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.?

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Product with Highest Profit to Sales Ratio

Men's Street Footwear

Product_Category	Profit to Sales Ratio
Men's Street Footwear	0.545

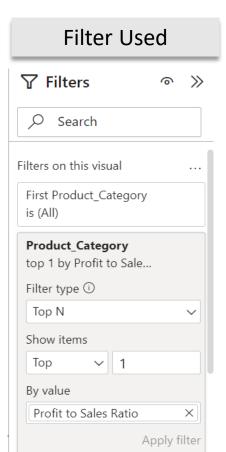
Measures Used

```
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



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

