

# 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`