DAX FORMULAS

1. TOTAL REVENUE

TOTAL REVENUE = SUM('ORDER PAYMENTS'[PAYMENT\_VALUE])

1. TOTAL PROFIT

TOTAL PROFIT = SUM('ORDER PAYMENTS'[PAYMENT\_VALUE])-SUMX(RELATEDTABLE('ORDER ITEMS'),'ORDER ITEMS'[PRICE])

1. TOTAL CUSTOMERS

TOTAL CUSTOMERS = DISTINCTCOUNT(CUSTOMERS[CUSTOMER\_UNIQUE\_ID])

1. PROFIT MARGIN %

PROFIT MARGIN % = DIVIDE([TOTAL PROFIT],[TOTAL REVENUE],0)

1. NO OF ORDERS

NO ORDERS = COUNT(ORDERS[ORDER\_ID])

1. CANCELLED ORDERS

CANCELLED ORDERS = CALCULATE(COUNTROWS(ORDERS),ORDERS[ORDER\_STATUS]="CANCELED")

1. CANCELLED ORDERS %

CANCELED ORDER % = [CANCELLED ORDERS]/[NO ORDERS]

1. NO OF SELLERS

NO OF SELLERS = DISTINCTCOUNT('ORDER ITEMS'[SELLER\_ID])

1. FREIGHT CHARGES

FREIGHT CHARGES = SUM('ORDER ITEMS'[FREIGHT\_VALUE])

1. AVERAGE ORDER VALUE

AVO = [TOTAL REVENUE]/[NO ORDERS]

1. AVG ORDERS PER CUSTOMER   
   AVG ORDERS PER CUSTOMER = [TOTAL ORDERS]/COUNT('ORDER PAYMENTS'[ORDER\_ID])
2. AVG ORDER PER SELLER

AVG ORDER PER SELLER = [TOTAL ORDERS]/[NO OF SELLERS]

1. AVERAGE CUSTOMER RATTING’S

AVG CUSTOMER RATTING = CALCULATE(

                                 AVERAGE('ORDER REVIEWS'[REVIEW\_SCORE]),

                                 ALLEXCEPT(PRODUCTS,PRODUCTS[CATEGORY\_NAME\_ENGLISH]))

CALCULATED COLUMNS

1. PRICE RANGE

PRICE RANGE = IF('ORDER ITEMS'[PRICE]> 0 && 'ORDER ITEMS'[PRICE]<=50,"[0-50]$",

                 IF( 'ORDER ITEMS'[PRICE]> 50 && 'ORDER ITEMS'[PRICE]<=100,"[51-100]$",

                   IF( 'ORDER ITEMS'[PRICE]> 100 && 'ORDER ITEMS'[PRICE]<=500,"[101-500]$",

                    IF( 'ORDER ITEMS'[PRICE] >500 && 'ORDER ITEMS'[PRICE] <=1000,"[500-1000]$",

                     IF( 'ORDER ITEMS'[PRICE] >1001 && 'ORDER ITEMS'[PRICE] <=2000,"[1001-2000]$",

                     IF('ORDER ITEMS'[PRICE] >2000 && 'ORDER ITEMS'[PRICE] <=4000,"[2000-4000]$","[>4000R]"

                     ))))))

1. STATES

STATE NAMES = SWITCH(

    CUSTOMERS[STATE],

    "AC", "ACRE",

    "AL", "ALAGOAS",

    "AM", "AMAZONAS",

    "AP", "AMAPÁ",

    "BA", "BAHIA",

    "CE", "CEARÁ",

    "DF", "DISTRITO FEDERAL",

    "ES", "ESPÍRITO SANTO",

    "GO", "GOIAS",

    "MA", "MARANHAO",

    "MG", "MINAS GERAIS",

    "MS", "MATO GROSSO DO SUL",

    "MT", "MATO GROSSO",

    "PA", "PARA",

    "PB", "PARAIBA",

    "PE", "PERNAMBUCO",

    "PI", "PIAUI",

    "PR", "PARANA",

    "RJ", "RIO DE JANEIRO",

    "RN", "RIO GRANDE DO NORTE",

    "RO", "RONDÔNIA",

    "RR", "RORAIMA",

    "RS", "RIO GRANDE DO SUL",

    "SC", "SANTA CATARINA",

    "SE", "SERGIPE",

    "SP", "SAO PAULO",

    "TO", "TOCANTINS",

    BLANK()

)

1. MONTH OVER MONTH GROWTH RATE

MOM% = (

    VAR PRE\_MONTH = CALCULATE(

                              SUM('ORDER ITEMS'[PRICE]),

                              DATEADD(ORDERS[ORDER\_PURCHASE\_TIMESTAMP].[DATE],-1,MONTH)

                              )

     RETURN

                            DIVIDE(SUM('ORDER ITEMS'[PRICE])-PRE\_MONTH,PRE\_MONTH)

)

1. RATING DISTRIBUTIONS

RATING DISTRIBUTIONS = SWITCH( 'ORDER REVIEWS'[REVIEW\_SCORE],

                      5,"EXCELENT",

                       4, "VERY GOOD",

                       3, "GOOD",

                       2, "POOR",

                       1, "WEEK")