

Challenge 05

Create a column of Seasons : Fall, Winter, Spring and Summer. Compare the sales of other seasons with respect to Winter. What is your observation?

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Season	Total Sales	Total Winter Sales	Winter Sales Comparison
Fall	\$2,79,67,782	\$2,94,23,952	95.1%
Spring	\$2,81,28,124	\$2,94,23,952	95.6%
Winter	\$2,94,23,952	\$2,94,23,952	100.0%
Summer	\$3,46,46,792	\$2,94,23,952	117.8%

Observation

It appears that Summer has the highest sales performance, with sales being 117.8% of Winter sales. This suggests that sales are stronger during the Summer season compared to Winter.

Additionally, both Fall and Spring have slightly lower sales compared to Winter, with sales being around 95.1 and 95.6% respectively of Winter sales. This indicates that sales are relatively consistent across these seasons, but they are slightly lower than Winter.

In conclusion, the observation suggests that Summer tends to be the strongest season for sales, followed by Winter, while Fall and Spring have slightly lower sales performance compared to Winter.

Measures Used

```
Season =  
SWITCH(MONTH(Sales[Invoice_Date]),1,"Winter",2,"Winter",3,"Spring",4,"Spring"  
,5,"Spring",6,"Summer",7,"Summer",8,"Summer",9,"Fall",10,"Fall",11,  
"Fall",12,"Winter","Unknown")
```

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

```
Total Winter Sales = Calculate([Total Sales], Sales[Season]="Winter")
```

```
Winter Sales Comparison = DIVIDE( [Total Sales], [Total Winter Sales])
```