

Lab 15: Custom Measure

In this lab, we will look into how to create a custom measure.

Custom measures are basically just measures that you filter for first before any aggregations happen.

Let's say if you don't want total sales, you want only sales from California Or something even different like sales from the a particular customer.

If we look at customer type, see what we have in customer. We have long haul , medium haul and short haul .

Explore

Sales ⓘ

Search

All Fields

In Use

Custom Fields

+ Add

DIMENSIONS

Age Groups

Region

MEASURES

List of Salesperson First Name

Customer

1

DIMENSIONS

Customer Company Name

Customer ID

Customer Type

Filters

Visualization

Data

Results

SQL

Customer Customer Type ↑

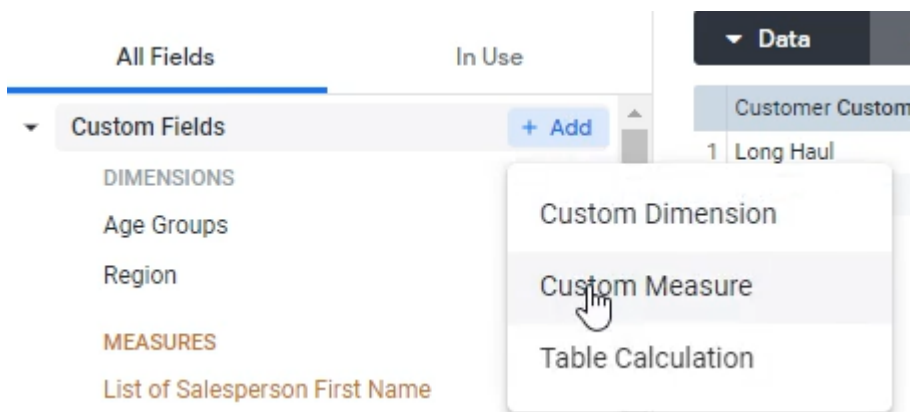
1 Long Haul

2 Medium Haul

3 Short Haul

Let's say if we really care about long haul and medium haul sales, those are the sales that are investors really care about. OK, we're going to add a new custom measure.

Go to Custom Fields section and click Custom Measure :



Field to measure: Total Sales.

Name: Investor Sales

And we're just going to say that this is only sales or only total sales, right where the **customer type** is Long haul and Medium haul only.

Edit custom measure

Field to measure *

Total Sales Sales

Name *

Investor Sales

Filters

Field details

Narrow the results returned by adding filters.

Customer Type Customer

is Long Haul or Medium Ha...

► Custom filter ?

is

Long Haul

Medium Haul

We're going to click Save.

And let's also do total sales as well as just obviously the difference.

So what we should see here is that the investor sales and total sales are the same for long haul and medium haul, but for short haul, there's zero perfect.

OK, that's exactly what we want.

Sales

Search

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Row Limit

500

Total

| Customer Customer Type 1 | Investor Sales | Sales Total Sales | |
|--------------------------|----------------|-------------------|--|
| 1 Long Haul | \$15,050,605 | \$15,050,605 | |
| 2 Medium Haul | \$8,806,042 | \$8,806,042 | |
| 3 Short Haul | \$0 | \$8,847,128 | |

And again, why you would do this is if you want to create a measure that restricts a current measure based on a filter.