Measure Definitions

Measure	Description	DAX Formula
Total Tracks	Counts the total number of tracks in the dataset and serves as a reference volume KPI and denominator for percentages.	Total Tracks = COUNTROWS(FactTracks)
Avg Popularity	Calculates the mean popularity score of tracks in the current filter context and represents overall performance.	Avg Popularity = AVERAGE(FactTracks[popularity])
Avg Popularity YoY	Computes the average popularity for the same period in the previous year to analyze long-term trends.	Avg Popularity YoY = CALCULATE([Avg Popularity], SAMEPERIODLASTYEAR(DimDate[Date]))
Popularity YoY Δ	Measures the absolute year-over-year change in average popularity.	Popularity YoY Δ = [Avg Popularity] - [Avg Popularity YoY]
Popularity YoY %	Calculates the percentage change in popularity compared to the previous year.	Popularity YoY % = DIVIDE([Popularity YoY Δ], [Avg Popularity YoY])
Avg Popularity MoM	Computes the average popularity for the previous month to capture short-term trends.	Avg Popularity MoM = CALCULATE([Avg Popularity], DATEADD(DimDate[Date], -1, MONTH))
Popularity MoM Δ	Measures the absolute month-over-month change in average popularity.	Popularity MoM Δ = [Avg Popularity] - [Avg Popularity MoM]
Popularity MoM %	Calculates the percentage change in popularity compared to the previous month.	Popularity MoM % = DIVIDE([Popularity MoM Δ], [Avg Popularity MoM])
Avg Energy	Calculates the average energy level of tracks and is used to analyze the relationship between energy and popularity.	Avg Energy = AVERAGE(FactTracks[energy])
Avg Danceability	Computes the average danceability score to evaluate how rhythm and beat relate to popularity.	Avg Danceability = AVERAGE(FactTracks[danceability])
Avg Valence	Calculates the average valence score to study the relationship between musical positivity and popularity.	Avg Valence = AVERAGE(FactTracks[valence])
Explicit Tracks	Counts the number of tracks labeled as explicit to analyze catalog composition.	Explicit Tracks = CALCULATE([Total Tracks], FactTracks[explicit] = 1)
Explicit %	Computes the proportion of explicit tracks relative to the total catalog.	Explicit % = DIVIDE([Explicit Tracks], [Total Tracks])
Avg Duration (min)	Calculates the average track duration in minutes to analyze content format and listening behavior.	Avg Duration (min) = AVERAGE(FactTracks[duration_min])
Total number of artists	Counts the total number of artists in the dataset and serves as a reference volume KPI.	Number of Artists = DISTINCTCOUNT('DimArtist'[Artist])