

Transaction_Date	Customer Sales	Customer Sales LY(Coalesce)	Customer Sales LY Blank
		-	No sales
01-01-2017	\$2,508.20	-	No sales
02-01-2017	\$2,403.35	-	No sales
03-01-2017	\$2,565.00	-	No sales
04-01-2017	\$2,220.10	-	No sales
05-01-2017	\$2,418.85	-	No sales
06-01-2017	\$2,273.85	-	No sales
07-01-2017	\$2,787.00	-	No sales
08-01-2017	\$2,638.53	-	No sales
09-01-2017	\$2,676.61	-	No sales
10-01-2017	\$2,685.65	-	No sales
11-01-2017	\$2,555.75	-	No sales
12-01-2017	\$2,327.70	-	No sales
13-01-2017	\$3,033.60	-	No sales
14-01-2017	\$2,682.51	-	No sales
15-01-2017	\$3,167.71	-	No sales
16-01-2017	\$2,829.16	-	No sales
17-01-2017	\$3,285.80	-	No sales
18-01-2017	\$2,735.96	-	No sales
19-01-2017	\$2,913.68	-	No sales
20-01-2017	\$2,603.73	-	No sales
<b>Total</b>	<b>\$42,52,704.88</b>	<b>22,36,644.83</b>	<b>22,36,644.83</b>

Year_ID	Cost
☐ <b>2017</b>	<b>4,35,551.42</b>
1H	1,81,786.59
2H	2,53,764.83
☐ <b>2018</b>	<b>4,97,497.29</b>
1H	2,35,241.17
2H	2,62,256.12
☐ <b>2019</b>	<b>1,70,783.61</b>
1H	1,70,783.61
<b>Total</b>	<b>11,03,832.32</b>

store\_id

☐ 2

☐ 3

☒ 5

☒ 8

product_group	Store 3 Sales (KEEPFILTERS)	Store 5 Sales (KEEPFILTERS)	Store 8 Sales (KEEPFILTERS)	% of store sales
<input type="checkbox"/> Add-ons		\$22,988.00	\$17,160.00	78.63%
<input type="checkbox"/> Beverages		\$10,73,219.50	\$10,85,934.10	65.79%
<input type="checkbox"/> Food		\$1,72,912.67	\$1,65,977.90	67.60%
<input type="checkbox"/> Merchandise		\$39,372.00	\$10,798.00	59.88%
<input type="checkbox"/> Whole Bean/Teas		\$1,01,304.34	\$1,42,317.27	72.84%
Total		\$14,09,796.51	\$14,22,187.27	66.59%

product	Profit	Total Profit	Store 5 Profit (KEEPFILTERS)	Store 5 Profit
Almond Croissant	\$17,603.16	\$31,48,872.56	\$8,933.33	\$8,933.33
Brazilian - Organic	\$13,651.20	\$31,48,872.56	\$7,372.80	\$7,372.80
Brazilian Lg	\$45,627.75	\$31,48,872.56	\$21,693.00	\$21,693.00
Brazilian Rg	\$39,710.25	\$31,48,872.56	\$19,703.25	\$19,703.25
Brazilian Sm	\$29,805.60	\$31,48,872.56	\$14,397.90	\$14,397.90
Cappuccino	\$49,002.19	\$31,48,872.56	\$23,847.19	\$23,847.19
Cappuccino Lg	\$54,534.94	\$31,48,872.56	\$29,340.94	\$29,340.94
Carmel syrup	\$7,318.20	\$31,48,872.56	\$4,029.60	\$4,029.60
Chili Mayan	\$6,419.73	\$31,48,872.56	\$3,604.43	\$3,604.43
Chocolate Chip Biscotti	\$15,871.83	\$31,48,872.56	\$9,399.98	\$9,399.98
Chocolate Croissant	\$28,732.07	\$31,48,872.56	\$14,395.80	\$14,395.80
Chocolate syrup	\$7,200.60	\$31,48,872.56	\$4,027.20	\$4,027.20
Civet Cat	\$40.608.00	\$31.48.872.56	\$11.052.00	\$11.052.00
Total	\$20,96,841.37	\$31,48,872.56	\$10,42,818.22	\$10,42,818.22

Transaction_Date	Sum of quantity_sold	cumulative total
01-01-2017	802	802
02-01-2017	790	1592
03-01-2017	823	2415
04-01-2017	726	3141
05-01-2017	778	3919
06-01-2017	736	4655
07-01-2017	836	5491
08-01-2017	806	6297
09-01-2017	742	7039
10-01-2017	855	7894
11-01-2017	782	8676
12-01-2017	759	9435
13-01-2017	950	10385
14-01-2017	771	11156
15-01-2017	927	12083
16-01-2017	855	12938
17-01-2017	762	13700
18-01-2017	827	14527
19-01-2017	858	15385
20-01-2017	767	16152
<b>Total</b>	<b>1305637</b>	<b>1305637</b>



store_id	customer sales (ALLEXCEPT assignment)	% of storelevelsales
[-] 8	\$17,950.59	2.81%
[-] Add-ons	\$219.20	2.88%
Allen	\$33.60	0.44%
Buffy	\$12.00	0.16%
Chanda	\$28.80	0.38%
Dean	\$24.00	0.32%
Ferdinand	\$29.60	0.39%
Gareth	\$24.00	0.32%
Raven	\$28.80	0.38%
Summer	\$38.40	0.51%
[-] Beverages	\$12,351.55	2.53%
Allen	\$1,421.90	0.29%
Buffy	\$1,446.00	0.30%
Chanda	\$1,280.95	0.26%
Dean	\$1,260.40	0.26%
Ferdinand	\$1,457.65	0.30%
Gareth	\$1,280.90	0.26%
Hanna	\$699.80	0.14%
Josephine	\$862.55	0.18%
Total	\$17,950.59	2.81%

store\_id

8

▼

Transaction\_Date

01-01-2018

31-12-2018

store_id	Customer Sales (ALLEXCEPT)
[-] 3	\$19,16,544.75
Add-ons	\$23,057.60
Beverages	\$14,80,537.75
Food	\$2,25,853.12
Merchandise	\$37,703.00
Whole Bean/Teas	\$1,49,393.28
[+] 5	\$19,16,544.75
[+] 8	\$19,16,544.75
Total	\$19,16,544.75

store\_id

8

8

- product\_group, product\_type, p...
- ^

☐ Food
- ✓

☐ Biscotti
- ✓

☐ Pastry
- ✓

☐ Scone

product_type	Total Baked	NoFilterBaked	Total Sold	ALLSelectedBaked	% of Total Baked (ALLSELECTED)	% of Total Sold (ALLSELECTED)	% of All Baked
<div><div></div>Scone</div>	125466	648282	21458	215772	58.15%	45.96%	19.35%
Ginger Scone	40080	648282	5394	215772	18.58%	11.55%	6.18%
Oatmeal Scone	40080	648282	3301	215772	18.58%	7.07%	6.18%
Scottish Cream Scone	15210	648282	4526	215772	7.05%	9.69%	2.35%
Jumbo Savory Scone	15120	648282	3812	215772	7.01%	8.16%	2.33%
Cranberry Scone	14976	648282	4425	215772	6.94%	9.48%	2.31%
<div><div></div>Pastry</div>	45306	648282	14193	215772	21.00%	30.40%	6.99%
Almond Croissant	15210	648282	3924	215772	7.05%	8.40%	2.35%
Chocolate Croissant	15120	648282	6488	215772	7.01%	13.90%	2.33%
Croissant	14976	648282	3781	215772	6.94%	8.10%	2.31%
<div><div></div>Biscotti</div>	45000	648282	11042	215772	20.86%	23.65%	6.94%
Chocolate Chip Biscotti	15120	648282	3156	215772	7.01%	6.76%	2.33%
Ginger Biscotti	14940	648282	3849	215772	6.92%	8.24%	2.30%
Hazelnut Biscotti	14940	648282	4037	215772	6.92%	8.65%	2.30%
Total	215772	648282	46693	215772	100.00%	100.00%	33.28%

product_group	Customer Sales	Retail Price (SELECTEDVALUE)
[-] <b>Add-ons</b>	<b>\$51,060.00</b>	
Carmel syrup	\$12,366.40	\$0.8
Chocolate syrup	\$12,840.80	\$0.76
Hazelnut syrup	\$11,641.60	\$0.78
Sugar Free Vanilla syrup	\$14,211.20	\$0.82
[+] <b>Beverages</b>	<b>\$32,82,118.55</b>	
[+] <b>Food</b>	<b>\$5,01,291.32</b>	
[+] <b>Merchandise</b>	<b>\$83,784.00</b>	
[+] <b>Whole Bean/Teas</b>	<b>\$3,34,451.01</b>	
<b>Total</b>	<b>\$42,52,704.88</b>	

store_id	Food Sold	Food Unsold	Lost Revenue
☐ 3	141433	169934	\$5,80,704.5
Almond Croissant	141433	10764	\$40,365
Chocolate Chip Biscotti	141433	11353	\$39,735.5
Chocolate Croissant	141433	9004	\$33,765
Cranberry Scone	141433	10979	\$35,681.75
Croissant	141433	11545	\$37,521.25
Ginger Biscotti	141433	11306	\$39,571
Ginger Scone	141433	35877	\$1,16,600.25
Hazelnut Biscotti	141433	11206	\$39,221
Jumbo Savory Scone	141433	10843	\$40,661.25
Oatmeal Scone	141433	36116	\$1,08,348
Scottish Cream Scone	141433	10941	\$49,234.5
☐ 5	141433	167836	\$5,74,161.5
Almond Croissant	141433	10847	\$40,676.25
Chocolate Chip Biscotti	141433	10697	\$37,439.5
Chocolate Croissant	141433	8777	\$32,913.75
Cranberry Scone	141433	11114	\$36,120.5
Total	141433	506849	\$17,32,635.5

Revenue (INTERSECT)	Profit (INTERSECT)
\$85,800.62	\$63,952.51

Year_ID	Quantity Sold(BAKED DATE)	SUM Quantity Sold
☐	478	
	478	
☐ 2017	56242	55,943
April	4124	3,956
August	5120	5,149
December	5601	5,699
February	2707	2,589
January	2692	2,742
July	5195	5,229
June	5433	5,440
March	3526	3,394
May	5254	5,236
November	5852	5,976
October	5765	5,649
September	4973	4,884
☐ 2018	63668	63,670
April	5091	4,966
August	5337	5,316
December	5612	5,803
February	4145	4,102
January	4638	4,684
Total	141433	1,41,433

Wholesale Cost
22,88,208.27



store\_id

8

Transaction_Date	Number of employees	Customer Sales
01-01-2017	3	\$851.45
02-01-2017	3	\$828.80
03-01-2017	3	\$906.25
04-01-2017	3	\$781.65
05-01-2017	3	\$714.90
06-01-2017	3	\$767.20
07-01-2017	6	\$1,024.10
08-01-2017	4	\$872.83
09-01-2017	5	\$894.40
10-01-2017	5	\$808.10
11-01-2017	5	\$974.55
12-01-2017	5	\$751.90
13-01-2017	6	\$1,362.60
14-01-2017	6	\$1,143.81
15-01-2017	5	\$962.43
16-01-2017	5	\$951.15
17-01-2017	5	\$1,421.50
18-01-2017	5	\$846.10
19-01-2017	5	\$1,046.25
20-01-2017	6	\$940.75
21-01-2017	6	\$1,075.50
22-01-2017	5	\$621.45
23-01-2017	5	\$1,026.10
24-01-2017	5	\$841.10
Total	9	\$14,22,187.27

503

Distinct Customers

Year_ID	Customers who purchased	Avg Order Value(CWP)
2017	503	\$1,121.75
April	500	\$80.61
August	503	\$103.54
December	503	\$110.96
February	495	\$51.96
January	500	\$55.64
July	503	\$106.32
June	502	\$113.46
March	498	\$66.49
May	503	\$104.57
November	503	\$120.87
October	503	\$113.41
September	503	\$96.45
2018	503	\$1,268.42
2019	503	\$437.25
Total	503	\$2,827.41

Year\_ID, Month\_Name

✓ ☐ (Blank)

✓ ☐ 2017

✓ ☐ 2018

^ ☒ 2019

☒ April

☐ February






store_id	Bean Goal	Bean % to goal	Beverage Goal (TREATAS)	Beverage % to goal	Food Goal (TREATAS)	Food % to goal	Merchandise Goal (TREATAS)	Merchandise % to goal
<input type="checkbox"/> 3	479	111.90%	28311	116.59%	3559	115.93%	133	121.05%
<input type="checkbox"/> 5	531	111.68%	27138	116.15%	3716	117.79%	172	116.86%
<input type="checkbox"/> 8	683	114.06%	27485	116.92%	3606	116.25%	51	125.49%
Total	1693	112.70%	82934	116.56%	10881	116.67%	356	119.66%

Showing Sales For : Drinking Chocolate, Flavours

product\_category 

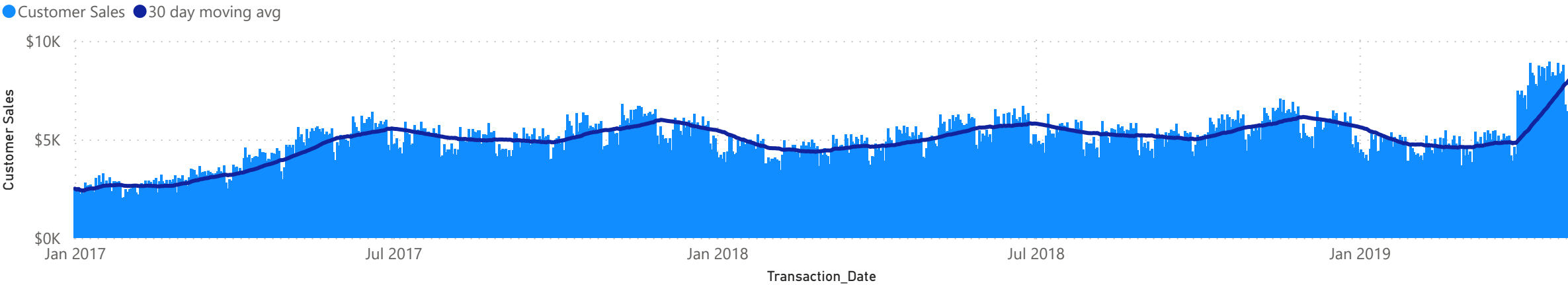
- ☐ Bakery
- ☐ Branded
- ☐ Coffee
- ☐ Coffee beans
- ☒ Drinking Chocolate
- ☒ Flavours
- ☐ Loose Tea
- ☐ Packaged Chocolate
- ☐ Tea

store_id	Customer Sales
 3	<b>\$1,70,362.50</b>
Long Island City	\$1,70,362.50
 5	<b>\$1,61,216.00</b>
New York	\$1,61,216.00
 8	<b>\$1,59,424.00</b>
New York	\$1,59,424.00
<b>Total</b>	<b>\$4,91,002.50</b>

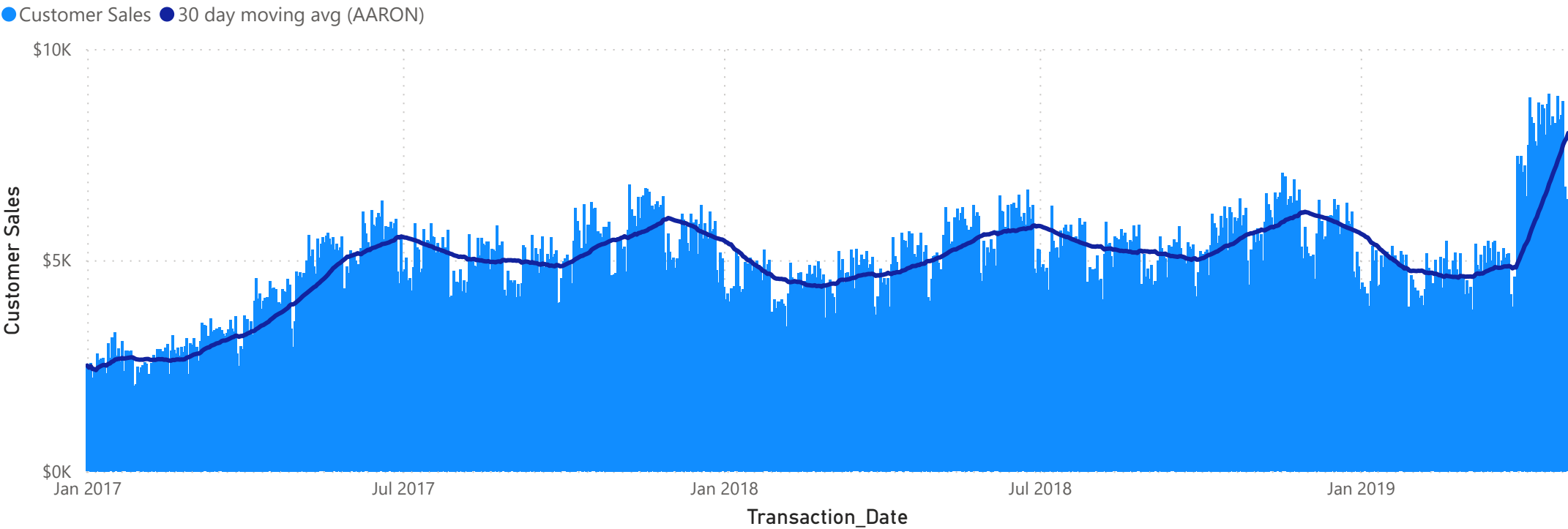
There is a little hack that I like to use with ALLEXCEPT - I pronounce it in plan Enligsh every time I use it. So, what is it that ALLEXCEPT does? It removes ALL the filters from the table, EXCEPT for the columns I specify. Note that it removes all the filters from the table we specify as a first argument - not all of the tables in the model. Now, another important bit is that ALLEXCEPT, when used as a CALCULATE modifier, looks at the EXPANDED version of the table we specify. This is the reason why ALLEXCEPT over Sales table will remove almost any filter from the model, whereas ALLEXCEPT over a dim table will remove filters from that table only (and any upstream dim tables if we have a snowflake schema).

store_id	Customer Sales	% of AllCustomer Sales (ALLEXCEPT)	AllExceptSales
▲			
☐ 5	\$14,09,796.51	100.00%	14,09,796.51
7	\$34,405.05	2.44%	34,405.05
12	\$2,82,120.38	20.01%	2,82,120.38
14	\$20,215.56	1.43%	20,215.56
25	\$20,517.81	1.46%	20,517.81
26	\$3,13,665.85	22.25%	3,13,665.85
27	\$1,82,714.69	12.96%	1,82,714.69
28	\$1,62,008.83	11.49%	1,62,008.83
29	\$1,85,599.66	13.16%	1,85,599.66
30	\$2,08,548.68	14.79%	2,08,548.68
Total	\$14,09,796.51	100.00%	14,09,796.51

Customer Sales and 30 day moving avg by Transaction\_Date



Customer Sales and 30 day moving avg (AARON) by Transaction\_Date





Value



- ☐ 7
- ☐ 14
- ☐ 21
- ☐ 28
- ☒ 35
- ☐ 42
- ☐ 49
- ☐ 56
- ☐ 63

Year_ID	Profit	Average Profit	N day moving avg Profit
<div>2018</div>	\$14,19,047.46	\$3,887.80	4,197.29
April	\$1,10,925.38	\$3,697.51	3,610.18
August	\$1,19,321.13	\$3,849.07	3,810.06
December	\$1,29,650.74	\$4,182.28	4,197.29
February	\$91,885.10	\$3,281.61	3,278.85
January	\$1,04,615.09	\$3,374.68	3,425.83
July	\$1,22,195.18	\$3,941.78	3,947.52
June	\$1,29,046.22	\$4,301.54	4,234.07
March	\$1,06,171.47	\$3,424.89	3,413.58
May	\$1,28,293.47	\$4,138.50	4,040.19
November	\$1,36,564.00	\$4,552.13	4,451.58
October	\$1,28,986.39	\$4,160.85	4,071.85
September	\$1,11,393.30	\$3,713.11	3,704.37
<div>2019</div>	\$4,87,302.41	\$4,094.98	5,488.67
Total	\$19,06,349.87	\$3,938.74	5,488.67

product\_category

- ☐ Bakery
- ☒ Branded
- ☒ Coffee
- ☐ Coffee beans
- ☒ Drinking Chocolate
- ☐ Flavours
- ☐ Loose Tea
- ☐ Packaged Chocolate
- ☐ Tea



product	Top 5 Products by Profit
Cappuccino Lg	82,352.25
Dark chocolate Lg	94,948.88
Latte	78,058.13
Latte Rg	86,511.94
Sustainably Grown Organic Lg	96,821.63
Total	16,35,209.14

product_category	Customer Sales	Rank of Customer Sales	Rounded customer sales	Rank of Rounded Customer Sales
Coffee	\$16,51,861.15	1	1700000	1
Tea	\$11,90,314.90	2	1200000	2
Bakery	\$5,01,291.32	3	500000	3
Drinking Chocolate	\$4,39,942.50	4	400000	4
Coffee beans	\$2,40,414.95	5	200000	5
Branded	\$83,784.00	6	100000	6
Loose Tea	\$68,451.90	7	100000	6
Flavours	\$51,060.00	8	100000	6
Packaged Chocolate	\$25,584.16	9	0	7
Total	\$42,52,704.88		4300000	

Weekend % of Total sales

No	71.41%
Yes	28.59%
<b>Total</b>	<b>100.00%</b>



customer\_first-name    Top Customers

Allen	3,778.60
Buffy	4,080.75
Chanda	3,698.00
Dean	3,475.90
Ferdinand	4,627.90
Gareth	3,778.60
Hanna	5,400.25
Iona	3,393.55
Non-Member	7,80,684.13
Summer	3,660.25
<b>Total</b>	<b>8,16,577.93</b>

store\_id



☐ 2

☐ 3

☐ 5

☒ 8