**DAX Queries Used in the Project**

**1. Profit Margin Percentage**

PROFIT\_MARGIN % = DIVIDE([TOTAL\_PROFIT\_MARGIN], [REVENUE], 0)

**Purpose:**  
Calculates the profit margin percentage by dividing the total profit margin by the total revenue. The DIVIDE function is used to handle division and avoid errors from dividing by zero.

**2. Profit Margin Contribution Percentage**

PROFIT\_MARGIN\_CONTRIBUTION % = DIVIDE([TOTAL\_PROFIT\_MARGIN], CALCULATE([TOTAL\_PROFIT\_MARGIN], ALL('sales products'), ALL('sales customers'), ALL('sales markets')))

**Purpose:**  
Calculates the contribution of the profit margin as a percentage. It divides the total profit margin by the total profit margin across all products, customers, and markets, using the CALCULATE function with ALL to remove filters and get the overall total.

**3. Revenue**

REVENUE = SUM('sales transactions'[final\_sales\_amount])

**Purpose:**  
Calculates the total revenue by summing the final\_sales\_amount column from the sales transactions table.

**4. Revenue Contribution Percentage**

REVENUE\_CONTRIBUTION % = DIVIDE([REVENUE], CALCULATE([REVENUE], ALL('sales products'), ALL('sales customers'), ALL('sales markets')))

**Purpose:**  
Calculates the contribution of revenue as a percentage. It divides the total revenue by the total revenue across all products, customers, and markets, using the CALCULATE function with ALL to remove filters and get the overall total.

**5. Revenue Last Year**

REVENUE\_LY = CALCULATE([REVENUE], SAMEPERIODLASTYEAR('sales date'[date]))

**Purpose:**  
Calculates the total revenue for the same period in the previous year. The SAMEPERIODLASTYEAR function is used to shift the date context to the same period last year.

**6. Sales Quantity**

SALES\_QUANTITY = SUM('sales transactions'[sales\_qty])

**Purpose:**  
Calculates the total sales quantity by summing the sales\_qty column from the sales transactions table.

**7. Target Difference**

TARGET\_DIFF = [PROFIT\_MARGIN %] - PROFIT\_TARGETED[PROFIT\_TARGETED Value]

**Purpose:**  
Calculates the difference between the actual profit margin percentage and the targeted profit margin value.

**8. Total Profit Margin**

TOTAL\_PROFIT\_MARGIN = SUM('sales transactions'[profit\_margin])

**Purpose:**  
Calculates the total profit margin by summing the profit\_margin column from the sales transactions table.

**Parameter Used**

**Profit Targeted**

PROFIT\_TARGETED = GENERATESERIES(-0.05, 0.15, 0.01)

**Purpose:**  
Generates a series of profit target values ranging from -0.05 to 0.15 in increments of 0.01. This parameter can be used to create a dynamic slicer in Power BI, allowing users to adjust and analyze the impact of different profit margin targets.