**DAX Queries**

**AgeGroup** = SWITCH(

true(),

'customer'[Customer\_Age]<30, "20-30",

'customer'[Customer\_Age]>=30 && 'customer'[Customer\_Age]<40,"30-40",

'customer'[Customer\_Age]>=40 && 'customer'[Customer\_Age]<50,"40-50",

'customer'[Customer\_Age]>=50 && 'customer'[Customer\_Age]<60,"50-60",

'customer'[Customer\_Age]>=60, "60+",

"Unknown"

)

**IncomeGroup** = SWITCH(

true(),

'customer'[Income] < 35000, "Low",

'customer'[Income]>= 35000 && 'customer'[Income]<70000, "Medium",

'customer'[Income] >= 70000, "High",

"unknown")

**Revenue** = 'credit\_card'[Annual\_Fees]+ 'credit\_card'[Total\_Trans\_Amt]+ 'credit\_card'[Interest\_Earned]

**Week\_Num2** = WEEKNUM('credit\_card'[Week\_Start\_Date])

**Current\_week\_reveneue** = CALCULATE(

    Sum('credit\_card'[Revenue]),

    FILTER(

        ALL('credit\_card'),

        'credit\_card'[Week\_Num2] = MAX('credit\_card'[Week\_Num2])))

**Previous\_week\_reveneue** = CALCULATE(

    Sum('credit\_card'[Revenue]),

    FILTER(

        ALL('credit\_card'),

        'credit\_card'[Week\_Num2] = MAX('credit\_card'[Week\_Num2])-1))

**WOW revenue** = DIVIDE(('credit\_card'[Current\_week\_reveneue]-'credit\_card'[Previous\_week\_reveneue]),'credit\_card'[Previous\_week\_reveneue])