NBA Ticketing & Renewal – DAX Measures (Generated 2025-08-08 07:19 UTC)

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| Name | Category | Summary | DAX |
| Revenue | Sales / Revenue | Net ticket revenue (already net of discounts in the fact). | SUM ( FactTicketSales[Revenue] ) |
| Tickets | Sales / Revenue | Ticket count (volume). | COUNTROWS ( FactTicketSales ) |
| Avg Ticket Price | Sales / Revenue | Average realized price per ticket. | DIVIDE ( [Revenue], [Tickets] ) |
| Gross Box Office | Sales / Revenue | List-price dollars collected before discounts. | SUM ( FactTicketSales[PricePaid] ) |
| Discounts | Sales / Revenue | Total discounts given (positive value). | SUM ( FactTicketSales[Discount] ) |
| Fees | Sales / Revenue | Total fees collected. | SUM ( FactTicketSales[Fees] ) |
| Net Revenue | Sales / Revenue | Net revenue including fees (since Revenue is already net of discounts). | [Revenue] + [Fees] |
| Revenue LY | Time Intelligence | Revenue for the same period last year. | CALCULATE ( [Revenue], DATEADD ( DimDate[Date], -1, YEAR ) ) |
| Revenue YoY % | Time Intelligence | Year-over-year growth rate. | DIVIDE ( [Revenue] - [Revenue LY], [Revenue LY] ) |
| Revenue MTD | Time Intelligence | Month-to-date revenue. | CALCULATE ( [Revenue], DATESMTD ( DimDate[Date] ) ) |
| Revenue MTD LY | Time Intelligence | MTD revenue for prior year. | CALCULATE ( [Revenue], DATESMTD ( DATEADD ( DimDate[Date], -1, YEAR ) ) ) |
| Revenue MTD YoY % | Time Intelligence | MTD YoY growth rate. | DIVIDE ( [Revenue MTD] - [Revenue MTD LY], [Revenue MTD LY] ) |
| Attendance | Attendance / Ops | People scanned in. | SUM ( FactAttendance[ScannedCount] ) |
| No Shows | Attendance / Ops | Tickets not scanned. | SUM ( FactAttendance[NoShowCount] ) |
| Show Rate (Tickets) | Attendance / Ops | Share of sold tickets that scanned. | DIVIDE ( [Attendance], [Tickets] ) |
| No-Show Rate (Tickets) | Attendance / Ops | Complement of show-rate. | 1 - [Show Rate (Tickets)] |
| Avg Days to Game | Attendance / Ops | Average purchase lead time in days. | AVERAGEX ( FactTicketSales, DATEDIFF ( FactTicketSales[SaleDate], RELATED ( DimGame[GameDate] ), DAY ) ) |
| Avg Weeknight Price | Pricing / Demand | Benchmark ATP for weeknights. | CALCULATE ( [Avg Ticket Price], DimGame[DayType] = "Weeknight" ) |
| Underpriced Weeknight Flag | Pricing / Demand | Flags weeknight games priced <90% of weeknight ATP. | VAR IsWknt = SELECTEDVALUE ( DimGame[DayType] ) = "Weeknight" RETURN IF ( IsWknt && [Avg Ticket Price] < [Avg Weeknight Price] \* 0.9, 1, 0 ) |
| Discount Rate | Pricing / Demand | Discounts as % of gross list price. | DIVIDE ( [Discounts], [Gross Box Office] ) |
| Fee Rate | Pricing / Demand | Fees as % of gross. | DIVIDE ( [Fees], [Gross Box Office] ) |
| Channel Revenue % | Pricing / Demand | Revenue share per channel vs total. | DIVIDE ( [Revenue], CALCULATE ( [Revenue], ALL ( DimChannel ) ) ) |
| Revenue per Attendee | Pricing / Demand | Monetization per attendee (ARPA). | DIVIDE ( [Revenue], [Attendance] ) |
| Tickets per Game | Pricing / Demand | Normalized ticket volume per game. | DIVIDE ( [Tickets], DISTINCTCOUNT ( DimGame[GameId] ) ) |
| Revenue per Game | Pricing / Demand | Normalized revenue per game. | DIVIDE ( [Revenue], DISTINCTCOUNT ( DimGame[GameId] ) ) |
| Weekend Attendance Uplift % | Pricing / Demand | Weekend premium vs weeknights (attendance). | VAR wknd = CALCULATE ( [Attendance], DimGame[IsWeekend] = TRUE () ) VAR wknt = CALCULATE ( [Attendance], DimGame[DayType] = "Weeknight" ) RETURN IF ( NOT ISBLANK ( wknt ), DIVIDE ( wknd - wknt, wknt ) ) |
| Promo Attendance Uplift % | Pricing / Demand | Attendance lift for promo vs non-promo. | VAR promo = CALCULATE ( [Attendance], DimGame[PromoFlag] = TRUE () ) VAR nonpromo = CALCULATE ( [Attendance], DimGame[PromoFlag] = FALSE () ) RETURN IF ( NOT ISBLANK ( nonpromo ), DIVIDE ( promo - nonpromo, nonpromo ) ) |
| Buying Customers | Buyer / CRM | Distinct purchasers in context. | DISTINCTCOUNT ( FactTicketSales[CustomerId] ) |
| Multi-Game Buyers | Buyer / CRM | Buyers who purchased >1 game. | VAR t = SUMMARIZE ( FactTicketSales, FactTicketSales[CustomerId], "GameCnt", DISTINCTCOUNT ( FactTicketSales[GameId] ) ) RETURN COUNTROWS ( FILTER ( t, [GameCnt] > 1 ) ) |
| Repeat Buyer Rate | Buyer / CRM | Share of buyers who are multi-game. | DIVIDE ( [Multi-Game Buyers], [Buying Customers] ) |
| Renewal Accounts | Renewals | Eligible renewal accounts. | DISTINCTCOUNT ( FactRenewals[AccountId] ) |
| Renewed Accounts | Renewals | Accounts that renewed. | CALCULATE ( [Renewal Accounts], FactRenewals[RenewedFlag] = TRUE () ) |
| Renewal Rate | Renewals | Renewal conversion rate. | DIVIDE ( [Renewed Accounts], [Renewal Accounts] ) |
| Renewal Amount | Renewals | Renewal dollars (current season). | SUM ( FactRenewals[RenewalAmount] ) |
| Renewal Upsell % | Renewals | Upsell % vs prior spend (requires PriorSpend). | VAR upsell = CALCULATE ( SUM ( FactRenewals[RenewalAmount] ) - SUM ( FactRenewals[PriorSpend] ), FactRenewals[RenewedFlag] = TRUE () ) VAR base = CALCULATE ( SUM ( FactRenewals[PriorSpend] ), FactRenewals[RenewedFlag] = TRUE () ) RETURN DIVIDE ( upsell, base ) |
| Forecast Attendance (8wk) | Forecast | Aggregate 8-week attendance forecast (GameId=0). | CALCULATE ( SUM ( FactForecast[ForecastValue] ), FactForecast[Metric] = "Attendance", FactForecast[GameId] = 0 ) |
| Forecast Revenue (8wk) | Forecast | Aggregate 8-week revenue forecast (GameId=0). | CALCULATE ( SUM ( FactForecast[ForecastValue] ), FactForecast[Metric] = "Revenue", FactForecast[GameId] = 0 ) |
| MAPE Attendance | Forecast | Forecast accuracy proxy for attendance. | VAR a = [Attendance] VAR f = [Forecast Attendance (8wk)] RETURN IF ( NOT ISBLANK ( a ) && a <> 0, ABS ( ( a - f ) / a ) ) |
| Forecast Variance (Attendance) | Forecast | Forecast minus actual (attendance). | VAR fc = [Forecast Attendance (8wk)] VAR ac = [Attendance] RETURN IF ( NOT ISBLANK ( fc ) && NOT ISBLANK ( ac ), fc - ac ) |
| Discounts (Negative) | Waterfall | For Gross→Net waterfall step. | - [Discounts] |
| Net (Gross - Disc + Fees) | Waterfall | Explicit net for waterfall totals. | [Gross Box Office] - [Discounts] + [Fees] |