Customer segmentation analysis

**Dax functions included:**

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

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

3.CustomerLifetimeValue = SUMX(VALUES(Orders[Customer ID]),CALCULATE(SUM(Orders[Sales])))

4.DistinctCustomers = DISTINCTCOUNT(Orders[Customer ID])

5.Frequency = CALCULATE(COUNT(Orders[Order ID]), ALLEXCEPT(Orders, Orders[Customer ID]))

6.MonetaryValue = CALCULATE(SUM(Orders[Sales]), ALLEXCEPT(Orders, Orders[Customer ID]))

7.NewCustomers = CALCULATE(DISTINCTCOUNT(Orders[Customer ID]),FILTER(Orders,YEAR(Orders[Order Date]) = SELECTEDVALUE(DimDate[Year]) && NOT ( Orders[Customer ID] IN CALCULATETABLE(VALUES(Orders[Customer ID]),FILTER(Orders, YEAR(Orders[Order Date]) < SELECTEDVALUE(DimDate[Year]))))))

8.ProfitLost = SUMX(FILTER( Orders,Orders[Order ID] IN DISTINCT(Returns[Order ID])),Orders[Profit])

9.PurchaseFrequency = DIVIDE(DISTINCTCOUNT(Orders[Order ID]), DISTINCTCOUNT(Orders[Customer ID]),0)

10.Recency = DATEDIFF(MAX(Orders[Order Date]),TODAY(),DAY)

11.ReturnRate = DIVIDE( [TotalReturnedOrders], DISTINCTCOUNT(Orders[Order ID]),0)

12.TotalCustomers = DISTINCTCOUNT(Orders[Customer ID])

13.TotalQuantity = SUM(Orders[Quantity])

14.TotalReturnedOrders = CALCULATE(COUNTROWS(Returns), KEEPFILTERS( RELATEDTABLE(Orders)))

15.TotalSales = SUM(Orders[Sales])

16.YoYSalesGrowth = DIVIDE('new measures'[TotalSales] - CALCULATE('new measures'[TotalSales], SAMEPERIODLASTYEAR(DimDate[Date])),CALCULATE('new measures'[TotalSales], SAMEPERIODLASTYEAR(DimDate[Date])),0)

17.YoYSalesGrowth\_Exclude2018 = DIVIDE('new measures'[TotalSales] - CALCULATE('new measures'[TotalSales],SAMEPERIODLASTYEAR(DimDdate),FILTER(DimDate, DimDate[Year] <> 2018)),0)