

Medidas principales

TVentas = SUM(fVentas[TNeto])

LY Ventas = CALCULATE([TVentas], SAMEPERIODLASTYEAR(dFecha[Fecha]))

YoY Ventas = [TVentas] - [LY Ventas]

% YoY Ventas = DIVIDE([YoY Ventas], [LY Ventas])

Coste= SUM(fVentas[TCoste])

LY Coste = CALCULATE([Coste], SAMEPERIODLASTYEAR(dFecha[Fecha]))

YoY Coste = [Coste] - [LY Coste]

% YoY Coste = DIVIDE([YoY Coste], [LY Coste])

MC = [TVentas] - [Coste]

LY MC = CALCULATE([MC], SAMEPERIODLASTYEAR(dFecha[Fecha]))

YoY Coste = [Coste] - [LY Coste]

%YoY MC = DIVIDE ([YoY MC], ABS([LY MC]))

%MC = DIVIDE([MC], [Ventas])

LY %MC = CALCULATE([%MC], SAMEPERIODLASTYEAR(dFecha[Fecha]))

YoY %MC = [%MC] - [LY %MC]

%YoY %MC = DIVIDE([YoY %MC], [LY %MC])

Cantidad = SUM (fVentas[Cantidad])

LY Cantidad = CALCULATE([Cantidad], SAMPERIODLASTYEAR(dFecha[Fecha]))

YoY Cantidad = [Cantidad] - [LY Cantidad]

%YoY Cantidad = DIVIDE([YoY Cantidad], [LY Cantidad])

Cliente = DISTINCTCOUNT(fVentas[IdCliente])

LY Clientes = CALCULATE([Cliente], SAMEPERIODLASTYEAR(dFecha[Fecha]))

YoY Clientes = [Clientes] - [LY Clientes]

%YoY Clientes = DIVIDE([YoY Clientes], [LY Clientes])

Productos = DISTINCTCOUNT(fVentas[IdProducto])

LY Producto = CALCULATE([Productos], SAMEPERIODLASTYEAR(dFecha[Fecha]))

YoY Producto = [Producto] - [LY Producto]

%YoY Producto = DIVIDE([YoY Producto], [LY Producto])

Albaran = DISTINCTCOUNT(fVentas[IdAlbaran])

LY Albaran = CALCULATE([Albaran], SAMEPERIODLASTYEAR(dFechas[Fecha]))

YoY Albaran = [Albaran] - [LY Albaran]

%YoY Albaran = DIVIDE([YoY Albaran], [LY Albaran])

Venta Media = DIVIDE([TVentas], [Albaran])

LY Venta Media = CALCULATE([Venta Media], SAMEPERIODLASTYEAR(dFechas[Fecha]))

YoY Venta Media = [Venta Media] - [LY Venta Media]

%YoY Venta Media = DIVIDE([YoY Venta Media], [LY Venta Media])

VentaxCliente = DIVIDE([TVenta], [Clientes])

LY VentaxCliente = CALCULATE([VentaxCliente], SAMEPERIODLASTYEAR(dFecha[Fecha]))

YoY VentaxCliente = [VentaxCliente] - [LY VentaxCliente]

%YoY VentaxCliente = DIVIDE([YoY VentaxCliente], [LY VentaxCliente])
