

■ Power BI DAX Formulas - KPI Dashboard

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1. Total Profit

Calculates the total profit from the Financial dataset

```
Total Profit = SUM('Financial'[Profit])
```

2. Total Revenue

Calculates total revenue from all transactions

```
Total Revenue = SUM('Financial'[Revenue])
```

3. Total Expense

Calculates total expenditure

```
Total Expense = SUM('Financial'[Expense])
```

4. YTD Profit

Calculates year-to-date profit based on the selected date

```
YTD Profit = TOTALYTD([Total Profit], 'Financial'[Date])
```

5. YOY Profit Growth%

Calculates year-over-year profit growth percentage

```
YOY Profit Growth% = VAR CurrentYearProfit = [Total Profit] VAR  
PreviousYearProfit = CALCULATE([Total Profit], DATEADD('Financial'[Date], -1,  
YEAR)) RETURN DIVIDE(CurrentYearProfit - PreviousYearProfit,  
PreviousYearProfit, 0) * 100
```

6. YOY_Color (Conditional Formatting)

Applies color based on YOY profit growth performance

```
YOY_Color = SWITCH( TRUE(), [YOY Profit Growth%] > 15, "Green", [YOY Profit  
Growth%] >= 5, "Yellow", "Red" )
```

7. Profit Margin %

Calculates profit as a percentage of revenue

```
Profit Margin % = DIVIDE([Total Profit], [Total Revenue], 0)
```

8. Expense Ratio %

Shows how much expense contributes relative to revenue.

```
Expense Ratio % = DIVIDE([Total Expense], [Total Revenue], 0)
```

9. Total Profit by Region

Used in the bar chart for regional profit comparison

```
Total Profit by Region = CALCULATE([Total Profit], ALLEXCEPT('Financial', 'Financial'[Region]))
```

10. Total Revenue by Department

Displays department-wise total revenue

```
Total Revenue by Department = CALCULATE([Total Revenue], ALLEXCEPT('Financial', 'Financial'[Department]))
```

11. Rolling 3-Month Avg Profit

Calculates the 3-month moving average of profit for smoother trends

```
Rolling 3-Month Avg Profit = VAR CurrentDate = MAX('Financial'[Date]) RETURN AVERAGEX(DATESINPERIOD('Financial'[Date], CurrentDate, -3, MONTH), [Total Profit])
```

12. Top Department

Finds the top-performing department based on profit

```
Top Department = VAR DeptTable = ADDCOLUMNS(SUMMARIZE('Financial', 'Financial'[Department]), "Profit", [Total Profit]) VAR TopDept = TOPN(1, DeptTable, [Profit], DESC) RETURN SELECTEDVALUEX(TopDept, 'Financial'[Department])
```