**1. Total Sales**

Total Sales = SUMX(Sales, Sales[Quantity Ordered] \* Sales[Price Each])

**Explanation:**  
Calculates the total sales revenue by multiplying quantity with unit price for each row, then summing up all rows.

**2. Discounted Sales**

Discounted Sales = SUMX(Sales, (Sales[Quantity Ordered] \* Sales[Price Each]) \* (1 - Sales[Discount] / 100))

**Explanation:**  
Applies the discount to each row and calculates the final amount after discount. Good for evaluating revenue after promotions.

**3. Sales Per Product**

Sales Per Product = CALCULATE([Total Sales], ALLEXCEPT(Sales, Sales[Product]))

**Explanation:**  
Shows total sales per product while ignoring all filters except the selected product.

**4. Order Count**

Order Count = DISTINCTCOUNT(Sales[Order ID])

**Explanation:**  
Counts unique order IDs to find how many distinct orders were placed.

**5. Average Price Per Product**

Average Price = AVERAGE(Sales[Price Each])

**Explanation:**  
Calculates the average price across all products sold. Useful for pricing analysis.

**6. Sales by City**

Sales By City = CALCULATE([Total Sales], ALLEXCEPT(Sales, Sales[City]))

**Explanation:**  
Shows the total sales per city while keeping only the city filter in context.

**7. Monthly Sales Trend**

(Assumes a proper Date table named 'Date' is related to Sales[Order Date])

Monthly Sales =

CALCULATE(

[Total Sales],

DATESMTD('Date'[Date])

)

**Explanation:**  
Computes the sales within the current month-to-date. Useful for creating dynamic sales trend visuals.

**8. Top 5 Selling Products**

Top Products =

TOPN(

5,

SUMMARIZE(Sales, Sales[Product], "Sales", [Total Sales]),

[Sales],

DESC

)

**Explanation:**  
Returns the top 5 products based on total sales. Can be used in a visual table/chart to show best sellers.

**9. Sales by Gender**

Sales by Gender =

CALCULATE(

[Total Sales],

FILTER(Sales, Sales[Customer Gender] = "Male")

)

**Explanation:**  
Filters the table for male customers only and calculates their contribution to total sales.

**10. Average Discount by Age Range**

Average Discount = AVERAGE(Sales[Discount])

**Explanation:**  
Computes the average discount offered across all rows. When used in a visual grouped by age range, it shows how discounting varies by age group.

**11. Total Quantity Ordered**

Total Quantity = SUM(Sales[Quantity Ordered])

**Explanation:**  
Sums up all the quantities ordered across all products.

**12. Total Orders by Product Category**

Orders by Category = CALCULATE([Order Count], ALLEXCEPT(Sales, Sales[Category]))

**Explanation:**  
Displays how many distinct orders were placed per product category.

**13. Revenue After Discount (as new column)**

Revenue After Discount =

(Sales[Quantity Ordered] \* Sales[Price Each]) \* (1 - Sales[Discount] / 100)

**Explanation:**  
Column-level to get actual revenue after applying row-level discount.

**14. Max Discount Given**

Maximum Discount = MAX(Sales[Discount])

**Explanation:**  
Returns the highest discount given on any order.

**15. Min Age of Customers**

Youngest Customer = MIN(Sales[Minimum\_Age])

**Explanation:**  
Gives the age of the youngest customer from your data.

**16. Average Customer Age**

Average Age = AVERAGEX(Sales, (Sales[Minimum\_Age] + Sales[Maximum\_Age]) / 2)

**Explanation:**  
Calculates the average of midpoints of age ranges across customers.

**17. Sales by Store**

Sales By Store = CALCULATE([Total Sales], ALLEXCEPT(Sales, Sales[Store]))

**Explanation:**  
Groups the total sales by each store location.

**18. Sales on Weekends**

Weekend Sales =

CALCULATE(

[Total Sales],

FILTER(Sales, WEEKDAY(Sales[Order Date], 2) > 5)

)

**Explanation:**  
Filters orders that were placed on Saturday (6) or Sunday (7).

**19. Sales from Female Customers**

Female Sales =

CALCULATE([Total Sales], Sales[Customer Gender] = "Female")

**Explanation:**  
Returns the total sales made by female customers only.

**20. Sales Contribution % by Category**

Sales % by Category =

DIVIDE([Total Sales], CALCULATE([Total Sales], ALL(Sales)), 0)

**Explanation:**  
Shows each category’s contribution as a percentage of overall sales.

**21. Total Number of Unique Products**

Unique Products = DISTINCTCOUNT(Sales[Product])

**Explanation:**  
Counts how many different products were sold.

**22. Total Revenue from Headphones**

Headphones Revenue =

CALCULATE([Total Sales], Sales[Category] = "Headphones")

**Explanation:**  
Calculates how much revenue came from the "Headphones" category only.

**23. Orders with High Discount (> 20%)**

High Discount Orders =

CALCULATE([Order Count], FILTER(Sales, Sales[Discount] > 20))

**Explanation:**  
Counts how many orders had a discount greater than 20%.

**24. Orders in August 2019**

August Orders =

CALCULATE(

[Order Count],

FILTER(

Sales,

MONTH(Sales[Order Date]) = 8 && YEAR(Sales[Order Date]) = 2019

)

)

**Explanation:**  
Counts all orders placed in August 2019.

**25. Total Sales from New York City**

NYC Sales =

CALCULATE([Total Sales], Sales[City] = "New York City")

**Explanation:**  
Calculates total revenue generated from customers in New York City.

**26. Customer Count by Age Group**

Customers by Age Group =

CALCULATE(DISTINCTCOUNT(Sales[Customer]), ALLEXCEPT(Sales, Sales[Customer Age Range]))

**Explanation:**  
Counts unique customers grouped by their age ranges.

**27. Product-Wise Average Discount**

Average Discount per Product =

CALCULATE(AVERAGE(Sales[Discount]), ALLEXCEPT(Sales, Sales[Product]))

**Explanation:**  
Shows how much average discount was offered per product.

**28. Total Orders from Males Aged 18-25**

Young Male Orders =

CALCULATE(

[Order Count],

FILTER(Sales, Sales[Customer Gender] = "Male" && Sales[Minimum\_Age] >= 18 && Sales[Maximum\_Age] <= 25)

)

**Explanation:**  
Filters the table to only male customers aged 18–25, and counts their orders.

**29. Profit Margin per Product**

(Assuming 30% margin on each sale)

Profit Margin =

SUMX(Sales, (Sales[Quantity Ordered] \* Sales[Price Each]) \* 0.3)

**Explanation:**  
Estimates profit assuming a flat 30% profit margin on all products.

**30. Running Total Sales (Cumulative)**

Running Total Sales =

CALCULATE(

[Total Sales],

FILTER(

ALL(Sales[Order Date]),

Sales[Order Date] <= MAX(Sales[Order Date])

)

)

**Explanation:**  
Shows a cumulative running total of sales over time for trend analysis.