Add DAX Measures

1. Total Sales = SUMX(Orders, Orders[Quantity] * RELATED(Books[Price]))
2. Total Orders = COUNTROWS(Orders)
3. Total Customers = DISTINCTCOUNT(Orders[Customer_ID])
4. Average Order Value = DIVIDE([Total Sales], [Total Orders])
5. Total Quantity = SUM(Orders[Quantity])

6. Repeat Customers =

```
CALCULATE(
    DISTINCTCOUNT(Orders[Customer_ID]),
    FILTER(
        ADDCOLUMNS(
            VALUES(Orders[Customer_ID]),
            "OrderCount", CALCULATE(COUNTROWS(Orders))
        ),
        [OrderCount] > 1
    )
)
```

---

7. New Customers =

```
CALCULATE(
    DISTINCTCOUNT(Orders[Customer_ID]),
    FILTER(
        ADDCOLUMNS(
            VALUES(Orders[Customer_ID]),
            "OrderCount", CALCULATE(COUNTROWS(Orders))
```

```
    ),
    [OrderCount] = 1
))
```

Add Date Table

Note: Ensure you have a Date table created using:

```
Date = CALENDAR(MIN(Orders[Order_Date]), MAX(Orders[Order_Date]))
```

Add Calculated Columns to Date Table

Go to the Date table in Power BI → click "New Column" and add each of these:

---

1. Year = YEAR('Date'[Date])

2. Month Number = MONTH('Date'[Date])

3. Month Name = FORMAT('Date'[Date], "MMMM")

4. Month-Year (for charts/slicers)

Month-Year = FORMAT('Date'[Date], "MMM YYYY")

5. Quarter = "Q" & FORMAT('Date'[Date], "Q")

6. Day of Month

Day = DAY('Date'[Date])

7. Day Name (Weekday)

Day Name = FORMAT('Date'[Date], "dddd")

8. Is Weekend = IF(WEEKDAY('Date'[Date], 2) > 5, TRUE, FALSE)

9. Week Number = WEEKNUM('Date'[Date], 2)