DAX Formulas Used

1. Credit Card Table

Week Number:
week_num2 = WEEKNUM(credit_card[Week_Start_Date])

Current Week Revenue:
```
Current_week_Revenue = CALCULATE(
   SUM(credit_card[Revenue]),
   FILTER(
     ALL(credit_card),
     credit_card[week_num2]= MAX(credit_card[week_num2])
))
```

Previous Week Revenue:
```
Previous_week_Revenue =
VAR CurrentWeek = MAX(credit_card[week_num2])
VAR PrevWeek =
   MAXX(
     FILTER(
        ALL(credit_card),
        credit_card[week_num2] < CurrentWeek
     ),
     credit_card[week_num2]
   )
RETURN
   CALCULATE(
     SUM(credit_card[Revenue]),
     FILTER(
        ALL(credit_card),
        credit_card[week_num2] = PrevWeek
     )
   )
```

Revenue Calculation:
```
Revenue =
credit_card[Annual_Fees]+credit_card[Total_Trans_Amt]+credit_card[Interest_Earned]
```

Week-over-Week Revenue:

wow_revenue = DIVIDE(([Current_week_Revenue]-
[Previous_week_Revenue]),[Previous_week_Revenue])

2. Customer Table

Age Group:

```
AgeGroup = SWITCH(
    TRUE(),
    customer[Customer_Age]<30,"20-30",
    customer[Customer_Age]>=30 && customer[Customer_Age]<40,"30-40",
    customer[Customer_Age]>=40 && customer[Customer_Age]<50,"40-50",
    customer[Customer_Age]>=50 && customer[Customer_Age]<60,"50-60",
    customer[Customer_Age]>60, "60+",
    "unknown")
```

Income Group:

```
IncomeGroup = SWITCH(
    TRUE(),
    customer[Income]<35000, "Low",
    customer[Income]>=35000 && customer[Income]<70000, "Mid",
    customer[Income]>=70000, "High",
    "unknown")
```