

# Customer Performance Dashboard

Country

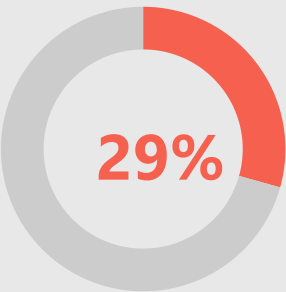
All



Avg  
Customer Age  
**45**



Total  
Customers  
**18K**

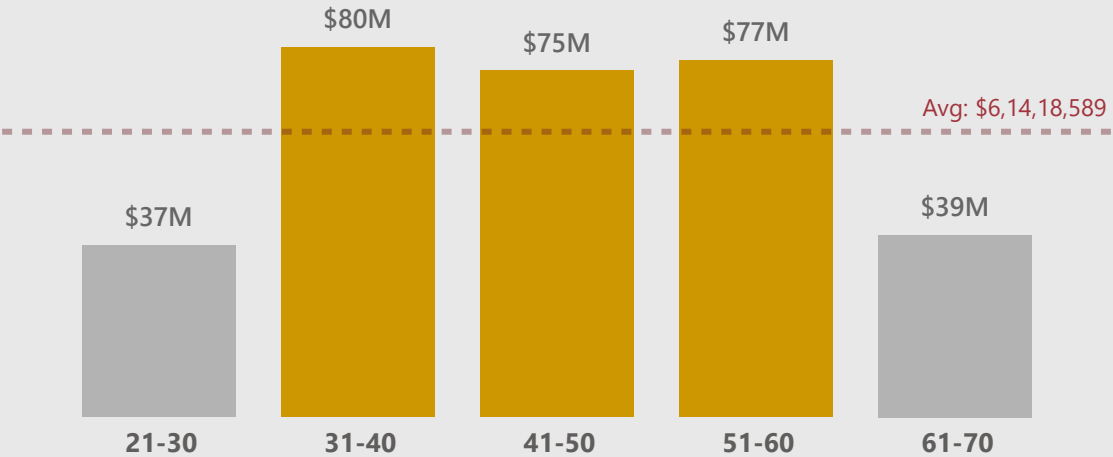


## Customers Without Children

United States Leads with 35.7% of Customers without children among 6 Countries, generating \$77,422,499 in revenue from 7,819 Customers, Comprising 49.6% Male 50.4% Female

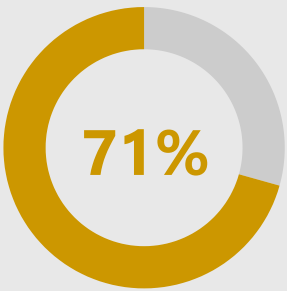
## Revenue Segmented by Age-Group

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

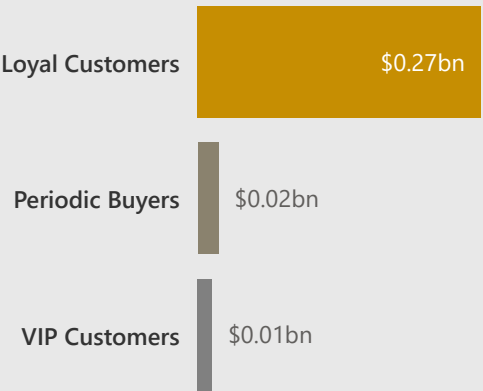
Willie Xu	\$0.19M
Jordan Turner	\$0.19M
Margaret He	\$0.17M
Nichole Nara	\$0.16M
Kate Anand	\$0.16M
Aaron Wright	\$0.15M



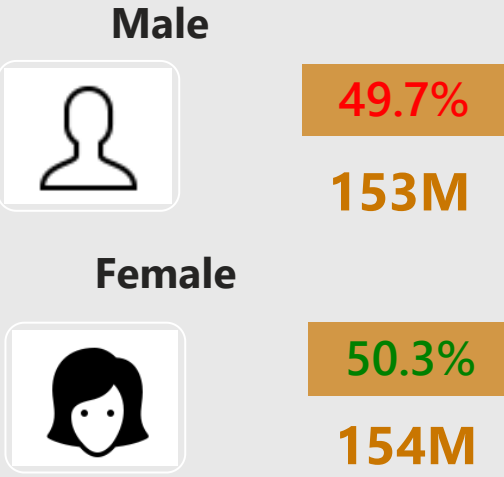
## Customers With Children

Australia Leads with 44.0% of Customers with children among 6 Countries, generating \$39,669,905 in revenue from 3,591 Customers, Comprising 49.7% Male 50.3% Female

## Customer Profiling



## Earning Base on Gender



```

1 Caption Customers Without Children =
2 --Total Countries
3     VAR _NoOfCountries =
4         DISTINCTCOUNT(DimGeography[Country])
5
6     )
7     --This Extract the Top Country With More Customers Without Children
8     VAR _TopCountry =
9         TOPN(
10            1,
11            DISTINCT(DimGeography[Country]),
12            [CWC Revenue],DESC,
13            DimGeography[Country],ASC
14        )
15
16 --Total Customers in the Top Country
17 VAR _TotalCustomersTopCountry =
18     CALCULATE(
19         DISTINCTCOUNT(
20             FactTable[CustomerKey]
21         ),
22         _TopCountry
23     )
24 --Here we remove filter from the country column and return all c Without Children
25 VAR _AllCustomersWithoutChildren =
26     CALCULATE(
27         [CWC Revenue],
28         _TopCountry,
29         ALL(
30             DimGeography[Country]

```

```

31      )
32      )
33
34      --This Calculate the revenue from Top Country
35      VAR _TotalRevenueTopCountry=
36          CALCULATE(
37              [CWC Revenue],
38              _TopCountry
39          )
40      --Calculate % of Customer With Children
41      VAR _PctCustomerWithoutChildren =
42          DIVIDE(
43              _TotalRevenueTopCountry,
44              CALCULATE(
45                  [CWC Revenue],
46                  ALL(DimGeography[Country])
47              )
48          )
49      )
50
51      --Extract Male Customer Without Children
52      VAR _MaleGenderWithoutChildren =
53      CALCULATE(
54          [CWC Revenue],
55          _TopCountry,
56          DimCustomer[Gender]="M"
57      )
58
59      --Extract % Male Customer Without Children
60      VAR _PctMaleGenderWithoutChildren=
61      DIVIDE( _MaleGenderWithoutChildren,

```

```
57 )
58
59 --Extract % Male Customer Without Children
60 VAR _PctMaleGenderWithoutChildren=
61     DIVIDE(_MaleGenderWithoutChildren,
62         _AllCustomersWithoutChildren
63     )
64
65
66     --Extract Female Customer Without Children
67 VAR _FemaleGenderWithoutChildren =
68 CALCULATE(
69     [CWC Revenue],
70     _TopCountry,
71     DimCustomer[Gender]="F"
72 )
73
74 --Extract % Female Customer Without Children
75 VAR _PctFemaleGenderWithoutChildren=
76     DIVIDE(_FemaleGenderWithoutChildren,
77         _AllCustomersWithoutChildren
78     )
79
80 RETURN _TopCountry&" Leads with "&
81     FORMAT(_PctCustomerWithoutChildren,"0.0%")&" of Customers without children among "&
82     FORMAT(_NoOfCountries,"#,###")&" Countries, generating "&
83     FORMAT(_TotalRevenueTopCountry,"$#,###")&" in revenue from "&
84     FORMAT(_TotalCustomersTopCountry,"#,###")&" Customers, Comprising "&
85     FORMAT(_PctMaleGenderWithoutChildren,"0.0%")&" Male "&
86     FORMAT(_PctFemaleGenderWithoutChildren,"0.0%")&" Female"
```