**Total Cost** = SUMX(Sales,Sales[Order Quantity]\*Sales[Total Unit Cost])

**Total Sales** = SUMX(Sales,Sales[Order Quantity]\*Sales[Unit Price])

**Total Quantity** = SUM(Sales[Order Quantity])

**Total Profit** = [Total Sales]-[Total Cost]

Profit Margin = DIVIDE([Total Sales],[Total Cost],0)

**Specific Scenarios:**

**Top 7 Customers** = CALCULATE([Total Sales],FILTER(VALUES('Customer Data'[Customer Names]),

IF(RANKX(ALL('Customer Data'[Customer Names]),[Total Sales],,DESC)<=7,[Total Sales],BLANK())))

**Top 7 Products** = CALCULATE([Total Sales],FILTER(VALUES('Product Data'[Product Name]),

IF(RANKX(ALL('Product Data'[Product Name]),[Total Sales],,DESC)<=7,[Total Sales],BLANK())))

**Time IntelligenceMeasures:**

**Performance LY** = CALCULATE([Total Profit], PREVIOUSYEAR('Dim Date'[Date].[Date])

**Performance-LY** = CALCULATE([Total Profit], DATEADD('Dim Date'[Date], -1, YEAR))

**Profit Last Year** = CALCULATE([Total Profit],SAMEPERIODLASTYEAR('Dim Date'[Date]))

**Profit Moving Aveg** =

AVERAGEX(

    FILTER(ALLSELECTED('Dim Date'),

    'Dim Date'[Date]<=MAX('Dim Date'[Date])),

    [Total Profit])

**Sales 2 years ago** = CALCULATE([Total Sales],DATEADD('Dim Date'[Date], -2, YEAR))

**Sales Last year** = CALCULATE([Total Sales],SAMEPERIODLASTYEAR('Dim Date'[Date]))

**Sales Moving Aveg** =

AVERAGEX(

    FILTER(ALLSELECTED('Dim Date'),

    'Dim Date'[Date]<=MAX('Dim Date'[Date])),

    [Total Sales])