Calculate

Profit\_Canada\_Government\_segment =

CALCULATE(

    SUM(financials[Profit]),

    financials[Country] = "Canada",

    financials[Segment] = "Government"

Average Canada\_Government\_segment =

CALCULATE(

    AVERAGE (financials[Profit]),

    financials[Country] = "Canada",

    financials[Segment] = "Government"

only Canada\_ segment =

CALCULATE(

    AVERAGE (financials[Profit]),

    financials[Country] = "Canada",