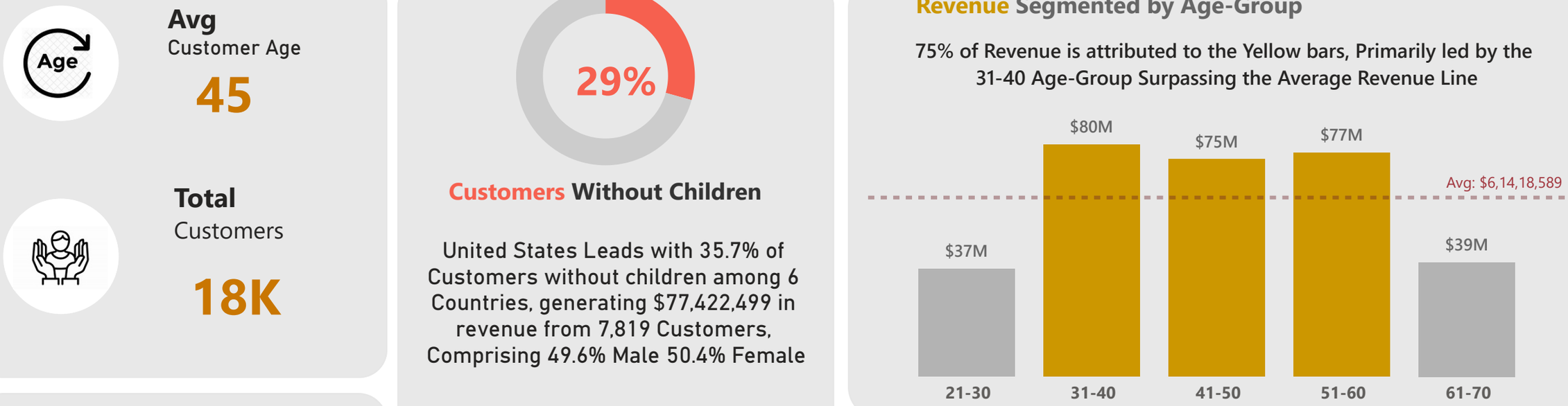
Customer Performance Dashboard

Country: All

Avg Customer Age
45

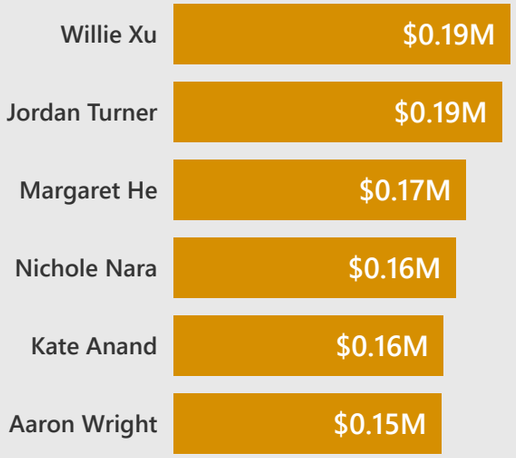
Total Customers
18K



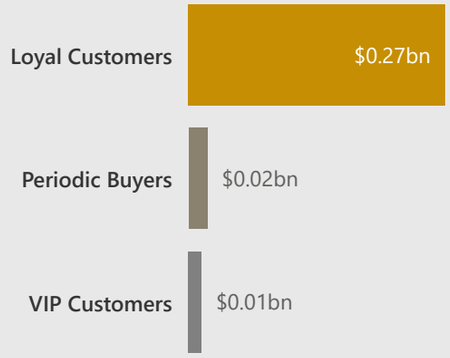
Revenue Segmented by Age-Group

75% of Revenue is attributed to the Yellow bars, Primarily led by the 31-40 Age-Group Surpassing the Average Revenue Line

Top 6 customers by Revenue



Customer Profiling



Earning Base on Gender

Male
49.7%
153M

Female
50.3%
154M

```
Caption Customers Without Children =
--Total Countries
        VAR _NoOfCountries =
            DISTINCTCOUNT(DimGeography[Country]

             )
    --This Extract the Top Country With More Customers Without Children
    VAR _TopCountry =
         TOPN(
           1,
           DISTINCT(DimGeography[Country]),
           [CWC Revenue],DESC,
           DimGeography[Country],ASC

         )
  --Total Customers in the Top Country
    VAR _TotalCustomersTopCountry =
           CALCULATE(
               DISTINCTCOUNT(
                   FactTable[CustomerKey]
               ),
               _TopCountry
           )
    --Here we remove filter from the country column and return all c Without Children
    VAR _AllCustomersWithoutChildren =
            CALCULATE(
               [CWC Revenue],
               _TopCountry,
               ALL(
                 DimGeography[Country]
```

```
        )

    --This Calculate the revenue from  Top Country
       VAR _TotalRevenueTopCountry=
            CALCULATE(
             [CWC Revenue],
             _TopCountry
            )
    --Calculate % of Customer With Children
    VAR _PctCustomerWithoutChildren =
      DIVIDE(
       _TotalRevenueTopCountry,
       CALCULATE(
          [CWC Revenue],
          ALL(DimGeography[Country]
          )
       )
      )

       --Extract Male Customer Without Children
    VAR _MaleGenderWithoutChildren =
   CALCULATE(
       [CWC Revenue],
       _TopCountry,
       DimCustomer[Gender]="M"
   )

   --Extract % Male Customer Without Children
   VAR _PctMaleGenderWithoutChildren=
      DIVIDE( MaleGenderWithoutChildren,
```

```
)

--Extract % Male Customer Without Children
VAR _PctMaleGenderWithoutChildren=
    DIVIDE(_MaleGenderWithoutChildren,
    _AllCustomersWithoutChildren
    )


    --Extract Female Customer Without Children
 VAR _FemaleGenderWithoutChildren =
CALCULATE(
     [CWC Revenue],
     _TopCountry,
     DimCustomer[Gender]="F"
)

--Extract % Female Customer Without Children
VAR _PctFemaleGenderWithoutChildren=
    DIVIDE(_FemaleGenderWithoutChildren,
    _AllCustomersWithoutChildren
    )

    RETURN _TopCountry&" Leads with "&
    FORMAT(_PctCustomerWithoutChildren,"0.0%")&" of Customers without children among "&
    FORMAT(_NoOfCountries,"#,##")&" Countries, generating "&
    FORMAT(_TotalRevenueTopCountry,"$#,##")&" in revenue from "&
    FORMAT(_TotalCustomersTopCountry,"#,##")&" Customers, Comprising "&
    FORMAT(_PctMaleGenderWithoutChildren,"0.0%")&" Male "&
    FORMAT(_PctFemaleGenderWithoutChildren,"0.0%")&" Female"
```