

```

New_Customers =
CALCULATE(
    DISTINCTCOUNT('rfm_final_cleaned_data'[CustomerNo]),
    FILTER(
        'eda_done_cleaned_data',
        'eda_done_cleaned_data'[Date] =
            CALCULATE(MIN('eda_done_cleaned_data'[Date])),
        ALLEXCEPT('rfm_final_cleaned_data', 'rfm_final_cleaned_data'[CustomerNo]))
    )
)

```

```

SegmentOrder =
SWITCH(
    'rfm_final_cleaned_data'[Segment],
    "Champions", 1,
    "Loyal Customers", 2,
    "Potential Loyalist", 3,
    "At Risk", 4
)

```

```

Recency Range =
SWITCH(
    TRUE(),
    'rfm_final_cleaned_data'[Recency] <= 30, "0-30 days",
    'rfm_final_cleaned_data'[Recency] <= 60, "31-60 days",
    'rfm_final_cleaned_data'[Recency] <= 90, "61-90 days",
    'rfm_final_cleaned_data'[Recency] <= 120, "91-120 days",
    "121+ days"
)

```

```

Frequency Group = SWITCH(TRUE(),
    'rfm_final_cleaned_data'[Frequency] = 1, "1 transaction",
    'rfm_final_cleaned_data'[Frequency] <= 3, "2-3 transactions",
    'rfm_final_cleaned_data'[Frequency] <= 6, "4-6 transactions",
    "7+ transactions"
)

```

```
Year = YEAR('eda_done_cleaned_data'[Date])
Month = FORMAT('eda_done_cleaned_data'[Date], "MMM")
Quarter = "Q" & FORMAT('eda_done_cleaned_data'[Date], "Q")

Total Customers = DISTINCTCOUNT('rfm_final_cleaned_data'[CustomerNo])
```