**Add column “Nrml\_sales\_amount”**

Table.AddColumn(@”Filtered Rows”,”nrml\_sales\_amount”, each fi [currency]=”USD” then [sales\_amount]\*75 else [sales\_amount])

**Create Base Measures**

1. **Revenue**

Revenue = SUM('sales2 transactions'[nrml\_sales\_amount])

1. **Profit Margin %**

Profit Margin % = DIVIDE([Total Profit Margin],[Revenue],0)

1. **Sales Qty**

Sales Qty = SUM('sales2 transactions'[sales\_qty])

1. **Profit Margin Contribution %**

Profit Margin Distribution % = DIVIDE([Total Profit Margin],CALCULATE([Total Profit Margin],ALL('sales2 markets'),ALL('sales2 customers'),ALL('sales2 products')))

1. **Revenue Contribution %**

Revenue Contribution % = DIVIDE([Revenue],CALCULATE([Revenue],ALL('sales2 markets'),ALL('sales2 customers'),ALL('sales2 products')))

1. **Total Profit Margin**

Total Profit Margin = SUM('sales2 transactions'[profit\_margin] )

1. **Profit Target**

Profit Target = GENERATESERIES(-0.05, 0.15, 0.01)

1. **Profit Target Value**

Profit Target Value = SELECTEDVALUE('Profit Target'[Profit Target])

1. **Target Difference**

Target Diff = [Profit Margin %]-'Profit Target'[Profit Target Value]