***DAX QUERIES***

**Measures :**

right method = sumx(Sheet1,(Sheet1[Qty])\*(Sheet1[price/Qty]))

qty MTD = TOTALMTD(sum(Orders[Quantity]),Orders[Order Date].[Date])

qty QTD = TOTALQTD(sum(Orders[Quantity]),Orders[Order Date].[Date])

qty YTD = TOTALYTD(sum(Orders[Quantity]),Orders[Order Date].[Date])

% of sales = CALCULATE(SUM(Orders[Sales])/[all category sales])

all category sales = CALCULATE(sum(Orders[Sales]),

all(Orders[Category]),

all(Orders[Sub-Category]))

wrong method = sum(Sheet1[Qty])\*sum(Sheet1[price/Qty])

**Table :**

DimDate= CALANDERAUTO()

**Measures :**

Order Category = CONCATENATE(Left('Company Order'[Order ID],2),LEFT('Company Order'[Customer ID],2))

Order Category = CONCATENATE(Left('Company Order'[Order ID],2)," - ")

Order Category = CONCATENATE(CONCATENATE(LEFT('Company Orders'[Order ID],2),"-"),LEFT('Company Orders'[Customer ID],2))

samePeriLastYear = CALCULATE(SUM('Company Orders'[Sales]),SAMEPERIODLASTYEAR(DimDate[Date].[Date]))

samperilast % = (sum('Company Orders'[Sales])-[samePeriLastYear])/[samePeriLastYear]

prevMonth = CALCULATE(sum('Company Orders'[Sales]),PREVIOUSMONTH(DimDate[Date].[Date]))

Prev Month% = IFERROR(((sum('Company Orders'[Sales])-[prevMonth])/[prevMonth]),"Na")

prevday = CALCULATE(sum('Company Orders'[Sales]),PREVIOUSDAY(DimDate[Date].[Date]))

dateinperiodsss = DIVIDE(CALCULATE(SUM(Orders[Sales]),DATESINPERIOD(DimDate[Date].[Date],LASTDATE(Orders[Order Date]),-3,Day)),3,"NA")

**Measures :**

AOV PerCustomer = DIVIDE(SUM(Orders[Sales]),DISTINCTCOUNT(Orders[Customer ID]),0)

AOV PerOrder = DIVIDE(SUM(Orders[Sales]),COUNTROWS(Orders),0)

DistinctCustomers = DISTINCTCOUNT(Orders[Customer ID])

FirstPurchaseYear = YEAR(CALCULATE(MIN(Orders[Order Date]),ALLEXCEPT(Orders, Orders[Customer ID])))

SalesGrowthRate = DIVIDE([TotalSales] - CALCULATE([TotalSales], DATEADD(Orders[Order Date], -1, YEAR)),CALCULATE([TotalSales], DATEADD(Orders[Order Date], -1, YEAR)),0)

TotalQuantity = SUM(Orders[Quantity])

TotalSales = SUM(Orders[Sales])

**Churn Rate Measures:**  
  
ChurnRate =

DIVIDE(

COUNTROWS(FILTER('Orders', 'Orders'[IsChurned] = "Churned")),

DISTINCTCOUNT('Orders'[Customer ID])

)

Churned Customers =

CALCULATE(

DISTINCTCOUNT(Orders[Customer ID]),

Orders[IsChurned] = 1

)

Monetary = SUM('Orders'[Sales])

Return Rate = DIVIDE(SUM('Orders'[Return Status]), COUNT('Orders'[Order ID]), 0)

Return Rate = DIVIDE(SUM('Orders'[Return Status]), COUNT('Orders'[Order ID]), 0)

RMF Score = [Recency] + [Frequency] + [Monetary]