**List of DAX Measures used in the report**

-- Total Sales

TotalSales = SUM(orders\_data[TotalSales])

-- Total Profit

TotalProfit = SUM(orders\_data[Profit])

-- Total Revenue

TotalRevenue = SUMX(orders\_data, orders\_data[Quantity] \* orders\_data[UnitPrice])

-- Total Orders

TotalOrders = COUNT(orders\_data[OrderID])

-- Total Quantity Sold

TotalQuantitySold = SUM(orders\_data[Quantity])

-- Average Discount

AvgDiscount = AVERAGE(orders\_data[Discount])

-- Average Order Sales

AvgOrderSales = AVERAGE(orders\_data[TotalSales])

-- Min Order Value

MinOrderValue = MIN(orders\_data[TotalSales])

-- Max Order Value

MaxOrderValue = MAX(orders\_data[TotalSales])

-- First Order Date

FirstOrderDate = MIN(orders\_data[OrderDate])

-- Last Order Date

LastOrderDate = MAX(orders\_data[OrderDate])

-- High Discount Orders

HighDiscountOrders = COUNTROWS(FILTER(orders\_data, orders\_data[Discount] > 0.1))

-- Profit Margin

ProfitMargin = DIVIDE([Total Profit], [Total Sales], 0)

-- Sales Last 30 Days

SalesLast30Days =

CALCULATE([Total Sales], orders\_data[OrderDate] >= TODAY() - 30)

-- Running Total Sales Over Time

RunningTotalSales =

CALCULATE(

[Total Sales],

FILTER(

ALLSELECTED(orders\_data),

orders\_data[OrderDate] <= MAX(orders\_data[OrderDate])

)

)

-- Sales % by Category

SalesPercentageByCategory =

DIVIDE(

[Total Sales],

CALCULATE([Total Sales], ALL(orders\_data[Category])),

0

)

-- YOY Sales Growth

YoYSalesGrowth =

VAR CurrentYearSales = CALCULATE([Total Sales], YEAR(orders\_data[OrderDate]) = YEAR(TODAY()))

VAR LastYearSales = CALCULATE([Total Sales], YEAR(orders\_data[OrderDate]) = YEAR(TODAY()) - 1)

RETURN

DIVIDE(CurrentYearSales - LastYearSales, LastYearSales, 0)

-- Sales Forecast (Basic Moving Average)

SalesForecast =

AVERAGEX(

DATESINPERIOD(orders\_data[OrderDate], MAX(orders\_data[OrderDate]), -3, MONTH),

[Total Sales]

)

-- Revenue by Region

RevenueByRegion =

SUMX(

FILTER(orders\_data, orders\_data[Region] = MAX(orders\_data[Region])),

orders\_data[TotalSales]

)

-- Top Customer with Highest Sales

TopCustomerWithHighestSales =

TOPN(1, VALUES(orders\_data[CustomerName]), [Total Sales], DESC)

-- Top Product

TopProduct =

TOPN(1, VALUES(orders\_data[ProductName]), [Total Sales], DESC)

-- Product Rank by Sales

ProductRankBySales =

RANKX(ALL(orders\_data[ProductName]), [Total Sales], , DESC, DENSE)

-- Unique Customers

UniqueCustomers = DISTINCTCOUNT(orders\_data[CustomerName])

-- Sales Difference from Last Month

SalesDiffFromLastMonth =

VAR PreviousMonthSales = CALCULATE([Total Sales], PARALLELPERIOD(orders\_data[OrderDate], -1, MONTH))

RETURN

[Total Sales] - PreviousMonthSales

-- Cumulative Sales by Month

CumulativeSalesByMonth =

CALCULATE(

[Total Sales],

FILTER(

ALLSELECTED(orders\_data),

orders\_data[OrderDate] <= MAX(orders\_data[OrderDate])

)

)