



Power BI DAX Measures and Questions

1. Total Quantity Sold

```
Total Quantity = SUM(Orders[Quantity])
```

Question: How can we calculate the total quantity of items sold?

2. Total Revenue

```
Total Revenue = SUMX(Orders, Orders[Quantity] * Orders[Price])
```

Question: How do you calculate the total revenue using quantity and price?

3. Product Categories Count

```
Product Categories = DISTINCTCOUNT(Products[Category])
```

Question: How many different product categories are there?

4. Average Order Value

```
Average Order Value = DIVIDE([Total Revenue], DISTINCTCOUNT(Orders[Order ID]))
```

Question: What is the average value of each order?

5. Revenue from Coffee

```
Coffee Revenue = CALCULATE([Total Revenue], Products[Category] = "Coffee")
```

Question: How much revenue comes specifically from the Coffee category?