

Total Boxes: 540,437
| Average per
Month: 16,889
Box Summary

Chocolate Sales
Analysis

\$19.79M
Total Sales

\$12.83M
Total Sales LY

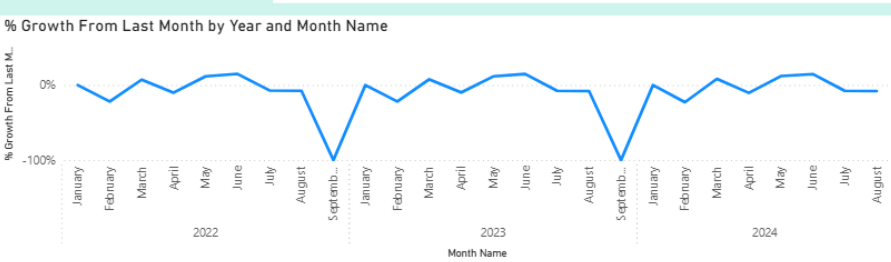
Product

All

Product	Sales Rank
Smooth Sliky Salty	1
50% Dark Bites	2
White Choc	3
Peanut Butter Cubes	4
Eclairs	5
99% Dark & Pure	6
85% Dark Bars	7
Organic Choco Syrup	8
Spicy Special Slims	9
Mint Chip Choco	10
Almond Choco	11
Manuka Honey Choco	12
Milk Bars	13
Raspberry Choco	14
After Nines	15
Total	1

Yes
Top 5 Product Flag

Year	Total Sales	MovingAvg Last 3 month	YoY % Growth
2022	\$6,183,625		0.0%
January	\$896,105	\$5,818.8636	0.0%
February	\$699,377	\$6,043.4924	0.0%
March	\$749,483	\$5,936.6203	0.0%
April	\$674,051	\$5,913.4011	0.0%
May	\$752,892	\$5,667.776	0.0%
June	\$865,144	\$5,509.8245	0.0%
Total	\$19,791,571.86	\$6,074.0211	54.3%



- List Top 5 tips to optimize DAX query manually and explain why you choose.

#	Tip	Why It Matters
1	Avoid unnecessary FILTER() in CALCULATE	Push filters to VertiPaq (faster engine)
2	Limit use of iterators like SUMX, AVERAGEX	They process row-by-row (slower)
3	Use VAR to store calculations	Avoid recalculation, reduce engine load
4	Filter small tables, not big ones	Minimize row scans
5	Use ALL selectively	Prevent large context expansion

- What is the benefit of using DAX optimization tools like DAX Studio, Performance Analyzer, Tabular Editor

Tool	Focus Area	What It Helps With	Why It's Useful
DAX Studio	Query Performance	See execution time, engine breakdown, query plan	Deep dive into DAX bottlenecks
Performance Analyzer	Report Performance	Measure time per visual	Find slow visuals or queries
Tabular Editor	Model Optimization	Manage measures, BPA, versioning	Maintain clean, consistent DAX