Calculated columns:

```
1) SWITCH( 'Calendar Lookup'[Month Name],
"January","1", "February","2", "March","3", "April","4", "May","5", "June","6", "July","7",
"August","8", "September","9", "October","10", "November","11", "December","12",
"Other")


2) UPPER(MID('Calendar Lookup'[Month Name],1,3))

3) WEEKDAY('Calendar Lookup'[Date],2)
4) Weekend =
IF('Calendar Lookup'[Day of Week] =6 ||
'Calendar Lookup'[Day of Week] =7,
"Weekend",
"Weekday")

5) IF('Customer Lookup'[TotalChildren]>0,"Yes","No")

6) IF('Customer Lookup'[Parent] ="Yes" &&
 'Customer Lookup'[AnnualIncome] > 100000,
 "Priority",
 "Standard")

7)IF('Customer Lookup'[AnnualIncome] >= 150000,"Very High",
IF('Customer Lookup'[AnnualIncome] >= 100000,"High",
IF('Customer Lookup'[AnnualIncome] >= 50000, "Average",
"Low")))

8) Switch('Customer Lookup'[EducationLevel],
"High School", "High School",
"Partial High School", "High School",
"Bachelors", "Undergrad",
"Partial College", "Undergrad",
"Graduate Degree", "Graduate"
)

9) ( 'Customer Lookup'[Prefix] & " " & 'Customer Lookup'[FirstName] & " " & 'Customer
Lookup'[LastName])

10) YEAR('Customer Lookup'[BirthDate])

11) DATEDIFF( 'Customer Lookup'[BirthDate],TODAY(),YEAR)

12) SWITCH(TRUE(),
   'Product Lookup'[ProductPrice] > 500, "High",
   'Product Lookup'[ProductPrice] > 100, "Mid-Range",
   "Low")


13)  LEFT('Product Lookup'[ProductSKU],
SEARCH("-", 'Product Lookup'[ProductSKU]
)-1)


14) IF('Sales Data'[OrderQuantity] >1,
"Multiple Items",
"Single Item")
```

DAX Measures:

```
% of All Customer =
DIVIDE([Total Customers],[All Customers])

% of All Orders =
DIVIDE([Total Orders],[All Orders])

% of All Returns
DIVIDE([Total Returns],[All Returns])

10-day Rolling Revenue=
CALCULATE([Total Revenue],
DATESINPERIOD('Calendar Lookup'[Date],
MAX('Calendar Lookup'[Date]),-10,DAY))

90-day Rolling Profit =
CALCULATE([Total Profit],
DATESINPERIOD('Calendar Lookup'[Date],
MAX('Calendar Lookup'[Date]),-90,DAY))

Adjusted Price = [Average Retail Price] * (1+'Price Adjustment (%)'[Price
Adjustment (%) Value])

Adjusted Profit =
[Adjusted Revenue]-[Total Cost]

Adjusted Revenue =
 SUMX('Sales Data',
 'Sales Data'[OrderQuantity] * [Adjusted Price])

All Customers =
CALCULATE([Total Customers],
ALL('Sales Data'))

All Orders =
CALCULATE([Total Orders],
ALL('Sales Data'))

All Returns =
CALCULATE([Total Returns],
ALL('Returns Data'))

All Revenue =
CALCULATE([Total Revenue],
ALLEXCEPT('Sales Data','Calendar Lookup'[Year]))

Average children per customer =
AVERAGE('Customer Lookup'[TotalChildren])

Average Customer Age = AVERAGE('Customer Lookup'[Customer Age])

Average Retail Price =
AVERAGE('Product Lookup'[ProductPrice]
)
Average Revenue Per Customer =
DIVIDE([Total Revenue],[Total Customers])

Bike Return Rate =
CALCULATE([Return Rate],
'Product Categories Lookup'[Category Name]= "Bikes")

Bike Returns =
CALCULATE([Total Returns],
'Product Categories Lookup'[Category Name] = "Bikes")

Bike Sales =
CALCULATE([Quantity Sold],
'Product Categories Lookup'[Category Name]= "Bikes")

Bulk Orders =
CALCULATE([Total Orders],
'Sales Data'[OrderQuantity] >1)
Cost Per Unit = DIVIDE([Total Cost],[Quantity Sold])

Full Name (Customer Detail) =
IF (
   HASONEVALUE(
      'Customer Lookup'[CustomerKey]
   ),
   MAX('Customer Lookup'[Full Name]
   ),
   "Multiple-Customers"
)
```

```
High Ticket Orders =
CALCULATE([Total Orders],
FILTER('Product Lookup','Product Lookup'[ProductPrice] > 'Measure
Table'[Overall Average Price]))


Markup = DIVIDE([Total Profit],[Total Cost])


Order Target =
[Previous Month Orders]*1.1


Order Target Gap = [Total Orders] - [Order Target]

Overall Average Price =
 CALCULATE([Average Retail Price],
 ALL('Product Lookup'))

Previous Month Orders =
 CALCULATE([Total Orders],
 DATEADD('Calendar Lookup'[Date],-1,MONTH))

Previous Month Profit =
 CALCULATE([Total Profit],
 DATEADD('Calendar Lookup'[Date],-1,MONTH))

Previous Month Returns =
 CALCULATE([Total Returns],
 DATEADD('Calendar Lookup'[Date],-1,MONTH))

Previous Month Revenue =
CALCULATE([Total Revenue],
DATEADD('Calendar Lookup'[Date],-1,MONTH))

Profit Margin = DIVIDE([Total Profit],[Total Revenue])

Profit Per Unit = DIVIDE([Total Profit],[Quantity Sold])

Profit Target =
[Previous Month Profit]*1.1

Profit Target Gap = [Total Profit] - [Profit Target]

Quantity Returned =
SUM('Returns Data'[ReturnQuantity]
)

Quantity Sold =
SUM('Sales Data'[OrderQuantity]
)

Return Rate =
DIVIDE([Quantity Returned],[Quantity Sold],"No Sales")

Revenue Target =
 [Previous Month Revenue]*1.05

Revenue Target Gap = [Total Revenue] - [Revenue Target]

Total Cost =
 SUMX('Sales Data',
 'Sales Data'[OrderQuantity]* RELATED('Product Lookup'[ProductCost]))

Total Customers =
DISTINCTCOUNT('Sales Data'[CustomerKey]
)

Total Orders =
DISTINCTCOUNT('Sales Data'[OrderNumber])

Total Orders (Customer Detail) =
IF (
   HASONEVALUE(
      'Customer Lookup'[CustomerKey]
   ),
   [Total Orders],
   "-"
)

Total Profit =
[Total Revenue]-[Total Cost]

Total Returns =
SUM('Returns Data'[ReturnQuantity]
)

Total Revenue =
 SUMX('Sales Data',
 'Sales Data'[OrderQuantity] * RELATED('Product Lookup'[ProductPrice]))

Total Revenue (Customer Detail) =
IF (
   HASONEVALUE(
      'Customer Lookup'[CustomerKey]
   ),
   [Total Revenue],
   "-"
)
Weekend Orders =
CALCULATE([Total Orders],
'Calendar Lookup'[Weekend] = "Weekend")

YTD Revenue =
 CALCULATE([Total Revenue],
 DATESYTD('Calendar Lookup'[Date]))
```