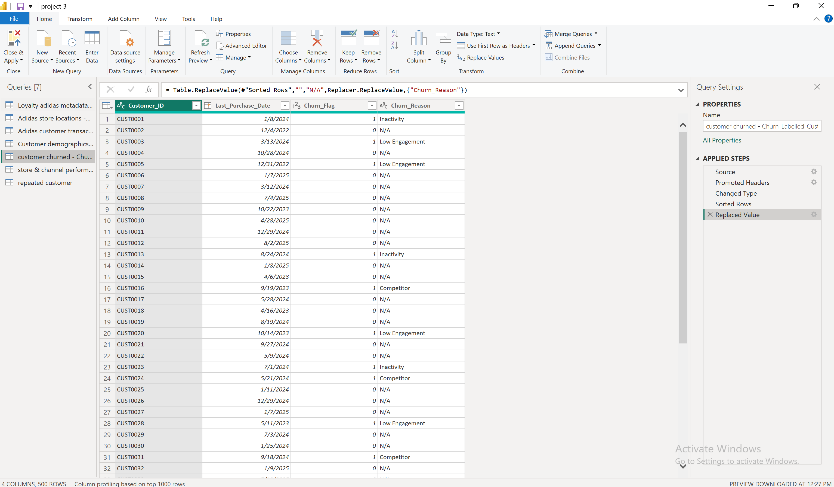
***TASK 1***

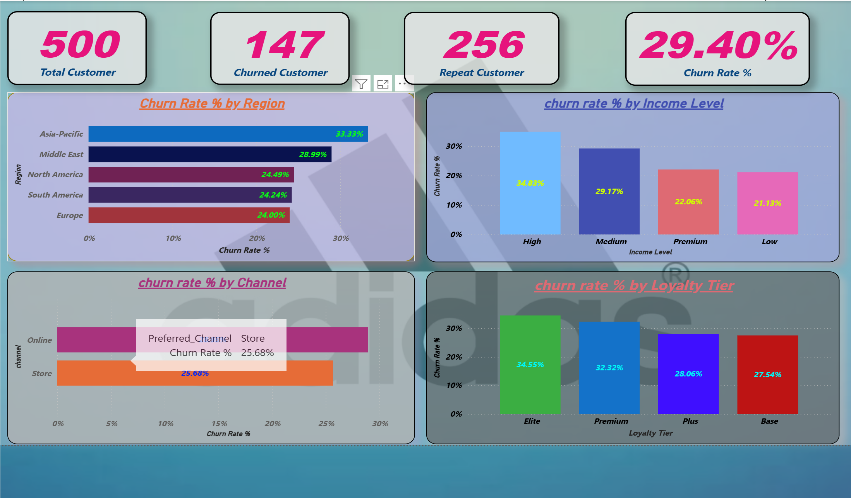


A screenshot of a computer

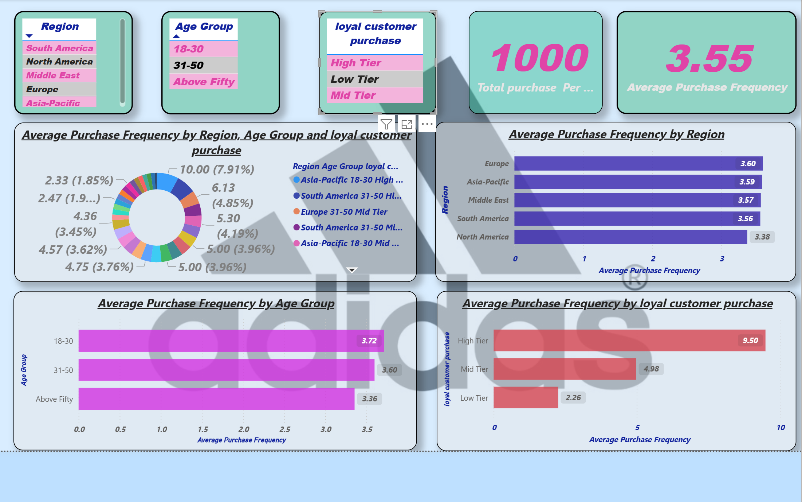
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***TASK 2***

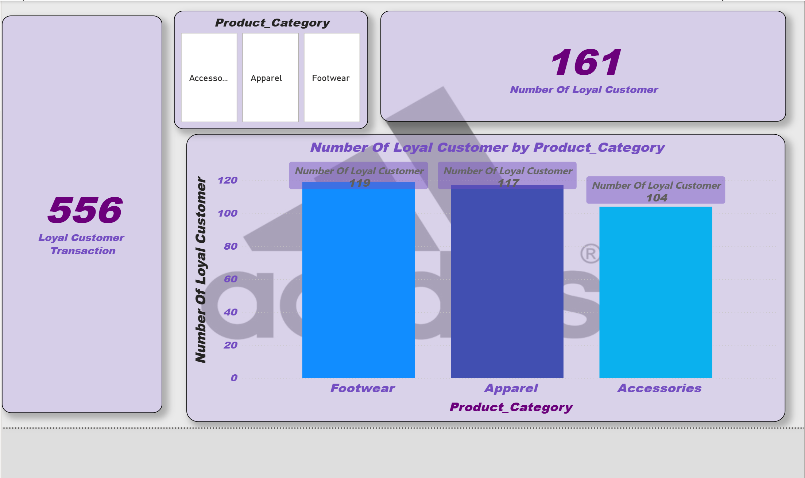
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* Churned Customer = CALCULATE(DISTINCTCOUNT('customer churned - Churn\_Labelled\_Customers (1)'[Customer\_ID]),'customer churned - Churn\_Labelled\_Customers (1)'[Churn\_Flag]=1)
* Repeat Customer = CALCULATE(DISTINCTCOUNT('Adidas customer transactional  - Customer\_Transactions (1)'[Customer\_ID]),FILTER('Adidas customer transactional  - Customer\_Transactions (1)',CALCULATE(COUNTROWS('Adidas customer transactional  - Customer\_Transactions (1)'),ALLEXCEPT('Adidas customer transactional  - Customer\_Transactions (1)','Adidas customer transactional  - Customer\_Transactions (1)'[Customer\_ID]))>1))
* Total Customer = DISTINCTCOUNT('customer churned - Churn\_Labelled\_Customers (1)'[Customer\_ID])
* Churn Rate % = DIVIDE([Churned Customer],[Total Customer],0)

***A screenshot of a graph

AI-generated content may be incorrect.*** ***TASK 3***



* Average Purchase Frequency = DIVIDE(COUNTROWS('Adidas customer transactional  - Customer\_Transactions (1)'),DISTINCTCOUNT('Adidas customer transactional  - Customer\_Transactions (1)'[Customer\_ID]),0)
* loyal customer purchase = IF('NO OF ORDER'[Average Purchase]<4,"Low Tier",IF('NO OF ORDER'[Average Purchase]<=8,"Mid Tier","High Tier"))
* Number Of Loyal Customer = CALCULATE(DISTINCTCOUNT('Adidas customer transactional  - Customer\_Transactions (1)'[Customer\_ID]),FILTER('Loyalty adidas metadata - Loyalty\_Program (1)','Loyalty adidas metadata - Loyalty\_Program

***TASK 4***

A screenshot of a graph

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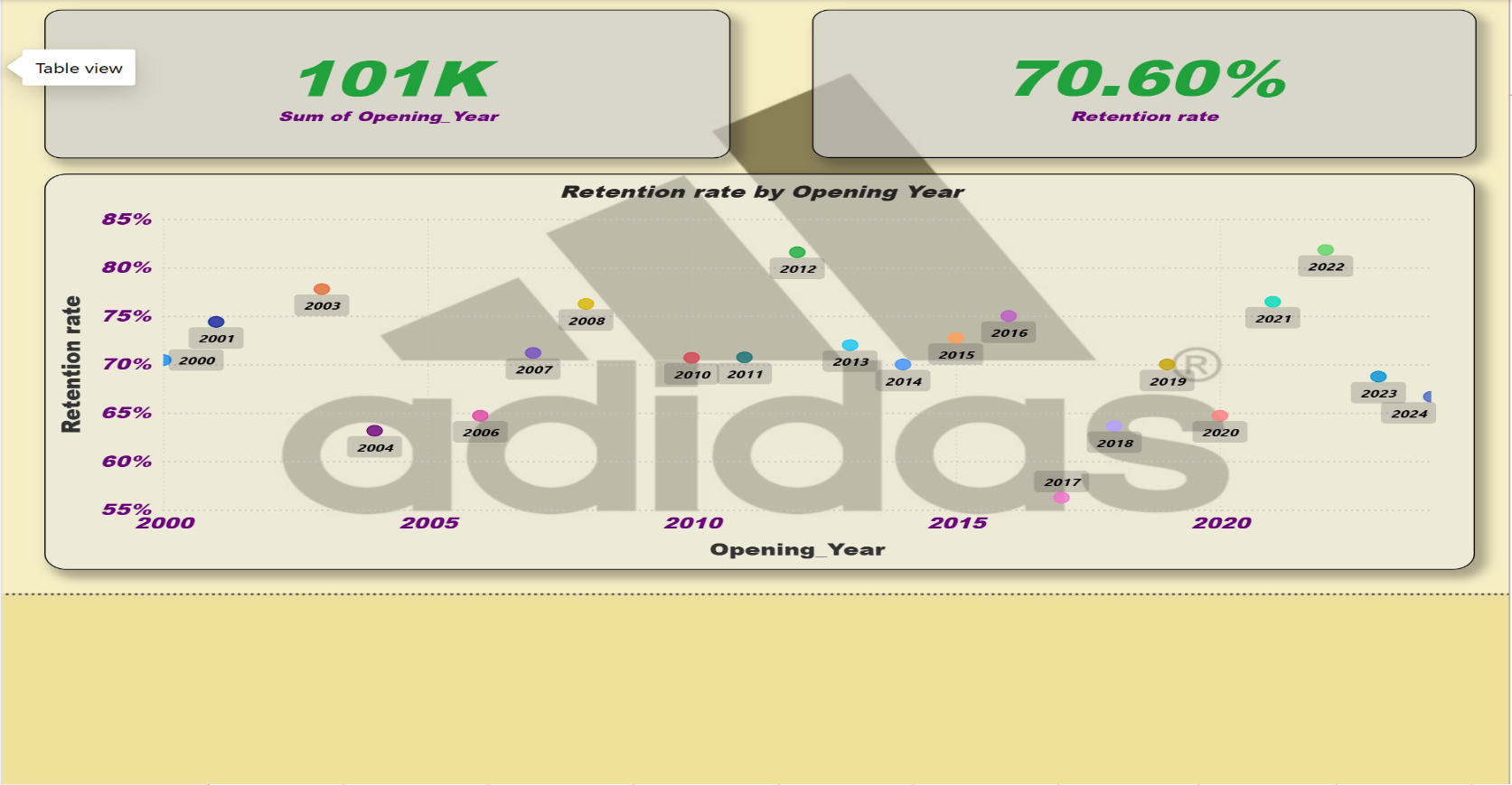
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* ***TASK 4 DAX MEASURES FORMULA***
* Promo Transaction = CALCULATE(COUNTROWS('Adidas customer transactional  - Customer\_Transactions (1)' ),'Adidas customer transactional  - Customer\_Transactions (1)'[Promotion\_Applied]="yes")
* Promo Transaction Percentage = DIVIDE('promotion used'[Promo Transaction],'promotion used'[Total Transaction],0)
* Non Promo Transaction = CALCULATE(COUNTROWS('Adidas customer transactional  - Customer\_Transactions (1)' ),'Adidas customer transactional  - Customer\_Transactions (1)'[Promotion\_Applied]="No")
* Non Promo Transaction Percentage = DIVIDE('promotion used'[Non Promo Transaction],'promotion used'[Total Transaction],0)
* Total Transaction = COUNTROWS('Adidas customer transactional  - Customer\_Transactions (1)')

***A screenshot of a graph

AI-generated content may be incorrect.TASK 5***

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* *TASK 5 DAX MEASURES FORMULA*
* Average Transaction Amount = AVERAGE('store & channel performance vs retention'[Amount])
* Retention rate = DIVIDE(COUNTROWS(FILTER('customer churned - Churn\_Labelled\_Customers (1)','customer churned - Churn\_Labelled\_Customers (1)'[Churn\_Flag]=0)),COUNTROWS('customer churned - Churn\_Labelled\_Customers (1)'))

***A screenshot of a computer

AI-generated content may be incorrect.******TASK 6***

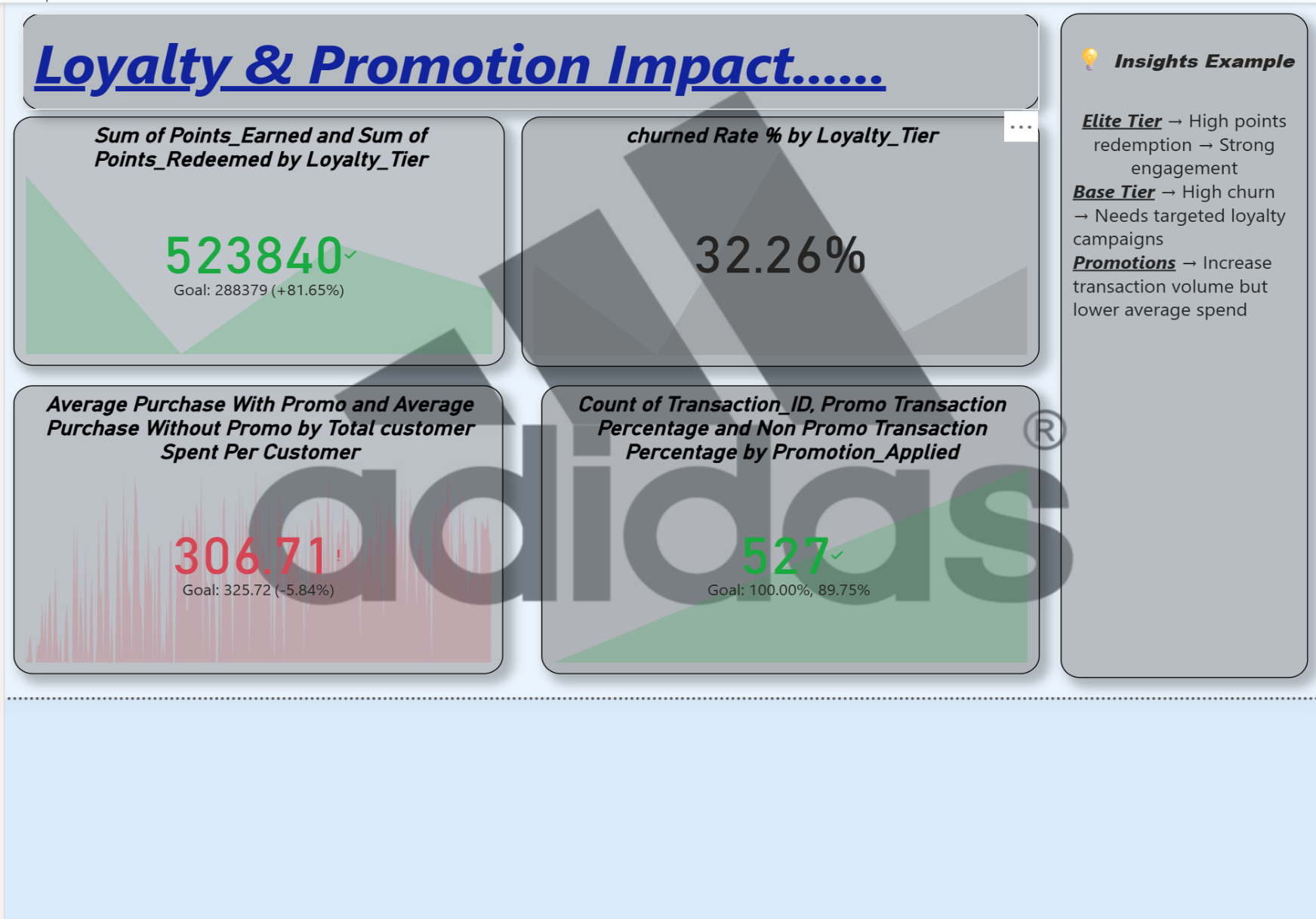
* ***TASK 6 DAX MEASURE FORMULA***
* ***CLV = DIVIDE([Total customer Spent Per Customer],'Customer demographics adidas - Customer\_Demographics (1)'[Membership Duration (Year)],0)***
* CLV Segment = SWITCH(TRUE(),'Customer demographics adidas - Customer\_Demographics (1)'[CLV]<500,"Low Tier",'Customer demographics adidas - Customer\_Demographics (1)'[CLV]<1000,"Mid Tier","High Tier")
* day since last purchase = DATEDIFF('customer churned - Churn\_Labelled\_Customers (1)'[Last\_Purchase\_Date],TODAY(),DAY)

***TASK 7 PAGE (1)***

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***TASK 7 PAGE (2)***



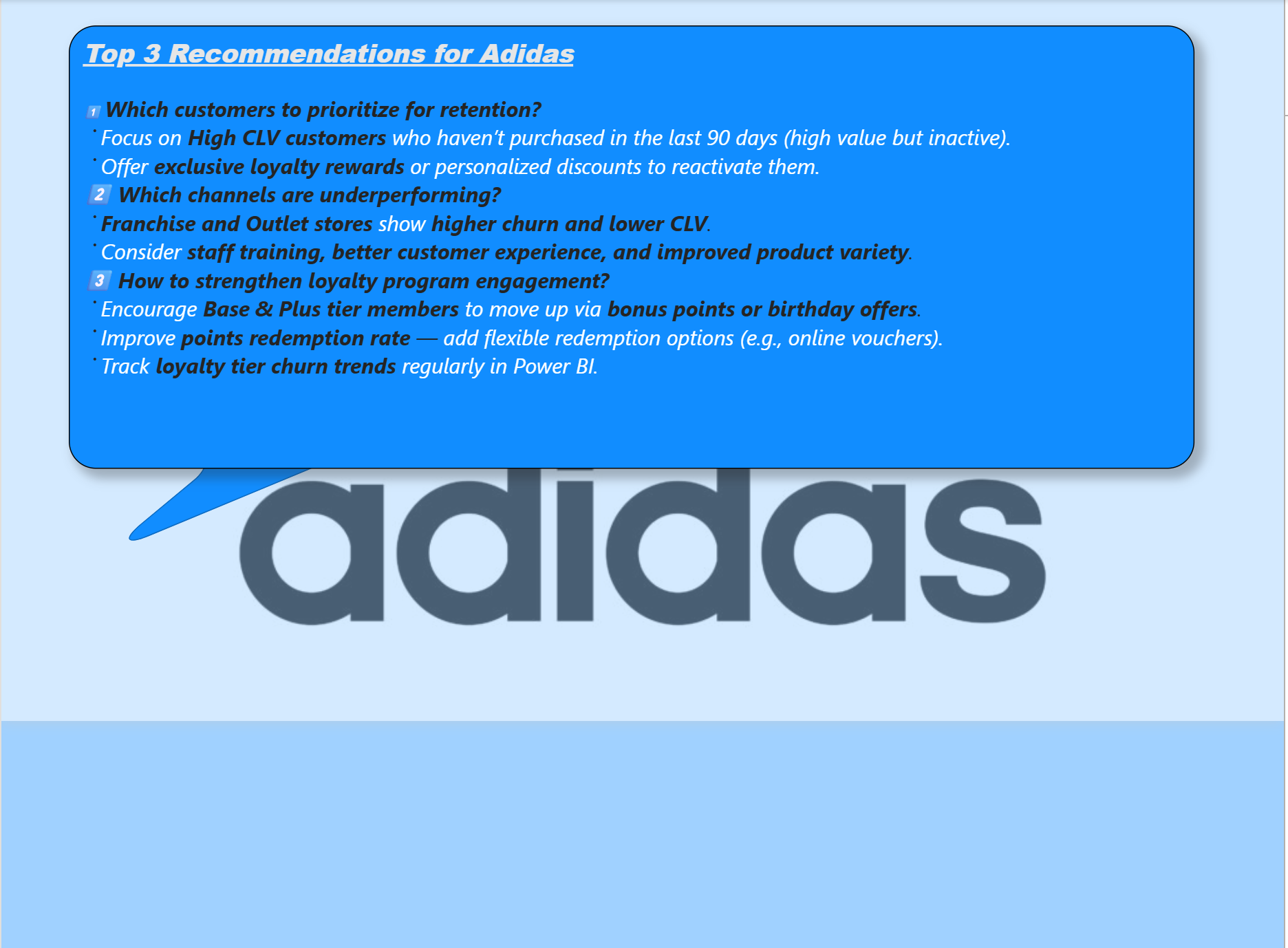
***TASK 7 PAGE (3)***

***A screenshot of a store and channel statistics

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***A screenshot of a computer

AI-generated content may be incorrect. TASK 4 PAGE (4)***

***TASK 4 PAGE (5)***

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