**DAX functions used:**

* //Measures Total Sales

Sales = SUM(Sales\_Data[Sales])

* //Measures Previous Year Toal Sales

Sales PY = CALCULATE([Sales], SAMEPERIODLASTYEAR(DateTable[Date]))

* //Diffrence Between Current Year Sales & Previous Year Sales

Sales vs PY = [Sales] - [Sales PY]

//Percentage Increase or Decrease in sales year on year (YOY%)

* Sales vs py % = DIVIDE([Sales vs PY],[Sales],0)
* >> Products Sold = SUM(Sales\_Data[Order Quantity])
* >> Profit = SUM(Sales\_Data[Profit])
* >> Profit LY = CALCULATE([Profit], SAMEPERIODLASTYEAR(DateTable[Date]))
* >> Profit Vs LY = [Profit]- [Profit LY]
* >> Profit vs LY % = [Profit Vs LY]/[Profit]
* >> Profit Margin = DIVIDE([Profit],[Sales],0)
* >> Total Cost = SUM(Sales\_Data[Total Cost])