**Product Sales Cannibalization Analysis**

**Column added for Product Sales Cannibalization Analysis**

Product Status = IF(DATEDIFF(ProductTable[ReleaseDate], TODAY(), YEAR) <= 2, "New", "Existing")

**Measures added**

Total Sales = SUM(SalesTable[SaleAmount])

**Customer Lifetime Value (CLTV) Trend**

**Column added**CLTV by Product Category =

CALCULATE(

    SUM(SalesTable[SaleAmount]),

    ALLEXCEPT(ProductTable, ProductTable[Product Category])

)

**Churn Prediction and Retention Insights**

**Measures added**  
Recency = DATEDIFF(MAX(CustomerTable[LastPurchaseDate]), TODAY(), DAY)

Customer Count by Category =

CALCULATE(

    DISTINCTCOUNT(CustomerTable[CustomerID]),

    FILTER(

        CustomerTable,

        CustomerTable[Churn Risk Category] = SELECTEDVALUE(CustomerTable[Churn Risk Category])

    )

)

**COLUMN ADDED**

Churn Risk Category =

SWITCH(

    TRUE(),

    [Recency] > 980, "Inactive",

    [Recency] > 750 && CustomerTable[PurchaseFrequency] <= 28, "At Risk",

    [Recency] <= 750 && CustomerTable[PurchaseFrequency] > 28, "Retained",

    TRUE(), "Potential"

)

**Customer Sentiment Analysis**

**MEASURE**

Average Customer Rating = AVERAGE(SalesTable[CustomerRating])

**New vs. Repeat Customer Sales Trends**

**COLUMN**

Customer Type =

VAR FirstPurchaseDate =

CALCULATE(

MIN(CustomerTable[FirstPurchaseDate]),

FILTER(

CustomerTable,

CustomerTable[CustomerID] = SalesTable[CustomerID]

)

)

RETURN

IF(

SalesTable[OrderDate] <= FirstPurchaseDate + 365,

"New",

"Repeat"

**)**