

Measure Name	Expression
TotalSalesLY	CALCULATE([TotalSales],SAMEPERIODLASTYEAR(Datestable[Date]))
TotalSalesLY2	CALCULATE([TotalSales],DATEADD(Datestable[Date],-1,YEAR))
TotalSales	SUMX(Sales,Sales[SellingPrice]*Sales[Amount])
ParallelPeriod	CALCULATE([TotalSales],PARALLELPERIOD(Datestable[Date],-1,YEAR))
TotalCost	SUMX(Sales,Sales[Amount]*Sales[PurchasingPrice])
TotalProfit	[TotalSales]-[TotalCost]
ProfitMargin	[TotalProfit]/[TotalSales]
Profitranking	RANKX(All(Sales[Category]),[TotalProfit],,DESC)
RanksToShow	IF([Profitranking]<=RanksToShow[RanksToShow Value],[TotalProfit],BLANK())
CummulativeSales	CALCULATE([TotalSales],FILTER(ALLSELECTED(Datestable[Date]),Datestable[Date]<=MAX(Datestable[Date])))
CummulativeSalesLY	CALCULATE([TotalSalesLY],FILTER(ALLSELECTED(Datestable[Date]),Datestable[Date]<=MAX(Datestable[Date])))
SalesChange	[TotalSales]-[TotalSalesLY]
TotalScenarioSales	SUMX(Sales,Sales[Amount]*Sales[SellingPrice]*(1+PriceChange[PriceChange Value])*(1+DemandChange[DemandChange Value]))
RunningTotal30day	CALCULATE([TotalSales],FILTER(ALL(Datestable[Date]),Datestable[Date]>MAX(Datestable[Date])-30 && Datestable[Date]<=MAX(Datestable[Date])))

Top10Clients	CALCULATE([TotalProfit],FILTER(VALUES(Sales[CustomerCompany]),RANKX(ALL(Sales[CustomerCompany]),[TotalProfit],,DESC)<=10))
CustomersPerWeekday	DISTINCTCOUNT(Sales[CustomerCompany])
ClassifyCustomers	CALCULATE([TotalSales],FILTER(VALUES(Sales[CustomerCompany]),COUNTROWS(FILTER(CustomerClassificationTable,RANKX(ALL(Sales[CustomerCompany]),[TotalSales],,DESC)>=CustomerClassificationTable[Min] && RANKX(ALL(Sales[CustomerCompany]),[TotalSales],,DESC)<=CustomerClassificationTable[Max]))>0))
TotalSalesonWeekends	var weekends = FILTER(Datestable,OR(Datestable[DayInWeek]=5,Datestable[DayInWeek]=6)) return SUMX(weekends,[TotalSales])
TotalSalesonWeekdays	var weekdays = FILTER(Datestable,AND(Datestable[DayInWeek]<>5,Datestable[DayInWeek]<>6)) return SUMX(weekdays,[TotalSales])
RanksToShow Value	SELECTEDVALUE('RanksToShow'[RanksToShow])
PriceChange Value	SELECTEDVALUE('PriceChange'[PriceChange])
DemandChange Value	SELECTEDVALUE('DemandChange'[DemandChange])

Measure Name	Expression
TotalQuantity	SUM(Salestable[Quantity])
TotalSales	sumx(Salestable,Salestable[Quantity]*Salestable[Price])
TotalCost	SUMX(Salestable,Salestable[Quantity]*RELATED(Product_Data[Cost]))
TotalProfit	[TotalSales]-[TotalCost]
ProfitMargin	[TotalProfit]/[TotalSales]
TotalSalesLY	CALCULATE([TotalSales],SAMEPERIODLASTYEAR(Datestable[Date]))
SalesdifferencevsLY	[TotalSales]-[TotalSalesLY]
CummulativeSales	CALCULATE([TotalSales],FILTER(ALLSELECTED(Datestable[Date]),Datestable[Date]<=MAX(Datestable[Date])))