**1. Total Sales**

**Formula**:

DAX

Total Sales = SUM(Sales[SalesAmount])

**Purpose**: Calculates the sum of all sales in the dataset.

**2. Total Profit**

**Formula**:

DAX

Copy code

Total Profit = SUM(Sales[Profit])

**Purpose**: Calculates the total profit across all transactions.

**3. Average Sales Amount**

**Formula**:

DAX

Copy code

Average Sales = AVERAGE(Sales[SalesAmount])

**Purpose**: Calculates the average sales amount for all orders.

**4. Number of Orders**

**Formula**:

DAX

Copy code

Order Count = COUNT(Sales[OrderID])

**Purpose**: Counts the total number of orders.

**5. Unique Customers**

**Formula**:

DAX

Copy code

Unique Customers = DISTINCTCOUNT(Sales[CustomerID])

**Purpose**: Counts unique customers who placed orders.

**6. High Sales Filter**

**Formula**:

DAX

Copy code

High Sales = CALCULATE(SUM(Sales[SalesAmount]), Sales[SalesAmount] > 1500)

**Purpose**: Calculates the total sales for orders with SalesAmount greater than 1500.

**7. Sales By Region**

**Formula**:

DAX

Copy code

Sales By Region = SUMX(FILTER(Sales, Sales[Region] = "East"), Sales[SalesAmount])

**Purpose**: Calculates total sales for the "East" region.

**8. Profit Margin**

**Formula**:

DAX

Copy code

Profit Margin = DIVIDE(SUM(Sales[Profit]), SUM(Sales[SalesAmount]))

**Purpose**: Calculates the profit margin as a percentage of sales.

**9. Sales Rank by Product**

**Formula**:

DAX

Copy code

Sales Rank = RANKX(ALL(Sales[Product]), SUM(Sales[SalesAmount]), , DESC)

**Purpose**: Ranks products based on total sales.

**10. Cumulative Sales (Year-to-Date)**

**Formula**:

DAX

Copy code

YTD Sales = TOTALYTD(SUM(Sales[SalesAmount]), Sales[OrderDate])

**Purpose**: Calculates cumulative sales from the start of the year to the last selected date.

**11. Tagged Orders Based on Profit**

**Formula**:

DAX

Copy code

Order Tag = IF(Sales[Profit] > 300, "High Profit", "Low Profit")

**Purpose**: Tags orders based on whether profit exceeds 300.

**12. Concatenated Product and Region**

**Formula**:

DAX

Copy code

Product Region = CONCATENATE(Sales[Product], " - " & Sales[Region])

**Purpose**: Combines product and region into a single field.

**13. Total Orders in February**

**Formula**:

DAX

Copy code

Feb Orders = CALCULATE(COUNT(Sales[OrderID]), MONTH(Sales[OrderDate]) = 2)

**Purpose**: Counts the total number of orders placed in February.

**14. Extract Year from OrderDate**

**Formula**:

DAX

Copy code

Order Year = YEAR(Sales[OrderDate])

**Purpose**: Extracts the year from the OrderDate.

**15. Top 2 Sales Transactions**

**Formula**:

DAX

Copy code

Top 2 Sales = TOPN(2, Sales, Sales[SalesAmount], DESC)

**Purpose**: Fetches the top 2 transactions based on SalesAmount.

**16. Blank Check for Profit**

**Formula**:

DAX

Copy code

Profit Check = IF(Sales[Profit] = BLANK(), "Missing", Sales[Profit])

**Purpose**: Checks for missing (blank) values in the Profit column.

**17. Sales Percentage by Product**

**Formula**:

DAX

Copy code

Sales Percentage = DIVIDE(SUM(Sales[SalesAmount]), CALCULATE(SUM(Sales[SalesAmount]), ALL(Sales)))

**Purpose**: Calculates the percentage of total sales contributed by each product.

**18. Orders in the North Region**

**Formula**:

DAX

Copy code

North Orders = CALCULATE(COUNT(Sales[OrderID]), Sales[Region] = "North")

**Purpose**: Counts orders from the "North" region.

**19. Custom Profit Category**

**Formula**:

DAX

Copy code

Profit Category = SWITCH(TRUE(), Sales[Profit] > 400, "Excellent", Sales[Profit] > 200, "Good", "Poor")

**Purpose**: Categorizes orders into "Excellent," "Good," or "Poor" based on profit.

**20. Average Monthly Sales**

**Formula**:

DAX

Copy code

Avg Monthly Sales = AVERAGEX(SUMMARIZE(Sales, FORMAT(Sales[OrderDate], "YYYY-MM"), "MonthlySales", SUM(Sales[SalesAmount])), [MonthlySales])

**Purpose**: Calculates the average monthly sales across all months.