**DAX Measures**

cumsalesCY = CALCULATE(MT[Total\_SalesLY],FILTER(ALLSELECTED(ordertbl[Date]), ordertbl[Date]=MAX(ordertbl[Date])))

CumSalesLY = CALCULATE(MT[Total\_SalesLY],FILTER(ALLSELECTED(ordertbl[Date]), ordertbl[Date]<=MAX(ordertbl[Date])))

Customer\_Classification = CALCULATE(MT[Total\_Sales], FILTER(VALUES('Order'[CustomerCompany]), COUNTROWS(FILTER(cc, RANKX(all('Order'[CustomerCompany]),MT[Total\_Sales],,DESC)>= cc[Min] && RANKX(all('Order'[CustomerCompany]),MT[Total\_Sales],,DESC) <= cc[Max]))>0))

Ranking = IF(ISINSCOPE('Order'[Category]) ,RANKX(ALL('Order'[Category]),MT[Total\_Sales],,DESC,Dense), BLANK())

Top\_10\_Client = CALCULATE(MT[Total\_Profit],FILTER(VALUES('Order'[CustomerCompany]),RANKX(ALL('Order'[CustomerCompany]),MT[Total\_Profit],,DESC,Dense) <=10))

TopXSales = IF(MT[Ranking]<='parameter'[Parameter Value], MT[Total\_Sales], blank())

Total\_Cost = SUMX('Order', 'Order'[PurchasingPrice]\*'Order'[Amount])

Total\_Profit = MT[Total\_Sales]-MT[Total\_Cost]

Total\_Sales = SUMX('Order', 'Order'[SellingPrice]\*'Order'[Amount])

Total\_Sales\_on\_Weekdays = VAR Weekdays = FILTER(ordertbl,AND(ordertbl[DayOfWeek]<>5, ordertbl[DayOfWeek]<>6)) return sumx(Weekdays, MT[Total\_Sales])

Total\_Sales\_on\_Weekends = VAR Weekends = FILTER(ordertbl,OR(ordertbl[DayOfWeek]=5,ordertbl[DayOfWeek]=6)) return sumx(Weekends, MT[Total\_Sales])

Total\_SalesLY = CALCULATE(MT[Total\_Sales], PARALLELPERIOD(ordertbl[Date],-1,YEAR))

Total\_Scenario\_Sales = SUMX('Order', 'Order'[Amount]\*(1+Demand\_Change[Parameter Value 3]\*'Order'[SellingPrice]\*(1+Price\_Change[Parameter Value 2])))

Unique\_Customer = DISTINCTCOUNT('Order'[CustomerCompany])