

E-Commerce Sales Analysis | DAX Measures

Date Table

Dim_Calendar = ADDCOLUMNS (

CALENDAR (DATE (2020, 1, 1), DATE (2023, 12, 31)),

"Year", YEAR ([Date]),

"MonthNo", FORMAT ([Date], "MM"),

"DayOfWeek", FORMAT ([Date], "dddd"),

"MonthNameShort", FORMAT ([Date], "mmm"),

"MonthNameLong", FORMAT ([Date], "mmmm"),

"DayOfWeekNum", WEEKDAY ([Date]),

"DayOfWeekShort", FORMAT ([Date], "ddd"),

"Quarter", "Q" & FORMAT ([Date], "Q"))

Sales Measures

Total Sales = SUM('Ecommerce Sales'[Sales])

Sales PY =

VAR _Prev_Year = CALCULATE([Total Sales], DATEADD('Dim_Calendar'[Date], -1, YEAR))

RETURN

_Prev_Year

Sales YoY =

VAR _Prev_Year = CALCULATE([Total Sales], DATEADD('Dim_Calendar'[Date], -1, YEAR))

RETURN

[Total Sales]- _Prev_Year

Sales YoY % =

```
VAR _Prev_Year = CALCULATE([Total Sales], DATEADD('Dim_Calendar '[Date], -1, YEAR))  
RETURN  
    DIVIDE([Total Sales] - _Prev_Year , _Prev_Year )
```

Profit Measures

Total Profit = SUM('Ecommerce Sales'[Profit])

Profit PY =

```
VAR _Prev_Year = CALCULATE([Total Profit], DATEADD('Dim_Calendar '[Date], -1, YEAR))  
RETURN  
    _Prev_Year
```

Profit YoY =

```
VAR _Prev_Year = CALCULATE([Total Profit], DATEADD('Dim_Calendar '[Date],-1,YEAR))  
RETURN  
    [Total Profit]-_Prev_Year
```

Profit YoY % =

```
VAR _Prev_Year = CALCULATE([Total Profit], DATEADD('Dim_Calendar '[Date],-1,YEAR))  
RETURN  
    DIVIDE([Total Profit]-_Prev_Year,_Prev_Year)
```

Profit Margin Measures

Profit Margin = DIVIDE([Total Profit],[Total Sales])

Profit Margin PY =

```
VAR _Prev_Year = CALCULATE([Profit Margin], DATEADD('Dim_Calendar '[Date], -1, YEAR))  
RETURN  
    _Prev_Year
```

Profit Margin YoY =

```
VAR _Prev_Year = CALCULATE([Profit Margin], DATEADD('Dim_Calendar '[Date],-1,YEAR))
RETURN
[Profit Margin]-_Prev_Year
```

Profit Margin YoY % =

```
VAR _Prev_Year = CALCULATE([Profit Margin], DATEADD('Dim_Calendar '[Date],-1,YEAR))
RETURN
DIVIDE([Profit Margin]-_Prev_Year,_Prev_Year)
```

Quantity Measures

Total Quantity = SUM('Ecommerce Sales'[Quantity])

Quantity PY =

```
VAR _Prev_Year = CALCULATE([Total Quantity], DATEADD('Dim_Calendar '[Date], -1, YEAR))
RETURN
_Prev_Year
```

Quantity YoY =

```
VAR _Prev_Year = CALCULATE([Total Quantity], DATEADD('Dim_Calendar '[Date], -1, YEAR))
RETURN
[Total Quantity]- _Prev_Year
```

Quantity YoY % =

```
VAR _Prev_Year = CALCULATE([Total Quantity], DATEADD('Dim_Calendar '[Date], -1, YEAR))
RETURN
DIVIDE([Total Quantity] - _Prev_Year , _Prev_Year )
```

Other Measures

Number of Orders = DISTINCTCOUNT('Ecommerce Sales'[Order ID])

Number of Customers = DISTINCTCOUNT('Ecommerce Sales'[Customer ID])

Average Order Value = DIVIDE([Total Sales],[Number of Orders])

Average Sales = AVERAGE('Ecommerce Sales'[Sales])