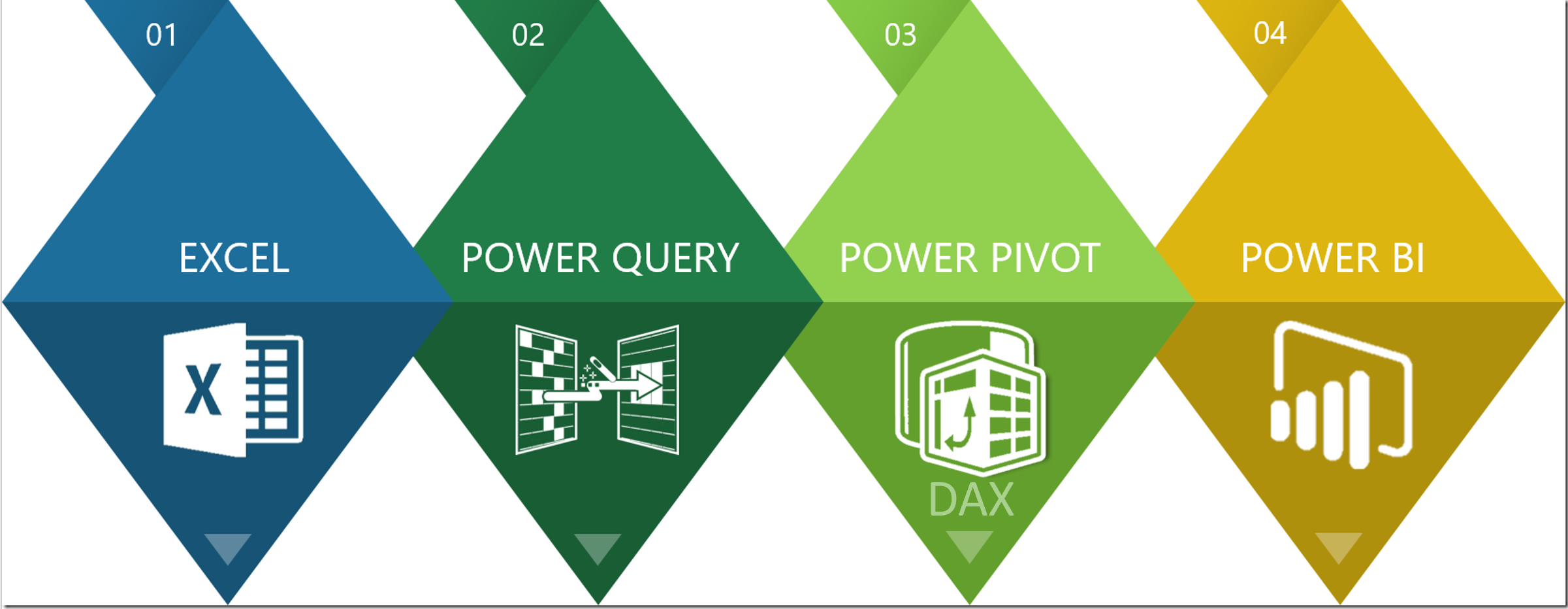
**Quest 5 – Basic DAX Functions**



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| Name: | Lucas Johnson |
| Instructions: | * According to several studies, the industry values documentation and excellent written and oral communication skills. The purpose of this part of the class is to encourage you to gain these skills. * Rename this document, fill-out this form, and submit it to the same link where you retrieved this material. * Backup your work; you may need this in the future or as part of an exam. * Organizations value attention to detail. As part of cultivating a culture of producing quality products and due diligence, please review your work at least twice before rendering them to your professor. Remember that resubmissions are not allowed. Thank you for your willingness to improve and to embrace an engineer's mindset. |

Using the **FoodMart\_Data\_Model**workbook, complete the following steps.

**1)** Create new measures to calculate the **maximum** product\_retail\_price (**[Max Retail Price]**) and the **minimum** product\_retail\_price (**[Min Retail Price]**), assign both measures to the **Product\_Lookup** table, and format as **currency** with two decimal places.

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| Replace the pivot table image below with your own: |

* Which tables in the model are "legal" to pull into the pivot when you're analyzing these measures as values?

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| Tables that have relations to the other tables. |

* Pull in product\_brand as **row labels**. What's the maximum retail price for "Green Ribbon" products?

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| The maximum retail price for Green Ribbon is $3.11. |

1. Create a new measure to calculate the **average** customer\_age (**[Average Age]**), assign to the **Customer\_Lookup** table, and format as a **decimal number** with one decimal place.

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| Replace the pivot table image below with your own: |

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| * Update your PivotTable layout to show customer\_city on rows. What's the average age of customers who live in Imperial Beach?  |  | | --- | | The average age in Imperial Beach is 74.8 years old. |   **3)** Create a new measure to calculate the **total number of customers**(**[Total Customers]**) based on the number of rows in the **Customer\_Lookup**table, and format as a **whole number** with a thousands separator.   |  | | --- | | Paste below your new pivot table: |  * Pull gender into rows. How many female customers overall? Male customers?  |  | | --- | | There are 5097 female customers and 5184 male customers. |   **4)** Create a new measure to calculate the **number of unique cities**(**[Unique Cities]**) based on the customer\_city field in the **Customer\_Lookup** table, and format as a **whole number** with a thousands separator.   |  | | --- | | Paste below your new pivot table: |  * Pull customer\_country into rows. How many unique customer cities are represented by customers from Mexico? From the USA?  |  | | --- | | There are 13 unique customer cities in Mexico and 78 in the USA. |   Remember to save early, save often, and backup your work.  GRADING RUBRIC | | | | |
| Grading Criteria | 3  **Exceeds**  *Excellent*  Epic Wow | 2  **Meets**  *Satisfactory*  O.K. | 1  **Partially Meets**  *Below Expectations*  Not Yet | 0  **Does Not Meet**  *Unacceptable*  Fail |
| **Pivot Table –** How robust is the pivot table's view of the requirements? | Pivot table is excellent :50% | Pivot table is satisfactory :40% | Pivot table is deficient :30% | Unfortunately, no Pivot Table. |
| **Calculations –** How accurate are the results of the DAX calculations? | Excellent computations :40% | Satisfactory computations :30% | Computations are deficient. :20% | Unfortunately, no computations. |
| **Time Management –** candidate used time wisely during development, presentation, and all aspects of the work submitted in a timely fashion. | Work submitted promptly :10% | Submitted within the allotted time :7% | Submitted late :3% | Unfortunately, too long, too short, or untimely. |