

1)

3-Month Moving Average Sales =

```
AVERAGEX(  
    DATESINPERIOD(  
        DateTable[Date],  
        LASTDATE(Sales[Date]),  
        -3,  
        MONTH  
    ),  
    CALCULATE(SUM(Sales[SalesAmount]))  
)
```

2)

```
avg_sales_per_cust = divide(sum(stores_sales_forecasting[Sales]),  
    DISTINCTCOUNT(stores_sales_forecasting[Customer ID]))
```

3)

Product Rank within Category =

```
RANKX(  
    FILTER(  
        ALL(stores_sales_forecasting),  
        stores_sales_forecasting[ProductCategory] =  
        EARLIER(stores_sales_forecasting[ProductCategory])  
    ),  
    [Total Sales],  
    ,  
    DESC,  
    DENSE  
)
```

4)

```
Total Sales = SUM(stores_sales_forecasting[Sales])  
Previous Year Sales = CALCULATE(stores_sales_forecasting
```

```

[Total Sales],
SAMEPERIODLASTYEAR([Date])
)
YoY Growth % =
IF(
    ISBLANK([Previous Year Sales]),
    BLANK(),
    DIVIDE(
        [Total Sales] - [Previous Year Sales],
        [Previous Year Sales]
    )
)
5)
Total Profit = SUM(stores_sales_forecasting[Profit])
Total Sales = SUM(stores_sales_forecasting[Sales])
profit_margin =
CALCULATE((SUM(stores_sales_forecasting[Profit])/sum(stores_sales_forecasting[Sales]))*100
)

```