**DAX commands**

**DAX commands used in this project :**

1. Churn Indicator Calculation (Creates a binary indicator for churn):

Churn Indicator = IF(telecom\_churn[Churn] = 1, 1, 0)

2. Churn Rate Calculation (Calculates the churn rate as a percentage):

Churn Rate = DIVIDE(SUM(telecom\_churn[Churn Indicator]), COUNTROWS(telecom\_churn), 0)