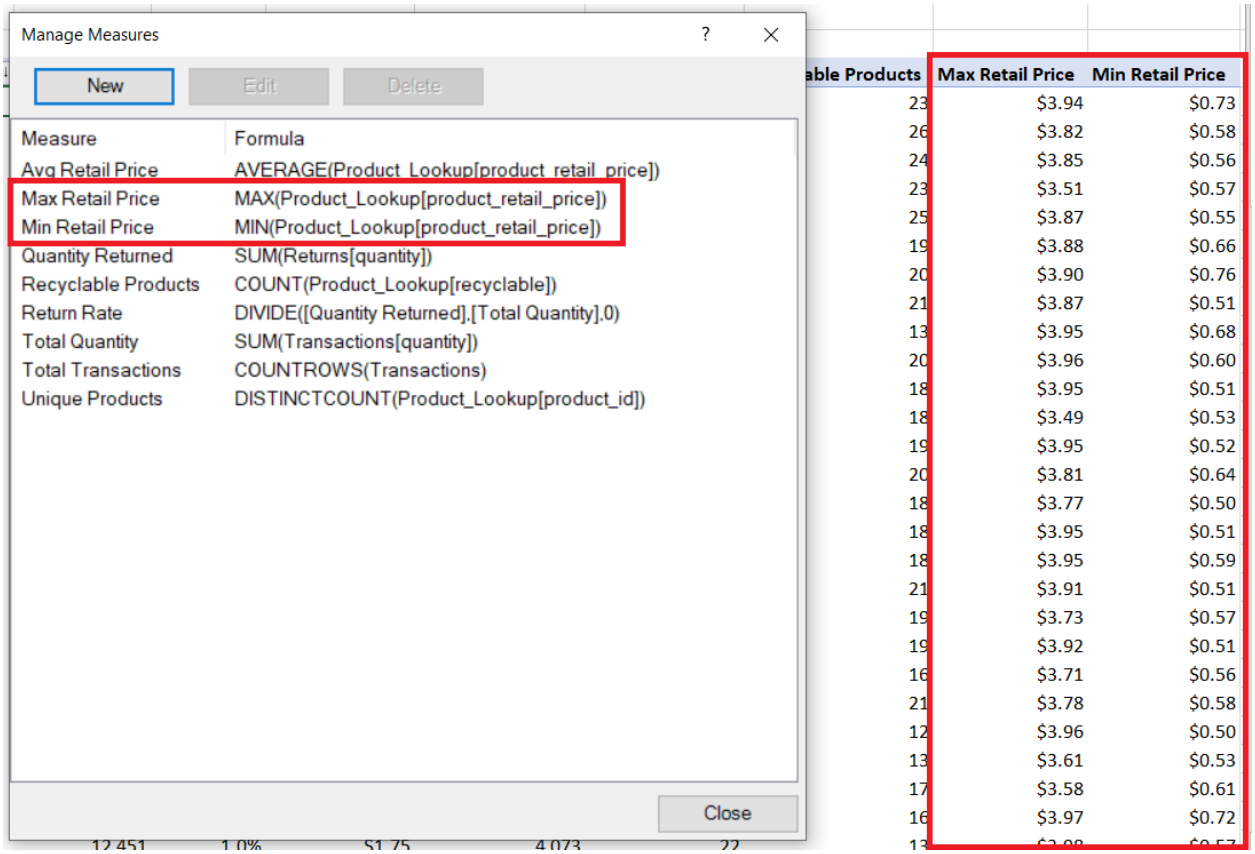
Project Math & Stats Functions

1) Create new measures to calculate the **maximum** *product_retail_price* (**[Max Retail Price]**) and the **minimum** *product_retail_price* (**[Min Retail Price]**), assign both measures to the **Product_Lookup** table, and format as **currency** with two decimal places.



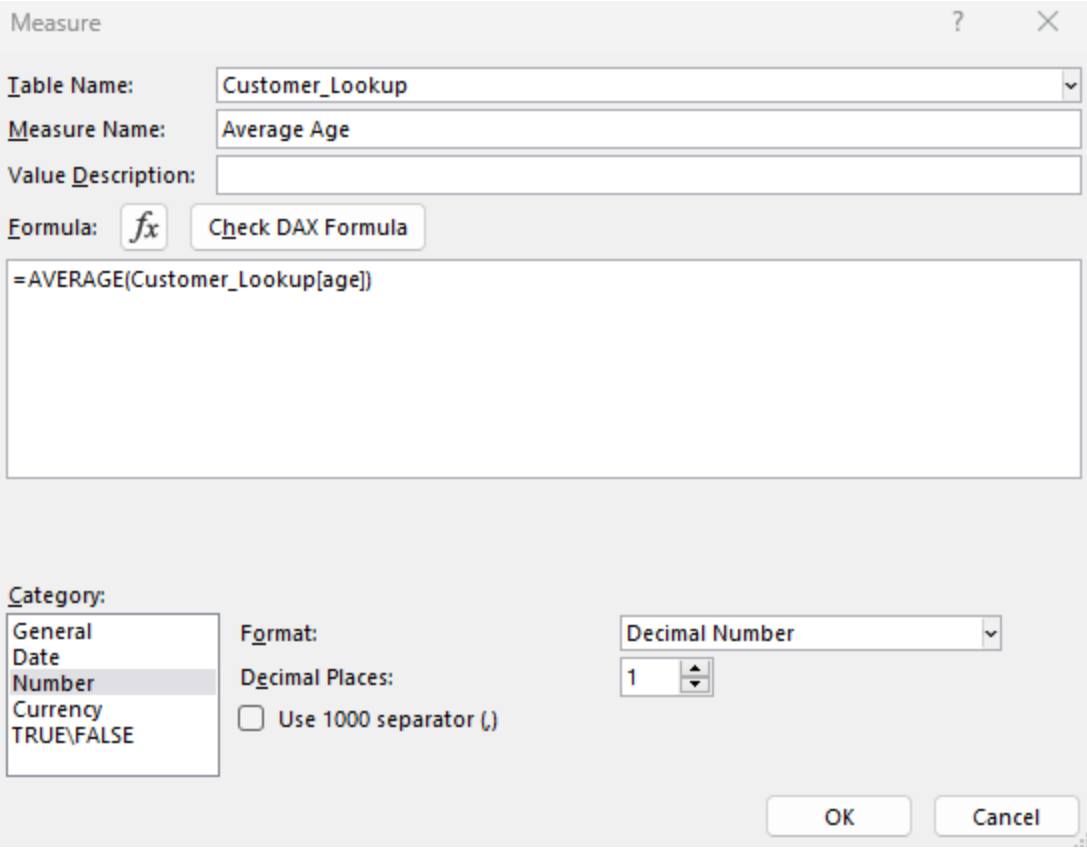
- Which tables in the model are "legal" to pull into the pivot when you're analyzing these measures as values?

→ Any connected and downstream tables: Transactions, Returns, and Product_Lookup

- Pull in *product_brand* as **row labels**. What's the maximum retail price for "Green Ribbon" products?

→ 3.11

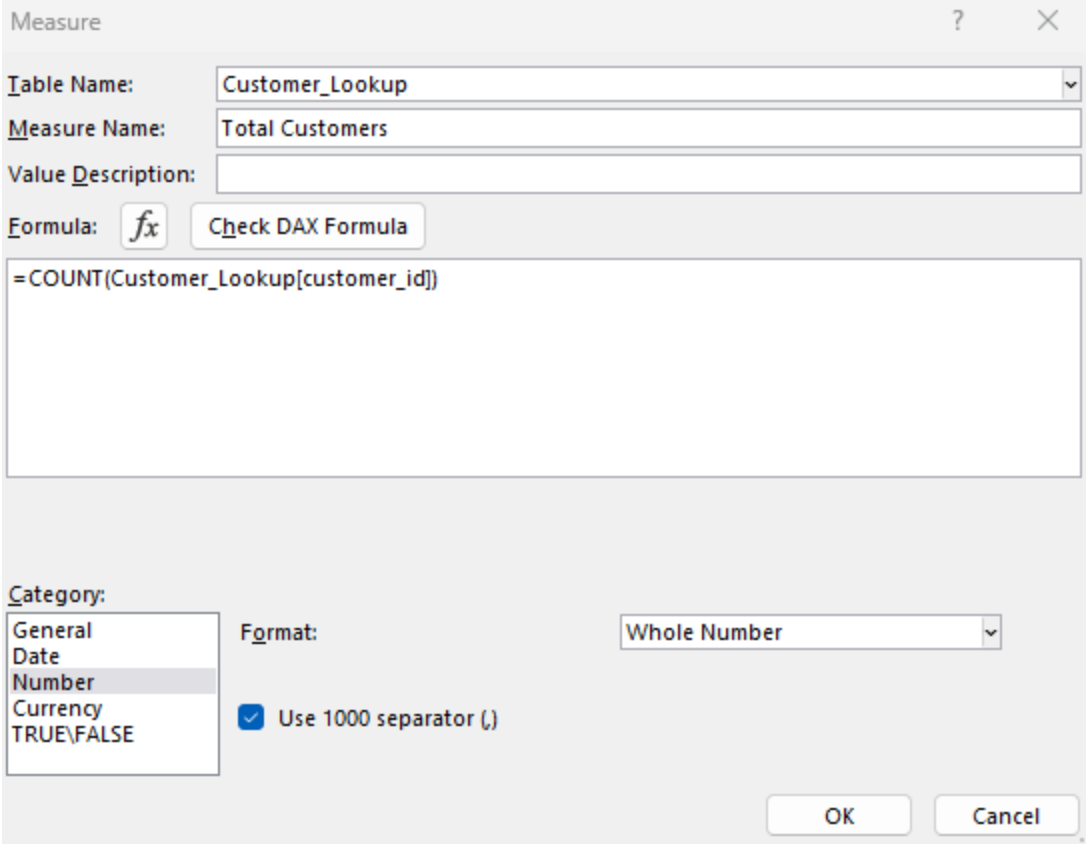
2) Create a new measure to calculate the **average** *customer_age* (**[Average Age]**), assign to the **Customer_Lookup** table, and format as a **decimal number** with one decimal place.



- Update your PivotTable layout to show *customer_city* on rows. What's the average age of customers who live in Imperial Beach?

→ 76.8

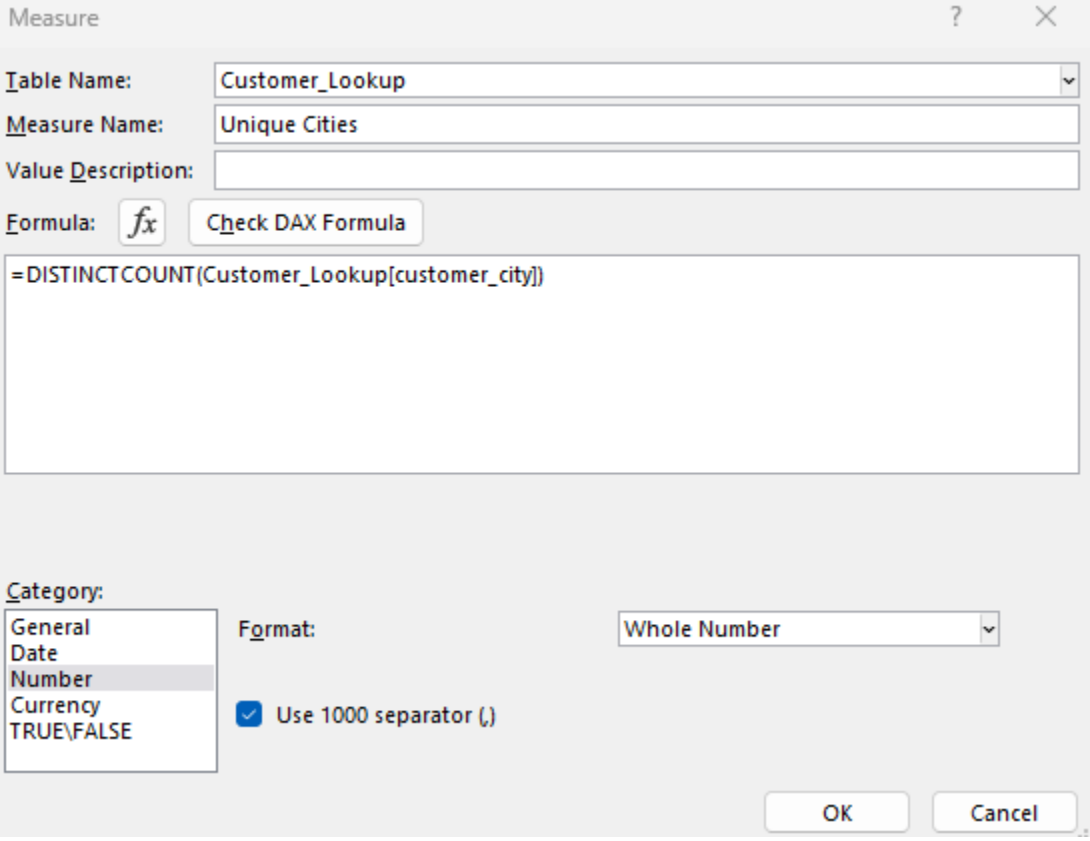
3) Create a new measure to calculate the **total number of customers** (**[Total Customers]**) based on the number of rows in the **Customer_Lookup** table, and format as a **whole number** with a thousands separator.



- Pull *gender* into rows. How many female customers overall? Male customers?

→ F: 5,097, M: 5,184

4) Create a new measure to calculate the **number of unique cities** (**[Unique Cities]**) based on the *customer_city* field in the **Customer_Lookup** table, and format as a **whole number** with a thousands separator.



- Pull *customer_country* into rows. How many unique customer cities are represented by customers from Mexico? From the USA?

→ ***13*** *unique cities from customers in Mexico,* ***78*** *unique cities from customers in USA*