**Measures In PowerBI**

1. Count Customer ID

Formula :- Customers = COUNT('Customer Data'[Customer ID])

1. Count Lost Customers

Formula :- Lost Customers = CALCULATE(COUNT('Customer Data'[Churn Status]),'Customer Data'[Churn Status]="Churned")

3)

Formula :- Churn Rate = [Lost Customers]/[Customers]

Format :- Percentage :- 1

