**ECOMMERCE DAX FORMULAS**

1. month\_name = FORMAT(date\_table[Date],"mmm")
2. month\_number = MONTH(date\_table[Date])
3. year = YEAR(date\_table[Date])
4. profit colour = IF([yoy profit]>0,"green","red")
5. profit icon = var positive\_icon =UNICHAR(9650)

                  VAR negative\_icon=UNICHAR(9660)

                  VAR result=IF([yoy profit]>0,positive\_icon,negative\_icon)

                  RETURN result

1. profit margin =SUM(ecommerce\_data[profit\_per\_order])/SUM(ecommerce\_data[sales\_per\_order])
2. profit margin colour = IF([yoy profit margin]>0,"green","red")
3. pydt profit = CALCULATE(SUM(ecommerce\_data[profit\_per\_order]),DATESYTD(SAMEPERIODLASTYEAR(date\_table[Date])))
4. pydt profit margin = CALCULATE([profit margin],DATESYTD(SAMEPERIODLASTYEAR(date\_table[Date])))
5. pydt quantity = CALCULATE(SUM(ecommerce\_data[order\_quantity]),DATESYTD(SAMEPERIODLASTYEAR(date\_table[Date])))
6. pydt sales = CALCULATE(SUM(ecommerce\_data[sales\_per\_order]),DATESYTD(SAMEPERIODLASTYEAR(date\_table[Date])))
7. quanity icon = var positive\_icon =UNICHAR(9650)

                  VAR negative\_icon=UNICHAR(9660)

                  VAR result=IF([yoy quantity]>0,positive\_icon,negative\_icon)

                  RETURN result

1. quantity colour = IF([yoy quantity]>0,"green","red")
2. sales colour = IF([yoy sales]>0,"green","red")
3. sales profit margin icon = var positive\_icon =UNICHAR(9650)

                  VAR negative\_icon=UNICHAR(9660)

                  VAR result=IF([yoy profit margin]>0,positive\_icon,negative\_icon)

                  RETURN result

1. trend = var positive\_icon =UNICHAR(9650)

                  VAR negative\_icon=UNICHAR(9660)

                  VAR result=IF([yoy sales]>0,positive\_icon,negative\_icon)

                  RETURN result

1. yoy profit = ([ytd profit]-[pydt profit])/[pydt profit]
2. yoy profit margin = ([ytd profit margin]-[pydt profit margin])/[pydt profit margin]
3. yoy quantity = ([ytd quantity]-[pydt quantity])/[pydt quantity]
4. yoy sales = ([ytd sales]-[pydt sales])/[pydt sales]
5. ytd concanunated quantity = CONCATENATE("#",FORMAT([ytd quantity]/1000,"0.0,k"))
6. ytd profit = TOTALYTD(SUM(ecommerce\_data[profit\_per\_order]),date\_table[Date])
7. ytd profit margin = TOTALYTD([profit margin],date\_table[Date])
8. ytd quantity = TOTALYTD(SUM(ecommerce\_data[order\_quantity]),date\_table[Date])
9. ytd sales = TOTALYTD(SUM(ecommerce\_data[sales\_per\_order]),date\_table[Date])