**DAX QURIES**

**1.Total Sales**

Total Sales = SUM('in'[Sales])

**2.Total Sales Text (for dynamic Title)**

Total Sales Text =

"Total Sales: " & FORMAT (DIVIDE ([Total Sales], 1000000), "0") & "M"

**3.Average Sales**

Average Sales =

(

    DIVIDE(SUM('in'[Sales]), DISTINCTCOUNT ('in'[Customer ID]), 0

)

)

**4.Avg Sales per Customer**

Avg Sales per Customer =

    DIVIDE (

        [Total Sales],

        DISTINCTCOUNT ('in'[Customer ID])

    )

**5.Avg Sales Title**

Avg Sales Title =

" Avg Sales -₹ " &

FORMAT (

    DIVIDE(SUM('in'[Sales]), DISTINCTCOUNT ('in'[Customer ID]), 0),

    "#,##0"

)

**6.Kpi Total Customers**

Kpi Total Customers = DISTINCTCOUNT ('in'[Customer ID])

**7.Kpi Last Year Sales**

Kpi Last Year Sales =

CALCULATE (

    [Total Sales],

    SAMEPERIODLASTYEAR ('Date Table'[Date])

)

**8.Kpi Average Rating**

Kpi Average Rating = AVERAGE('in'[Rating])

**9.Color Indicator**

Color Indicator =

SWITCH (

    TRUE (),

    [YoY Growth %] > 0, "Green",

    [YoY Growth %] < 0, "Red",

    "Gray"

)

**10.Avg Sales Title**

Avg Sales Title =

" Avg Sales -₹ " &

FORMAT (

    DIVIDE(SUM('in'[Sales]), DISTINCTCOUNT ('in'[Customer ID]), 0),

    "#, ##0"

)

**11.Average Rating**

Average Rating = AVERAGE('in'[Rating])

**12.Avg Rating Title**

Avg Rating Title =

"⭐ Average Rating " &

"- " & FORMAT ([Average Rating], "0.0")

**13.Total Customers**

Total Customers = DISTINCTCOUNT ('in'[Customer ID])

**14.Total Customers Title**

Total Customers Title =

"Total Customers - " & FORMAT ([Total Customers], "#, ##0")

**15.Age Group**

Age Group = SWITCH (TRUE () , 'in'[Age] <= 20 ,"0-20",'in'[Age] <= 40 && 'in'[Age] >20 , "20-40",'in'[Age] <= 60 && 'in'[Age] >40 , "40-60",'in'[Age] > 60 ,"60+")

**16.Income Group**

Income Group = SWITCH(TRUE() ,'in'[Income Level] <= 50000  , "20k-50k", 'in' [Income Level] <= 80000 && 'in'[Income Level] >50000  , "50k-80k" , 'in'[Income Level] <= 110000 &&  'in'[Income Level] >80000 , "80k-110k" , 'in'[Income Level] <=1480000 && 'in'[Income Level] >110000 , "110k-140k" , 'in'[Income Level] > 140000 , "140k+")

**17.Date Table**

Date Table = CALENDAR (MIN('in'[Purchase History]),MAX('in'[Purchase History]))

**18.Year**

Year = YEAR ('Date Table'[Date])

**19.Month**

Month = FORMAT ('Date Table'[Date], "MMM")

**20.YoY Growth %**

YoY Growth % =

DIVIDE ([Total Sales] - [Kpi Last Year Sales], [Kpi Last Year Sales], 0)

**21.YoY**

YoY = "YoY: " & FORMAT ([YoY Growth %], "0.00%") &

" | Last Year: " & FORMAT (DIVIDE ([Kpi Last Year Sales], 1000000), "0.0") & "M"

**22.Last Year Sales**

Last Year Sales =

COALESCE (

    CALCULATE (

        [Total Sales],

        SAMEPERIODLASTYEAR ('Date Table'[Date])

    ),

    0

)

**23.YoY Growth % Kpi**

YoY Growth % Kpi =

COALESCE (

    DIVIDE (

        [Total Sales] - [Last Year Sales],

        [Last Year Sales],

        0

    ),

    0

)

**24.Last Month Sales**

Last Month Sales =

COALESCE (

    CALCULATE (

        [Total Sales],

        PARALLELPERIOD ('Date Table'[Date], -1, MONTH)

    ),

    0

)

**25.MoM Growth %**

MoM Growth % =

DIVIDE ([Total Sales] - [Last Month Sales], [Last Month Sales], 0)