DAX SCRIPT

#Date to day of the week

day\_of\_week = FORMAT('Activity'[Date], "dddd")

#Switch function to sort the day of the week

Day Sort =

SWITCH(

Activity[day\_of\_week],

"Sunday", 1,

"Monday", 2,

"Tuesday", 3,

"Wednesday", 4,

"Thursday", 5,

"Friday", 6,

"Saturday", 7,

0

)

#Date to Month-Year

month\_year = FORMAT(Activity[Date], "yyyy-mm")

#to calculate response rate

response\_rate = IF((ResponseRate[Comms.SendDate] = ResponseRate[Date]) || (ResponseRate[Comms.SendDate] + 1 = ResponseRate[Date]), ResponseRate[Revenue], 0)

#to sort age into age group

age\_group = SWITCH(TRUE(),

Useid\_Rev[AGE] >= 100,"100+",

Useid\_Rev[AGE] >= 90, "90-99",

Useid\_Rev[AGE] >= 80, "80-89",

Useid\_Rev[AGE] >= 70, "70-79",

Useid\_Rev[AGE] >= 60, "60-69",

Useid\_Rev[AGE] >= 50, "50-59",

Useid\_Rev[AGE] >= 40, "40-49",

Useid\_Rev[AGE] >= 30, "30-39",

Useid\_Rev[AGE] >= 20, "20-29",

Useid\_Rev[AGE] >= 10, "10-19",

"0"

)