Measure Name: Total Revenue
Purpose: Total sales amount from line items.
DAX: `Total Revenue := SUM(clean_transactions[Line Total])`

Measure Name: Total Discount
Purpose: Total discount amount given.
DAX: `Total Discount := SUM(clean_transactions[Discounts])`

Measure Name: Net Revenue
Purpose: Revenue after discount.
DAX: `Net Revenue := [Total Revenue] - [Total Discount]`

Measure Name: Number of Transactions
Purpose: Number of unique invoices.
DAX: `Number of Transactions := DISTINCTCOUNT(clean_transactions[Invoice ID])`

Measure Name: Average Order Value (AOV)
Purpose: Average revenue per invoice.
DAX: `Average Order Value := DIVIDE([Total Revenue],[Number of Transactions])`
.

Measure Name: Revenue per Customer
Purpose: Average revenue generated per customer.
DAX: `Revenue per Customer := DIVIDE([Total Revenue],[Unique Customers])`

Measure Name: Total Quantity
Purpose: Total units sold.
DAX: `Total Quantity := SUM(clean_transactions[Quantity])`
.

Measure Name: Average Selling Price (ASP)
Purpose: Average selling price per unit.
DAX: `Average Selling Price := DIVIDE([Total Revenue],[Total Quantity])`
Measure Name: MoM Growth %
Purpose: Month-over-month revenue growth.
DAX: `MoM Growth % :=VAR CurrentRevenue = [Total Revenue]`

```
VAR PreviousRevenue =

    CALCULATE ( [Total Revenue], PREVIOUSMONTH ( Dim_Date[Date] ) )

RETURN

IF (

    ISBLANK(PreviousRevenue) || PreviousRevenue = 0,

    BLANK(),

    DIVIDE( CurrentRevenue - PreviousRevenue, PreviousRevenue )

)
```

- **MoM Growth % requires:** `Dim_Date` marked as Date table + relationship `clean_transactions[Date] → Dim_Date[Date]`
- Measures depend on correct relationships:
  - Customer ID → Customers
  - Product ID → Products
  - Store ID → Stores

Measure Name: Product Revenue
 Purpose: Calculates revenue at line level using Unit Price × Quantity minus Discount, then sums across transactions.
 DAX:

```
Product Revenue =
SUMX(
    clean_transactions,
    (clean_transactions[unit_price] * clean_transactions[quantity])
        - clean_transactions[discount])
```