

1. Quantity Sold:

QuantitySold =SUM(Sales[Quantity])

2. Quantity Returned:

QuantityReturned = SUM>Returns[Quantity])

3. Total Transactions:

TotalTransactions = COUNTROWS(Sales)

4. Total Returns:

TotalReturns = COUNTROWS>Returns)

5. Return Rate:

ReturnRate = DIVIDE([QuantityReturned], [QuantitySold], 0)

6. Weekend Transactions:

WeekendTransactions =

CALCULATE(

[TotalTransactions],

WEEKDAY(Sales[Date]) IN {1, 7} // Assuming 1 is Sunday, 7 is Saturday

)

7. % Weekend Transactions:

WeekendTransactionsPercentage=DIVIDE([WeekendTransactions],
[TotalTransactions], 0)

8. All Transactions:

AllTransactions = CALCULATE([TotalTransactions], ALL(Sales))

9. All Returns:

AllReturns = CALCULATE([TotalReturns], ALL>Returns))

10.Total Revenue:

TotalRevenue = SUMX(Sales, Sales[Quantity] * RELATED(Product[RetailPrice]))

11.Total Cost:

TotalCost = SUMX(Sales, Sales[Quantity] * RELATED(Product[Cost]))

12.Total Profit:

TotalProfit = [TotalRevenue] - [TotalCost]

13.Profit Margin:

ProfitMargin = DIVIDE([TotalProfit], [TotalRevenue], 0)

14.Unique Products:

UniqueProducts = DISTINCTCOUNT(Product[ProductName])

15.YTD Revenue:

YTDRevenue = TOTALYTD([TotalRevenue], Sales[Date])

16.60-Day Revenue:

SixtyDayRevenue =

CALCULATE(

[TotalRevenue],

DATESINPERIOD(Sales[Date], LASTDATE(Sales[Date]), -60, DAY)

)

17.Last Month Transactions:

LastMonthTransactions =

CALCULATE(

[TotalTransactions],

PREVIOUSMONTH(Sales[Date])

)

18.Last Month Revenue:

LastMonthRevenue =

```
CALCULATE(  
    [TotalRevenue],  
    PREVIOUSMONTH(Sales[Date])  
)
```

19.Last Month Profit:

LastMonthProfit =

```
CALCULATE(  
    [TotalProfit],  
    PREVIOUSMONTH(Sales[Date])  
)
```

20.Last Month Returns:

LastMonthReturns =

```
CALCULATE(  
    [TotalReturns],  
    PREVIOUSMONTH>Returns[Date])  
)
```

21.Revenue Target:

RevenueTarget =

```
CALCULATE(  
    [TotalRevenue] * 1.05,  
    PREVIOUSMONTH(sales[Date])
```