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TotalSales
    SUMX ( Sales, Sales[Quantity] * Sales[Price] )
TotalCost
    SUMX ( Sales, Sales[Quantity] * RELATED ( 'Product'[Cost] ) )
TotalProfit
    Measurestbl[TotalSales] - Measurestbl[TotalCost]
ProfitMargin
    DIVIDE ( Measurestbl[TotalProfit], Measurestbl[TotalSales] )
TotalSalesLY
    IF (
        NOT ( ISBLANK ( [TotalSales] ) ),
        CALCULATE ( Measurestbl[TotalSales], SAMEPERIODLASTYEAR ( Dates[Date]
    ) ),
        BLANK ( )
    )
SalesDifference
    Measurestbl[TotalSales] - Measurestbl[TotalSalesLY]
TotalSalesLY2
    CALCULATE ( Measurestbl[TotalSales], DATEADD ( Dates[Date], -1, MONTH )
    )
CumSales
    IF (
        NOT ( ISBLANK ( [TotalSales] ) ),
        CALCULATE (
            [TotalSales],
            FILTER ( ALLSELECTED ( Dates[Date] ), Dates[Date] <= MAX (
Dates[Date] ) )
        ),
        BLANK ( )
    )

```