Dax Codes – Shopify Analysis

Net Sales = SUM(shopify\_sales[Subtotal Price])

Total Qty = SUM(shopify\_sales[Quantity])

Avg. Order Value = AVERAGE(shopify\_sales[Subtotal Price])

Total Customer = DISTINCTCOUNT(shopify\_sales[Customer Id])

Single Order Customer = CALCULATE(

    COUNTROWS(VALUES(shopify\_sales[Customer Id])),

        FILTER(VALUES(shopify\_sales[Customer Id]),

            CALCULATE(DISTINCTCOUNT(shopify\_sales[Order Number])) = 1))

Repeat Customer = CALCULATE(

    COUNTROWS(VALUES(shopify\_sales[Customer Id])),

        FILTER(VALUES(shopify\_sales[Customer Id]),

            CALCULATE(DISTINCTCOUNT(shopify\_sales[Order Number])) > 1))

Life Time Value = [Net Sales]/[Total Customer]

Repeat Rate = [Repeat Customer] / [Total Customer]

Purchase Frequenzy = DISTINCTCOUNT(shopify\_sales[Order Number]) / [Total Customer]

Full Name = shopify\_sales[Billing Address First Name] & " " &shopify\_sales[Billing Address Last Name]