**Power BI DAX and M code**

ms = measure

cl = column

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

cl-7-day Current Campaign =

VAR CampStart = '2024 Campaign ROI'[Start Date]

VAR CampEnd = '2024 Campaign ROI'[End Date]

Return

IF(

    (CampStart <= TODAY() && (CampEnd + 7) >= TODAY()),  --Added time to the end date to get recently ended campaigns included.

        IF(

            (DATEDIFF(RELATED(Dates[Date]), TODAY(), DAY)) <= 7,

            '2024 Campaign ROI'[Campaign Name]

        )

    )

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

cl-30-day Monthly Rev =

IF(

    (DATEDIFF('All Donations for Dashboard file'[Close Date], TODAY(), DAY) <=30 ),

        IF('All Donations for Dashboard file'[Gift Frequency] = "monthly",

            'All Donations for Dashboard file'[Amount]

        )

)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

ms-Update compare =

FORMAT(

    MIN(

        MIN(MAX('New MRR Donors Last 24 Months'[Update Date]), MAX('New One-time Donors Last 24 Months'[Update Date]) ),

        MAX('All Donations for Dashboard file'[Update Date])

    ),

    "MM/dd/yy"

)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#month over month comparison of percentage gain or loss

cl-Compare =

VAR previousValue = 'Merge-Nov-Dec-TopSitesExtended-STS-Comp-w-PP'[MoM traffic change]

VAR currentValue = 'Merge-Nov-Dec-TopSitesExtended-STS-Comp-w-PP'[TopSitesExtended-STS-Competitors w PP-Dec.MoM traffic change]

RETURN

    IF((previousValue < 0 && currentValue < 0), -(ABS(currentValue)-ABS(previousValue))-1,  -- neg abs(B) -abs(a)

        IF(previousValue < 0 && currentValue >0, (currentValue + ABS(previousValue)),       -- (B) +abs(a)

            IF(currentValue < 0 && previousValue >0, -((ABS(currentValue) + previousValue)), -- neg abs(B) +(a)

                currentValue - previousValue                                                -- b - a

            )

        )

    )

**M code to randomize data:**

Random number mult on the column:

let  
...

#"Replaced Value" = Table.ReplaceValue(#"Changed Type2", //Replace the value in each field of the column

each [Amount], // Use the Amount column without expression

each Number.Round( // round the 4 decimal point currency to 2

Currency.From( // type to currency

[Amount] \* (Number.RandomBetween(0.7,2) ) // column values multiplied by a randon number

),

2

),

Replacer.ReplaceValue,{"Amount"}

)

**M code to limit GA4 data:**

let

Source = GoogleAnalytics.Accounts([Implementation="2.0"]),

duration = Duration.Days(DateTime.LocalNow() -#datetime(2024, 1, 1,0,0,0)),

startDate = List.Dates(#date(2024,1,1), duration, #duration(15, 0, 0,0)),

queryList = List.Transform(startDate, each

let

endDate = Date.AddDays(\_, 14),

startDate = Date.AddDays(endDate, -14),

#"accounts/36727207" = Source{[Id="accounts/36727207"]}[Data],

#"properties/338961082" = #"accounts/36727207"{[Id="properties/338961082"]}[Data],

#"properties/1" = #"properties/338961082"{[Id="properties/338961082"]}[Data],

#"Added Items" = Cube.Transform(#"properties/1",

{

{Cube.AddAndExpandDimensionColumn, "date", {"date"}, {"date"}},

{Cube.AddAndExpandDimensionColumn, "landingPage", {"landingPage"}, {"landingPage"}},

{Cube.AddAndExpandDimensionColumn, "pagePath", {"pagePath"}, {"pagePath"}},

{Cube.AddAndExpandDimensionColumn, "sessionSourceMedium", {"sessionSourceMedium"}, {"sessionSourceMedium"}},

{Cube.AddMeasureColumn, "activeUsers", "activeUsers"},

{Cube.AddMeasureColumn, "purchaseRevenue", "purchaseRevenue"},

{Cube.AddMeasureColumn, "sessionConversionRate", "sessionConversionRate"},

{Cube.AddMeasureColumn, "totalRevenue", "totalRevenue"},

{Cube.AddMeasureColumn, "totalUsers", "totalUsers"}

}),

FilteredRows = Table.SelectRows(#"Added Items", each [date] >= startDate and [date] <= endDate)

in

FilteredRows

),

combinedTable = Table.Combine(queryList),

#"Filtered Rows" = Table.SelectRows(combinedTable, each [date] >= #date(2024, 1 ,1) and [date] <= #date(2024, 12 ,1))

in

#"Filtered Rows"