DAX QUERIES

Measures :

```
right method = sumx(Sheet1,(Sheet1[Qty])*(Sheet1[price/Qty]))

qty MTD = TOTALMTD(sum(Orders[Quantity]),Orders[Order Date].[Date])

qty QTD = TOTALQTD(sum(Orders[Quantity]),Orders[Order Date].[Date])

qty YTD = TOTALYTD(sum(Orders[Quantity]),Orders[Order Date].[Date])

% of sales = CALCULATE(SUM(Orders[Sales])/[all category sales])

all category sales = CALCULATE(sum(Orders[Sales]),
                    all(Orders[Category]),
                    all(Orders[Sub-Category]))

wrong method = sum(Sheet1[Qty])*sum(Sheet1[price/Qty])
```

Table :

```
DimDate= CALANDERAUTO()
```

Measures :

```
Order Category = CONCATENATE(Left('Company Order'[Order
ID],2),LEFT('Company Order'[Customer ID],2))

Order Category = CONCATENATE(Left('Company Order'[Order ID],2)," - ")

Order Category = CONCATENATE(CONCATENATE(LEFT('Company Orders'[Order
ID],2),"-"),LEFT('Company Orders'[Customer ID],2))

samePeriLastYear = CALCULATE(SUM('Company
Orders'[Sales]),SAMEPERIODLASTYEAR(DimDate[Date].[Date]))

samperilast % = (sum('Company Orders'[Sales])-
[samePeriLastYear])/[samePeriLastYear]
```

```
prevMonth = CALCULATE(sum('Company
Orders'[Sales]),PREVIOUSMONTH(DimDate[Date].[Date]))

Prev Month% = IFERROR(((sum('Company Orders'[Sales])-
[prevMonth])/[prevMonth]),"Na")

prevday = CALCULATE(sum('Company
Orders'[Sales]),PREVIOUSDAY(DimDate[Date].[Date]))

dateinperiodsss =
DIVIDE(CALCULATE(SUM(Orders[Sales]),DATESINPERIOD(DimDate[Date].[Date]
,LASTDATE(Orders[Order Date]),-3,Day)),3,"NA")
```

Measures :

```
AOV PerCustomer =
DIVIDE(SUM(Orders[Sales]),DISTINCTCOUNT(Orders[Customer ID]),0)

AOV PerOrder = DIVIDE(SUM(Orders[Sales]),COUNTROWS(Orders),0)

DistinctCustomers = DISTINCTCOUNT(Orders[Customer ID])

FirstPurchaseYear = YEAR(CALCULATE(MIN(Orders[Order
Date]),ALLEXCEPT(Orders, Orders[Customer ID])))

SalesGrowthRate = DIVIDE([TotalSales] - CALCULATE([TotalSales],
DATEADD(Orders[Order Date], -1, YEAR)),CALCULATE([TotalSales],
DATEADD(Orders[Order Date], -1, YEAR)),0)

TotalQuantity = SUM(Orders[Quantity])

TotalSales = SUM(Orders[Sales])
```

Churn Rate Measures:

```
ChurnRate =
DIVIDE(
   COUNTROWS(FILTER('Orders', 'Orders'[IsChurned] = "Churned")),
   DISTINCTCOUNT('Orders'[Customer ID])
)



Churned Customers =
CALCULATE(
   DISTINCTCOUNT(Orders[Customer ID]),
   Orders[IsChurned] = 1
)

Monetary = SUM('Orders'[Sales])
Return Rate = DIVIDE(SUM('Orders'[Return Status]), COUNT('Orders'[Order
ID]), 0)

Return Rate = DIVIDE(SUM('Orders'[Return Status]), COUNT('Orders'[Order
ID]), 0)

RMF Score = [Recency] + [Frequency] + [Monetary]
```