POWER-BI DAX MEASURES

DAX MEASURES

1. TOTAL SUBSCRIBER

Total Subscriber (M) =

VAR million = 1000000

VAR sumofsubscriber = SUM('vw uk\_youtubers\_2024'[total\_subscribers])

VAR totalSubscriber = DIVIDE(sumofsubscriber, million)

RETURN totalSubscriber

1. TOTAL VIEWS

Total Views (B) =

VAR billion = 1000000000

VAR sumoftotalviews = SUM('vw uk\_youtubers\_2024'[total\_views])

VAR totalViews = DIVIDE(sumoftotalviews, billion)

RETURN totalViews

1. TOTAL VIDEOS

Total Videos =

VAR totalVideos = SUM('vw uk\_youtubers\_2024'[total\_videos])

RETURN totalVideos

1. AVG VIEWS PER VIDEO

Avg Views per Video (M) =

VAR sumofTotalViews = SUM('vw uk\_youtubers\_2024'[total\_views])

VAR sumofTotalVideos = SUM('vw uk\_youtubers\_2024'[total\_videos])

VAR avgViewsPerVideo = DIVIDE(sumofTotalViews, sumofTotalVideos, BLANK())

VAR finalavgViewsPerVideo =DIVIDE(avgViewsPerVideo, 1000000, BLANK())

RETURN finalavgViewsPerVideo

1. SUBSCRIBER ENG RATE

Subscriber Engagement Rate =

VAR sumofTotalSubscriber = SUM('vw uk\_youtubers\_2024'[total\_subscribers])

VAR sumofTotalVideos = SUM('vw uk\_youtubers\_2024'[total\_videos])

VAR SubscriberEngRate = DIVIDE(sumofTotalSubscriber, sumofTotalVideos, BLANK())

RETURN SubscriberEngRate

1. VIEWS PER SUBSCRIBER

Views Per Subscriber =

VAR sumOfTotalViews = SUM('vw uk\_youtubers\_2024'[total\_views])

VAR sumOfTotalSubscriber = SUM('vw uk\_youtubers\_2024'[total\_subscribers])

VAR viewsPerSubscriber = DIVIDE(sumOfTotalViews, sumOfTotalSubscriber, BLANK())

RETURN viewsPerSubscriber