**Dax used for Measures:**

1. **Average Rating =**

AVERAGE(fact\_customer\_reviews\_with\_sentiment[Rating])

1. **Conversion Rate =**

VAR TotalVisitors = CALCULATE(COUNT(fact\_customer\_journey[JourneyID]), fact\_customer\_journey[Action]= "View")

VAR TotalPurchases = CALCULATE(COUNT(fact\_customer\_journey[JourneyID]), fact\_customer\_journey[Action] = "Purchase")

RETURN

IF(TotalVisitors = 0,

0,

DIVIDE(TotalPurchases, TotalVisitors))

1. **No Of Customer Reviews =**

DISTINCTCOUNT(fact\_customer\_reviews\_with\_sentiment[ReviewID])

1. **Total Clicks =**

SUM(fact\_engagement\_data[Clicks])

1. **Total Likes =**

SUM(fact\_engagement\_data[Likes])

1. **Total No Of Campaigns =**

DISTINCTCOUNT(fact\_engagement\_data[CampaignID])

1. **Total No Of Customer Journey =**

DISTINCTCOUNT(fact\_customer\_journey[JourneyID])

1. **Total Views =**

SUM(fact\_engagement\_data[Views])