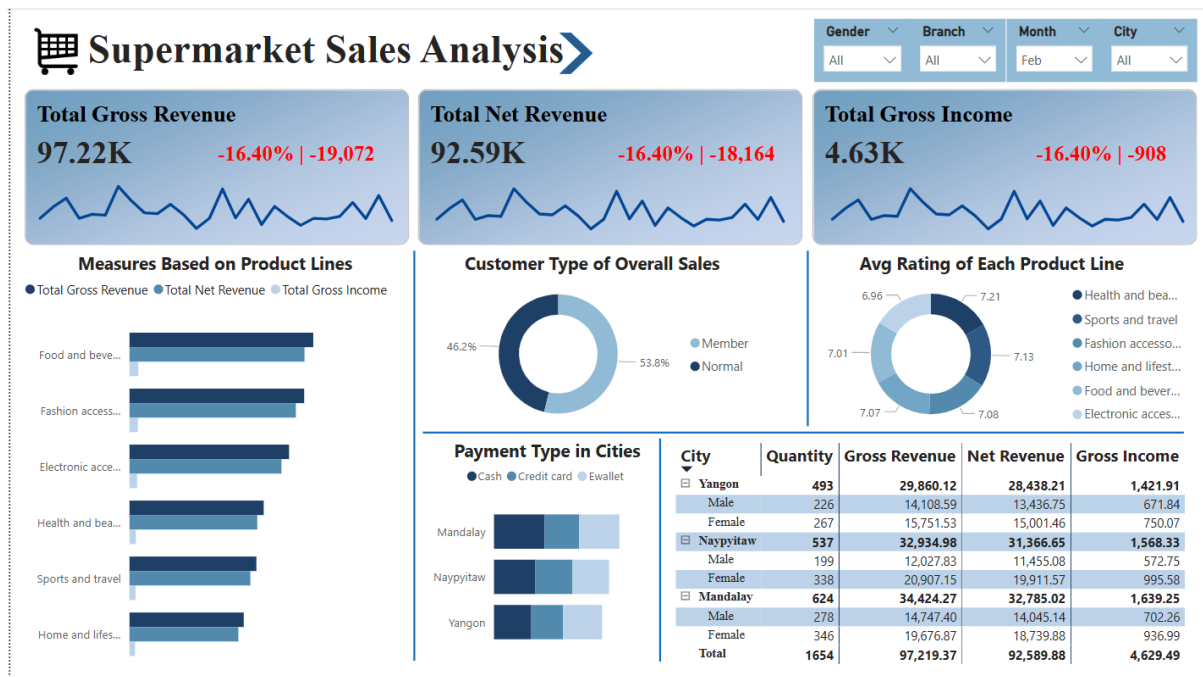


DAX for Supermarket Sales Analysis:



Created a different table for measures (Measure Table)

1st Card ->

- Total Gross Revenue = SUM('supermarket_sales'[Total]).
- A line chart of 'Total Gross Revenue' vs. 'Date' has drawn.
- To show sales growth or negative growth,

Revenue Change %(Gross Revenue) =

VAR SelectedMonth = SELECTEDVALUE(supermarket_sales[Month])

VAR CurrentMonthRevenue = SUM(supermarket_sales[Total])

VAR PreviousMonthRevenue =

CALCULATE(

SUM(supermarket_sales[Total]),

FILTER(

ALL(supermarket_sales),

supermarket_sales[Month] =

SWITCH(

SelectedMonth,

"Feb", "Jan",

```

        "Mar", "Feb",
        BLANK()
    )
)
)
)
VAR RevenueChange = CurrentMonthRevenue - PreviousMonthRevenue
VAR PercentageChange = DIVIDE(RevenueChange, PreviousMonthRevenue, 0)
VAR FormattedResult = IF(
    NOT ISBLANK(PreviousMonthRevenue),
    FORMAT(PercentageChange, "0.00%") & " | " & FORMAT(RevenueChange, "#,##0"),
    BLANK()
)
RETURN
FormattedResult

```

- To customize the font color of the above DAX ,

```

Revenue Change Numeric(Gross Revenue)(for Formatting) =
VAR SelectedMonth = SELECTEDVALUE(supermarket_sales[Month])
VAR CurrentMonthRevenue = SUM(supermarket_sales[Total])

```

```

VAR PreviousMonthRevenue =
    CALCULATE(
        SUM(supermarket_sales[Total]),
        FILTER(
            ALL(supermarket_sales),
            supermarket_sales[Month] =
                SWITCH(
                    SelectedMonth,
                    "Feb", "Jan",
                    "Mar", "Feb",
                    BLANK()
                )
        )
    )
)

```

```

VAR PercentageChange = DIVIDE(CurrentMonthRevenue - PreviousMonthRevenue,
PreviousMonthRevenue, 0)

```

RETURN

IF(NOT ISBLANK(PreviousMonthRevenue), PercentageChange, BLANK())

2nd Card & 3rd Card ->

Similarly two other cards, 'Total Net Revenue' & 'Total Gross Income' are created.

Total Net Revenue =

SUMX(supermarket_sales,supermarket_sales[Quantity]*supermarket_sales[Unit price])

Total Gross Income = SUM(supermarket_sales[gross income])

- 'Gross Revenue', 'Net Revenue', 'Gross Income' are shown based on 'Product Line' using a clustered bar chart.
- Customer type for overall sales is shown using a donut chart.
- Payment type in cities is shown using stacked bar chart.
- Average rating of each product line is shown using a donut chart.
Used DAX: Avg Rating = AVERAGE(supermarket_sales[Rating])
- Based on city and gender, quantity, gross revenue, net revenue and gross income are shown using a matrix visual.
Used DAX: Total Quantity = SUM(supermarket_sales[Quantity]), rest of the measures are already shown previously.