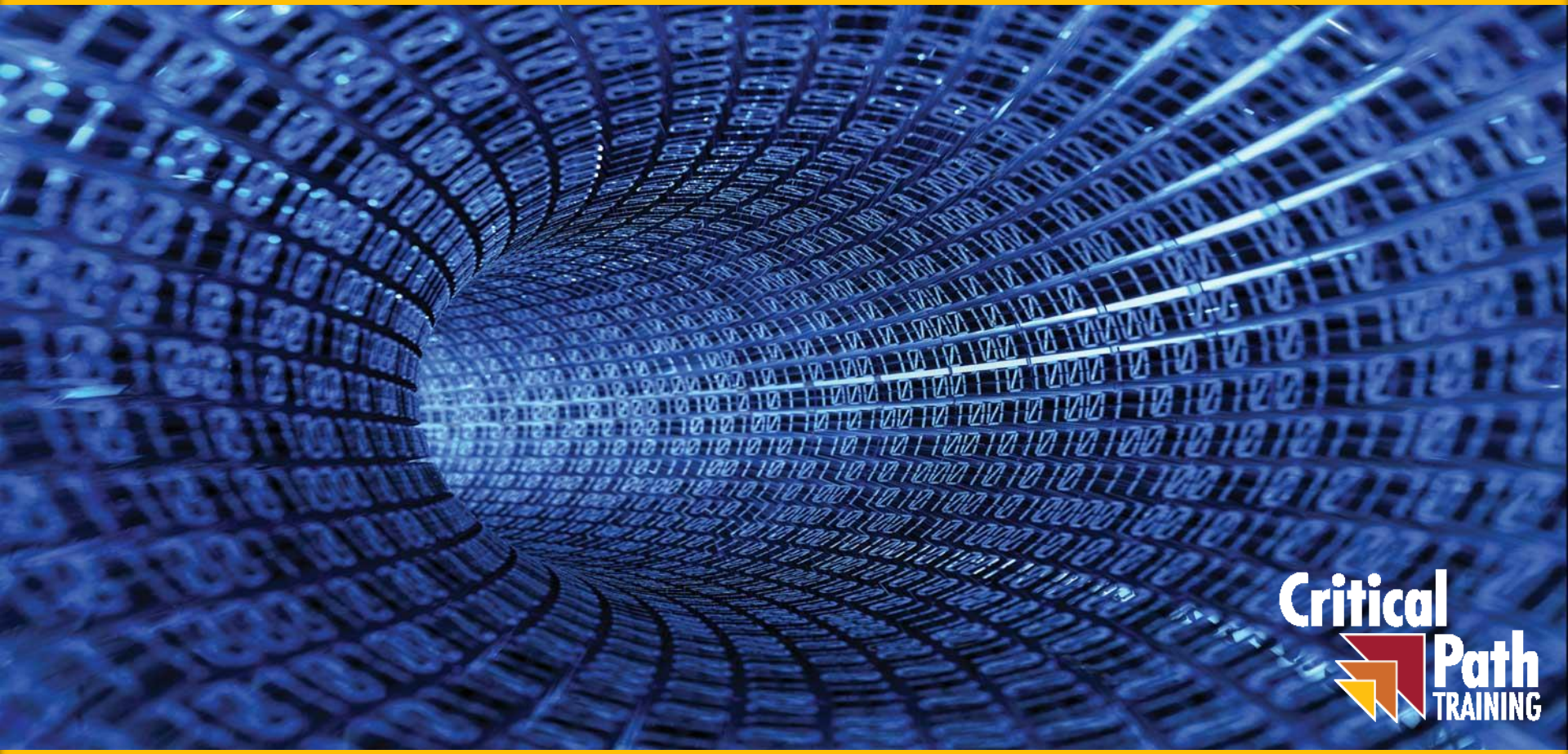
Power BI Desktop Primer



Agenda

- Power BI Desktop Overview
- Building Queries
- Designing Data Models
- Designing Reports
- Query Parameters
- Power BI Desktop Template Files

Power BI Desktop Projects

- Design queries to create a dataset
  - Most datasets created using import model
  - Datasets can be created with DirectQuery and Live Connect
- Enrich the dataset using data modeling features
  - Add calculated columns, measures, hierarchies, etc
- Visualize insights from your dataset by creating reports
  - Build reports using visuals
- Publish projects to the Power BI Service
  - Your datasets & reports can be used in Power BI embedding

Agenda

- ✓ Power BI Desktop Overview
- ➢ Building Queries
- Designing Data Models
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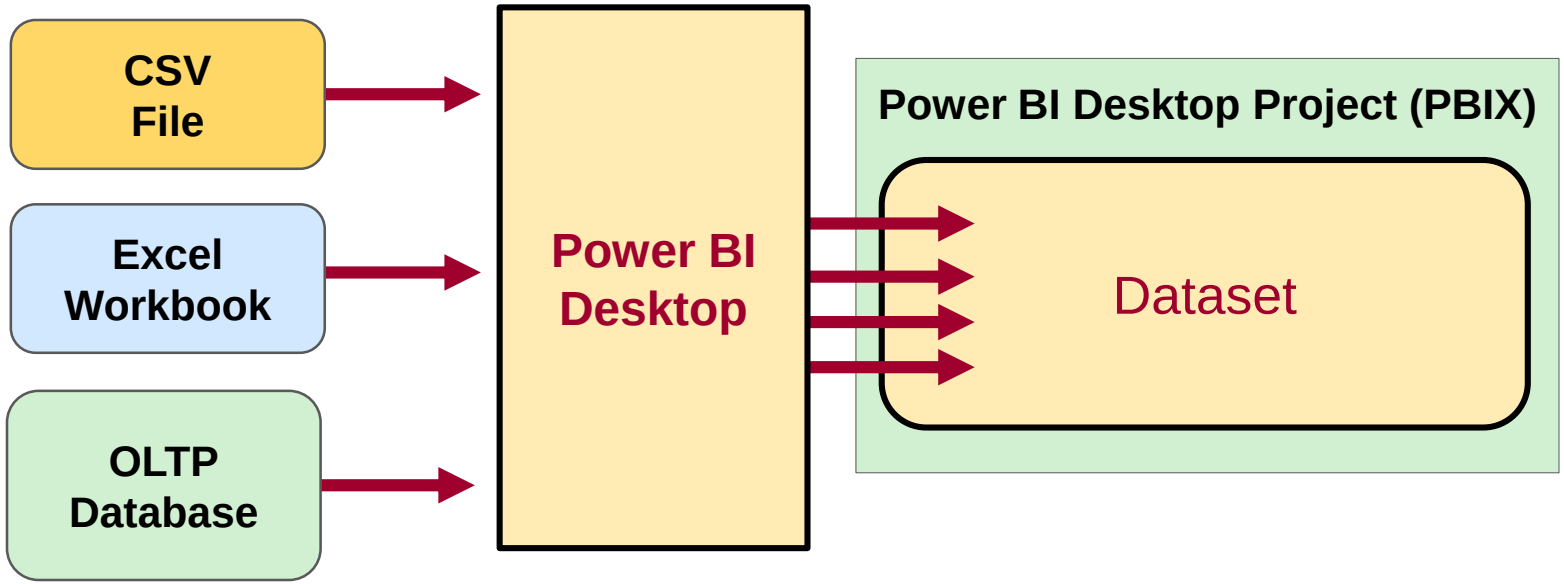
- Query Parameters
- Power BI Desktop Template Files

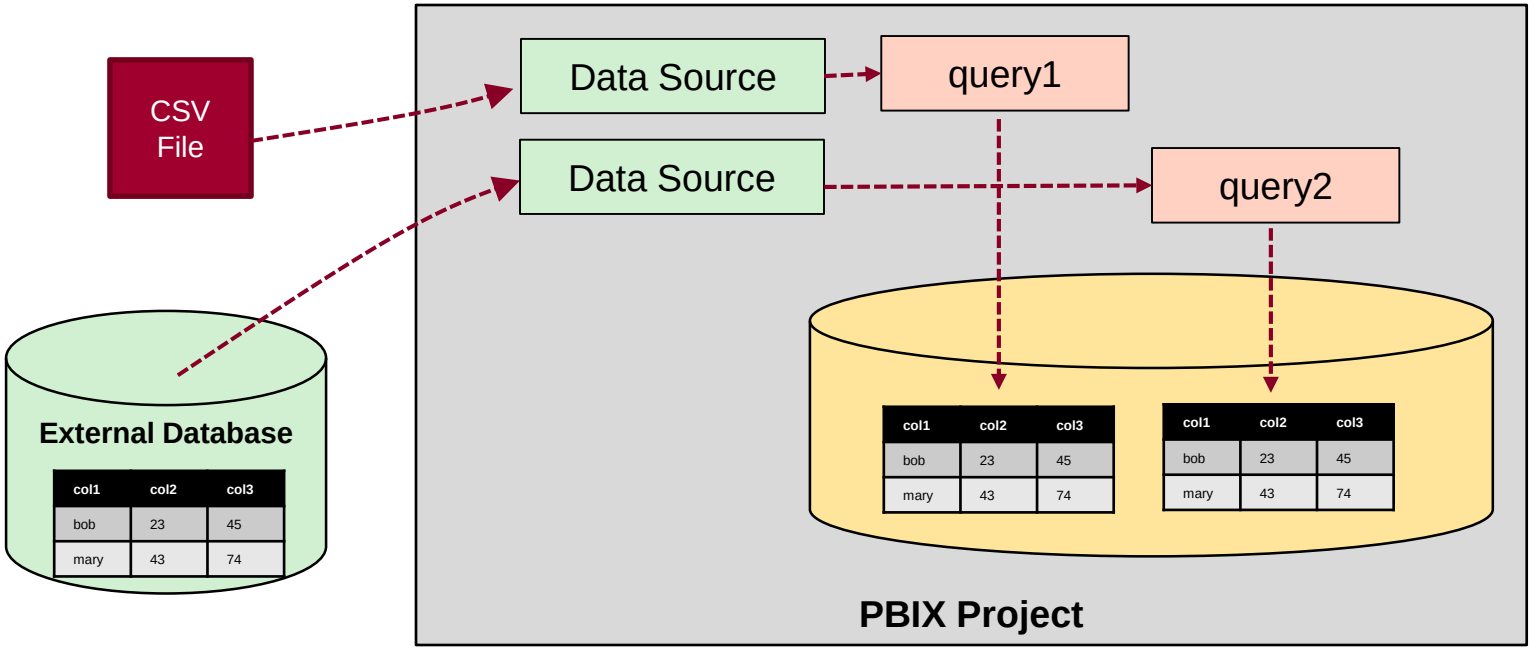
Power BI Desktop is an ETL Tool

- ETL process is essential part of any BI Project
  - **Extract** the data from wherever it lives
  - **Transform** the shape of the data for better analysis
  - **Load** the data into dataset for analysis and reporting



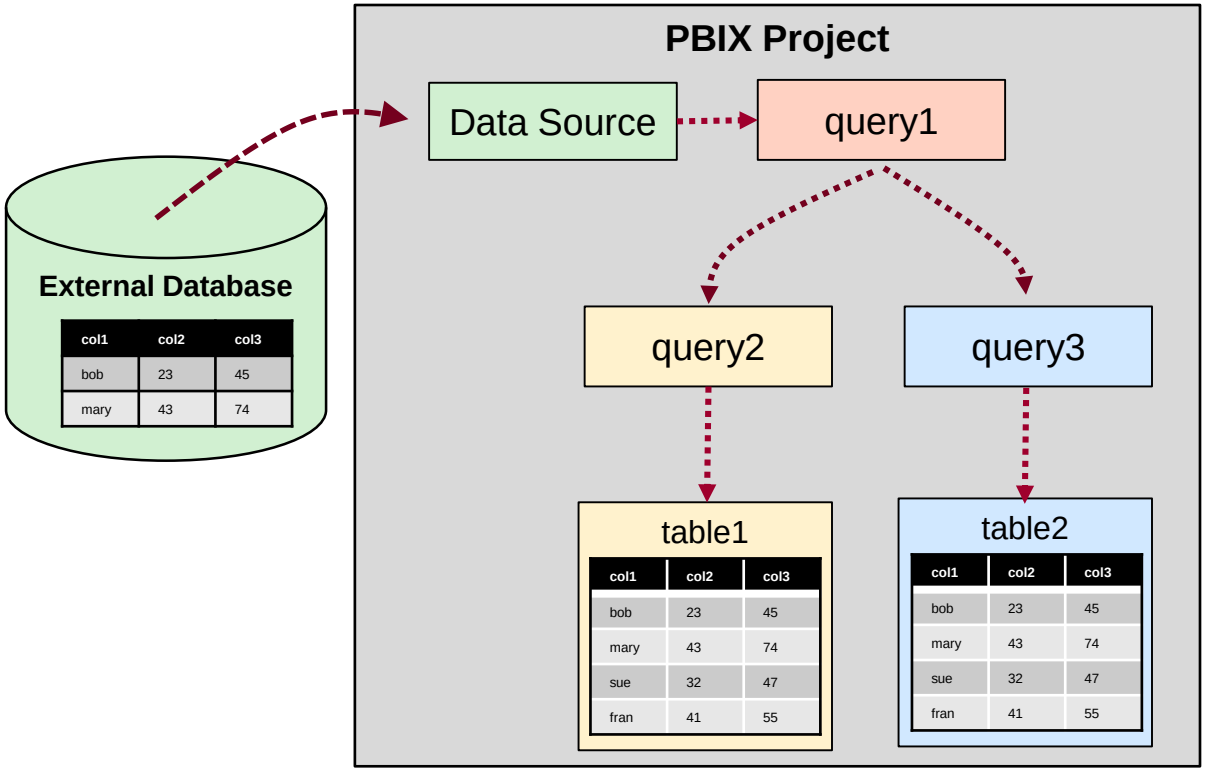
Understanding Query Input and Output

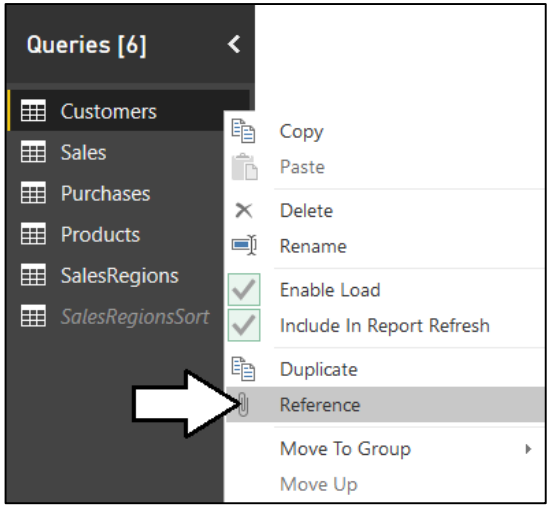
- PBIX project is container for data sources and queries
  - Queries created and saved within scope of Power BI project
  - Queries can pull data from local files
  - Queries can pull data from external content sources
  - Queries main purpose is to load imported data into data model



Query Composition

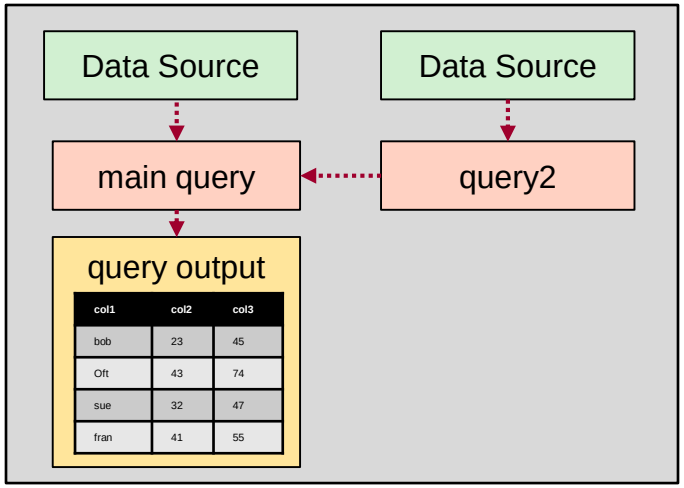
- Query can serve as source for other queries
  - Allows for creation of reusable base queries & query composition
  - Complexity can be hidden in base queries
  - **Reference** command creates new query based on another query

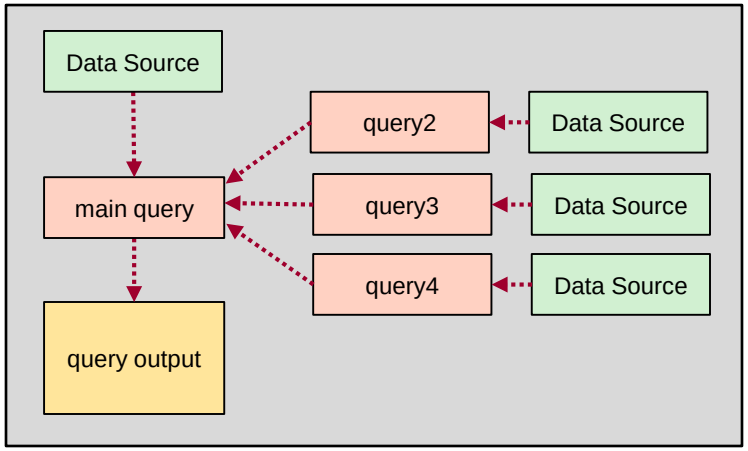




Combining Queries

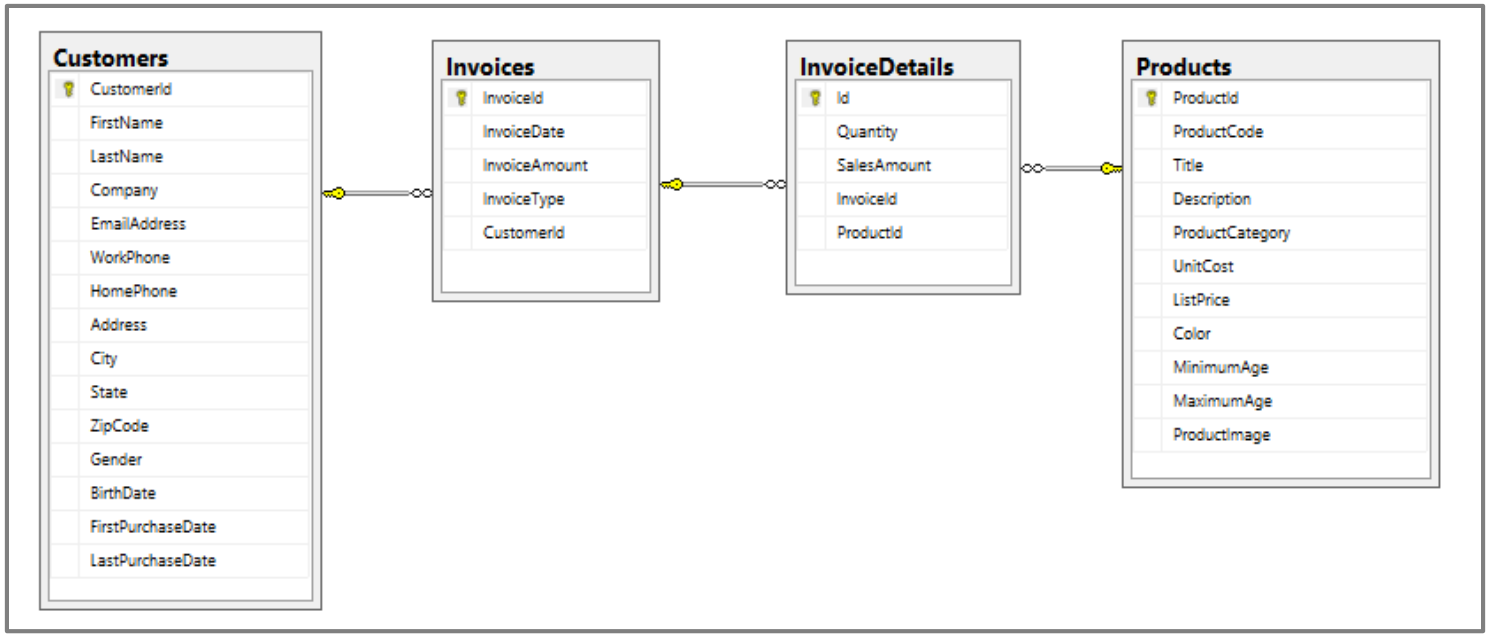
- Query can be merged or appended with another query
  - Merge operation allows you combine columns from two tables
  - Append operation allows you to combine rows from two tables
- Two queries are combined into single output for loading
  - Load settings of main query determines where output is loaded
  - Secondary query acts as source for main query
  - Secondary query be can created with connection-only load setting





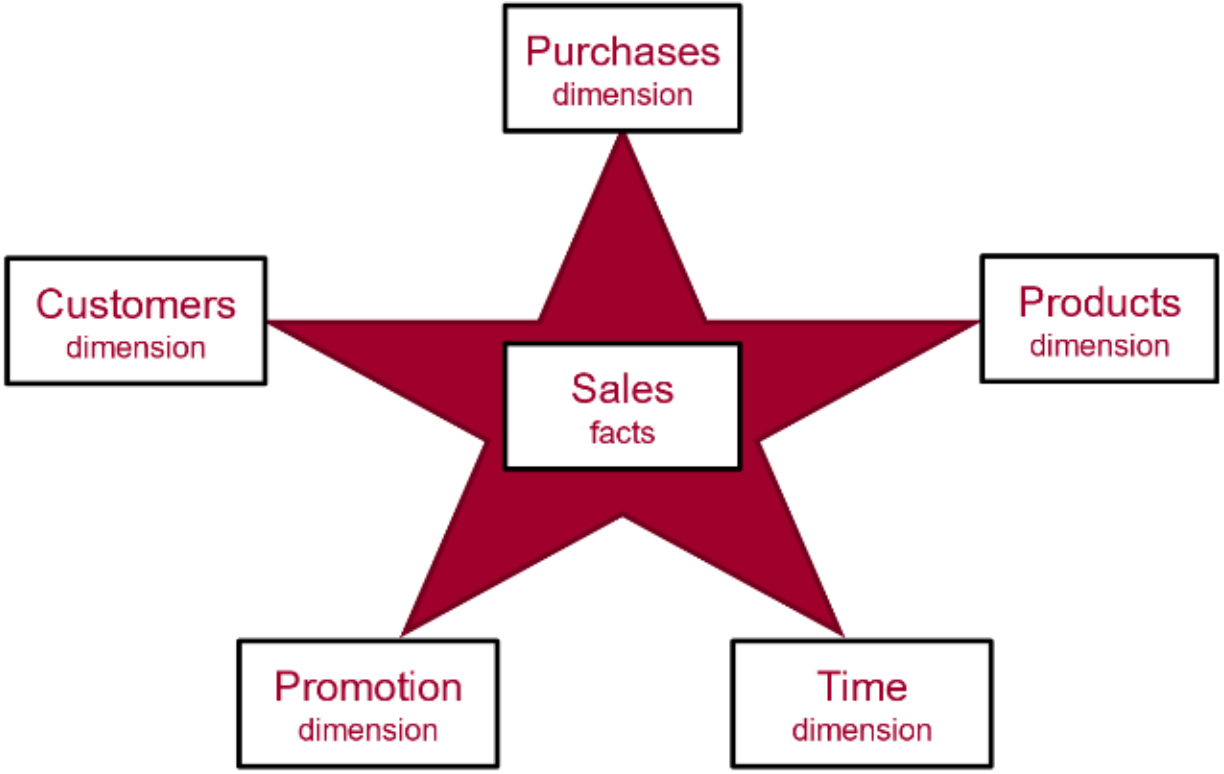
Sample OLTP Database: WingtipSalesDB

- Online Transaction Processing (OLTP) System
  - Used for real-time data access and transaction-based data entry
  - Optimized for faster transactions (e.g. inserts, updates & deletes)
  - Tables normalized to reduce/eliminate redundancies
  - Table schemas can be hard for business users to understand



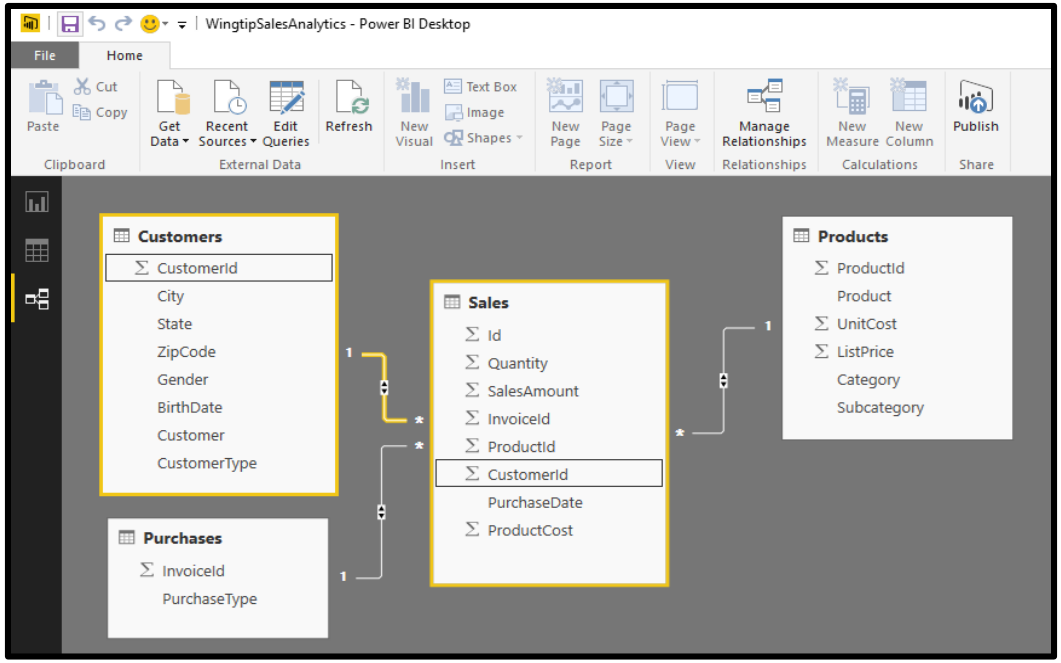
Data Modeling using a Star Schema

- OLAP Modeling often based on Star Schema
  - Tables defined as fact tables or dimension tables
  - Fact tables related to dimension table using 1-to-many relationships



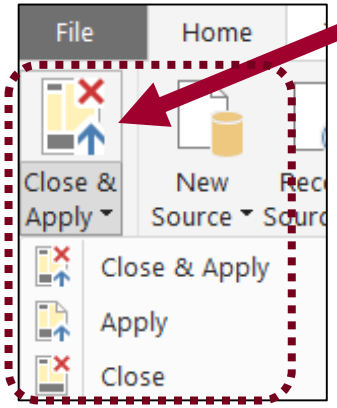
Designing Queries to Build a Star Schema

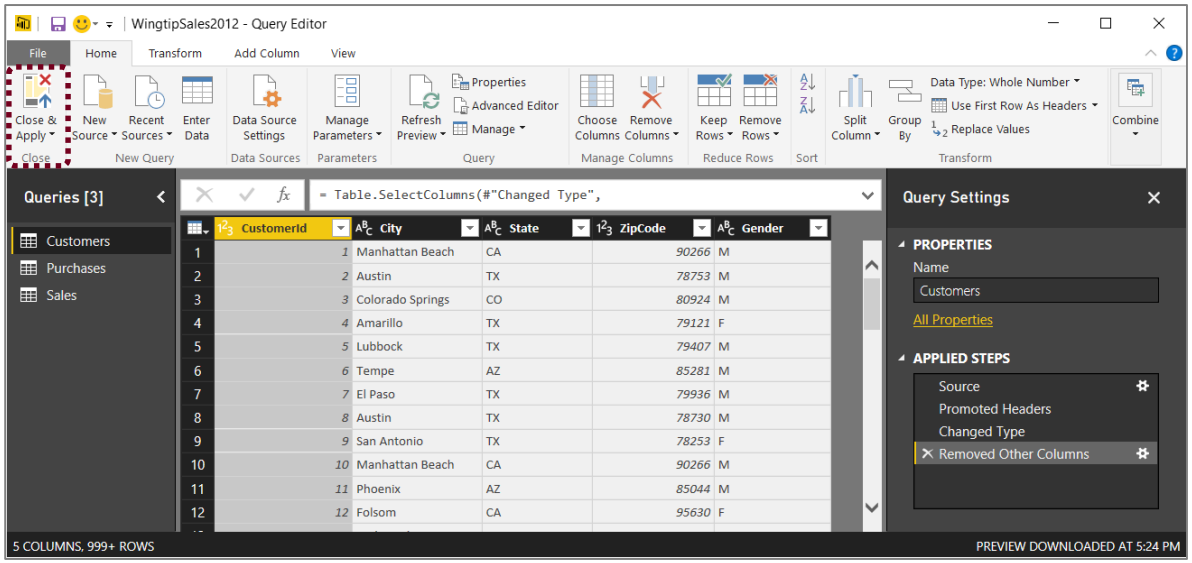
- Converts OLTP Data Model to OLAP Data Model
  - Sales table is modeled as a OLAP Fact Table
  - Other tables are modeled as OLAP Dimension tables
  - Requires pulling CustomerId column into Sales table
  - All dimension tables should be directly related to fact table



Query Editor Window

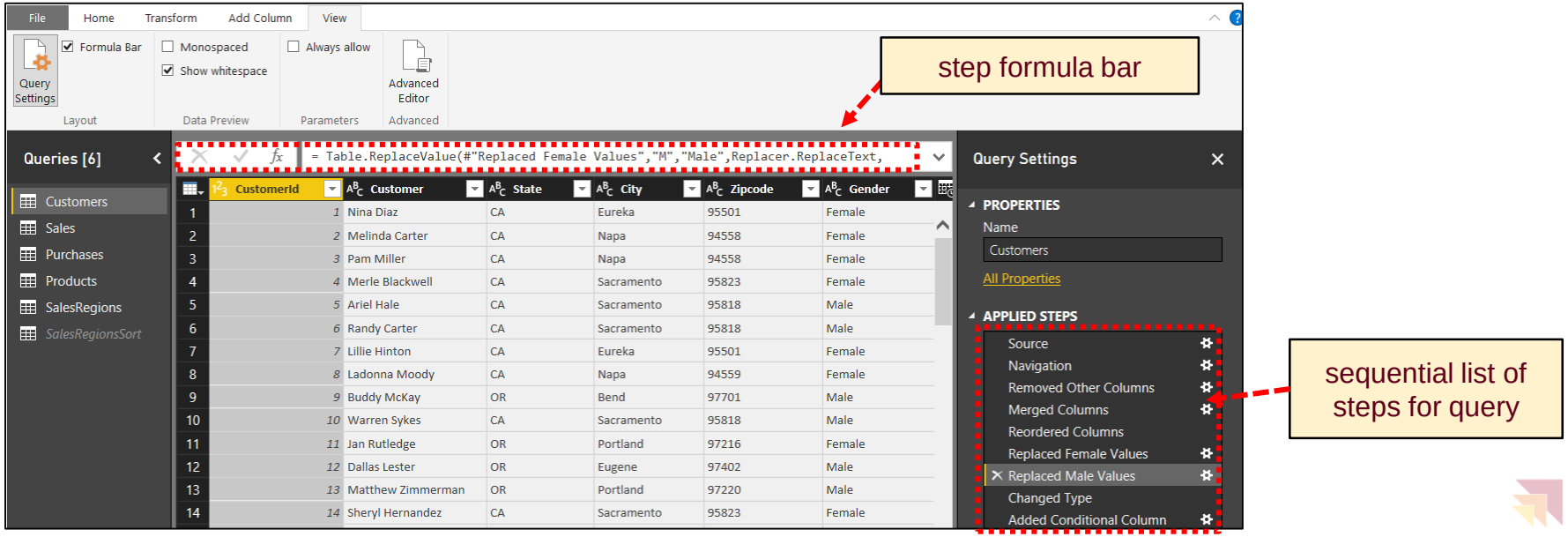
- Power BI Desktop provides separate Query Editor window
  - Provides powerful features for designing queries
  - Displays list of all queries in project on the left
  - Displays **Properties** and **Applied Steps** for selected query on right
  - Preview of table generated by query output shown in the middle
  - Query can be executed using **Apply** or **Close & Apply** command





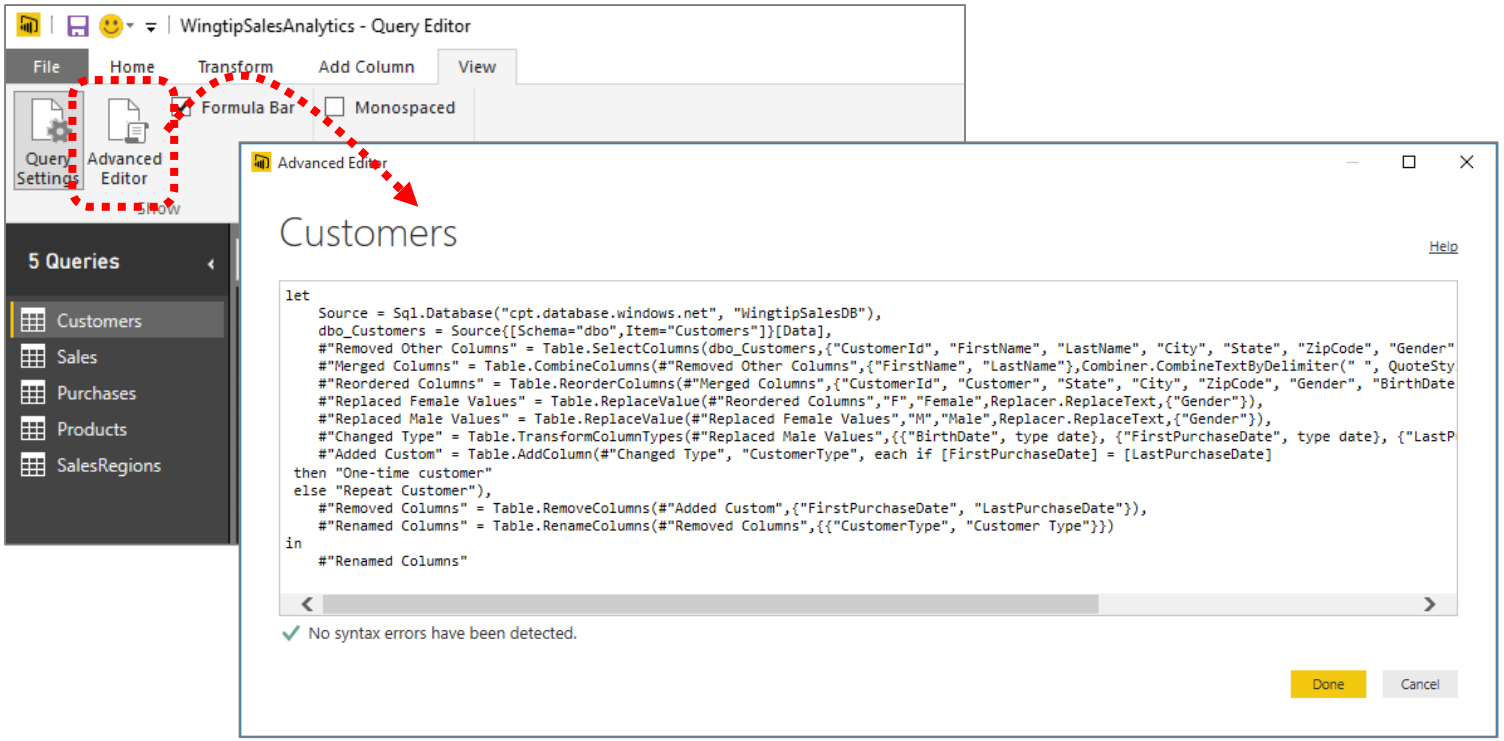
Query Steps

- A query is created as a sequence of steps
  - Each step is a parameterized operation on the data
  - Each step has formula which can be viewed/edited in formula bar
  - Query starts with Source step to extract data from a data source
  - Additional steps added to perform transform operations on data
  - You can replay query operations one by one by clicking on steps



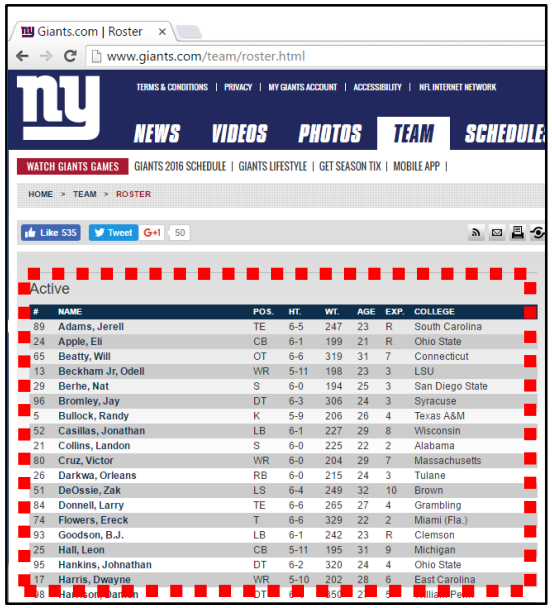
Advanced Editor

- Power BI Desktop based on "M" functional language
  - Query in Power BI Desktop saved as set of M statements in code
  - Query Editor generates code in M behind the scenes
  - Advanced users can view & modify query code in Advanced Editor



Working with Web Data Sources

- Many public websites publish data using HTML tables
  - Power BI desktop can scrape data from tables in HTML pages



#	NAME	POS.	HT.	WT.	AGE	EXP.	COLLEGE
89	Adams, Jerell	TE	6-5	247	23	R	South Carolina
24	Apple, Eli	CB	6-1	199	21	R	Ohio State
65	Beatty, Will	OT	6-6	319	31	7	Connecticut
13	Beckham Jr, Odell	WR	5-11	198	23	3	LSU
29	Berhe, Nat	S	6-0	194	25	3	San Diego State
96	Bromley, Jay	DT	6-3	306	24	3	Syracuse
5	Bullock, Randy	K	5-9	206	26	4	Texas A&M
52	Casillas, Jonathan	LB	6-1	227	29	8	Wisconsin
21	Collins, Landon	S	6-0	225	22	2	Alabama
80	Cruz, Victor	WR	6-0	204	29	7	Massachusetts
26	Darkwa, Orleans	RB	6-0	215	24	3	Tulane
51	DeOssie, Zak	LS	6-4	249	32	10	Brown
84	Donnell, Larry	TE	6-6	265	27	4	Grambling
74	Flowers, Ereck	T	6-6	329	22	2	Miami (Fla.)
93	Goodson, B.J.	LB	6-1	242	23	R	Clemson
25	Hall, Leon	CB	5-11	195	31	9	Michigan
95	Hankins, Johnathan	DT	6-2	320	24	4	Ohio State
17	Harris, Dwayne	WR	5-10	202	28	6	East Carolina

Query Input

	#	Name	Pos.	Ht.	Wt.	Age	Exp.	College
1	89	Adams, Jerell	TE	6-5	247	23	R	South Carolina
2	24	Apple, Eli	CB	6-1	199	21	R	Ohio State
3	65	Beatty, Will	OT	6-6	319	31	7	Connecticut
4	13	Beckham Jr, Odell	WR	5-11	198	23	3	LSU
5	29	Berhe, Nat	S	6-0	194	25	3	San Diego State
6	96	Bromley, Jay	DT	6-3	306	24	3	Syracuse

Query Output

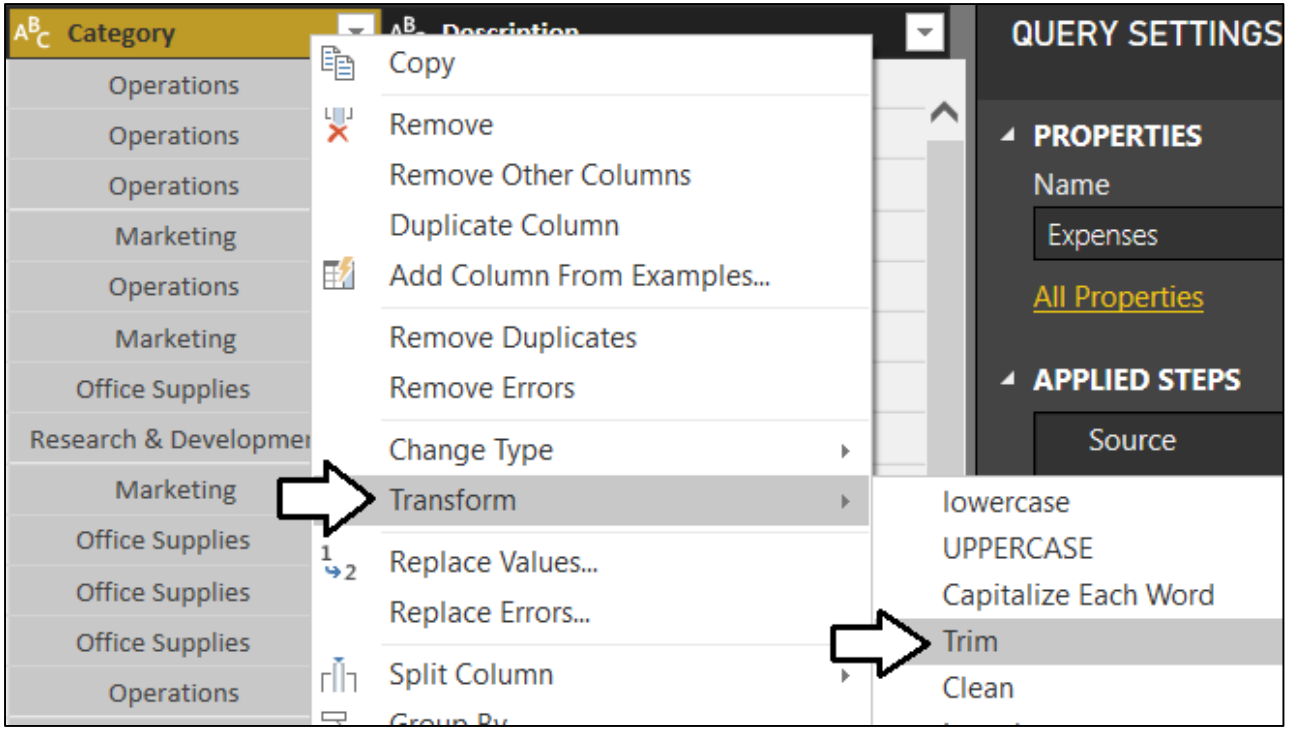
	Number	Last Name	First Name	Weight	Height	Age	Experience	Position	Category	Side	College
1	89	Adams	Jerell	247	77	23	0	Tight End	Backs and Receivers	Offense	South Carolina
2	84	Donnell	Larry	265	78	27	4	Tight End	Backs and Receivers	Offense	Grambling
3	45	Tye	Will	262	74	24	1	Tight End	Backs and Receivers	Offense	Stony Brook
4	24	Apple	Eli	199	73	21	0	Cornerback	Defensive Backs	Defense	Ohio State
5	25	Hall	Leon	195	71	31	9	Cornerback	Defensive Backs	Defense	Michigan
6	20	Jenkins	Janoris	198	70	27	5	Cornerback	Defensive Backs	Defense	North Alabama
7	41	Rodgers-Cromartie	Dominique	205	74	30	8	Cornerback	Defensive Backs	Defense	Tennessee State
8	65	Beatty	Will	319	78	31	7	Offensive Tackle	Offensive Line	Offense	Connecticut
9	13	Beckham Jr	Odell	198	71	23	3	Wide Receiver	Backs and Receivers	Offense	LSU
10	80	Cruz	Victor	204	72	29	7	Wide Receiver	Backs and Receivers	Offense	Massachusetts

Examples of Basic Power BI Desktop Steps

- Rename column
- Convert column type
- Trim and clean column values
- Replace column values
- Format column values
- Expanding related column
- Merging columns
- Splitting columns

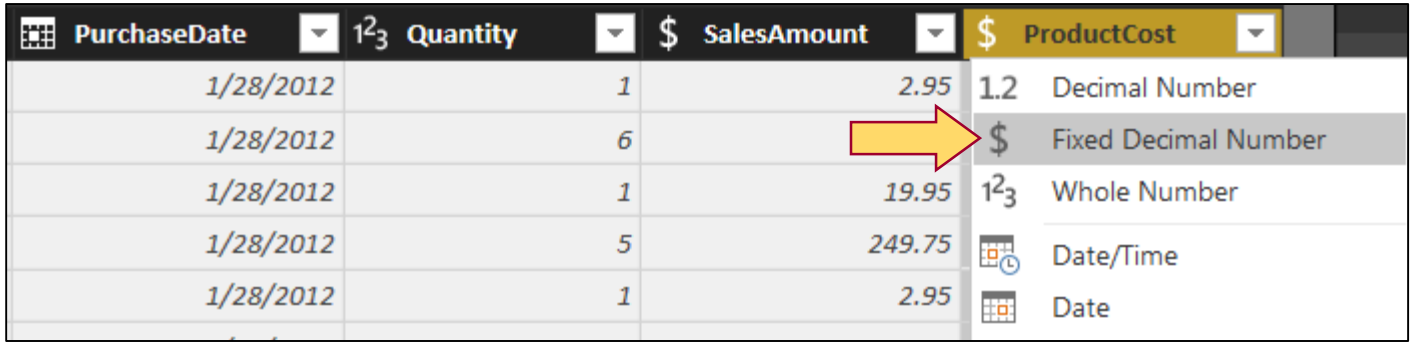
Cleaning Data

- Special steps available to clean up string-based data
  - **Transform > Trim** removes whitespace
  - **Transform > Clean** removed non-printable characters



Converting Column Types

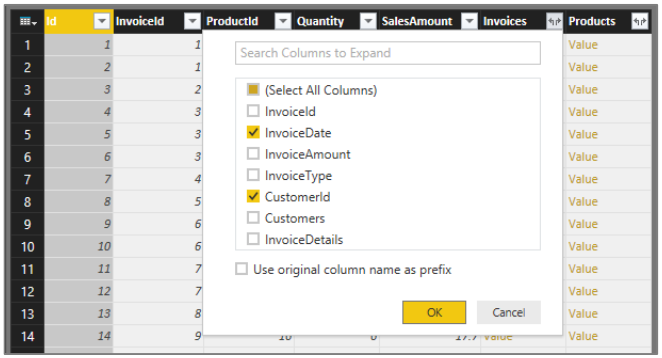
- Transform data to make it more reliable
  - Convert date-time column to date column
- Transform data to make it more efficient
  - Convert decimal to fixed decimal number for currency



Expanding Related Columns

- Used to pull data from related tables
  - Saves you from performing SQL joins or VLOOKUP

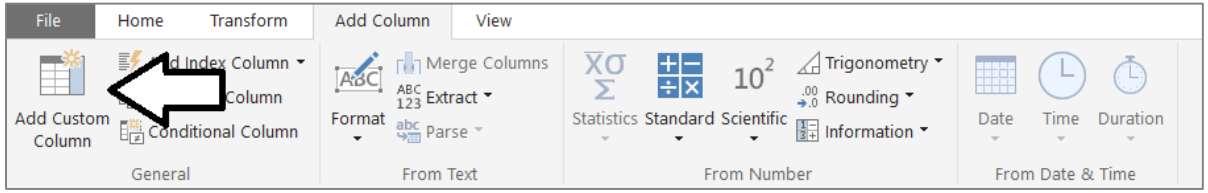
SalesAmount	Invoices	
119.8	Value	Value
29.95	Value	Value
59.9	Value	Value
399.6	Value	Value
29.9	Value	Value
59.8	Value	Value

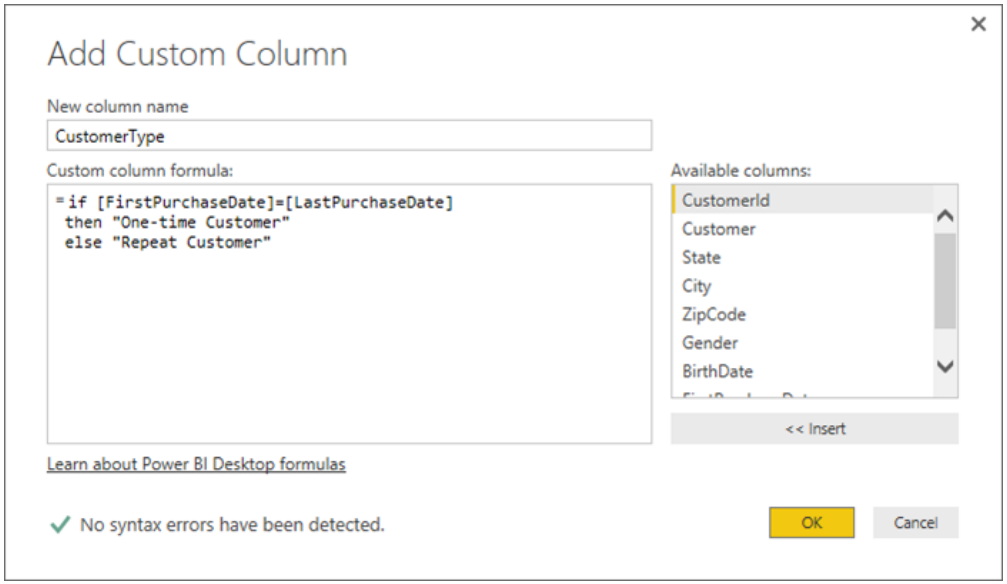


	Id	InvoiceId	ProductId	Quantity	SalesAmount	InvoiceDate	CustomerId	Products
1	1	1	22	4	119.8	1/28/2012 12:00:00 AM	1	Value
2	2	1	22	1	29.95	1/28/2012 12:00:00 AM	1	Value
3	3	2	22	2	59.9	1/28/2012 12:00:00 AM	2	Value
4	4	3	17	8	399.6	1/28/2012 12:00:00 AM	3	Value
5	5	3	18	2	29.9	1/28/2012 12:00:00 AM	3	Value
6	6	3	18	4	59.8	1/28/2012 12:00:00 AM	3	Value
7	7	4	16	1	2.95	1/28/2012 12:00:00 AM	4	Value

Adding a Custom Column

- Custom column provide custom logic
  - Logic must be written in M programming language

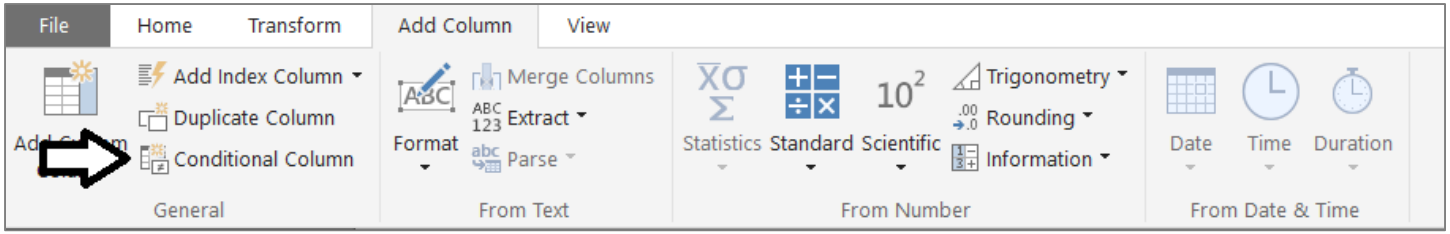


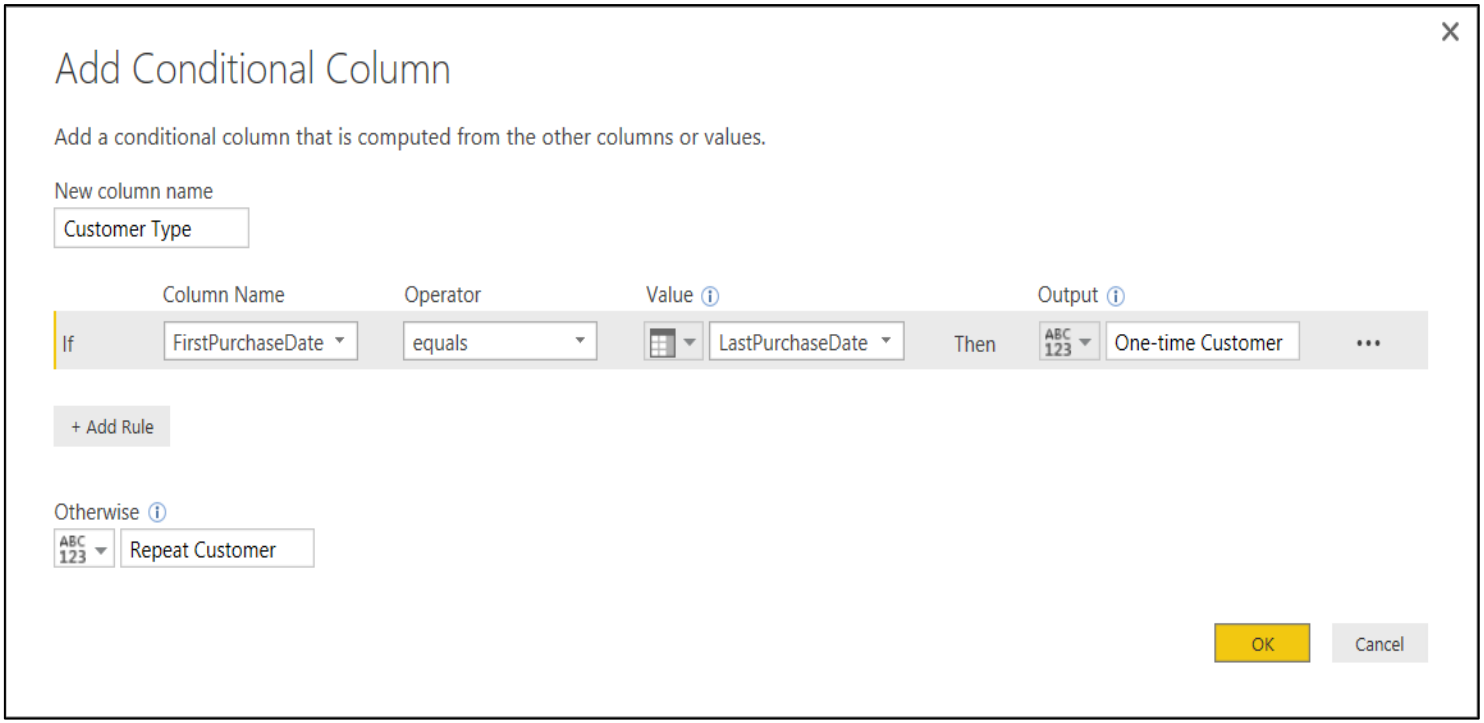


FirstPurchaseDate	LastPurchaseDate	CustomerType
1/28/2012	1/28/2012	One-time Customer
1/28/2012	1/28/2012	One-time Customer
1/28/2012	1/28/2012	One-time Customer
1/28/2012	1/28/2012	One-time Customer
1/28/2012	1/28/2012	One-time Customer
1/28/2012	1/28/2012	One-time Customer
1/29/2012	11/22/2015	Repeat Customer
1/29/2012	10/2/2015	Repeat Customer
1/29/2012	1/29/2012	One-time Customer
1/29/2012	5/6/2015	Repeat Customer
1/29/2012	1/29/2012	One-time Customer

Adding a Conditional Column

- Abstracts away need to write M code





Understanding Function Queries

- Query can be converted into reusable function
  - Requires editing query M code in Advanced Editor
  - Function query can be defined to accept parameters

GetExpensesFromFile

```
(FilePath as text) =>

let
    Source = Csv.Document(Web.Contents(FilePath)
    #"Changed Type" = Table.TransformColumnTypes
```

  - Function query can't be edited with visual designer

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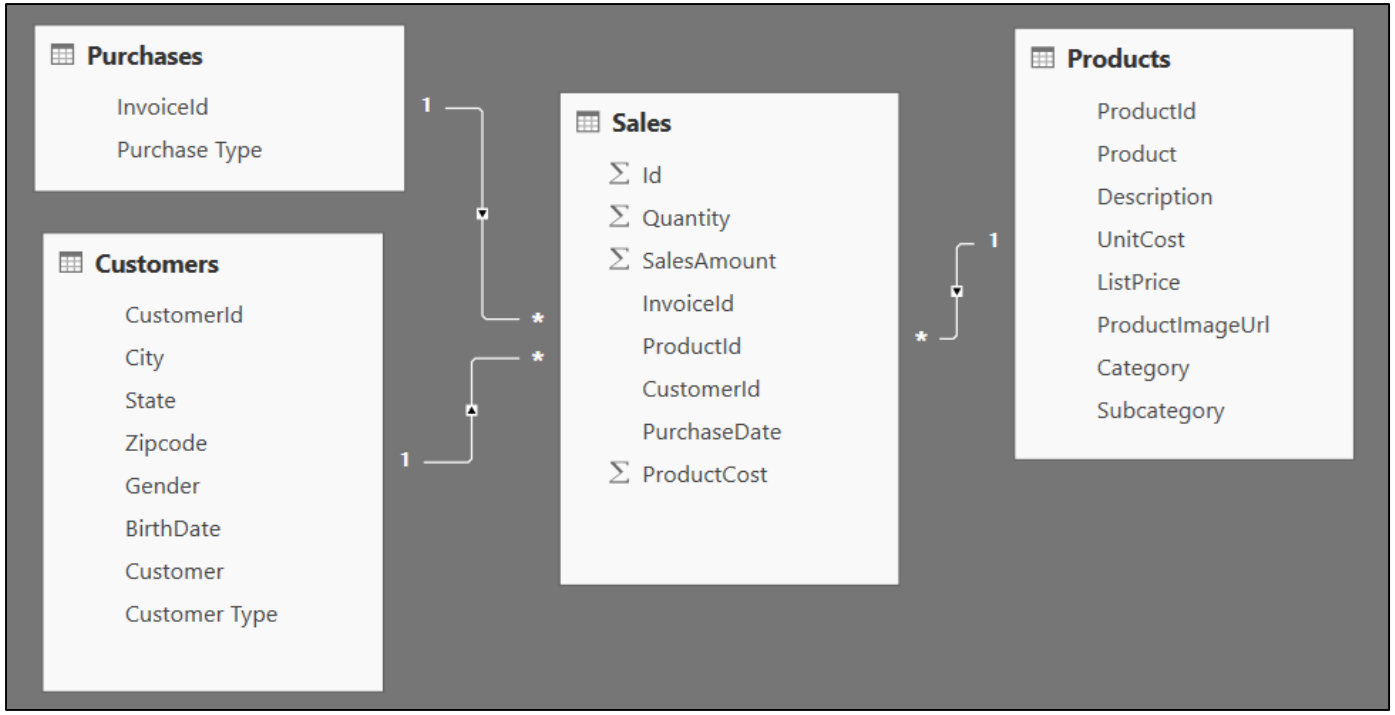
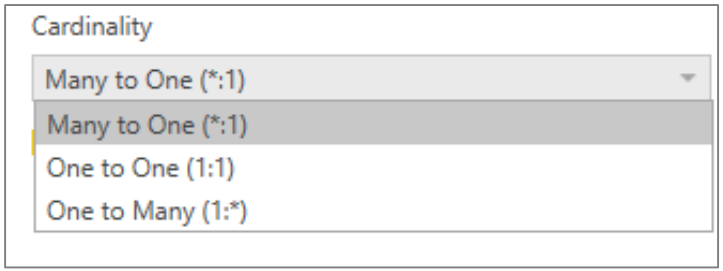
Table Relationships

- Tables in data model associated with relationships
  - Relationships based on single columns
  - Tabular model supports [1-to-1] and [1-to-many] relationships

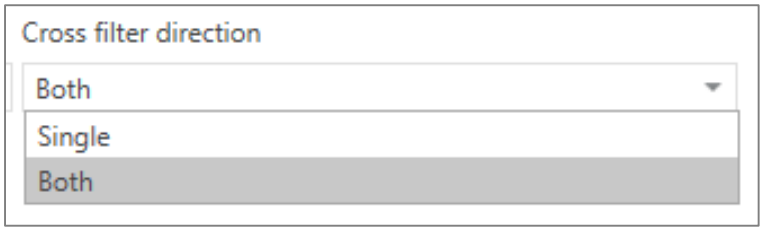


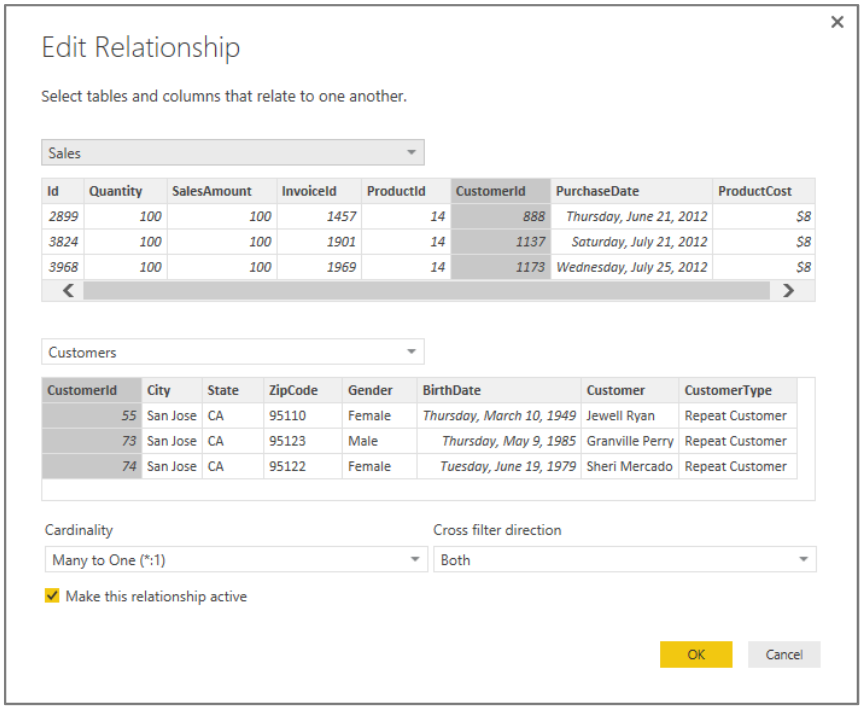
Relationship Properties

- Cardinality



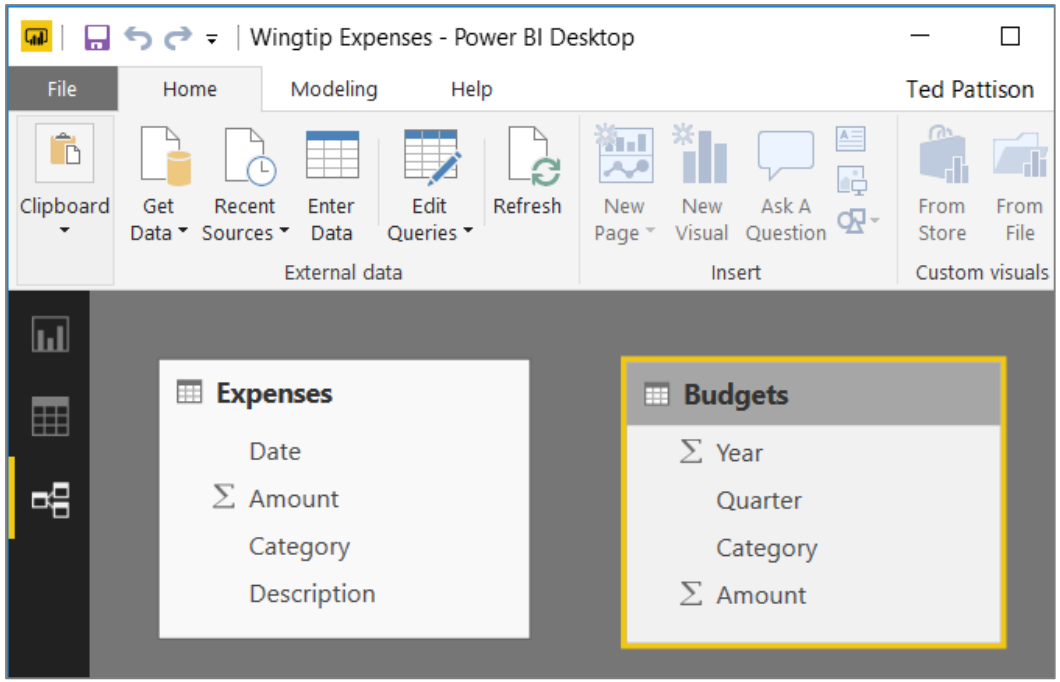
- Cross filter direction





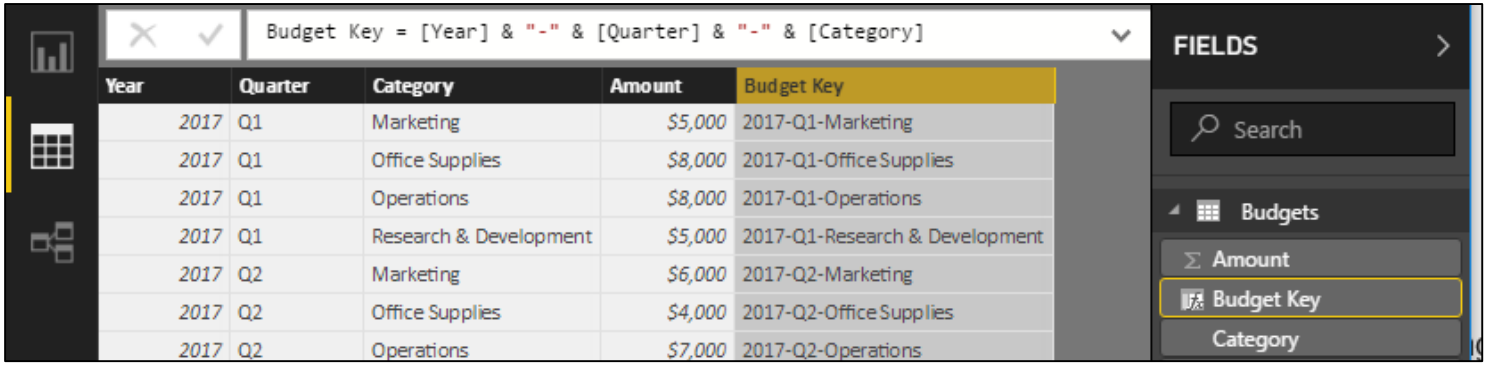
How Do You Create a Relationship Here?

- Two tables don't have fields to create relationship
  - The solution is to create two new calculated columns



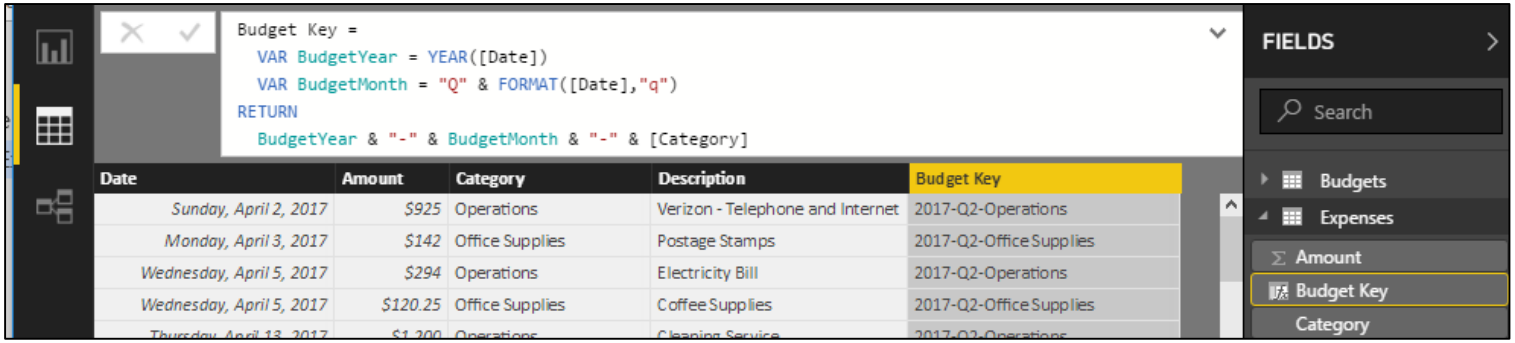
Creating Composite Key Fields

- Create composite key column in Budgets



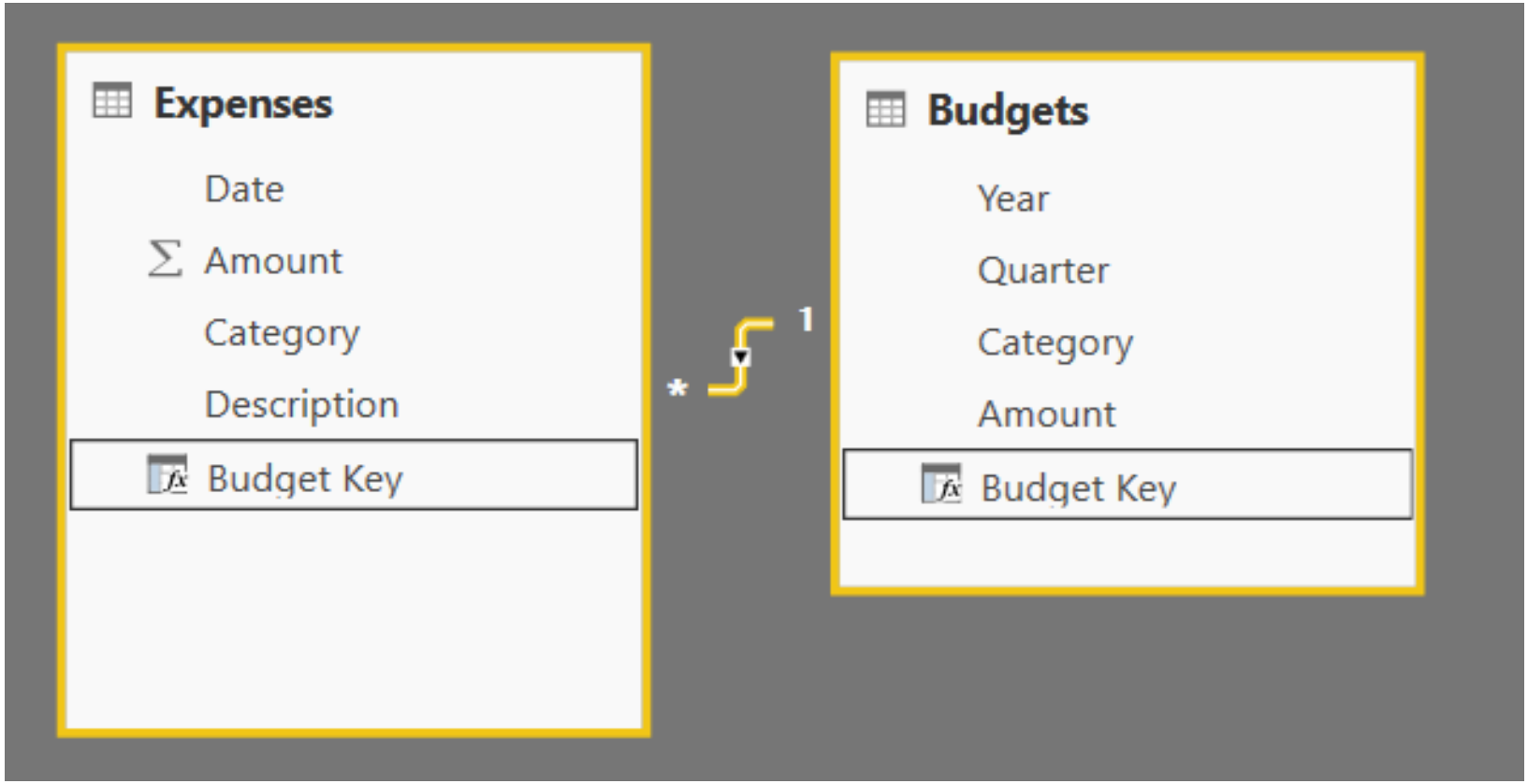
Year	Quarter	Category	Amount	Budget Key
2017	Q1	Marketing	$5,000	2017-Q1-Marketing
2017	Q1	Office Supplies	$8,000	2017-Q1-Office Supplies
2017	Q1	Operations	$8,000	2017-Q1-Operations
2017	Q1	Research & Development	$5,000	2017-Q1-Research & Development
2017	Q2	Marketing	$6,000	2017-Q2-Marketing
2017	Q2	Office Supplies	$4,000	2017-Q2-Office Supplies
2017	Q2	Operations	$7,000	2017-Q2-Operations

- Create composite key column in Expenses



Date	Amount	Category	Description	Budget Key
Sunday, April 2, 2017	$925	Operations	Verizon - Telephone and Internet	2017-Q2-Operations
Monday, April 3, 2017	$142	Office Supplies	Postage Stamps	2017-Q2-Office Supplies
Wednesday, April 5, 2017	$294	Operations	Electricity Bill	2017-Q2-Operations
Wednesday, April 5, 2017	$120.25	Office Supplies	Coffee Supplies	2017-Q2-Office Supplies
Thursday, April 13, 2017	$1,200	Operations	Cleaning Service	2017-Q2-Operations

Create Relationship Using Composite Keys



Working with DAX

- DAX is the language used to create data models
  - DAX stands for "**D**ata **A**nalysis E**x**pression Language"
- DAX expressions are similar to Excel formulas
  - They always start with an equal sign (=)
  - DAX provides many built-in functions similar to Excel
- DAX Expressions are unlike Excel formulas…
  - DAX expressions cannot reference cells (e.g. A1 or C4)
  - Instead DAX expressions reference columns and tables

```
=SUM('Sales'[SalesAmount])
```

Writing DAX Expressions

- Some DAX expressions are simple

```
Sales Revenue = Sum(Sales[SalesAmount])
```

- Some DAX expressions are far more complex

```
Sales Growth PM = IF(
  ( ISFILTERED(Calendar[Month]) && ISFILTERED(Calendar[Date]) = FALSE() ),
  DIVIDE(
    SUM(Sales[SalesAmount]) -
    CALCULATE(
      SUM(Sales[SalesAmount]),
      PREVIOUSMONTH(Calendar[Date])
    ),
    CALCULATE(
      SUM(Sales[SalesAmount]),
      PREVIOUSMONTH(Calendar[Date])
    )
  ),
  BLANK()
)
```

Creating Variables in DAX Expressions

- Variables can be added at start of expression
  - Use **VAR** keyword once for each variable
  - Use **RETURN** keyword to return expression value

```
Budget Key =
  VAR BudgetYear = YEAR([Date])
  VAR BudgetMonth = "Q" & FORMAT([Date],"q")
RETURN
  BudgetYear & "-" & BudgetMonth & "-" & [Category]
```

Calculated Columns vs Measures

- Calculated Columns (aka Columns)
  - Evaluated based on context of a single row
  - Evaluated when data is loaded into memory

```
Column1 = <DAX expression>
```

- Measures
  - Evaluated at query time based on current filter context
  - Commonly used for aggregations (e.g. SUM, AVG, etc.)
  - Used more frequently than calculated columns

```
Measure1 = <DAX expression>
```

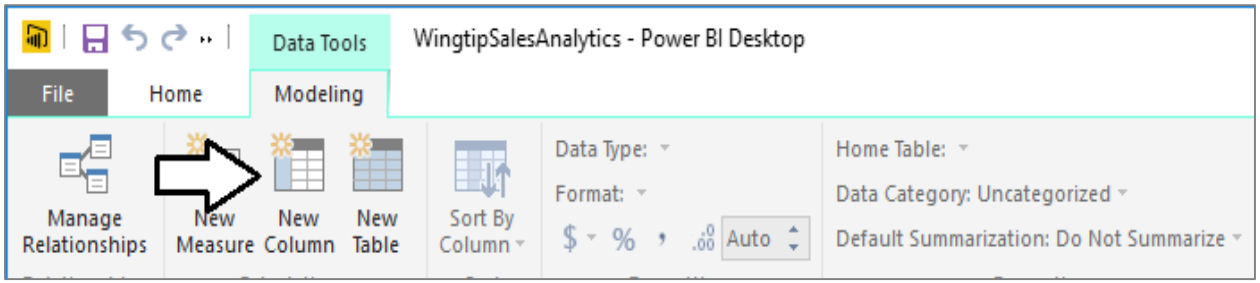
When to Create Calculated Columns

- Measures often better choice than calculate columns
  - Don't create calculated column when you need a measure
  - Prefer to create calculated columns only in specific scenarios

- When should you create calculated columns?
  - To create headers for row labels or column labels
  - To place calculated results in a slicer for filtering
  - Define an expression strictly bound to current row
  - Categories text or numbers (e.g. customer age groups)

Creating Calculated Columns

- Edited in formula bar of Power Pivot data view
  - Start with name and then equals (=) sign
  - Enter a valid DAX expression
  - Clicking on column adds it into expression




```
PurchaseYear = YEAR(Sales[PurchaseDate])
```

Id	Quantity	SalesAmount	InvoiceId	ProductId	CustomerId	PurchaseDate	ProductCost	SalesProfit	PurchaseYear
2899	100	$100.00	1457	14	888	6/21/12	$8.00	$92.00	2012
3824	100	$100.00	1901	14	1137	7/21/12	$8.00	$92.00	2012
3968	100	$100.00	1969	14	1173	7/25/12	$8.00	$92.00	2012
4008	100	$100.00	1987	14	1186	7/26/12	$8.00	$92.00	2012
4224	100	$100.00	2096	14	1239	8/3/12	$8.00	$92.00	2012
4724	100	$100.00	2352	14	1390	8/19/12	$8.00	$92.00	2012

Calculated Column for Customer Age Group

1. Calculate customer age from birthdate

```
Age = Floor( (TODAY()-Customers[BirthDate])/365, 1)
```

CustomerId	City	State	ZipCode	Gender	BirthDate	Customer	CustomerType	Age
55	San Jose	CA	95110	Female	3/10/49	Jewell Ryan	Repeat Customer	66
73	San Jose	CA	95123	Male	5/9/85	Granville Perry	Repeat Customer	30
74	San Jose	CA	95122	Female	6/19/79	Sheri Mercado	Repeat Customer	36
78	San Jose	CA	95110	Male	6/16/78	Raleigh Olson	Repeat Customer	37
136	San Jose	CA	95124	Female	1/2/45	Carrie Foreman	Repeat Customer	70
150	San Jose	CA	95134	Female	8/11/84	Renee McMillan	Repeat Customer	31

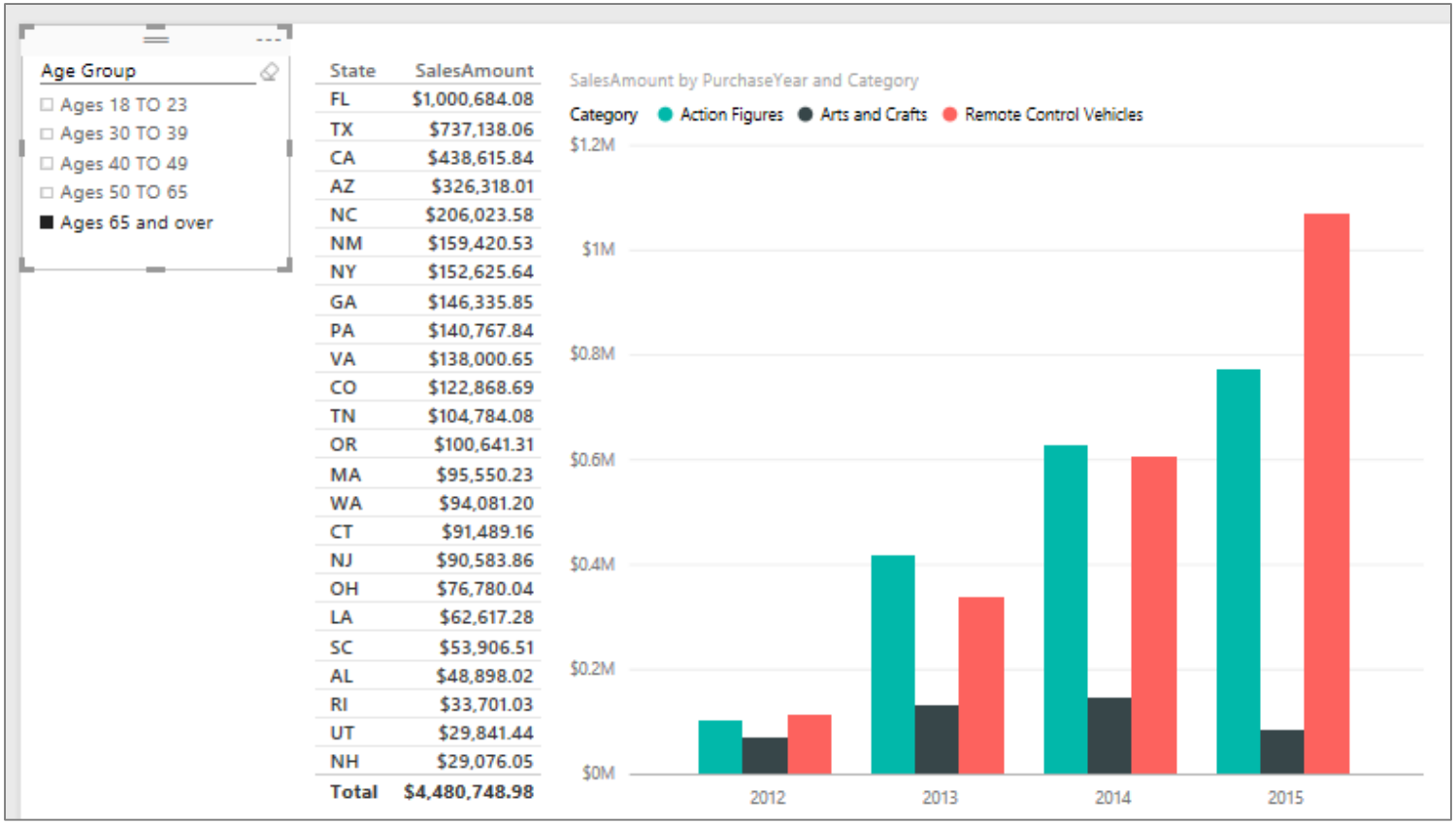
2. Calculate age groups using calculated column

```
Age Group =
  SWITCH( TRUE(),
    [Age] >= 65, "Ages 65 and over",
    [Age] >= 50, "Ages 50 TO 65",
    [Age] >= 40, "Ages 40 TO 49",
    [Age] >= 30, "Ages 30 TO 39",
    [Age] >= 18, "Ages 18 TO 23",
    [Age] < 18, "Ages under 18"
  )
```

CustomerId	City	State	ZipCode	Gender	BirthDate	Customer	CustomerType	Age	Age Group
55	San Jose	CA	95110	Female	3/10/49	Jewell Ryan	Repeat Customer	66	Ages 65 and over
73	San Jose	CA	95123	Male	5/9/85	Granville Perry	Repeat Customer	30	Ages 30 TO 39
74	San Jose	CA	95122	Female	6/19/79	Sheri Mercado	Repeat Customer	36	Ages 30 TO 39
78	San Jose	CA	95110	Male	6/16/78	Raleigh Olson	Repeat Customer	37	Ages 30 TO 39
136	San Jose	CA	95124	Female	1/2/45	Carrie Foreman	Repeat Customer	70	Ages 65 and over
150	San Jose	CA	95134	Female	8/11/84	Renee McMillan	Repeat Customer	31	Ages 30 TO 39
178	San Jose	CA	95123	Male	9/7/89	Wayne Gordon	Repeat Customer	26	Ages 18 TO 23
183	San Jose	CA	95110	Female	5/26/85	Luella Vinson	Repeat Customer	30	Ages 30 TO 39
213	San Jose	CA	95123	Male	8/13/78	Rosario Knight	Repeat Customer	37	Ages 30 TO 39

Calculated Column used in a Slicer

- Calculated column can populate slicer values

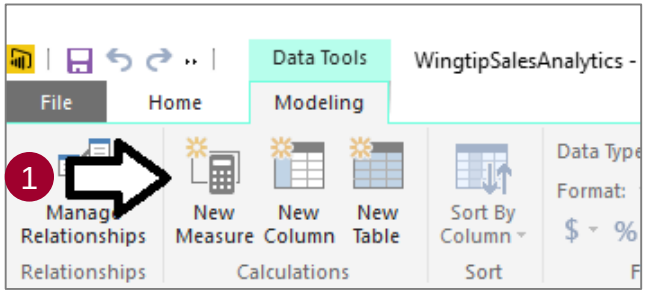


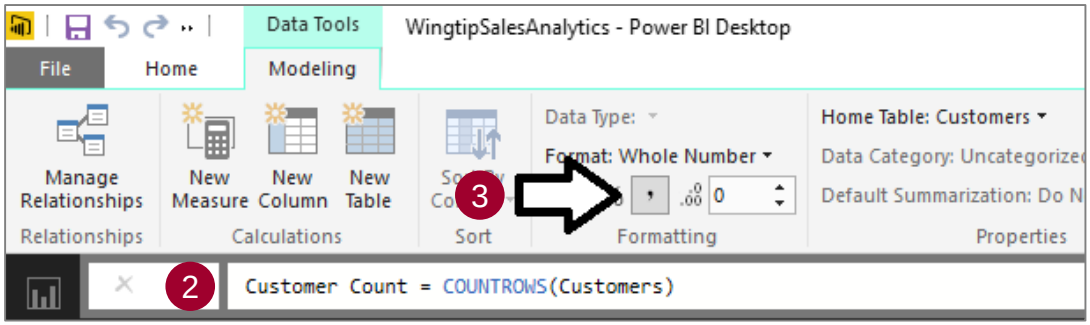
State	SalesAmount
FL	$1,000,684.08
TX	$737,138.06
CA	$438,615.84
AZ	$326,318.01
NC	$206,023.58
NM	$159,420.53
NY	$152,625.64
GA	$146,335.85
PA	$140,767.84
VA	$138,000.65
CO	$122,868.69
TN	$104,784.08
OR	$100,641.31
MA	$95,550.23
WA	$94,081.20
CT	$91,489.16
NJ	$90,583.86
OH	$76,780.04
LA	$62,617.28
SC	$53,906.51
AL	$48,898.02
RI	$33,701.03
UT	$29,841.44
NH	$29,076.05
Total	**$4,480,748.98**

Creating Measures

- Measures have advantage over calculated columns
  - They are evaluated based on the current evaluation context

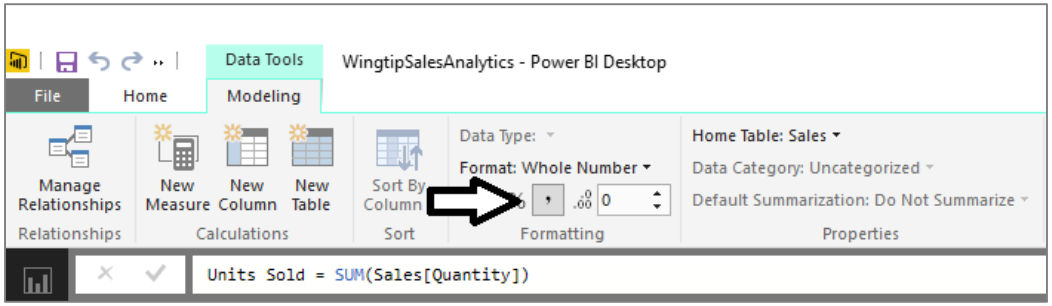
- Creating a measure with Power BI Desktop
  1. Click New Measure button
  2. Give measure a name and write DAX expressions
  3. Configure formatting



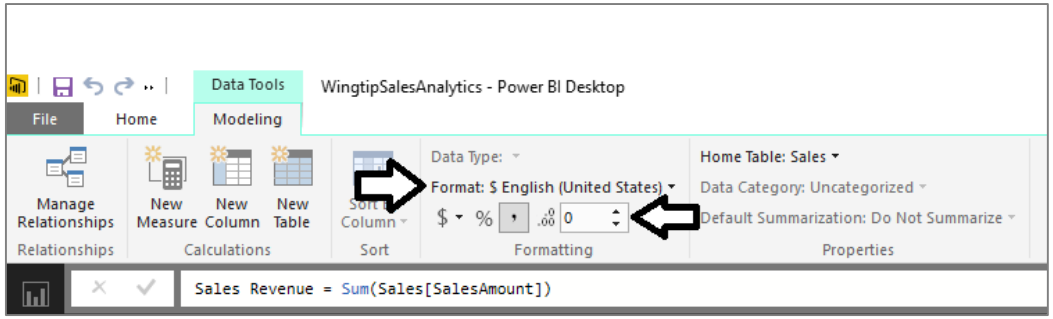


Formatting Measures

- Format as whole number



- Format as currency



Working with UNICHAR Characters

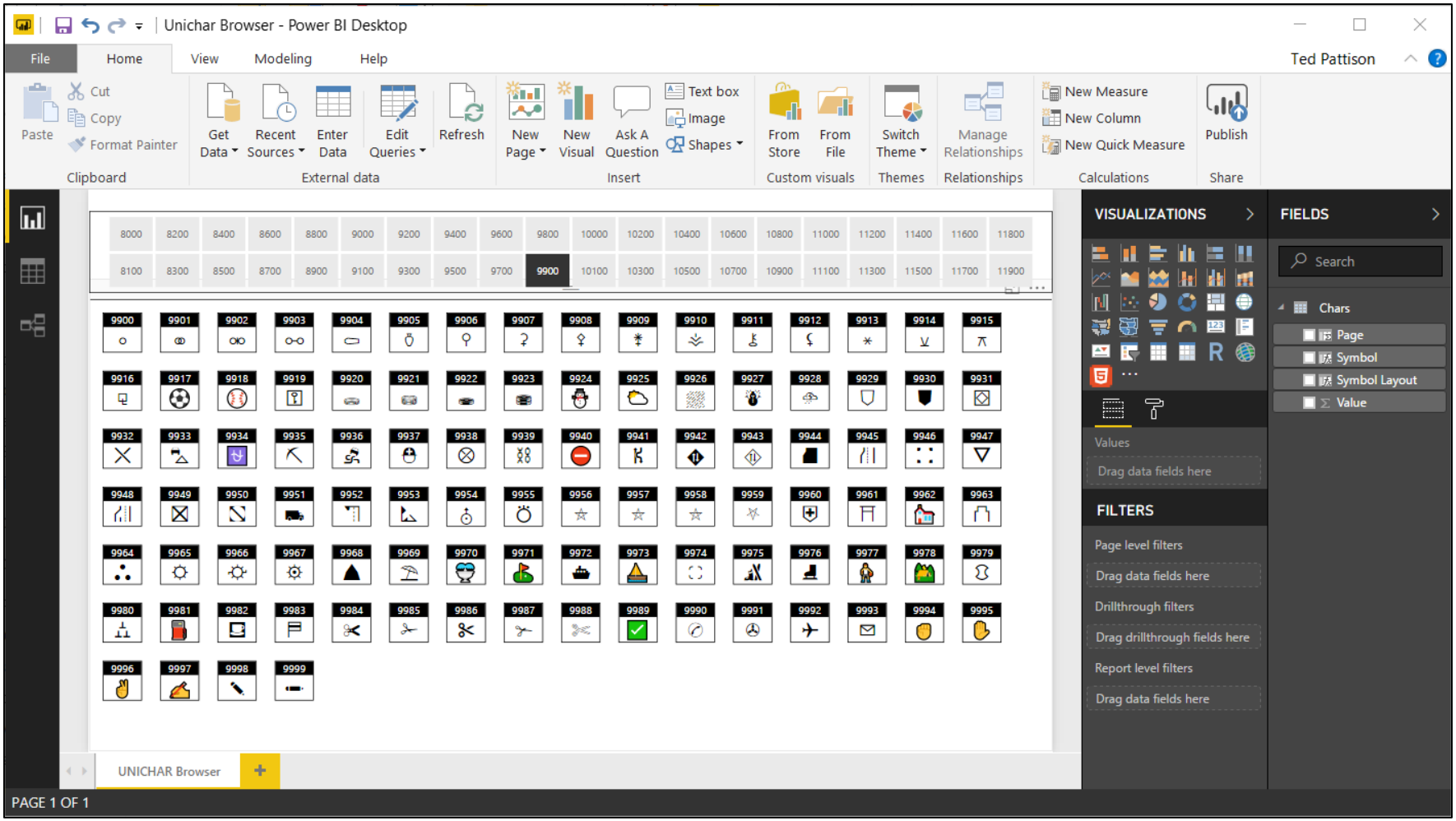
- Create a measure to return a single UNICHAR character
  - There are many different UNICHAR characters with symbols

```
Status =
IF(
    [Budget Used] > 1,
    UNICHAR(9940),
    UNICHAR(9989)
)
```

  - UNICHAR character symbols can be displayed in table or matrix

Year	Actual Expenses	Budget	Budget Used	Status
2017	**$85,073.74**	**$92,000**	**92.47%**	✅
Q1	**$20,788.42**	**$26,000**	**79.96%**	✅
Marketing Budget for Q1 of 2017	$3,780.77	$5,000	75.62%	✅
Office Supplies Budget for Q1 of 2017	$7,191.65	$8,000	89.90%	✅
Operations Budget for Q1 of 2017	$7,446.00	$8,000	93.08%	✅
Research & Development Budget for Q1 of 2017	$2,370.00	$5,000	47.40%	✅
Q2	**$18,283.31**	**$22,000**	**83.11%**	✅
Marketing Budget for Q2 of 2017	$5,769.46	$6,000	96.16%	✅
Office Supplies Budget for Q2 of 2017	$2,602.85	$4,000	65.07%	✅
Operations Budget for Q2 of 2017	$7,581.00	$7,000	108.30%	⛔

The UNICHAR Browser Demo



Creating Tables Dynamically using DAX

Bookmarks - Power BI Desktop

File | Home | Modeling | Help | Ted Pattison

Manage Relationships | New Measure | New Column | New Table | New Parameter | Sort by Column | Data type: | Format: | Auto | Home Table: | Data Category: Uncategorized | Default Summarization: Don't sum

Relationships | Calculations | What If | Sort | Formatting | Properties

```
Sales Regions =
DATATABLE (
    "State", STRING,
    "State Name", STRING,
    "Sales Region", STRING, {
 { "AK", "Alaska", "Western Region" },
 { "AL", "Alabama", "Central Region" },
 { "AR", "Arkansas", "Central Region" },
 { "AZ", "Arizona", "Western Region" },
 { "CA", "California", "Western Region" },
 { "CO", "Colorado", "Western Region" },
```

State	State Name	Sales Region
AK	Alaska	Western Region
AL	Alabama	Central Region
AR	Arkansas	Central Region
AZ	Arizona	Western Region
CA	California	Western Region

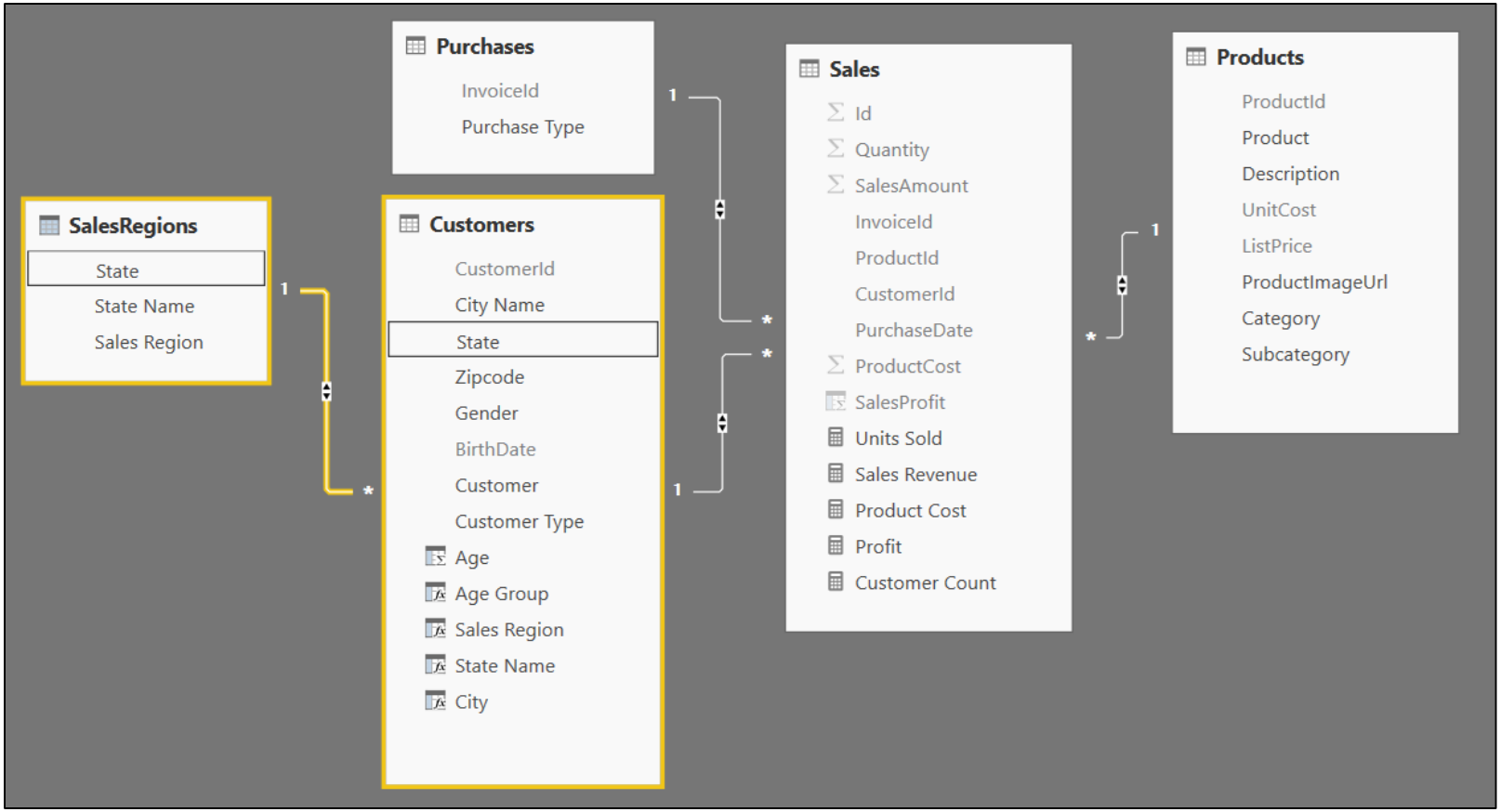
FIELDS

Search

- Sales
- Calendar
- Customers
- Products
- Purchases
- Sales Regions
  - Sales Region
  - State
  - State Name
- SalesRegionsSort

Integrating the Lookup Table into the Data Model

- Lookup table must be integrated into data model
  - Accomplished by creating relationship to one or more tables



The RELATED Function

- RELATED function performs cross-table lookup
  - Effectively replaces older VLOOKUP function
  - Used in many-side table to look up value from one-side
  - Used to pull data from lookup table into primary table

```
Sales Region = RELATED(SalesRegions[SalesRegion])
```

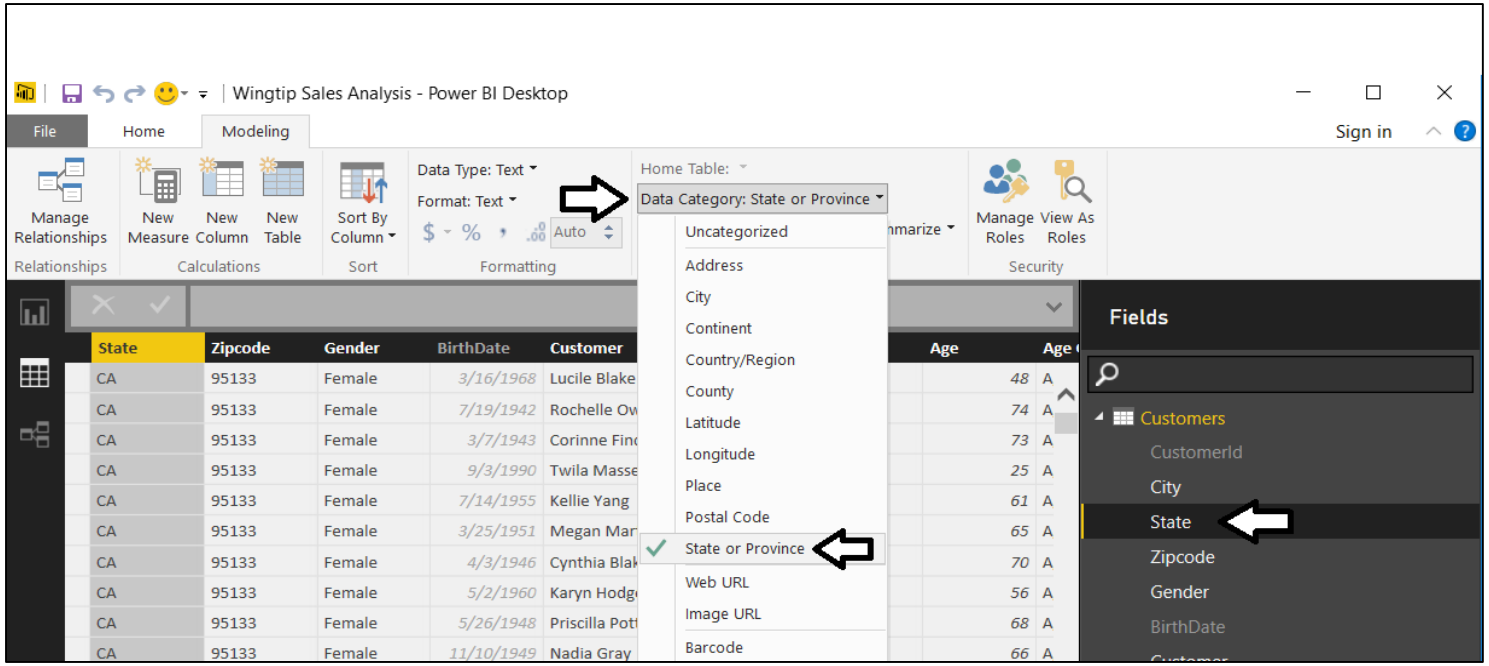
CustomerId	City	State	ZipCode	Gender	BirthDate	Customer	CustomerType	Age	Age Group	Sales Region
55	San Jose	CA	95110	Female	3/10/49	Jewell Ryan	Repeat Customer	66	Ages 65 and over	Western Region
73	San Jose	CA	95123	Male	5/9/85	Granville Perry	Repeat Customer	30	Ages 30 TO 39	Western Region
74	San Jose	CA	95122	Female	6/19/79	Sheri Mercado	Repeat Customer	36	Ages 30 TO 39	Western Region
78	San Jose	CA	95110	Male	6/16/78	Raleigh Olson	Repeat Customer	37	Ages 30 TO 39	Western Region
136	San Jose	CA	95124	Female	1/2/45	Carrie Foreman	Repeat Customer	70	Ages 65 and over	Western Region
150	San Jose	CA	95134	Female	8/11/84	Renee McMillan	Repeat Customer	31	Ages 30 TO 39	Western Region

```
State Name = RELATED(SalesRegions[StateFullName])
```

State	ZipCode	Gender	BirthDate	Customer	CustomerType	Age	Age Group	Sales Region	State Name
CA	95110	Female	3/10/49	Jewell Ryan	Repeat Customer	66	Ages 65 and over	Western Region	California
CA	95123	Male	5/9/85	Granville Perry	Repeat Customer	30	Ages 30 TO 39	Western Region	California
CA	95122	Female	6/19/79	Sheri Mercado	Repeat Customer	36	Ages 30 TO 39	Western Region	California
CA	95110	Male	6/16/78	Raleigh Olson	Repeat Customer	37	Ages 30 TO 39	Western Region	California
CA	95124	Female	1/2/45	Carrie Foreman	Repeat Customer	70	Ages 65 and over	Western Region	California
CA	95134	Female	8/11/84	Renee McMillan	Repeat Customer	31	Ages 30 TO 39	Western Region	California

Geographic Field Metadata

- Fields in data model have metadata properties
  - Metadata used by visuals and reporting tools
  - Used as hints to Bing Mapping service



Eliminate Geographic Ambiguity

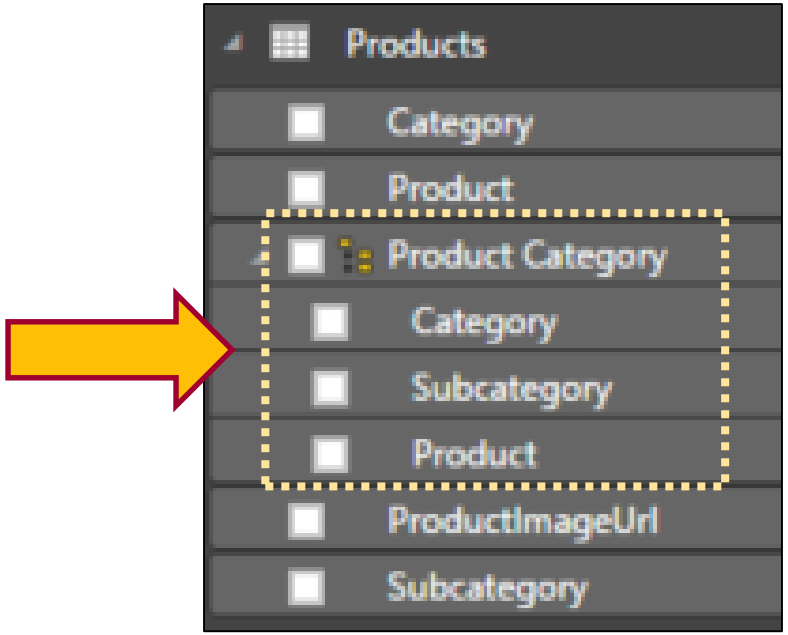
- City name alone is ambiguous
  - "Athens" defaults to Greece not Georgia
  - Concatenate city name with state to disambiguate

```
City = [City Name] & ", " & [State]
```

	Age Group	Sales Region	State Name	SalesRegionSort	City
48	Ages 40 TO 49	Western Region	California	1	San Jose, CA
74	Ages 65 and over	Western Region	California	1	San Jose, CA
73	Ages 65 and over	Western Region	California	1	San Jose, CA
25	Ages 18 TO 23	Western Region	California	1	San Jose, CA
61	Ages 50 TO 65	Western Region	California	1	San Jose, CA
65	Ages 65 and over	Western Region	California	1	San Jose, CA

Dimensional Hierarchies

- Hierarchy created from two or more columns
  - All columns in hierarchy must be from the same table
  - Defines parent-child relationship between columns
  - Provides path to navigate through data
  - Provides path to drill down into greater level of detail



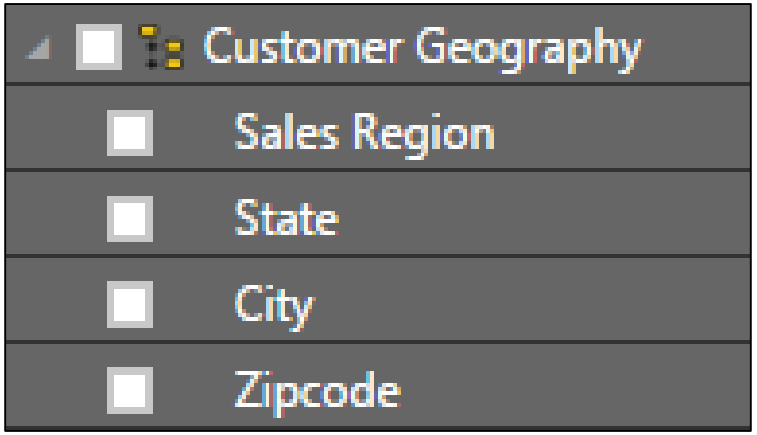
Pulling Columns for Hierarchy into Single Table

- Sometimes hierarchy columns are spread across tables
  - Use RELATED function from DAX to pull columns into single table

```
Sales Region = RELATED(SalesRegions[SalesRegion])
```

Customer	Customer Type	Age	Age Group	Sales Region	State Name
Lucile Blake	One-time Customer	48	Ages 40 TO 49	Western Region	California
Rochelle Owen	One-time Customer	74	Ages 65 and over	Western Region	California
Corinne Finch	One-time Customer	73	Ages 65 and over	Western Region	California
Twila Massey	One-time Customer	25	Ages 18 TO 23	Western Region	California

  - Then create hierarchy in the table with all the columns



A Tale of Two Evaluation Contexts

- Row Context
  - Context includes all columns in iteration of current row
  - Used to evaluate DAX expression in calculated column
  - Only available in measures with iterator function (e.g. SUMX)

- Filter Context
  - Context includes filter(s) defining current set of rows
  - Used by default to evaluate DAX expressions in measures
  - Can be fully ignored or partially ignored using DAX code
  - Not used to evaluate DAX in calculated columns

Understanding Row Context

- Row context used to evaluate calculated columns

```
City = [City Name] & ", " & [State]
```

	Age Group	Sales Region	State Name	SalesRegionSort	City
48	Ages 40 TO 49	Western Region	California	1	San Jose, CA
74	Ages 65 and over	Western Region	California	1	San Jose, CA
73	Ages 65 and over	Western Region	California	1	San Jose, CA
25	Ages 18 TO 23	Western Region	California	1	San Jose, CA
61	Ages 50 TO 65	Western Region	California	1	San Jose, CA
65	Ages 65 and over	Western Region	California	1	San Jose, CA

```
Age = Floor( (TODAY()-Customers[BirthDate])/365, 1)
```

Customer	Customer Type	Age	Age Group	Sales Region	State Name
Lucile Blake	One-time Customer	48	Ages 40 TO 49	Western Region	California
Rochelle Owen	One-time Customer	74	Ages 65 and over	Western Region	California
Corinne Finch	One-time Customer	73	Ages 65 and over	Western Region	California

Understanding Iterators Like SUMX

- Standard aggregation functions (e.g. SUM) have no row context
  - You can use SUM to sum values of a single column
  - You cannot use SUM to sum results of an expressions

```
Gross Margin = SUM( Sales[SalesAmount]-Sales[ProductCost] )
```

The SUM function only accepts a column reference as an argument.

- Iterator functions (e.g. SUMX) iterate through rows in target table

```
Gross Margin = SUMX(Sales, Sales[SalesAmount]-Sales[ProductCost] )
```

  - First argument accepts expressions that evaluates to table of rows
  - Second argument accepts expression that is evaluated for each row

Understanding Filter Context

- Visuals apply various filters in different evaluation contexts

Month in Year	2012	2013	2014	2015	Total
January	$6,306	$164,334	$385,275	$512,822	$1,068,737
February	$48,815	$126,501	$358,244	$597,684	$1,131,244
March	$53,958	$243,676	$381,309	$532,123	$1,211,067
April	$52,601	$300,872	$381,157	$602,751	$1,337,381
May	$61,756	$334,948	$438,261	$647,276	$1,482,241
June	$76,756	$321,715	$378,749	$608,448	$1,385,668
July	$104,408	$287,800	$359,744	$620,316	$1,372,268
August	$111,167	$298,483	$457,312	$678,499	$1,545,461
September	$110,716	$376,207	$505,332	$613,974	$1,606,229
October	$145,999	$362,943	$602,448	$620,735	$1,732,125
November	$156,751	$340,228	$545,572	$590,220	$1,632,770
December	$147,593	$331,526	$581,977	$686,814	$1,747,910
Total	**$1,076,826**	**$3,489,234**	**$5,375,379**	**$7,311,660**	**$17,253,100**

Filters on this evaluation

[Year] = 2015

[Month in Year] = "October"

- Filter context also affected by slicers and other filters

Sales Region

- Select All
- Central Region
- Eastern Region
- Western Region

Customer Type

- One-time customer
- Repeat Customer

Month in Year	2012	2013	2014	2015	Total
January	$425	$50,169	$61,295	$76,614	$188,503
February	$13,891	$40,133	$63,670	$101,542	$219,236
March	$19,121	$58,411	$73,839	$84,180	$235,551
April	$19,128	$53,711	$67,919	$91,762	$232,520
May	$22,939	$64,259	$78,668	$109,689	$275,555
June	$29,082	$50,564	$73,504	$88,047	$241,197
July	$34,809	$62,971	$69,053	$80,749	$247,582
August	$36,096	$61,217	$76,009	$94,719	$268,041
September	$39,415	$68,653	$82,697	$94,805	$285,570
October	$51,994	$69,122	$99,344	$84,177	$304,637
November	$47,020	$52,548	$85,924	$74,611	$260,102
December	$50,580	$66,260	$102,088	$94,877	$313,804
Total	**$364,500**	**$698,018**	**$934,009**	**$1,075,771**	**$3,072,298**

Filters on this evaluation

[Year] = 2015

[Month in Year] = "October"

[Sales Region] = "Western Region"

[Customer Type] = "Repeat Customer"

Using the CALCULATE Function

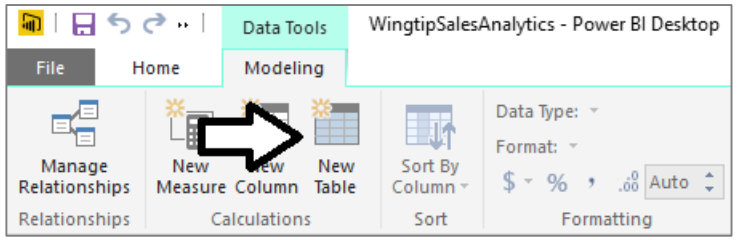
- CALCULATE function provides greatest amount of control
  - First argument defines expression to evaluate
  - Second argument defines table on which to evaluate expression
  - You can evaluate expressions with or without current filter context

```
Pct of All Products =
DIVIDE(
    SUM( Sales[SalesAmount] ),
    CALCULATE(
        Sum (Sales[SalesAmount] ),
        ALL(Products[Category], Products[Subcategory], Products[Product])
    )
)
```

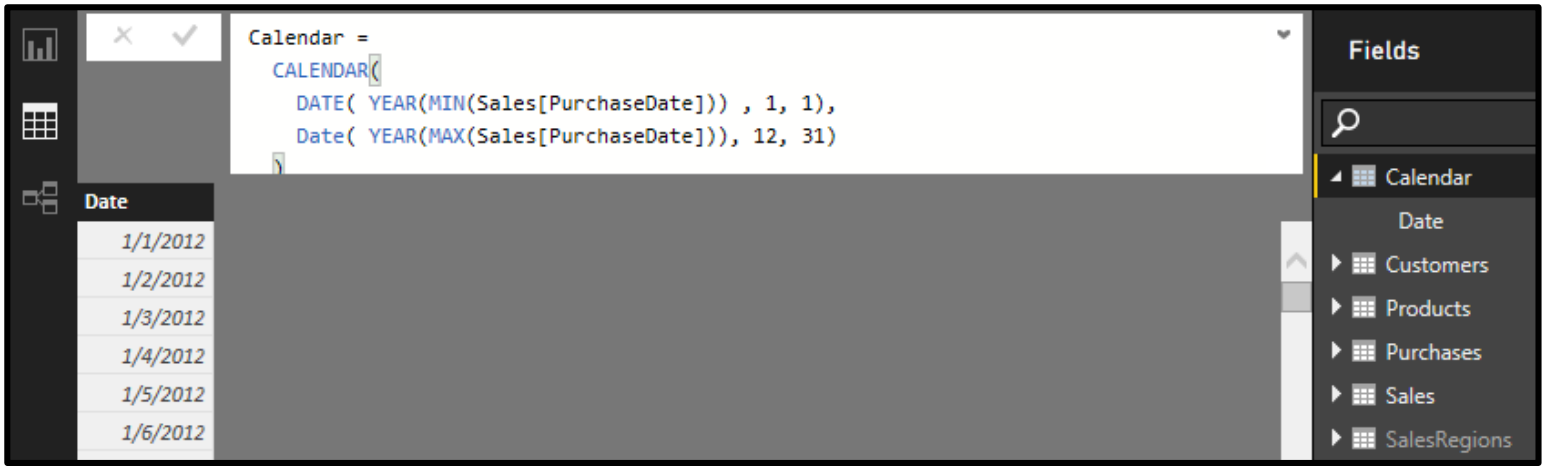
```
Pct of Product Category =
DIVIDE(
    SUM( Sales[SalesAmount] ),
    CALCULATE(
        Sum (Sales[SalesAmount] ),
        ALL( Products[Subcategory], Products[Product] )
    )
)
```

Creating Calendar Table as Calculated Table

- Use **New Table** command in ribbon



- Create calendar table using DAX **CALENDAR** function



Adding Columns to Calendar Table

- Creating the **Year** column

```
Year = YEAR('Calendar'[Date])
```

Date	Year
1/1/2012	2012
1/2/2012	2012
1/3/2012	2012

- Creating the **Quarter** column

```
Quarter = YEAR('Calendar'[Date]) & "-Q" & FORMAT('Calendar'[Date], "q")
```

Date	Year	Quarter
01/01/2012	2012	2012-Q1
01/02/2012	2012	2012-Q1
01/03/2012	2012	2012-Q1
01/04/2012	2012	2012-Q1
01/05/2012	2012	2012-Q1

- Creating the **Month** column

```
Month = FORMAT('Calendar'[Date], "MMM yyyy")
```

Date	Year	Quarter	Month
1/1/2012	2012	2012-Q1	Jan 2012
1/2/2012	2012	2012-Q1	Jan 2012
1/3/2012	2012	2012-Q1	Jan 2012

Configuring Sort Columns

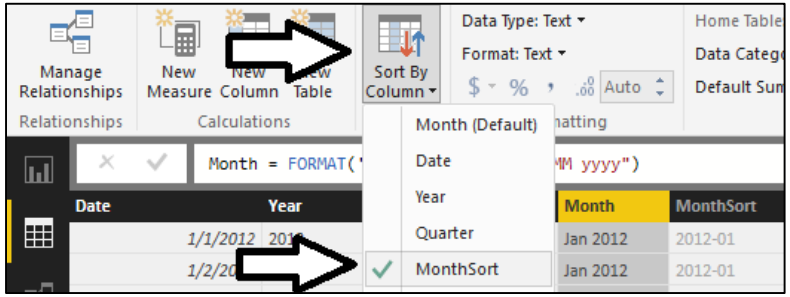
- Month column will not sort in desired fashion by default
  - For example, April will sort before January, February and March

- Creating a sort column for the **Month** column
  - **MonthSort** sorts alphabetically & chronologically at same time

```
MonthSort = FORMAT('Calendar'[Date], "yyyy-MM")
```

Date	Year	Quarter	Month	MonthSort
1/1/2012	2012	2012-Q1	Jan 2012	2012-01
1/2/2012	2012	2012-Q1	Jan 2012	2012-01

  - Configure **Month** column with **MonthSort** as sort column



Columns for Month in Year and Day in week

- Creating the **Month in Year** column

```
Month in Year = FORMAT('Calendar'[Date], "MMMM")
```

Date	Year	Quarter	Month	MonthSort	Month in Year
1/1/2012	2012	2012-Q1	Jan 2012	2012-01	January
1/2/2012	2012	2012-Q1	Jan 2012	2012-01	January

- Creating the **MonthInYearSort** column

```
MonthInYearSort = MONTH('Calendar'[Date])
```

Date	Year	Quarter	Month	MonthSort	Month in Year	MonthInYearSort
1/1/2012	2012	2012-Q1	Jan 2012	2012-01	January	1
1/2/2012	2012	2012-Q1	Jan 2012	2012-01	January	1

- Creating the **Day of Week** column

```
Day of Week = FORMAT('Calendar'[Date], "dddd")
```

Date	Year	Quarter	Month	MonthSort	Month in Year	MonthInYearSort	Day of Week
1/1/2012	2012	2012-Q1	Jan 2012	2012-01	January	1	Sunday
1/2/2012	2012	2012-Q1	Jan 2012	2012-01	January	1	Monday

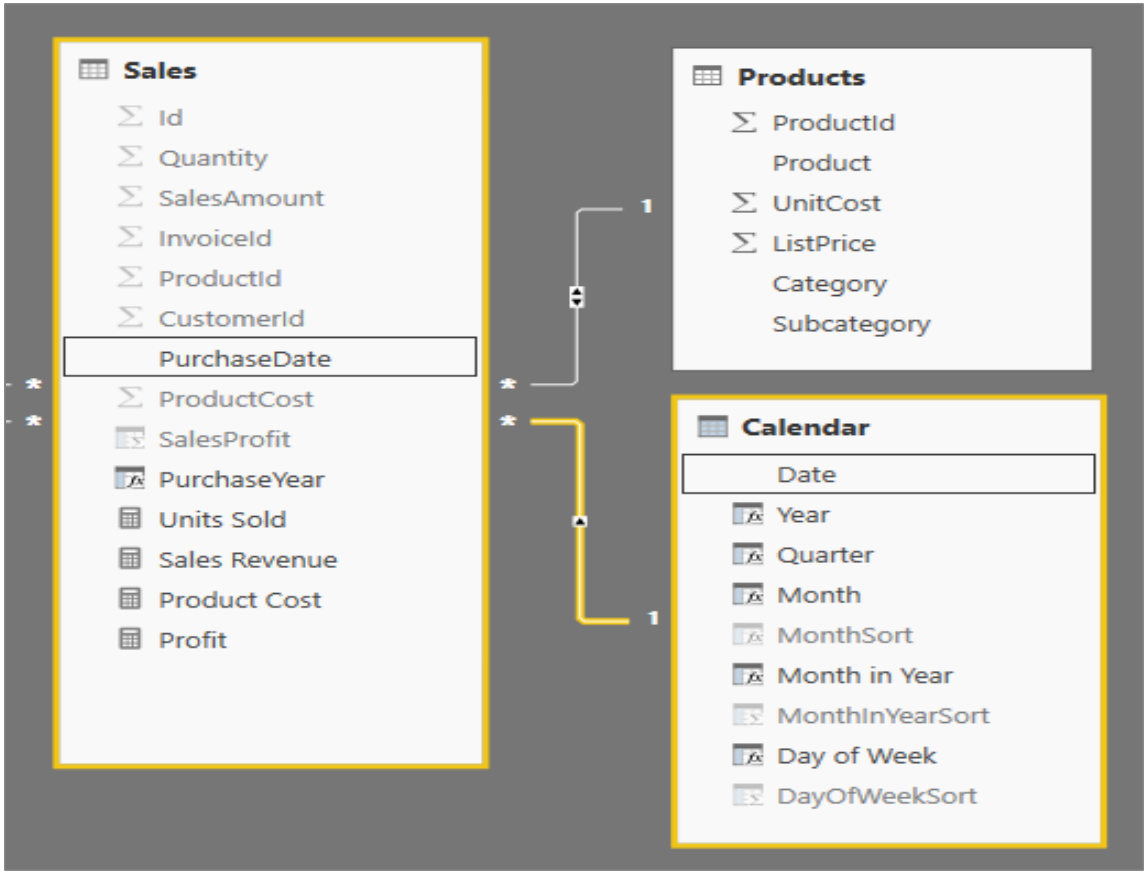
- Creating the **DayOfWeekSort** column

```
DayOfWeekSort = WEEKDAY('Calendar'[Date], 2)
```

Date	Year	Quarter	Month	MonthSort	Month in Year	MonthInYearSort	Day of Week	DayOfWeekSort
1/1/2012	2012	2012-Q1	Jan 2012	2012-01	January	1	Sunday	7
1/2/2012	2012	2012-Q1	Jan 2012	2012-01	January	1	Monday	1
1/3/2012	2012	2012-Q1	Jan 2012	2012-01	January	1	Tuesday	2
1/4/2012	2012	2012-Q1	Jan 2012	2012-01	January	1	Wednesday	3

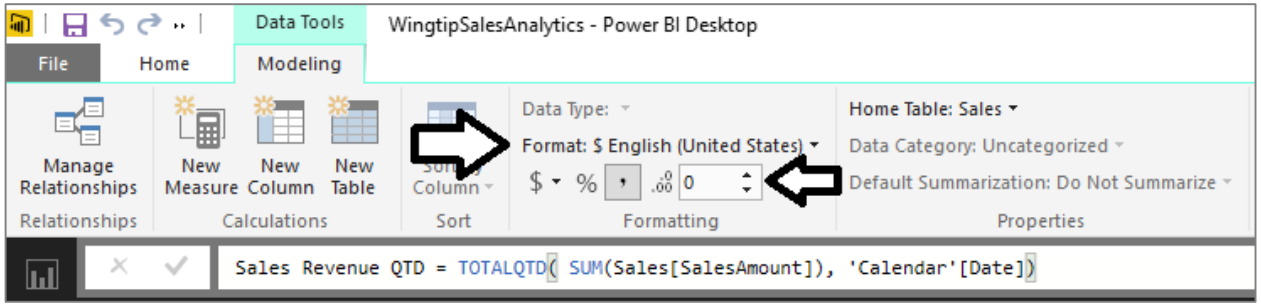
Integrating Calendar Table into Data Model

- Calendar table needs relationship to one or more tables

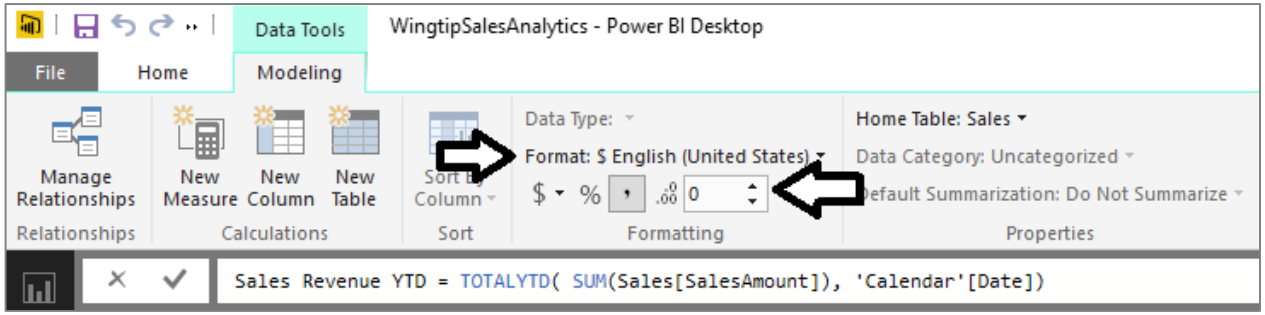


Calculated Fields for QTD and YTD Sales

- TOTALQTD function calculates quarter-to-date totals

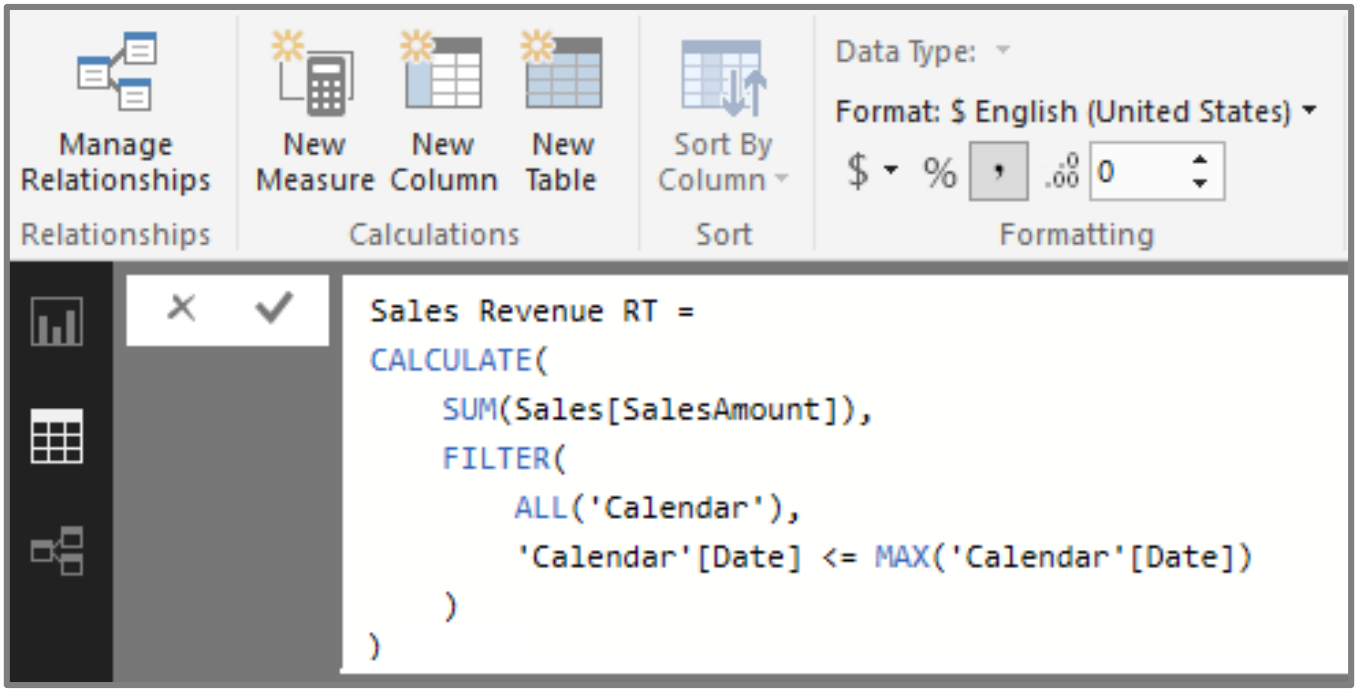


- TOTALYTD function calculates year-to-date totals



Creating Running Total using CALCULATE

- Calculate a running total of sales revenue across years
  - This must be done using **CALCULATE** function



Sales Growth PM Measure - First Attempt

- Create a measure named Sales Growth PM

```
Sales Growth PM =
DIVIDE(
  SUM(Sales[SalesAmount]) -
  CALCULATE(
    SUM(Sales[SalesAmount]),
    PREVIOUSMONTH(Calendar[Date])
  ),
  CALCULATE(
    SUM(Sales[SalesAmount]),
    PREVIOUSMONTH(Calendar[Date])
  )
)
```

- Use measure in matrix evaluating month and quarter
  - Measure returns correct value when filtered by Month
  - Measure returns large, erroneous value when filtered by Quarter

Year	Quarter	Month	Sales Revenue	Sales Growth PM
2014	2014-Q1	Jan 2014	$629,969	-18.13 %
		Feb 2014	$609,637	-3.23 %
		Mar 2014	$628,618	3.11 %
		Total	**$1,868,225**	**142.79 %**
	2014-Q2	Apr 2014	$661,588	5.24 %
		May 2014	$748,193	13.09 %
		Jun 2014	$814,333	8.84 %
		Total	**$2,224,114**	**253.81 %**
	2014-Q3	Jul 2014	$788,469	-3.18 %

Using the ISFILTERED Function

- ISFILTERED function used to determine when perform evaluation

```
Sales Growth PM =
IF(
  ( ISFILTERED(Calendar[Month]) && NOT(ISFILTERED(Calendar[Date])) ),
  DIVIDE(
    SUM(Sales[SalesAmount]) -
    CALCULATE(
      SUM(Sales[SalesAmount]),
      PREVIOUSMONTH(Calendar[Date])
    ),
    CALCULATE(
      SUM(Sales[SalesAmount]),
      PREVIOUSMONTH(Calendar[Date])
    )
  ),
  BLANK()
)
```

- Expression returns Blank value when evaluation context is invalid

Year	Quarter	Month	Sales Revenue	Sales Growth PM
2014	2014-Q1	Jan 2014	$629,969	-18.13 %
		Feb 2014	$609,637	-3.23 %
		Mar 2014	$628,618	3.11 %
		Total	**$1,868,225**	
	2014-Q2	Apr 2014	$661,588	5.24 %
		May 2014	$748,193	13.09 %
		Jun 2014	$814,333	8.84 %
		Total	**$2,224,114**	
	2014-Q3	Jul 2014	$788,469	-3.18 %
		Aug 2014	$869,143	10.23 %

Agenda

- ✓ Power BI Desktop Overview
- ✓ Building Queries
- ✓ Designing Data Models
- ➢ Designing Reports
- Query Parameters
- Power BI Desktop Template Files

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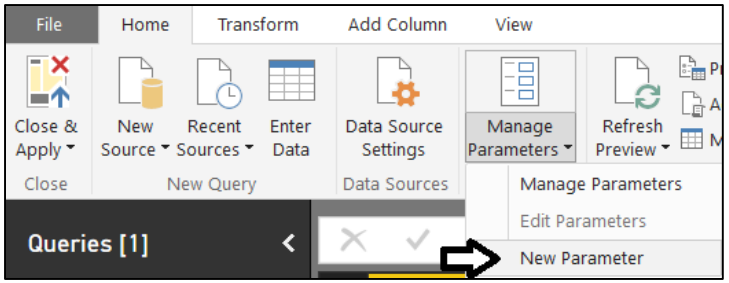
Query Parameters

- What is a Query Parameter?
  - Configurable setting with project scope
  - Strongly-typed value to which you can apply restrictions
  - Can be referenced from a query
  - Can be referenced from DAX code in data model

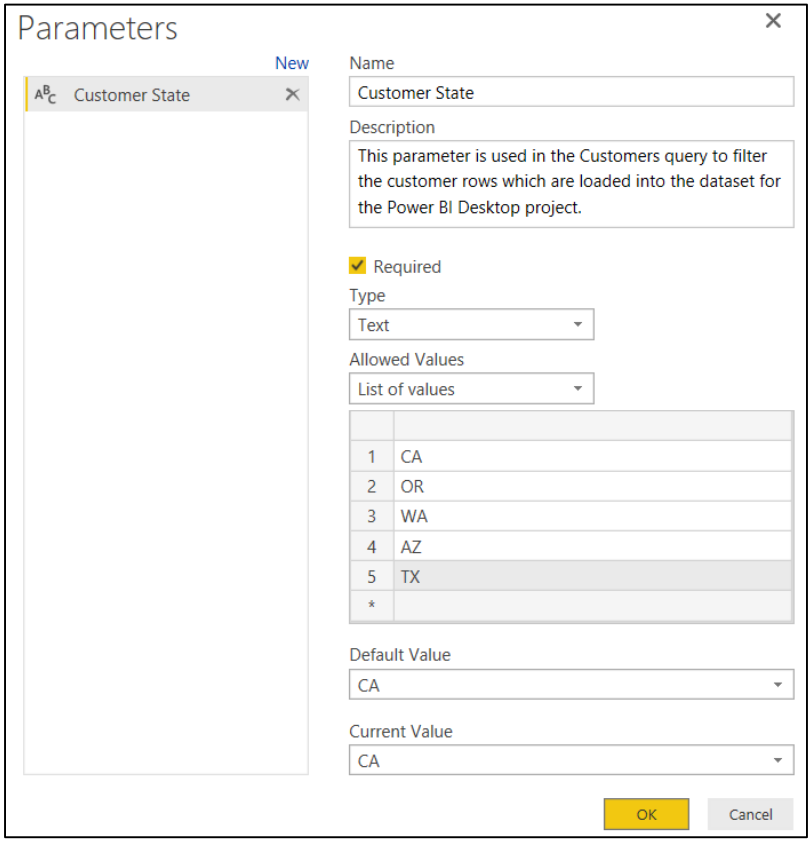
- Where are Parameters commonly used
  - To parameterize data source connection details
  - To filter rows when importing data

Creating Query Parameters

- Parameters can be created using **Manager Parameters** menu

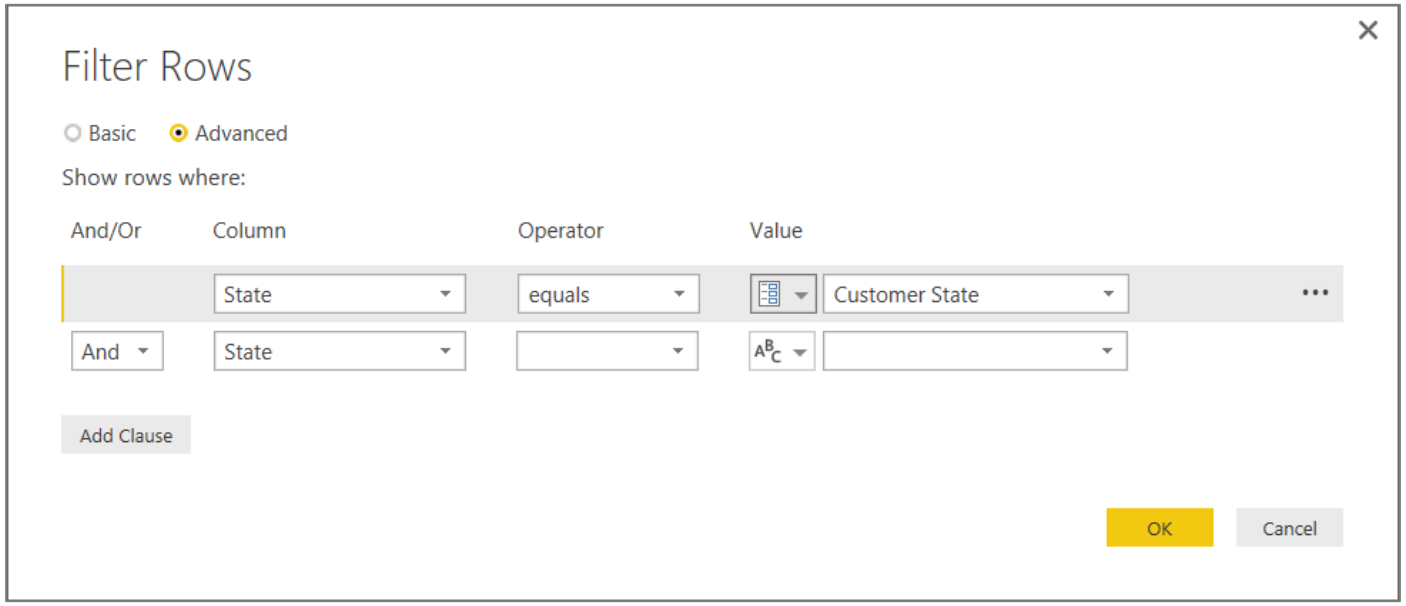


- Parameter properties
  - Name
  - Description
  - Required
  - Allowed Values
  - Default Value
  - Current Value



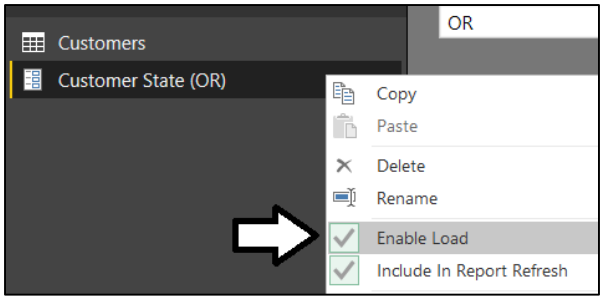
Referencing Parameters in a Query

- Parameters can be referenced inside query
  - Next query execution uses current parameter value

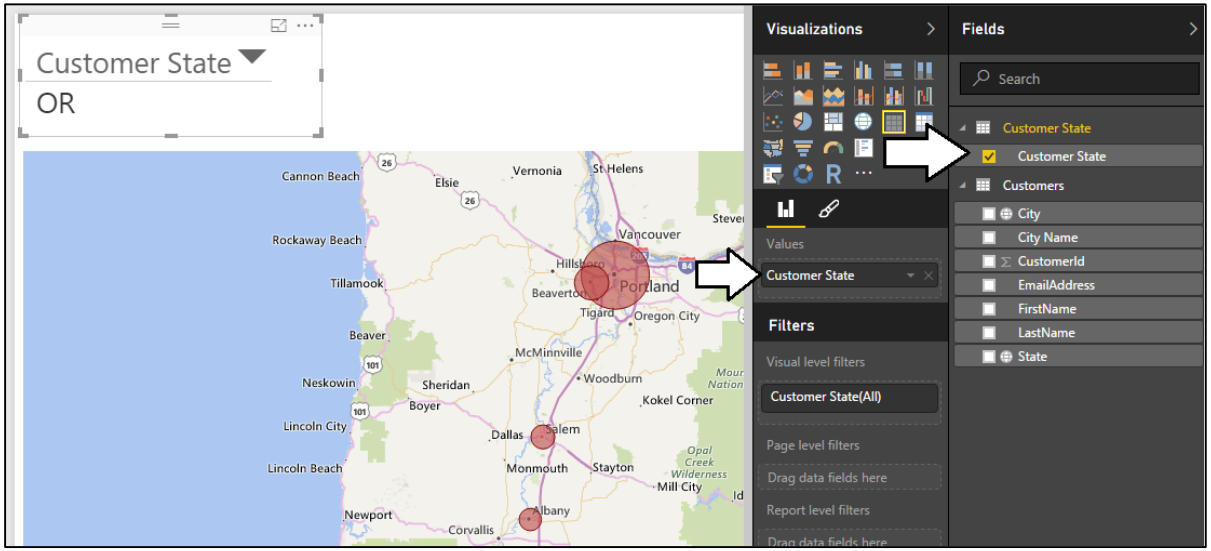


Making Parameters Available to Data Model

- Configure parameter's Enable Load setting



- Parameter becomes visible within fields list in report view



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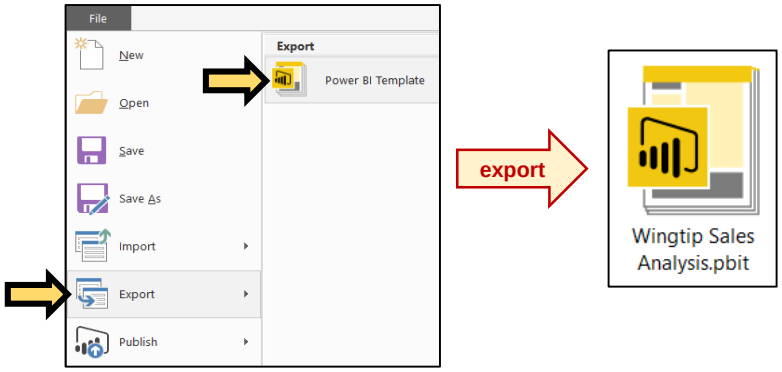
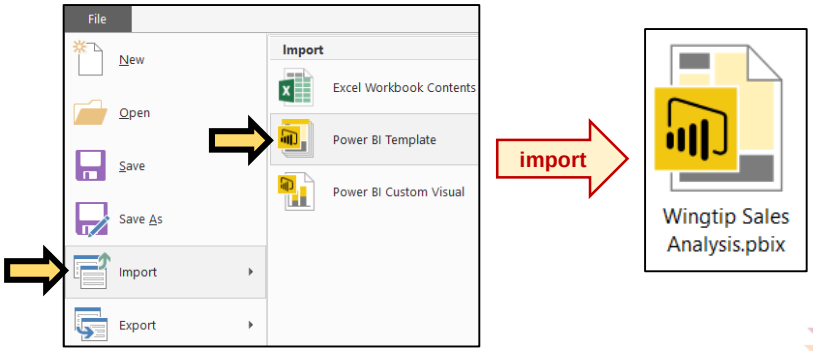
Power BI Project Template Files

- PBIX project can be exported to project template file
  - Template file created with PBIT file extension
  - Generated template files contains everything except for the data
  - PBIT template file can be imported to create new PBIX projects
  - Template files are powerful when used together with parameters
- How are template files used?
  - Export PBIX project to create a PBIT template file
  - Import the PBIT template file to create a new PBIX project





Summary

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