# DAX Measures Dictionary

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| Category | Measure Name | DAX Expression | Description |
| CORE | Total Tickets Sold | SUM ( FactTicketSales[tickets\_sold] ) | Base ticket‑volume metric used everywhere. |
| CORE | Total Revenue | SUM ( FactTicketSales[sold\_revenue] ) | Top‑line sales $ for KPIs and trends. |
| CORE | Average Ticket Price | DIVIDE ( [Total Revenue], [Total Tickets Sold] ) | Yield (RPT) indicator; pricing analysis. |
| CORE | Revenue / Ticket (RPT) | [Average Ticket Price] | Alias used inside other measures. |
| CORE | Revenue Δ Prev Game | VAR CurrGame = SELECTEDVALUE ( EventDim[event\_id] ) VAR PrevGame = CALCULATE ( MAX ( EventDim[event\_id] ), FILTER ( ALL ( EventDim ), EventDim[event\_id] < CurrGame ) ) RETURN DIVIDE ( [Total Revenue] - CALCULATE ( [Total Revenue], EventDim[event\_id] = PrevGame ), CALCULATE ( [Total Revenue], EventDim[event\_id] = PrevGame ) ) | Game‑over‑game revenue growth. |
| PRICING | Max Ticket Price | MAX ( FactTicketSales[rev\_per\_ticket] ) | Highest single ticket price sold. |
| PRICING | Min Ticket Price | MIN ( FactTicketSales[rev\_per\_ticket] ) | Lowest ticket price sold. |
| PRICING | Top 10 % Ticket Price | PERCENTILEX.INC ( FactTicketSales, FactTicketSales[rev\_per\_ticket], 0.9 ) | 90th‑percentile ticket price. |
| PRICING | High‑Price Ticket % | DIVIDE ( CALCULATE ( [Total Tickets Sold], FactTicketSales[rev\_per\_ticket] >= 200 ), [Total Tickets Sold] ) | Share of tickets ≥ $200. |
| TIME | Rolling 30‑Day Revenue | VAR EndDate = MAX ( DateDim[date] ) VAR StartDate = EndDate - 29 RETURN CALCULATE ( [Total Revenue], FILTER ( ALL ( DateDim ), DateDim[date] >= StartDate && DateDim[date] <= EndDate ) ) | 30‑day rolling revenue trend. |
| TIME | Revenue Last‑7‑Days | CALCULATE ( [Total Revenue], FILTER ( ALL ( DateDim ), DateDim[date] >= MAX ( DateDim[date] ) - 6 && DateDim[date] <= MAX ( DateDim[date] ) ) ) | Revenue generated in last 7 days of context. |
| TIME | Last 7‑Day % | DIVIDE ( [Revenue Last‑7‑Days], [Total Revenue] ) | Proportion of revenue in last 7 days. |
| TIME | YTD Revenue | TOTALYTD ( [Total Revenue], DateDim[date] ) | Year‑to‑date revenue. |
| TIME | Median Days Before | MEDIANX ( FactTicketSales, DATEDIFF ( FactTicketSales[transaction\_date], FactTicketSales[event\_date], DAY ) ) | Median booking window. |
| PREMIUM | Premium Revenue | CALCULATE ( [Total Revenue], SectionDim[section\_catergory] = "Premium" ) | Revenue from premium seats. |
| PREMIUM | Non‑Premium Revenue | [Total Revenue] - [Premium Revenue] | Revenue from regular seats. |
| PREMIUM | Premium Rev % | DIVIDE ( [Premium Revenue], [Total Revenue] ) | Premium share of revenue. |
| PREMIUM | Premium Tickets | CALCULATE ( [Total Tickets Sold], SectionDim[Is Premium] = "Premium" ) | Tickets sold in premium areas. |
| PREMIUM | Non‑Premium Tickets | CALCULATE ( [Total Tickets Sold], SectionDim[Is Premium] = "Non‑Premium" ) | Tickets sold in non‑premium areas. |
| PREMIUM | Premium Ticket % | DIVIDE ( [Premium Tickets], [Total Tickets Sold] ) | Share of premium ticket volume. |
| PREMIUM | Premium / Non‑Premium Index | DIVIDE ( [Premium Revenue], [Non‑Premium Revenue] ) | Ratio >1 means premium drives more $. |
| PREMIUM | Lower‑Bowl RPT | CALCULATE ( [Revenue / Ticket (RPT)], SectionDim[section\_level] = "Level 100" ) | Yield for lower‑bowl seats. |
| PREMIUM | Lower‑Bowl Revenue % | DIVIDE ( CALCULATE ( [Total Revenue], SectionDim[section\_level] = "Lower Bowl" ), [Total Revenue] ) | Lower‑bowl share of revenue. |
| PLAN | Season‑Plan Revenue | CALCULATE ( [Total Revenue], PlanDim[sales\_class\_group] = "Season" ) | Revenue from season tickets. |
| PLAN | Plan Rev % of Total | DIVIDE ( [Total Revenue], CALCULATE ( [Total Revenue], ALL ( PlanDim ) ) ) | Plan's share of total revenue. |
| GEO | Area‑Code Rev % | DIVIDE ( [Total Revenue], CALCULATE ( [Total Revenue], ALL ( FactTicketSales[area\_code] ) ) ) | Revenue share by area‑code. |
| GEO | Top Area‑Code Revenue $ | VAR Ranked = TOPN ( 1, SUMMARIZE ( FactTicketSales, FactTicketSales[area\_code], "Rev", [Total Revenue] ), [Rev], DESC ) RETURN MAXX ( Ranked, [Rev] ) | Dollar value of highest‑grossing area code. |
| OPPONENT | Opponent Rev Index | DIVIDE ( [Total Revenue], CALCULATE ( [Total Revenue], ALL ( EventDim ) ) ) | Opponent vs season average. |
| OPPONENT | Best Game Revenue | VAR Ranked = TOPN ( 1, EventDim, [Total Revenue], DESC ) RETURN MAXX ( Ranked, [Total Revenue] ) | Revenue of top game. |
| OPPONENT | Worst Game Revenue | VAR Ranked = TOPN ( 1, EventDim, [Total Revenue], ASC ) RETURN MAXX ( Ranked, [Total Revenue] ) | Revenue of lowest game. |
| OPPONENT | Top‑Selling Opponent | VAR Ranked = TOPN ( 1, ADDCOLUMNS ( SUMMARIZE ( EventDim, EventDim[opponent] ), "Tickets", [Total Tickets Sold] ), [Tickets], DESC ) RETURN MAXX ( Ranked, EventDim[opponent] ) | Opponent with highest ticket volume. |
| OPPONENT | Top‑Opponent Tickets Sold | VAR Ranked = TOPN ( 1, ADDCOLUMNS ( SUMMARIZE ( EventDim, EventDim[opponent] ), "Tickets", [Total Tickets Sold] ), [Tickets], DESC ) RETURN MAXX ( Ranked, [Tickets] ) | Ticket count for that opponent. |
| UTILITY | Revenue % of Total | DIVIDE ( [Total Revenue], CALCULATE ( [Total Revenue], ALL ( SectionDim[Is Premium] ) ) ) | Reusable % for stacked visuals. |
| UTILITY | Season Premium % | DIVIDE ( [Premium Revenue], CALCULATE ( [Total Revenue], ALL ( EventDim ) ) ) | Premium share across whole season. |