**CUSTOMER -SEGMENTATION -ANALYSIS**

1. New Customers = CALCULATE(DISTINCTCOUNT(Orders[Customer

ID]),FILTER(Orders,Orders[First Purchase Year] = SELECTEDVALUE(DimDate[Year])))

1. Sales LastYear = CALCULATE([TotalSales],SAMEPERIODLASTYEAR('DimDate'[Date]))

1. YoY Growth = DIVIDE(SUM(Orders[Sales]) - [Sales LastYear], [Sales LastYear], 0)

1. AvgOrderValuePerCustomer =

DIVIDE(SUM(Orders[Sales]),DISTINCTCOUNT(Orders[Customer ID]))

1. AvgOrderValuePerOrder = DIVIDE(SUM(Orders[Sales]),DISTINCTCOUNT(Orders[Order

ID]))

1. First Purchase Year = YEAR(CALCULATE(MIN(Orders[Order Date]), ALLEXCEPT(Orders, Orders[Customer ID])))
2. PreviousYear Sales =

CALCULATE(SUM(Orders[Sales]),SAMEPERIODLASTYEAR(Orders[Order Date]))

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

1. Monetary Value = CALCULATE(SUM(Orders[Sales]),ALLEXCEPT(Orders,Orders[Customer

ID]))

1. PurchaseFrequency = DIVIDE(DISTINCTCOUNT(Orders[Order

ID]),DISTINCTCOUNT(Orders[Customer ID]),0)

1. Total Customers = DISTINCTCOUNT('Orders'[Customer ID])

1. TotalSales = SUM(Orders[Sales])

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

1. qty MTD = TOTALMTD(SUM(Orders[Quantity]),DimDate[Date].[Date])

1. qty QTD = TOTALQTD(SUM(Orders[Quantity]),DimDate[Date].[Date])

1. qty YTD = TOTALYTD(SUM(Orders[Quantity]),DimDate[Date].[Date])

1. SalesBefore5Days = CALCULATE(SUM(Orders[Sales]),DATEADD(DimDate[Date].[Date], -5,DAY))

1. TotalSalesAfter5daysFromToday =

CALCULATE(SUM(Orders[Sales]),DATESINPERIOD(DimDate[Date].[Date],LASTDATE(DimD ate[Date].[Date]),5,DAY))

1. Price = SUMX(Orders,Orders[Sales] / Orders[Quantity])

1. prev day sales =

CALCULATE(SUM(Orders[Sales]),PREVIOUSDAY(DimDate[Date].[Date]))

1. prevmonth =

CALCULATE(SUM('Orders'[Sales]),PREVIOUSMONTH(DimDate[Date].[Date]))

1. prevyear = CALCULATE(SUM('Orders'[Sales]),PREVIOUSYEAR(DimDate[Date].[Date]))

1. Average Order value per customer =

DIVIDE(SUM(Orders[Sales]),DISTINCTCOUNT(Orders[Customer ID]))