

DAX Measures Formula

1. Total Sales

Formula:

`SUM([Sales])`

2. Year-Over-Year (YoY) Sales Growth

Formula:

`(SUM([Sales]) - LOOKUP(SUM([Sales]), -1)) / ABS(LOOKUP(SUM([Sales]), -1))`

- This calculates the percentage change in sales compared to the previous year. Ensure your data is sorted by year.

3. Monthly Sales Trend

Formula:

`DATENAME('month', [Date]) + " " + STR(YEAR([Date]))`

- This creates a time label for monthly trends in visuals.

4. Top-Selling Products

Formula:

`RANK(SUM([Sales]), 'desc')`

- Use this as a calculated field and filter for ranks 1–5 to display the top products.

5. Sales by Customer Type

Formula:

`SUM([Sales]) / TOTAL(SUM([Sales]))`

- This calculates the percentage contribution of each customer type to the total sales.

6. Average Sales per Transaction

Formula:

`AVG([Sales])`

7. Sales Contribution by Category

Formula:

$\text{SUM}([\text{Sales}]) / \text{TOTAL}(\text{SUM}([\text{Sales}]))$

- Similar to customer type, this shows the sales percentage contribution of each product category.

8. Cumulative Sales

Formula:

$\text{RUNNING_SUM}(\text{SUM}([\text{Sales}]))$

- Visualize cumulative sales over time to track performance growth.

9. Sales Growth Rate

Formula:

$(\text{SUM}([\text{Sales}]) - \text{LOOKUP}(\text{SUM}([\text{Sales}]), -1)) / \text{ABS}(\text{LOOKUP}(\text{SUM}([\text{Sales}]), -1))$

- This works for any time granularity (monthly, quarterly, yearly).

10. Sales by Location

Formula:

$\text{SUM}([\text{Sales}])$