**DAX MEASURES**

Uppercase Product Name = UPPER(Orders[Product Name])

Right fn = RIGHT(Orders[Customer ID],2)

Left fn = LEFT(Orders[Customer ID],2)

Product Info = CONCATENATE(Orders[Product Name], " - " & Orders[Category])

All Category Sales = CALCULATE(SUM(Orders[Sales]),ALL(Orders[Category]),ALL(Orders[Sub-Category]))

Max Sales = MAX(Orders[Sales])

Min Sales = MIN(Orders[Sales])

PrevDay = CALCULATE(SUM(Orders[Sales]),PREVIOUSDAY(Orders[Order Date].[Date]))

PrevDay % = DIVIDE((SUM(Orders[Sales])-[PrevDay]),[PrevDay],0)

PrevMonth = CALCULATE(SUM(Orders[Sales]),PREVIOUSMONTH(Orders[Order Date].[Date]))

PrevMonth % = DIVIDE(SUM(Orders[Sales]) - [prevMonth], [prevMonth], 0)

PrevYear = CALCULATE(SUM(Orders[Sales]),PREVIOUSYEAR(Orders[Order Date].[Date]))

PrevYear % = DIVIDE(SUM(Orders[Sales]) - [PrevYear], [PrevYear], 0)

Quantity mtd = TOTALMTD(SUM(Orders[Quantity]),Orders[Order Date].[Date])

Quantity qtd = TOTALQTD(SUM(Orders[Quantity]),Orders[Order Date].[Date])

Quantity ytd = TOTALYTD(SUM(Orders[Quantity]),Orders[Order Date].[Date])

Profit Margin = SUMX(Orders, Orders[Profit] / Orders[Sales])

sameperilastyear = CALCULATE(SUM('Orders'[Sales]),SAMEPERIODLASTYEAR(Orders[Order Date].[Date]))

sameperilast % = IFERROR((SUM(Orders[Sales])-[sameperilastyear])/[sameperilastyear],0)

Sixmonthsbefore = CALCULATE(SUM(Orders[Sales]),DATEADD(Orders[Order Date].[Date],-6,MONTH))

Weekbefore = CALCULATE(SUM(Orders[Sales]),DATEADD(Orders[Order Date].[Date],-7,DAY))

Sold Goods = SUMX(Orders, Orders[Sales] - Orders[Profit])

DimDate = CALENDAR(MIN(Orders[Order Date]), MAX(Orders[Order Date]))

AvgOrderValuePerCustomer = DIVIDE([TotalSales], [DistinctCustomers])

AvgOrderValuePerOrder = AVERAGE(Orders[Sales])

DistinctCustomers = DISTINCTCOUNT(Orders[Customer ID])

Sales Previous Year =

CALCULATE(

    [TotalSales],

    SAMEPERIODLASTYEAR(DimDate[Date])

)

Sales Growth % =

IF(

    ISBLANK([Sales Previous Year]),

    BLANK(),

    DIVIDE((

        [TotalSales] - [Sales Previous Year]),

        [Sales Previous Year],

        0

    )

)

TotalSales = SUM(Orders[Sales])