

## # Challenge 02.

**Which product category contributes the highest profit to sales ratio? Do not show all the product category. The output should have only the one meeting the criteria.?**

Which product category contributes the highest profit to sales ratio? Do not show all the product category.  
The output should have only the one meeting the criteria.?

Product with Highest Profit to Sales Ratio

**Men's Street Footwear**

Product_Category	Profit to Sales Ratio
Men's Street Footwear	0.545

## Measures Used

Total Profit = `SUMX(Sales, Sales[Units_Sold]*(Sales[Price_per_Unit]-Sales[Unit_Cost]))`

Total Sales = `SUMX(Sales, Sales[Units_Sold]*Sales[Price_per_Unit])`

Profit to Sales Ratio = `DIVIDE(Sales[Total Profit] , Sales[Total Sales])`

Product_Category	Profit to Sales Ratio
Men's Street Footwear	0.545

### Filter Used

**Filters** 🔍 >>

🔍 Search

Filters on this visual ...

First Product\_Category is (All)

**Product\_Category**  
top 1 by Profit to Sale...

Filter type ⓘ

Top N ▼

Show items

Top ▼ 1

By value

Profit to Sales Ratio ✕

Apply filter




### By Value: Profit to Sales Ratio


Profit to Sales Ratio =  
`DIVIDE(Sales[Total Profit] , Sales[Total Sales])`

Product with Highest Profit to Sales Ratio

Men's Street Footwear

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Top  1

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Profit to Sales Ratio 

Apply filter

## By Value: Profit to Sales Ratio

Profit to Sales Ratio =  
`DIVIDE(Sales[Total Profit] , Sales[Total Sales])`