Revenue =

VAR StartDate = DATE(2024, 1, 1)

VAR EndDate = DATE(2024, 11, 30)

-- Modified plan\_change\_date check

VAR AdjustedPlanChangeDate =

    IF(

        NOT(ISBLANK('LioJot Users'[plan\_change\_date])) && 'LioJot Users'[plan\_change\_date] > EndDate,

        BLANK(),

        'LioJot Users'[plan\_change\_date]

    )

-- Modified last\_active\_date check

VAR AdjustedLastActiveDate =

    IF(

        NOT(ISBLANK('LioJot Users'[last\_active\_date])) && 'LioJot Users'[last\_active\_date] > EndDate,

        BLANK(),

        'LioJot Users'[last\_active\_date]

    )

-- Calculate the end date for the initial subscription period

VAR InitialSubscriptionEnd =

    IF(

        NOT(ISBLANK(AdjustedPlanChangeDate)),

        MIN(AdjustedPlanChangeDate, EndDate),

        MIN(

            EndDate,

            IF(

                ISBLANK(AdjustedLastActiveDate),

                EndDate,

                AdjustedLastActiveDate

            )

        )

    )

-- Calculate duration for the initial plan (full months only)

VAR MonthDiff\_Initial =

    DATEDIFF('LioJot Users'[subscription\_date], InitialSubscriptionEnd, MONTH)

VAR AdjustedEndDate\_Initial =

    DATE(

        YEAR('LioJot Users'[subscription\_date]),

        MONTH('LioJot Users'[subscription\_date]) + MonthDiff\_Initial,

        DAY('LioJot Users'[subscription\_date])

    )

VAR IsFullMonth\_Initial =

    IF(

        NOT(ISBLANK(AdjustedPlanChangeDate)) || NOT(ISBLANK(AdjustedLastActiveDate)),

        InitialSubscriptionEnd >= AdjustedEndDate\_Initial + 1,

        InitialSubscriptionEnd >= AdjustedEndDate\_Initial

    )

VAR InitialSubscriptionDuration =

    IF(

        'LioJot Users'[subscription\_date] > InitialSubscriptionEnd,

        0,

        MonthDiff\_Initial + IF(IsFullMonth\_Initial, 1, 0)

    )

-- Revenue for initial plan

VAR InitialPlanRevenue =

    LOOKUPVALUE(

        'pricetable'[Price],

        'pricetable'[Platform], 'LioJot Users'[platform],

        'pricetable'[Plan], 'LioJot Users'[subscription\_plan]

    ) \* InitialSubscriptionDuration

-- Check for plan change

VAR HasPlanChange = NOT(ISBLANK(AdjustedPlanChangeDate))

-- Subsequent plan start/end dates

VAR SubsequentSubscriptionStart =

    IF(HasPlanChange, MIN(AdjustedPlanChangeDate, EndDate), BLANK())

VAR SubsequentSubscriptionEnd =

    IF(

        HasPlanChange,

        MIN(

            EndDate,

            IF(

                ISBLANK(AdjustedLastActiveDate),

                EndDate,

                AdjustedLastActiveDate

            )

        ),

        BLANK()

    )

-- Duration for subsequent plan (full months only)

VAR MonthDiff\_Subsequent =

    DATEDIFF(SubsequentSubscriptionStart, SubsequentSubscriptionEnd, MONTH)

VAR AdjustedEndDate\_Subsequent =

    DATE(

        YEAR(SubsequentSubscriptionStart),

        MONTH(SubsequentSubscriptionStart) + MonthDiff\_Subsequent,

        DAY(SubsequentSubscriptionStart)

    )

VAR IsFullMonth\_Subsequent =

    SubsequentSubscriptionEnd >= AdjustedEndDate\_Subsequent

VAR SubsequentSubscriptionDuration =

    IF(

        SubsequentSubscriptionStart > SubsequentSubscriptionEnd,

        0,

        MonthDiff\_Subsequent + IF(IsFullMonth\_Subsequent, 1, 0)

    )

-- Revenue for subsequent plan

VAR SubsequentPlanRevenue =

    IF(

        HasPlanChange,

        LOOKUPVALUE(

            'pricetable'[Price],

            'pricetable'[Platform], 'LioJot Users'[platform],

            'pricetable'[Plan], 'LioJot Users'[new\_subscription\_plan]

        ) \* SubsequentSubscriptionDuration,

        0

    )

-- Total revenue

VAR TotalRevenue = InitialPlanRevenue + SubsequentPlanRevenue

RETURN TotalRevenue

Active Days =

VAR EndDateLimit = DATE(2024, 11, 30)

RETURN

IF(

    ISBLANK('LioJot Users'[last\_active\_date]) || 'LioJot Users'[last\_active\_date] > EndDateLimit,

    EndDateLimit -'LioJot Users'[subscription\_date],

    'LioJot Users'[last\_active\_date] - 'LioJot Users'[subscription\_date]

)

Current\_Subscription\_Plan =

VAR LastActive = 'LioJot Users'[last\_active\_date]

VAR PlanChangeDate = 'LioJot Users'[plan\_change\_date]

VAR NewPlan = 'LioJot Users'[new\_subscription\_plan]

VAR OriginalPlan = 'LioJot Users'[subscription\_plan]

VAR EndOfNovember2024 = DATE(2024, 11, 30) // Fixed end date: November 30, 2024

VAR ValidPlanChangeDate = IF(NOT ISBLANK(PlanChangeDate) && PlanChangeDate <= EndOfNovember2024, PlanChangeDate, BLANK())

RETURN

    IF(

        NOT ISBLANK(LastActive) && LastActive > EndOfNovember2024, // Check if last active date is after Nov 30, 2024

        IF(

            NOT ISBLANK(ValidPlanChangeDate), // Check if plan changed

            NewPlan,

            OriginalPlan // If no change, return original plan

        ),

        IF(

            NOT ISBLANK(LastActive), // Check if inactive

            "Inactive",

            IF(

                NOT ISBLANK(ValidPlanChangeDate), // Check if plan changed

                NewPlan,

                OriginalPlan // If no change, return original plan

            )

        )

    )

FlowType =

VAR OldPlanRank =

    SWITCH(

        'LioJot Users'[subscription\_plan],

        "Free", 1,

        "Basic", 2,

        "VIP", 3,

        "Premium", 4

    )

VAR NewPlanRank =

    SWITCH(

        'LioJot Users'[current\_subscription\_plan],

        "Free", 1,

        "Basic", 2,

        "VIP", 3,

        "Premium", 4

    )

VAR CurrentPlan = 'LioJot Users'[current\_subscription\_plan]

RETURN

    SWITCH(

        TRUE(),

        CurrentPlan = "Inactive", "No Change",

        NewPlanRank > OldPlanRank, "Upgrade",

        NewPlanRank < OldPlanRank, "Downgrade",

        "No Change"

    )

Downgrade\_rate\_for\_line\_chart =

VAR CumulativeTotalUsers =

    CALCULATE(

        COUNTROWS('LioJot Users'),

        FILTER(

            ALL('dim\_date'),

            'dim\_date'[date] <= MAX('dim\_date'[date])

        )

    )

VAR PreviousDowngrades =

    CALCULATE(

        COUNTROWS('LioJot Users'),

        'LioJot Users'[FlowType] = "Downgrade",

        USERELATIONSHIP('LioJot Users'[plan\_change\_date], 'dim\_date'[date]),

        FILTER(

            ALL('dim\_date'),

            'dim\_date'[date] < MIN('dim\_date'[date])

        )

    )

VAR AdjustedTotalUsers = CumulativeTotalUsers - PreviousDowngrades

VAR CurrentDowngrades =

    CALCULATE(

        COUNTROWS('LioJot Users'),

        'LioJot Users'[FlowType] = "Downgrade",

        USERELATIONSHIP('LioJot Users'[plan\_change\_date], 'dim\_date'[date])

    )

RETURN

DIVIDE(CurrentDowngrades, AdjustedTotalUsers)

upgrade\_rate\_for\_line\_chart =

VAR CumulativeTotalUsers =

    CALCULATE(

        COUNTROWS('LioJot Users'),

        FILTER(

            ALL('dim\_date'),

            'dim\_date'[date] <= MAX('dim\_date'[date])

        )

    )

VAR PreviousUpgrades =

    CALCULATE(

        COUNTROWS('LioJot Users'),

        'LioJot Users'[FlowType] = "Upgrade",

        USERELATIONSHIP('LioJot Users'[plan\_change\_date], 'dim\_date'[date]),

        FILTER(

            ALL('dim\_date'),

            'dim\_date'[date] < MIN('dim\_date'[date])

        )

    )

VAR AdjustedTotalUsers = CumulativeTotalUsers - PreviousUpgrades

VAR CurrentUpgrades =

    CALCULATE(

        COUNTROWS('LioJot Users'),

        'LioJot Users'[FlowType] = "Upgrade",

        USERELATIONSHIP('LioJot Users'[plan\_change\_date], 'dim\_date'[date])

    )

RETURN

DIVIDE(CurrentUpgrades, AdjustedTotalUsers)