## Module 2B – Calculated Columns

**Age Range =**

IF('Members'[Age] < 65, "Under 65",

IF('Members'[Age] < 75, "65 - 74",

IF('Members'[Age] < 85, "75 - 84",

"85+")))

**Tenure Years =**

SWITCH(TRUE(),

'Members'[Total Tenure Months] < 12, "Less than a Year",

'Members'[Total Tenure Months] < 24, "1 Year",

'Members'[Total Tenure Months] < 36, "2 Years",

'Members'[Total Tenure Months] < 48, "3 Years",

'Members'[Total Tenure Months] < 60, "4 Years",

'Members'[Total Tenure Months] < 72, "5 Years",

'Members'[Total Tenure Months] < 84, "6 Years",

'Members'[Total Tenure Months] < 96, "7 Years",

'Members'[Total Tenure Months] < 108, "8 Years",

'Members'[Total Tenure Months] < 120, "9 Years",

"10+ Years")

## Module 2B – Calculated Measures

Total Members = COUNT('Events'[Member Unique ID])

Dist Members = DISTINCTCOUNT('Events'[Member Unique ID])

Event Count = COUNT('Events'[Event Unique ID])

Dist Event Count = DISTINCTCOUNT('Events'[Event Unique ID])

Event Per Day =

DIVIDE([Dist Event Count], COUNTROWS('Date'))

Average Age = AVERAGE('Members'[Age])

Average Income = AVERAGE('Members'[Estimated Income])