**Monthly Users Growth Rate (%)** =

VAR CurrentMonthUsers = DISTINCTCOUNT(subscribers[user\_id])

VAR PreviousMonthUsers = CALCULATE(

    DISTINCTCOUNT(subscribers[user\_id]),

    PREVIOUSMONTH('Date Table'[Date])

)

RETURN

IF(

    NOT ISBLANK(PreviousMonthUsers),

DIVIDE(CurrentMonthUsers - PreviousMonthUsers,PreviousMonthUsers, 0) \* 1, BLANK()

)

**Total Users Lio** = CALCULATE(DISTINCTCOUNT(subscribers[user\_id]), subscribers[OTT] = "Lio")

**Total Users Jostar** = CALCULATE(DISTINCTCOUNT(subscribers[user\_id]), subscribers[OTT] = "Jotstar")

**Total users**(**subscribed)=** DISTINCTCOUNT(subscribers[user\_id])

**Total content items** = COUNT(contents[content\_id])

**Inactive Users**

**(current period)** = CALCULATE( DISTINCTCOUNT(subscribers[user\_id]),

    NOT ISBLANK(subscribers[last\_active\_date]),

    USERELATIONSHIP('Date Table'[Date],subscribers[last\_active\_date]))

**Inactive Rate (%)** =DIVIDE(   [Inactive Users(current period)],     [cumm total users], 0) \* 100

**Average Watch Time**

**(Hours)**  = DIVIDE(SUM(content\_consumption[total\_watch\_time\_mins]),

    DISTINCTCOUNT(content\_consumption[user\_id]) \* 60, 0)

**downgraded Customers** = CALCULATE(DISTINCTCOUNT(subscribers[user\_id]),

FILTER(subscribers,   NOT ISBLANK(subscribers[plan\_change\_date]) &&   subscribers[sp\_new\_value] < subscribers[sp\_value]  ))

**Columns included in subscriber table**

**Transition** = Table.AddColumn(#"Renamed Columns1", "transition", each Text.Combine({[subscription\_plan], " to ", [new\_subscription\_plan]}), type text)

**Revenue** =

VAR DefaultEndDate = DATE(2024, 11, 30*)  -- Default end date*

VAR StartDate = subscribers[subscription\_date]

VAR PlanChangeDate = subscribers[plan\_change\_date]

VAR LastActiveDate = subscribers[last\_active\_date]

VAR OTT = subscribers[OTT]

*-- Define Plan Price based on the OTT service (Jostar or Lio)*

VAR PlanPrice =IF(OTT = "Jotstar",

        SWITCH( subscribers[subscription\_plan],   "VIP", 159 , "Premium", 359,

            0  *-- Default if no matching plan*

        ),

        IF(   OTT = "Lio",

            SWITCH(   subscribers[subscription\_plan],  "Basic", 69,     "Premium", 129,

0  *-- Default if no matching plan*

            ),

            0  *-- Default if OTT is neither Jostar nor Lio*

        ) )

*-- Define Plan Price2 based on the OTT service (Jostar or Lio)*

VAR PlanPrice2 =IF(  OTT = "Jotstar",

        SWITCH( subscribers[new\_subscription\_plan],    "VIP", 159,  "Premium", 359,

            0  -- Default if no matching plan

        ),

        IF( OTT = "Lio",

            SWITCH( subscribers[new\_subscription\_plan],

                "Basic", 69,   "Premium", 129, 0  *-- Default if no matching plan*

            ),

            0  *-- Default if OTT is neither Jotstar nor Lio*

        ) )

*-- Calculate the revenue based on the conditions*

VAR Revenue =

    IF( NOT ISBLANK(LastActiveDate),

        DATEDIFF(StartDate, LastActiveDate, MONTH) \* PlanPrice,

*-- Case 1: Subscription to Last Active Date*

        IF(  NOT ISBLANK(PlanChangeDate),

            (DATEDIFF(StartDate, PlanChangeDate, MONTH) \* PlanPrice) +

            (DATEDIFF(PlanChangeDate, DefaultEndDate, MONTH) \* PlanPrice2),

*-- Case 2: Subscription to Plan Change + Plan Change to Default End Date*

            DATEDIFF(StartDate, DefaultEndDate, MONTH) \* PlanPrice

*-- Case 3: Subscription to Default End Date*

        ) )

RETURN **Revenue**