📐 DAX Measures & Visuals Documentation

**🧮 Core Business Metrics**

**Revenue Analysis**

| **Measure** | **Purpose** |
| --- | --- |
| **Total Revenue** | Sum of all sales transactions |
| **Total Revenue YoY%** | Year-over-year revenue growth |
| **Total Revenue MoM%** | Month-over-month revenue change |
| **Total Revenue YTD** | Cumulative revenue for current year |
| **Average Revenue per Customer** | Customer value analysis |
| **Revenue Target** | Planned revenue benchmark |
| **Revenue Target Gap** | Variance from revenue goals |

**Order Management**

| **Measure** | **Purpose** |
| --- | --- |
| **Total Orders** | Count of all processed orders |
| **All Orders** | Base measure for calculations |
| **% of All Orders** | Relative order distribution |
| **Order Target** | Expected order volume |
| **Order Target Gap** | Order performance variance |
| **Previous Month Orders** | Prior period comparison |
| **Average Sales per Transaction** | Order value efficiency |

**Profitability Tracking**

| **Measure** | **Purpose** |
| --- | --- |
| **Total Profit** | Net profit calculation |
| **Adjusted Profit** | Modified profit with parameters |
| **Previous Month Profit** | Prior period profit baseline |
| **Profit Target** | Profit objectives |
| **Profit Target Gap** | Profit performance variance |

**Customer Intelligence**

| **Measure** | **Purpose** |
| --- | --- |
| **Total Customers** | Unique customer count |
| **Repeat Customers** | Customer retention metric |
| **Quantity Sold** | Total units moved |

**Returns & Quality Control**

| **Measure** | **Purpose** |
| --- | --- |
| **Total Returns** | Count of returned items |
| **Total Returns YoY%** | Annual return rate change |
| **Total Returns MoM%** | Monthly return fluctuation |
| **Total Returns YTD** | Cumulative returns tracking |
| **Quantity Returned** | Volume of returned products |
| **Return Rate** | Returns as % of total sales |
| **Previous Month Returns** | Prior period return baseline |

**Pricing & Cost Analysis**

| **Measure** | **Purpose** |
| --- | --- |
| **Average Retail Price** | Market pricing analysis |
| **Adjusted Price** | Dynamic pricing scenarios |
| **Adjusted Revenue** | Revenue with price adjustments |
| **Total Cost** | Comprehensive cost tracking |

**Performance Indicators**

| **Measure** | **Purpose** |
| --- | --- |
| **Sales Performance** | Overall sales effectiveness |

**📊 Visual Implementation Strategy**

**Dashboard Layout**

* **Main Dashboard**: KPI cards with Total Revenue, Total Orders, Total Profit, Return Rate
* **Trend Analysis**: Line charts using Date Hierarchies
* **Performance Monitoring**: Gauge visuals with Target vs Gap measures
* **Customer Analysis**: Matrix visuals with customer metrics and repeat customer analysis

**Interactive Elements**

* **Slicers**: Connected to core measures for dynamic filtering
* **Drill-through**: Utilizing detailed measures for deep-dive analysis
* **Tooltips**: Mini visuals showing related metrics on hover
* **Conditional Formatting**: Applied to variance and gap measures

**Mobile Optimization**

* **Priority KPIs**: Total Revenue, Total Orders, Return Rate
* **Simplified Visuals**: Top 10 Performing Products