**DAX USAGE**

1. **CALCULATED COLUMN:** When you want your calculations to be done on a row basis, we enter DAX into a calculated column

**1️ Is Revenue the Total SP?**

Yes! **Revenue** represents the total **Selling Price (SP)** multiplied by the quantity sold.

Revenue=Selling Price (SP)×Sales\text{Revenue} = \text{Selling Price (SP)} \times \text{Sales}Revenue=Selling Price (SP)×Sales

So, revenue is the total amount earned from sales.

**2️ Is Cost the BP?**

Yes! **Cost** (or Buying Price, BP) is the amount spent to acquire or produce the pizzas.

If you need to calculate **Total Cost**, you'd use:

Total Cost=Buying Price (BP)×Sales\text{Total Cost} = \text{Buying Price (BP)} \times \text{Sales}Total Cost=Buying Price (BP)×Sales

**3️ How to Find Cost (BP) If It's Missing?**

If you don’t have BP directly, but you have **Revenue, Sales, and Unsold**, you can estimate **BP** using:

**Option 1: If You Know Total Cost (Expenses)**

If you know the total cost of all pizzas, use:

BP=Total CostTotal Pizzas (Sold + Unsold)\text{BP} = \frac{\text{Total Cost}}{\text{Total Pizzas (Sold + Unsold)}}BP=Total Pizzas (Sold + Unsold)Total Cost​

**Option 2: If You Know Profit**

If you have **Revenue** and **Profit**, you can calculate **Total Cost** as:

Total Cost=Revenue−Profit\text{Total Cost} = \text{Revenue} - \text{Profit}Total Cost=Revenue−Profit

And then:

BP=Total CostSales\text{BP} = \frac{\text{Total Cost}}{\text{Sales}}BP=SalesTotal Cost​

**4️ Example Calculation**

| **Price (SP)** | **Sales** | **Unsold** | **Revenue** |
| --- | --- | --- | --- |
| $10 | 50 | 20 | $500 |

**Find BP (if Cost isn't given):**

* Assume **Total Cost is $300**
* Total pizzas = **50 (sold) + 20 (unsold) = 70**
* **BP (Cost per Pizza) = $300 ÷ 70 = $4.29 per pizza**
* **Total Cost of Sold Pizzas = $4.29 × 50 = $214.50**

1. **CALCULATED MEASURE:** When you want to do the calculation on an aggregated level and don’t particularly want to store information on the row level basis.in comparison to columns, measures don’t create physical values in your table, hence do not in case file size