```
TotalSales      SUMX(Orderstbl,Orderstbl[Amount]*Orderstbl[SellingPrice])
TotalCost       SUMX(Orderstbl,Orderstbl[Amount]*Orderstbl[PurchasingPrice])
TotalProfit     Measurestbl[TotalSales] - Measurestbl[TotalCost]
ProfitMargin    DIVIDE(Measurestbl[TotalProfit],Measurestbl[TotalSales],"no
data")
RunningTotalSales
        VAR CurrentDate =
           MAX ( Datestbl[Date] )
        RETURN
           IF (
               NOT ( ISBLANK ( Measurestbl[TotalSales] ) ),
               CALCULATE ( Measurestbl[TotalSales], Datestbl[Date] <=
CurrentDate ),
               BLANK ()
           )
RunningTotalPerYear
        IF (
           NOT ( ISBLANK ( Measurestbl[TotalSales] ) ),
           TOTALYTD ( Measurestbl[TotalSales], Datestbl[Date] ),
           BLANK ()
        )
RunningTotalPerQuarter  TOTALQTD(Measurestbl[TotalSales],Datestbl[Date])
TotalSalesPM    CALCULATE(Measurestbl[TotalSales],PREVIOUSMONTH(Datestbl[Date]))
TotalSalesPQ
CALCULATE(Measurestbl[TotalSales],PREVIOUSQUARTER(Datestbl[Date]))
TotalSalesPY    CALCULATE(Measurestbl[TotalSales],PREVIOUSYEAR(Datestbl[Date]))
StaticWindowTotalSales
        CALCULATE (
           Measurestbl[TotalSales],
           DATESINPERIOD ( Datestbl[Date], DATE ( 2020, 7, 4 ), 5, DAY )
        )
SlidingWindowTotalSales
        CALCULATE (
           Measurestbl[TotalSales],
           DATESINPERIOD ( Datestbl[Date], MAX ( Datestbl[Date] ), -5, DAY )
        )
TotalSalesFD
CALCULATE(Measurestbl[TotalSales],FIRSTDATE(Orderstbl[OrderDate]))
TotalSalesLD
CALCULATE(Measurestbl[TotalSales],LASTDATE(Orderstbl[OrderDate]))
TotalSalesBetweenFDAndLD
        CALCULATE (
           Measurestbl[TotalSales],
           DATESBETWEEN (
               Datestbl[Date],
               FIRSTDATE ( Orderstbl[OrderDate] )+1,
               LASTDATE ( Orderstbl[OrderDate] )-1
           )
        )
MovingAverage
        AVERAGEX (
           DATESINPERIOD ( Datestbl[Date], LASTDATE ( Datestbl[Date] ), -30, DAY
),
           Measurestbl[TotalSales]
```

```
        )
AllTotalSales   CALCULATE(Measurestbl[TotalSales],ALL(Orderstbl[Category]))
PercentageOfTotal
DIVIDE(Measurestbl[TotalSales],Measurestbl[AllTotalSales])
AllSelectedTotalSales
CALCULATE(Measurestbl[TotalSales],ALLSELECTED(Orderstbl[Category]))
PercentageOfTotal2
DIVIDE(Measurestbl[TotalSales],Measurestbl[AllSelectedTotalSales])
AverageSales    AVERAGEX(Datestbl,Measurestbl[TotalSales])
BestWeekday
        MAXX (
           TOPN (
               1,
               SUMMARIZE (
                   Datestbl,
                   Datestbl[DayOfWeekName],
                   "Average", Measurestbl[AverageSales]
               ),
               [Average], DESC
           ),
           Datestbl[DayOfWeekName]
        )
Top3Employees
        VAR temptbl =
           TOPN (
               3,
               SUMMARIZE (
                   Employeetbl,
                   Employeetbl[Employee Name],
                   "Contribution", Measurestbl[TotalSales]
               ),
               [Contribution], DESC
           )
        RETURN
           SUMX ( temptbl, [Contribution] )
CustomerInsight
        VAR Customers =
           ALL ( Orderstbl[CustomerCompany] )
        VAR Timeframe = 90
        RETURN
           IF (
               ISBLANK ( Measurestbl[TotalSales] ),
               BLANK (),
               COUNTROWS (
                   FILTER (
                       Customers,
                       CALCULATE (
                           COUNTROWS ( Orderstbl ),
                           FILTER (
                               ALLSELECTED ( Datestbl[Date] ),
                               Datestbl[Date]
                                   > MAX ( Datestbl[Date] ) - Timeframe
                                   && Datestbl[Date] <= MAX ( Datestbl[Date] )
                           )
```

```
                        ) = 0
                    )
                )
            )
SelectedCountry SELECTEDVALUE(Orderstbl[CustomerCountry],"Details")
```