**Benefits of Rolling 12-Month Sales**

* **Smoothing**: This measure smooths out short-term volatility in the data and allows for long-term trend analysis.
* **Seasonality**: It accounts for seasonal patterns (e.g., higher sales in certain months), making it easier to see underlying trends.
* **Forecasting**: It can help businesses understand the longer-term impact of recent initiatives or changes in strategy.

DAX:

Rolling12MonthSales =

CALCULATE(

    SUM(Sales[SalesAmount]),

    DATESINPERIOD(

        'Sales'[Date],

        LASTDATE('Sales'[Date]),

        -12,

        MONTH

    )

)