## 🧮 DAX Measures

1️⃣ Average\_Distance = AVERAGE(uber[Ride Distance])   
2️⃣ Booking\_count = DISTINCTCOUNT(uber[Booking ID])   
3️⃣ Booking\_Value = SUM(uber[Booking Value])   
4️⃣ Bookings\_Remove\_Status\_Filter = CALCULATE([Booking\_count], ALL(uber[Booking Status]))   
5️⃣ Completed\_Bookings = CALCULATE([Booking\_count], uber[Booking Status] = "Completed")   
6️⃣ Cont% =  
VAR Total\_Booking = CALCULATE([Booking\_Value], ALL(uber[Ve\_Type]))  
RETURN DIVIDE([Booking\_Value], Total\_Booking)   
7️⃣ Customer\_count = DISTINCTCOUNT(uber[Customer ID])   
8️⃣ First\_time = COUNTROWS(FILTER(SUMMARIZE(uber, uber[Customer ID], "Count", DISTINCTCOUNT(uber[Booking ID])), [Count] = 1))   
9️⃣ Lost\_Bookings = CALCULATE([Booking\_count], uber[Booking Status] <> "Completed")   
🔟 Regular\_Rider = COUNTROWS(FILTER(SUMMARIZE(uber, uber[Customer ID], "Count", DISTINCTCOUNT(uber[Booking ID])), [Count] >= 3))   
1️⃣1️⃣ Return\_rider = COUNTROWS(FILTER(SUMMARIZE(uber, uber[Customer ID], "Count", DISTINCTCOUNT(uber[Booking ID])), [Count] = 2))   
1️⃣2️⃣ Total\_Distance = SUM(uber[Ride Distance])

## 🗓️ Calendar Table Formulas

1️⃣ Calendar = SUMMARIZE('uber', uber[Date])   
2️⃣ Month = FORMAT('Calendar'[Date], "mmm")   
3️⃣ MonthIndex = MONTH('Calendar'[Date])   
4️⃣ Quarter = "Q" & QUARTER('Calendar'[Date])   
5️⃣ QuarterIndex = QUARTER('Calendar'[Date])   
6️⃣ Weekday = FORMAT('Calendar'[Date], "ddd")   
7️⃣ Weekday\_index = WEEKDAY('Calendar'[Date])

## 🚘 Uber Table Calculated Columns

1️⃣ Ve\_Type = IF(CONTAINSSTRING(uber[Vehicle Type], "Bike"), "Bike", uber[Vehicle Type])   
  
2️⃣ Time slot =  
VAR \_hour = HOUR(uber[Time])  
RETURN SWITCH(TRUE(),  
 \_hour >=9 && \_hour < 12, "09 AM - 12 PM",  
 \_hour >=12 && \_hour < 15, "12 PM - 03 PM",  
 \_hour >=15 && \_hour < 18, "03 PM - 06 PM",  
 \_hour >=18 && \_hour < 21, "06 PM - 09 PM",  
 \_hour >=21 && \_hour < 24, "09 PM - 12 AM",  
 \_hour >=0 && \_hour < 3, "12 AM - 03 AM",  
 \_hour >=3 && \_hour < 6, "03 AM - 06 AM",  
 \_hour >=6 && \_hour < 9, "06 AM - 09 AM",  
 "Unknown"  
)  
  
3️⃣ Time slot sort =  
VAR \_hour = HOUR(uber[Time])  
RETURN SWITCH(TRUE(),  
 \_hour >=9 && \_hour < 12, 4,  
 \_hour >=12 && \_hour < 15, 5,  
 \_hour >=15 && \_hour < 18, 6,  
 \_hour >=18 && \_hour < 21, 7,  
 \_hour >=21 && \_hour < 24, 8,  
 \_hour >=0 && \_hour < 3, 1,  
 \_hour >=3 && \_hour < 6, 2,  
 \_hour >=6 && \_hour < 9, 3,  
 BLANK()  
)