Nama   = Willi Nardo

NIM   = 181402126

KOM   = C

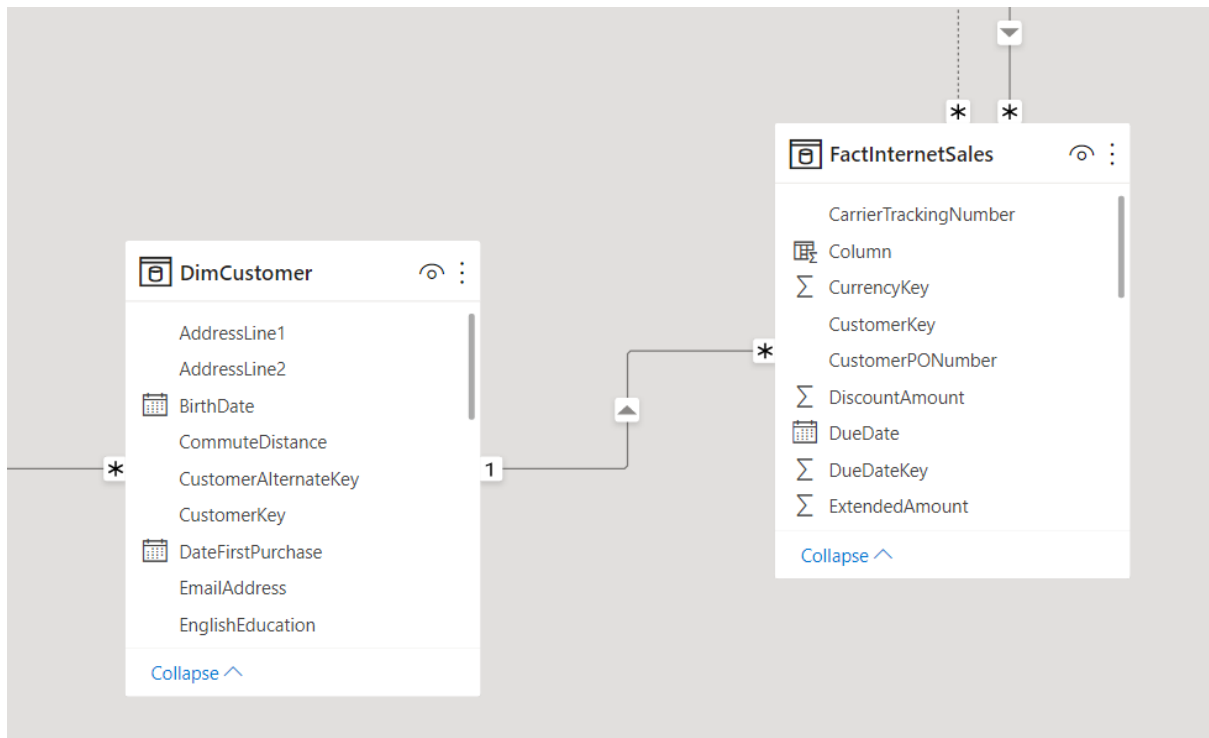Mata Kuliah   = Data Warehouse dan Bisnis Intelligence

Link Youtube = https://youtu.be/YrQ_sWJF4dk

 penggunaan DAX pada PowerBI sesuai petunjuk di URL https://radacad.com/lost-customers-dax-calculation-for-power-bi

Dataset
https://github.com/PacktPublishing/Microsoft-Power-BI-Quick-Start-Guide/blob/master/Data%20Sources/AdventureWorksDW.XLSX

Model dataset

Mengambil data Nama dan Sales Amound dari dataset

FirstName	SalesAmount
Aaron	85,012.93
Abby	44,778.05
Abhijit	27.28
Abigail	125,459.06
Adam	74,381.35
Adrian	20,419.62
Adriana	57,924.38
Adrienne	41,543.30
Aidan	37,769.85
Aimee	35,791.24
Ajay	144.27
Alan	60,505.13
Albert	41,727.11
Alberto	35,163.29
Alejandro	95,712.31
Alex	62,738.00
Alexa	38,603.07
Alexander	22,136.63
Alexandra	106,262.00
Alexandre	244.23
Alexandria	47,946.02
Alexia	25,788.53
Alexis	53,996.38
Alfredo	43,647.31
Alice	63.97
Alicia	36,568.69
Alícia	2,453.04
Alisha	85,155.54
Alison	17,020.08
Allen	40,400.23
Allison	48,313.11
Alma	64.97
Total	**29,358,677.22**

Membuat Measure Sales Last Period

Rumus

```
Sales Last Period = CALCULATE(
    SUM(FactInternetSales[SalesAmount]),
    DATESINPERIOD(
        FactInternetSales[OrderDate].[Date],
        LASTDATE(FactInternetSales[OrderDate].[Date]),
        -6,
        MONTH
))
```

```
1  Sales Last Period = CALCULATE(
2      SUM(FactInternetSales[SalesAmount]),
3      DATESINPERIOD(
4          FactInternetSales[OrderDate].[Date],
5          LASTDATE(FactInternetSales[OrderDate].[Date]),
6          -6,
7          MONTH
8  ))
```

Hasil

FirstName	SalesAmount	Sales Last Period
Aaron	85,012.93	64.57
Abby	44,778.05	
Abhijit	27.28	
Abigail	125,459.06	68.96
Adam	74,381.35	
Adrian	20,419.62	46.93
Adriana	57,924.38	99.96
Adrienne	41,543.30	
Aidan	37,769.85	152.60
Aimee	35,791.24	
Ajay	144.27	
Alan	60,505.13	108.95
Albert	41,727.11	39.98
Alberto	35,163.29	71.94
Alejandro	95,712.31	
Alex	62,738.00	69.47
Alexa	38,603.07	4.99
Alexander	22,136.63	124.97
Alexandra	106,262.00	240.82
Alexandre	244.23	152.28
Alexandria	47,946.02	258.19
Alexia	25,788.53	200.23
Alexis	53,996.38	94.27
Alfredo	43,647.31	
Alice	63.97	
Alicia	36,568.69	34.98
Alícia	2,453.04	
Alisha	85,155.54	4.99
Alison	17,020.08	3.99
Allen	40,400.23	21.49
Allison	48,313.11	123.24
Alma	64.97	
Total	**29,358,677.22**	**50,840.63**

Membuat Measure Lost Customers

Rumus

Lost Customers = IF(FactInternetSales[Sales Last Period], 0, 1)

`1  Lost Customers = IF(FactInternetSales[Sales Last Period], 0, 1)`

85,012.93   64.57

Hasil

FirstName	SalesAmount	Sales Last Period	Lost Customers
Aaron	85,012.93	64.57	0
Abby	44,778.05		1
Abhijit	27.28		1
Abigail	125,459.06	68.96	0
Adam	74,381.35		1
Adrian	20,419.62	46.93	0
Adriana	57,924.38	99.96	0
Adrienne	41,543.30		1
Aidan	37,769.85	152.60	0
Aimee	35,791.24		1
Ajay	144.27		1
Alan	60,505.13	108.95	0
Albert	41,727.11	39.98	0
Alberto	35,163.29	71.94	0
Alejandro	95,712.31		1
Alex	62,738.00	69.47	0
Alexa	38,603.07	4.99	0
Alexander	22,136.63	124.97	0
Alexandra	106,262.00	240.82	0
Alexandre	244.23	152.28	0
Alexandria	47,946.02	258.19	0
Alexia	25,788.53	200.23	0
Alexis	53,996.38	94.27	0
Alfredo	43,647.31		1
Alice	63.97		1
Alicia	36,568.69	34.98	0
Alícia	2,453.04		1
Alisha	85,155.54	4.99	0
Alison	17,020.08	3.99	0
Allen	40,400.23	21.49	0
Allison	48,313.11	123.24	0
Alma	64.97		1
Total	29,358,677.22	50,840.63	0

Membuat Measure New Customers

Rumus :

```
New Customers = IF(FactInternetSales[Sales Last Period] =
SUM(FactInternetSales[SalesAmount]),1,0)
```

```
1  New Customers = IF(FactInternetSales[Sales Last Period] = SUM(FactInternetSales[SalesAmount]),1,0)
```

Hasil

FirstName	SalesAmount	Sales Last Period	Lost Customers	New Customers
Desirée	7.28	7.28	0	1
Gretchen	6.28	6.28	0	1
Lloyd	4.99	4.99	0	1
Muniraju	4.99	4.99	0	1
Sylvia	39.98	39.98	0	1
Aaron	85,012.93	64.57	0	0
Abby	44,778.05		1	0
Abhijit	27.28		1	0
Abigail	125,459.06	68.96	0	0
Adam	74,381.35		1	0
Adrian	20,419.62	46.93	0	0
Adriana	57,924.38	99.96	0	0
Adrienne	41,543.30		1	0
Aidan	37,769.85	152.60	0	0
Aimee	35,791.24		1	0
Ajay	144.27		1	0
Alan	60,505.13	108.95	0	0
Albert	41,727.11	39.98	0	0
Alberto	35,163.29	71.94	0	0
Alejandro	95,712.31		1	0
Alex	62,738.00	69.47	0	0
Alexa	38,603.07	4.99	0	0
Alexander	22,136.63	124.97	0	0
Alexandra	106,262.00	240.82	0	0
Alexandre	244.23	152.28	0	0
Alexandria	47,946.02	258.19	0	0
Alexia	25,788.53	200.23	0	0
Alexis	53,996.38	94.27	0	0
Alfredo	43,647.31		1	0
Alice	63.97		1	0
Alicia	36,568.69	34.98	0	0
Alícia	2,453.04		1	0
Total	**29,358,677.22**	**50,840.63**	**0**	**0**