**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

            )

        )

    )