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DAX → Data Analysis Expression

* Three things can be created using DAX.

        1. Column.

        2. Table

        3. Measure ⟨ Implicit / Explicit.

* Generating/Extracting unknown data from existing data is called DAX.

* Definition: It is a formula expression language used in analysis services. It is a collection of functions, operators and constants that can be used in a formula or expression, to calculate and return one or more values.

- DAX helps you to create new information from data already present in your model,

- "M Language" is used in DAX and power query.

      (Mashup language)

DAX Structure:
        DAX has 3 inbuilt functions and operators which are clubbed together/used individually to create final DAX formula.

DAX measures — Implicit & Explicit

DAX Structure

column-name = column name 1 * column name 2

measure_name = Average (column name)

DAX operator:

Arithmetic operator (+ - * / ^)

Comparision operator (= == to >= < > =< <>)

Text concatenate operator (&)

Logical operator (&& || IN)

DAX Usage:

1. Calculated column — Whenever we want calculations to be done on a row-level basis then we enter DAX into calculated column.

2. Calculated Measures — Whenever we want to calculate on a aggregate level and don't particularly want to store information basis on the row-level basis in comparision of two columns, measures don't create physical values in your table. Hence, don't increase file size.