **Average OrderValue** = DIVIDE([Total Revenue],[total_Orders])

  Explanation:

  Calculates average revenue generated per order.

  Business Meaning:
  Helps evaluate customer spending behavior.

- **Revenue target =** 1.1*[Previous Month Revenue]

  Explanation:
  Sets revenue target at 10% higher than previous month revenue.
  Business Meaning:
  Tracks growth expectations.

- **Profit target** = 1.1*[previous Month Profit]

- **Order target =** 1.1*[previous month orders]

- **Revenue_diff =** [Revenue target]-[Current Month Revenue]

- **Order_diff =** [Order target]-[Current Month Orders]

- **profit_diff** = [Profit target]-[Current Month profit]

- **Revenue Per Customer** = DIVIDE([Total Revenue],[TOTAL customers])

- **Orders per customers** = DIVIDE([total_Orders],[TOTAL customers])

- **Total adj revenue** = SUMX(order_transactions,order_transactions[Quantity]*order_transactions[TotalPrice]*
  (1+ 'Price Adjustment'[Price Adjustment Value]))

  Explanation:
  Calculates revenue after applying price adjustment percentage.
  Business Meaning:
  Used for scenario analysis and pricing strategy evaluation.

- **Previous Month Revenue** = CALCULATE([Total revenue],PREVIOUSMONTH(LASTDATE('Calendar'[Date]))

  Explanation:
  Returns revenue from the previous month using time intelligence functions.
  Business Meaning:
  Used for month-over-month comparison.

- **Previous Month Profit** = CALCULATE([total profit],PREVIOUSMONTH(LASTDATE('Calendar'[Date])))

- **Previous month orders** = CALCULATE([total_Orders],PREVIOUSMONTH(LASTDATE('Calendar'[Date])))

- **Current Month Revenue** = CALCULATE([Total Revenue],DATESMTD(LASTDATE('Calendar'[Date])))

  Explanation:
  Calculates revenue from the beginning of the current month till today.
  Business Meaning:
  Tracks current month performance.

- **Current Month profit** = CALCULATE([total profit],DATESMTD(LASTDATE('Calendar'[Date])))

- **Current Month Orders** = CALCULATE([total_Orders],DATESMTD(LASTDATE('Calendar'[Date])))

- **Adj profit** = [Total adj revenue]-[total cost amt]

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