

CUSTOMER SEGMENTATION ANALYSIS

1. New Customers = CALCULATE(DISTINCTCOUNT(Orders[Customer ID]),FILTER(Orders,Orders[First Purchase Year] = SELECTEDVALUE(DimDate[Year])))
2. Sales LastYear = CALCULATE([TotalSales],SAMEPERIODLASTYEAR('DimDate'[Date]))
3. YoY Growth = DIVIDE(SUM(Orders[Sales]) - [Sales LastYear], [Sales LastYear], 0)
4. AvgOrderValuePerCustomer =
DIVIDE(SUM(Orders[Sales]),DISTINCTCOUNT(Orders[Customer ID]))
5. AvgOrderValuePerOrder = DIVIDE(SUM(Orders[Sales]),DISTINCTCOUNT(Orders[Order ID]))
6. First Purchase Year = YEAR(CALCULATE(MIN(Orders[Order Date]), ALLEXCEPT(Orders, Orders[Customer ID])))
7. PreviousYear Sales =
CALCULATE(SUM(Orders[Sales]),SAMEPERIODLASTYEAR(Orders[Order Date]))
8. Recency = DATEDIFF(MAX(Orders[Order Date]),TODAY(),DAY)
9. Monetary Value = CALCULATE(SUM(Orders[Sales]),ALLEXCEPT(Orders,Orders[Customer ID]))
10. PurchaseFrequency = DIVIDE(DISTINCTCOUNT(Orders[Order ID]),DISTINCTCOUNT(Orders[Customer ID]),0)
11. Total Customers = DISTINCTCOUNT('Orders'[Customer ID])
12. TotalSales = SUM(Orders[Sales])
13. DistinctCustomers = DISTINCTCOUNT(Orders[Customer ID])

14. qty MTD = TOTALMTD(SUM(Orders[Quantity]),DimDate[Date].[Date])

15. qty QTD = TOTALQTD(SUM(Orders[Quantity]),DimDate[Date].[Date])

16. qty YTD = TOTALYTD(SUM(Orders[Quantity]),DimDate[Date].[Date])

17. SalesBefore5Days = CALCULATE(SUM(Orders[Sales]),DATEADD(DimDate[Date].[Date],-5,DAY))

18. TotalSalesAfter5daysFromToday =
CALCULATE(SUM(Orders[Sales]),DATESINPERIOD(DimDate[Date].[Date],LASTDATE(DimDate[Date].[Date]),5,DAY))

19. Price = SUMX(Orders,Orders[Sales] / Orders[Quantity])

20. prev day sales =
CALCULATE(SUM(Orders[Sales]),PREVIOUSDAY(DimDate[Date].[Date]))

21. prevmonth =
CALCULATE(SUM('Orders'[Sales]),PREVIOUSMONTH(DimDate[Date].[Date]))

22. prevyear = CALCULATE(SUM('Orders'[Sales]),PREVIOUSYEAR(DimDate[Date].[Date]))

23. Average Order value per customer =
DIVIDE(SUM(Orders[Sales]),DISTINCTCOUNT(Orders[Customer ID]))