

1.Sales Growth %
YoY

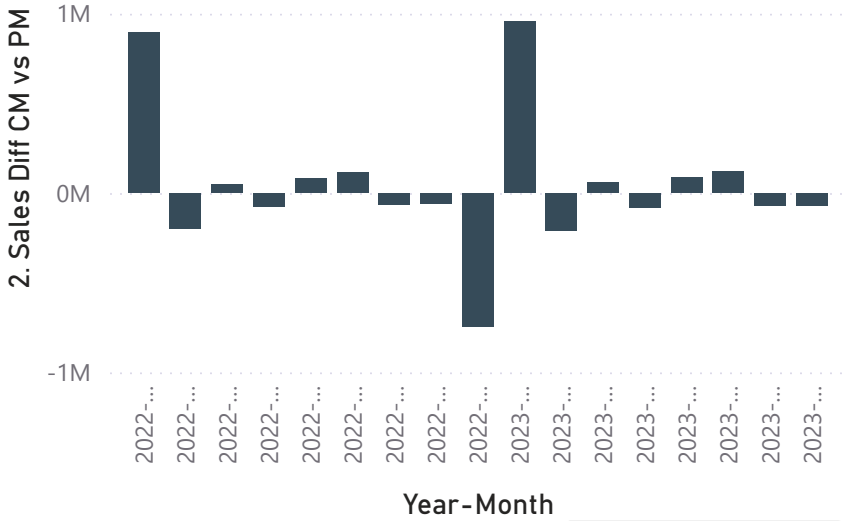
0,54

Total Boxes = 540,437, Avg Monthly Boxes = 15,012

Avg Monthly Boxes

15,01K

2. Sales Diff CM vs PM by Year-Month



5.Growth % Last Month by Year-Month



8.Top 5 Tips to Optimize DAX Queries (manual optimization)

Avoid repeated calculations → store values in **VAR** (e.g., calculate rank once).

Use measures instead of calculated columns → measures are context-aware & efficient.

Remove unnecessary filters → wrap in **REMOVEFILTERS()** instead of **ALL()** when possible.

Aggregate early → summarize data before applying complex filters.

Use appropriate time intelligence → built-in functions like **DATESYTD**, **SAMEPERIODLASTYEAR** are optimized at engine level.

9. Benefits of Optimization Tools

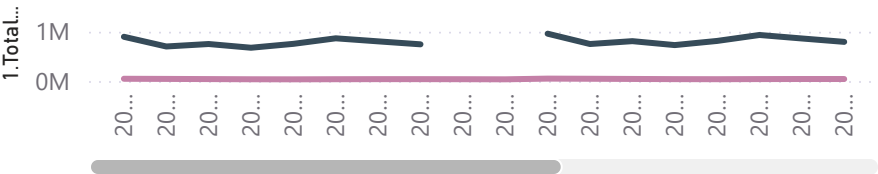
DAX Studio → analyze query plans, measure performance, detect bottlenecks.

Performance Analyzer (in Power BI) → see which visuals/measures take longest to compute.

Tabular Editor → manage measures, calculation groups, best-practice checks; great for large models.

1.Total Sales and 6.Moving Avg 3M by Year-Month

1.Total Sales 6.Moving Avg 3M



7.Performance Message

Top Performer - Sales up by 54.3%

Product	Top 5 Product Flag
50% Dark Bites	Yes
Eclairs	Yes
Peanut Butter Cubes	Yes
Smooth Sliky Salty	Yes
White Choc	Yes
Total	Yes