

# DAX measures

1. **Churn Rate** = DIVIDE(COUNTROWS(dim\_churn\_events), COUNTROWS(fact\_subscriptions))

**What it does:** Percentage of subscriptions that churned. Counts churn events and divides by total subscriptions. Shows "how many customers we lose monthly/quarterly"

2. **Active Subscriptions** = COUNTROWS(fact\_subscriptions) - COUNTROWS(dim\_churn\_events)

**What it does:** Real-time count of paying customers. Total subscriptions minus churned ones.  
Powers our Executive Summary KPIs and line charts.

3. **Support per Account** =

DIVIDE(COUNTROWS(dim\_support\_tickets), DISTINCTCOUNT(dim\_support\_tickets[account\_id]))

**What it does:** Average support tickets per unique customer. Reveals if high-churn accounts create more tickets (support cost analysis).

**Star Schema:** fact\_subscriptions → dim\_accounts, dim\_churn\_events,  
dim\_support\_tickets, dim\_feature\_usage