

Measures :

- Total Order Amount – SUM (OrderAmount)
- Total Orders – COUNT (OrderId)
- Total Discount Amount – SUM (DiscountAmount)
- Total Shipping Cost – SUM (Shipping Cost)
- Average Order Value – AVERAGE (OrderAmount)
- Total Customers – COUNT (CustomerID)

KPI's - Cards

- Total Sales
- Total Orders
- Total Customers
- Average Order Value
- Total Discount
- Total Shipping Cost

Filters

- Region
- Category

Visuals

- Amount by store type - Pie chart
- Amount by region and year
- Region wise amount - Clustered bar chart
- Amount by program tier - Donut chart
- Amount by age group - Bar chart or funnel chart
- Amount by category - Tree map

Age = DATEDIFF(DIMCUSTOMER[DATEOFBIRTH], TODAY (), YEAR)

Age Grouping = if ({DIMCUSTOMER[Age]} < 18, "Minor",
if ({DIMCUSTOMER[Age]} >= 18 && DIMCUSTOMER[Age]} <25, "Between 18 and 24",
if ({DIMCUSTOMER[Age]} >= 25 && DIMCUSTOMER[Age]} <35, "Between 25 and 34",
if ({DIMCUSTOMER[Age]} >= 35 && DIMCUSTOMER[Age]} <45, "Between 35 and 44",
if ({DIMCUSTOMER[Age]} >= 45 && DIMCUSTOMER[Age]} <55, "Between 45 and 54",
if ({DIMCUSTOMER[Age]} >= 55 && DIMCUSTOMER[Age]} <64, "Between 55 and 64",
"Above 65"))))