✨ DAX Measures

Below are some of the key **DAX measures** implemented in this project, each crafted to extract actionable insights:

📊 Performance Metrics

Percentage of All Orders

Purpose: Calculates the percentage of total orders.

```
% of All Orders = DIVIDE([Total Orders], [All Orders])
```

Percentage of All Returns

Purpose: Calculates the percentage of total returns.

```
% of All Returns = DIVIDE([Total Returns], [All Returns])
```

🔄 Rolling Metrics

10-Day Rolling Revenue

Purpose: Calculates the revenue for the past 10 days.

```
10-day Rolling Revenue = CALCULATE(
    [Total Revenue],
    DATESINPERIOD('Calendar Lookup'[Date], MAX('Calendar Lookup'[Date]), -10, DAY)
)
```

90-Day Rolling Profit

Purpose: Calculates the profit for the past 90 days.

```
90-day Rolling Profit = CALCULATE(
    [Total Profit],
    DATESINPERIOD('Calendar Lookup'[Date], LASTDATE('Calendar Lookup'[Date]), -90, DAY)
)
```

📦 Sales Insights

All Orders

Purpose: Calculates the total number of orders, ignoring filters.

```
All Orders = CALCULATE([Total Orders], ALL('Sales Data'))
```

Bike Sales

Purpose: Calculates the number of bikes sold.

```
Bike Sales = CALCULATE([Quantity Sold], 'Product Categories Lookup'[CategoryName] = "Bikes")
```

Bulk Orders

Purpose: Identifies bulk orders (more than one item).

```
Bulk Orders = CALCULATE([Total Orders], 'Sales Data'[OrderQuantity] > 1)
```

💰 Revenue and Profit Analysis

High Ticket Orders

Purpose: Identifies high-value orders above the average price.

```
High Ticket Orders = CALCULATE(
    [Total Orders],
    FILTER('Product Lookup', 'Product Lookup'[ProductPrice] > [Overall Average Price])
)
```

Previous Month Profit

Purpose: Calculates the total profit for the previous month.

```
Previous Month Profit = CALCULATE([Total Profit], DATEADD('Calendar Lookup'[Date], -1, MONTH))
```

Average Revenue per Customer

Purpose: Calculates the average revenue per customer.

```
Average Revenue per Customer = DIVIDE([Total Revenue], [Total Customers])
```

🛠 Additional Measures

Total Profit

Purpose: Calculates the overall profit.

Total Profit = [Total Revenue] - [Total Cost]

Return Rate

Purpose: Calculates the return rate based on sold and returned quantities.

Return Rate = DIVIDE([Quantity Returned], [Quantity Sold], "No Sales")

Weekend Orders

Purpose: Identifies orders placed on weekends.

Weekend Orders = CALCULATE([Total Orders], 'Calendar Lookup'[Weekend] = "Weekend")

💡 Why These Measures Matter

Each measure was carefully designed to address specific business needs—whether it's tracking performance, identifying trends, or understanding customer behavior. These insights empower better decision-making and highlight the potential of **DAX** in **Power BI** projects.
