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| | **Usage** | **Color** | **Hex Code** | **Notes** | | --- | --- | --- | --- | | **Page Background** | Off-white | #FAFAFA | Clean and neutral base | | **Chart Background / Cards** | White | #FFFFFF | Keeps visuals crisp | | **Primary Accent** | Turquoise Aqua | #26C6C2 | Use for bars, KPIs, main visuals | | **Secondary Accent** | Charcoal Gray | #333333 | Use for headers and labels | | **Highlight / Warning** | Soft Coral | #F39C7B | Subtle highlight (avoid harsh red) | | **Positive Trend** | Soft Teal Gray | #7FD1CC | Variation of main color | | **Text (Primary)** | Very Dark Gray | #222222 | For titles and main text | | **Text (Secondary)** | Medium Gray | #666666 | For subtitles or axis labels | | **Borders / Gridlines** | Light Gray | #E6E6E6 | Subtle structure | |  |  |
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# Calender

Start of Month =

STARTOFMONTH(

    'Dim\_Date'[Date]

)

Dim\_Date = CALENDARAUTO()

Day Name = FORMAT(Dim\_Date[Date], "ddd")

Day Number = WEEKDAY(Dim\_Date[Date], 1)

Day Of Month = DAY(Dim\_Date[Date])

Month = FORMAT([Date], "MMM")

Month No = MONTH(Dim\_Date[Date])

QuarterYear = "Q" & QUARTER([Date]) & " " & YEAR([Date])

Week = INT((DAY([Date]) - 1) / 7) + 1

WeekOfMonth = "Week "& INT((DAY([Date]) - 1) / 7) + 1

Year = YEAR(Dim\_Date[Date])

# Sales

Quantity Sold =

SUM(

    'Maven Cycles Sales'[Quantity\_Sold]

)

Total Revenue =

SUMX(

    'Maven Cycles Sales',

    'Maven Cycles Sales'[Quantity\_Sold] \*

    RELATED(

        'Maven Cycles Products'[Unit Price]

    )

)

Last Month Revenue =

CALCULATE(

    [Total Revenue],

    DATEADD(

        'Dim\_Date'[Date],

        -1,

        MONTH

    )

)

\*Total Cost =

SUMX(

    'Fact\_Sales',

    'Fact\_Sales'[Quantity\_Sold] \*

    RELATED(

        'Product'[Unit\_Cost]

    ))

Profit = [Total Revenue] - [Total Cost]

Last Month Profit =

CALCULATE(

    [Profit],

    DATEADD(

        'Dim\_Date'[Date],

        -1,

        MONTH

    )

)

Profit Margin =

DIVIDE(

    [Total Revenue] - [Total Cost],

    [Total Revenue],

    "N/A"

)

Total Orders =

DISTINCTCOUNT(

    'Fact\_Sales'[Invoice\_ID]

)

Quantity Sold =

SUM(

    'Fact Sales'[Quantity\_Sold]

)