

# DAX ( Data Analysis Expressions)

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Name	Total Number of cookies sold
ABC Groceries	221,023
ACME Bites	329,677
Park & Shop Convenience Stores	179,448
Tres Delicious	128,769
Wholesome Foods	266,890
Total	1,125,806

Name	Count of orders
ABC Groceries	132
ACME Bites	206
Park & Shop Convenience Stores	114
Tres Delicious	92
Wholesome Foods	156
Total	700

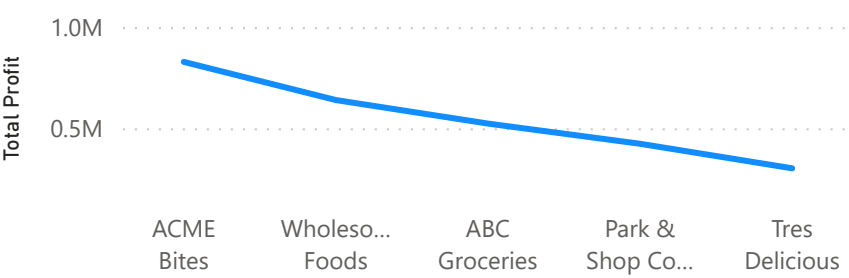
Name	Distinct Customers
ABC Groceries	1
ACME Bites	1
Park & Shop Convenience Stores	1
Tres Delicious	1
Wholesome Foods	1
Total	5

Name	Total Profit
ABC Groceries	523,317.00
ACME Bites	828,379.00
Park & Shop Convenience Stores	423,498.50
Tres Delicious	302,199.00
Wholesome Foods	639,677.00
Total	2,717,070.50

Cookie Type	Profit Margin %
Chocolate Chip	60.00 %
Fortune Cookie	50.00 %
Oatmeal Raisin	56.00 %
Snickerdoodle	62.50 %
Sugar	58.33 %
Total	57.93 %

We can see from profit margin percentage that Sinkerdoodle has 62.5 % the highest profit margin

Total Profit by Name

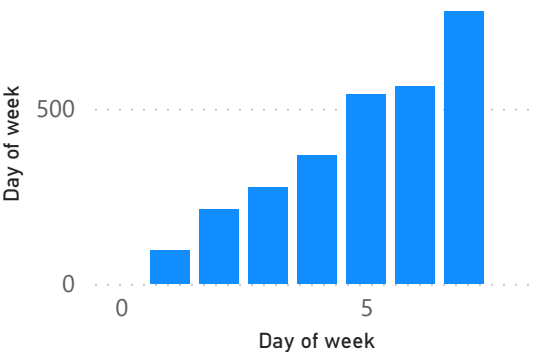


Name	Total Profit (Exact profit)
ABC Groceries	2,717,064
ACME Bites	2,717,064
Park & Shop Convenience Stores	2,717,064
Tres Delicious	2,717,064
Wholesome Foods	2,717,064
Total	2,717,064

This calculated by iteration function sumx()

# Most selling day

Day of week by Day of week



From here we can see which days we sell the most in week number 7 ( Sunday)

Has Chocolate	Units Sold
Has Chocolate	500,664.00
No Chocolate	625,142.00
Total	1,125,806.00

Form the new measure we made (Has Chocolate) we can find weather the Chocolate in the cookies has a relation with the selling rate