1. **Calculated Table**

Basket =

FILTER(CROSSJOIN(

        SELECTCOLUMNS(VALUES(Products[ProductName]),"Product 1",Products[ProductName]),

SELECTCOLUMNS(VALUES(Products[ProductName]),"Product 2",Products[ProductName])),

        [Product 1]> [Product 2])

1. **Calculate Column**

Support Basket =

    VAR Product1 = Basket[Product 1]

    VAR Product2 = Basket[Product 2]

    VAR ListInvoiceHasProduct1 =

        SELECTCOLUMNS(

            FILTER('Sales', RELATED(Products[ProductName]) Product1),"Invoice1",Sales[OrderNumber])

    VAR ListInvoiceHasProduct2 =

        SELECTCOLUMNS(

            FILTER('Sales', RELATED(Products[ProductName]) Product2),"Invoice2",Sales[OrderNumber])

    VAR ListProductHave2Product =

        INTERSECT(ListInvoiceHasProduct1,ListInvoiceHasProduct2)

    RETURN

        COUNTROWS(ListProductHave2Product)/DISTINCTCOUNT(Sales[OrderNumber])

Confidence1 =

    VAR Product1 = Basket[Product 1]

    VAR ToTalTransaction = DISTINCTCOUNT(Sales[OrderNumber])

VAR NoInvoiceHasPd1 = COUNTROWS(FILTER(Sales, RELATED(Products[ProductName]) = Product1))

    VAR PProduct1 = NoInvoiceHasPd1/ToTalTransaction

    RETURN

        Basket[Support Basket]/PProduct1

Confidence2 =

    VAR Product2 = Basket[Product 2]

    VAR ToTalTransaction = DISTINCTCOUNT(Sales[OrderNumber])

VAR NoInvoiceHasPd2 = COUNTROWS(FILTER(Sales, RELATED(Products[ProductName]) = Product2))

    VAR PProduct2 = NoInvoiceHasPd2/ToTalTransaction

    RETURN

        Basket[Support Basket]/PProduct2

Lift =

    VAR TotalTransaction = DISTINCTCOUNT(Sales[OrderNumber])

    VAR Product1 = Basket[Product 1]

VAR NoInvoiceHasPd1 = COUNTROWS(FILTER(Sales, RELATED(Products[ProductName]) = Product1))

    VAR PProduct1 = NoInvoiceHasPd1/ToTalTransaction

    VAR Product2 = Basket[Product 2]

VAR NoInvoiceHasPd2 = COUNTROWS(FILTER(Sales, RELATED(Products[ProductName]) = Product2))

    VAR PProduct2 = NoInvoiceHasPd2/ToTalTransaction

    RETURN

        Basket[Support Basket]/(PProduct1+PProduct2)\*100

Product Groups =

    [Product 1]&" & "&Basket[Product 2]

1. **Measure**

ToTalAmount = SUM(Sales[Revenue])

ToTalProductCost = SUM(Sales[ProductCost])

ToTalQuantity = SUM(Sales[OrderQuantity])