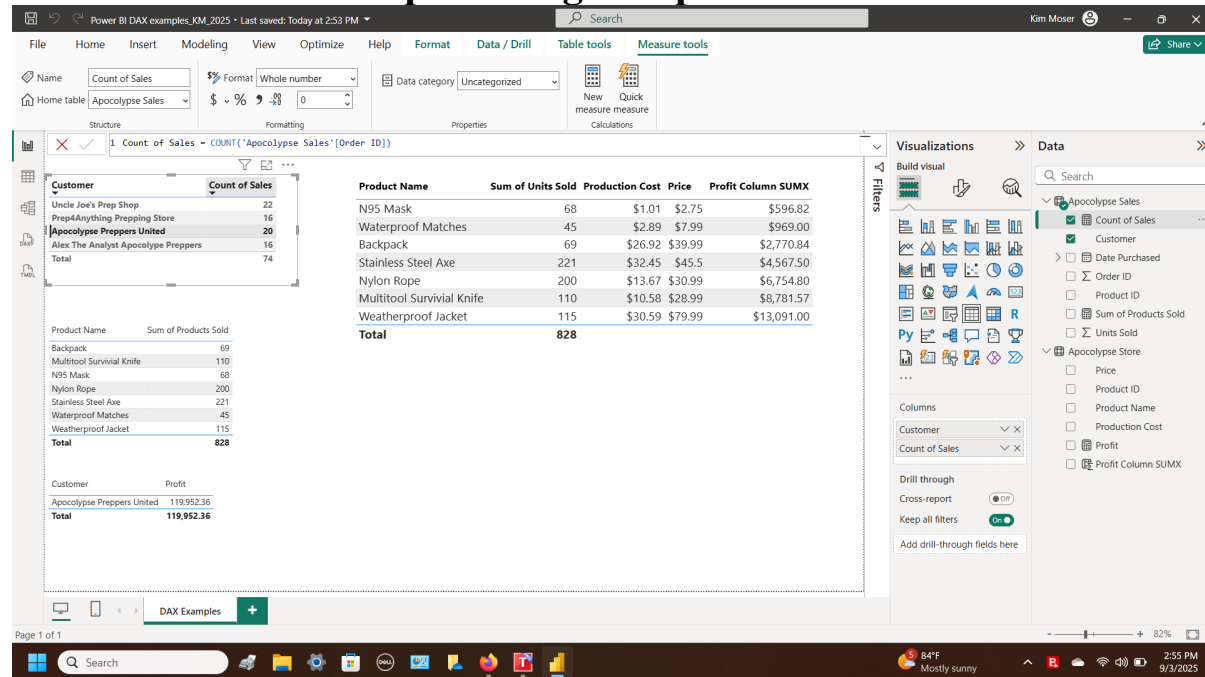
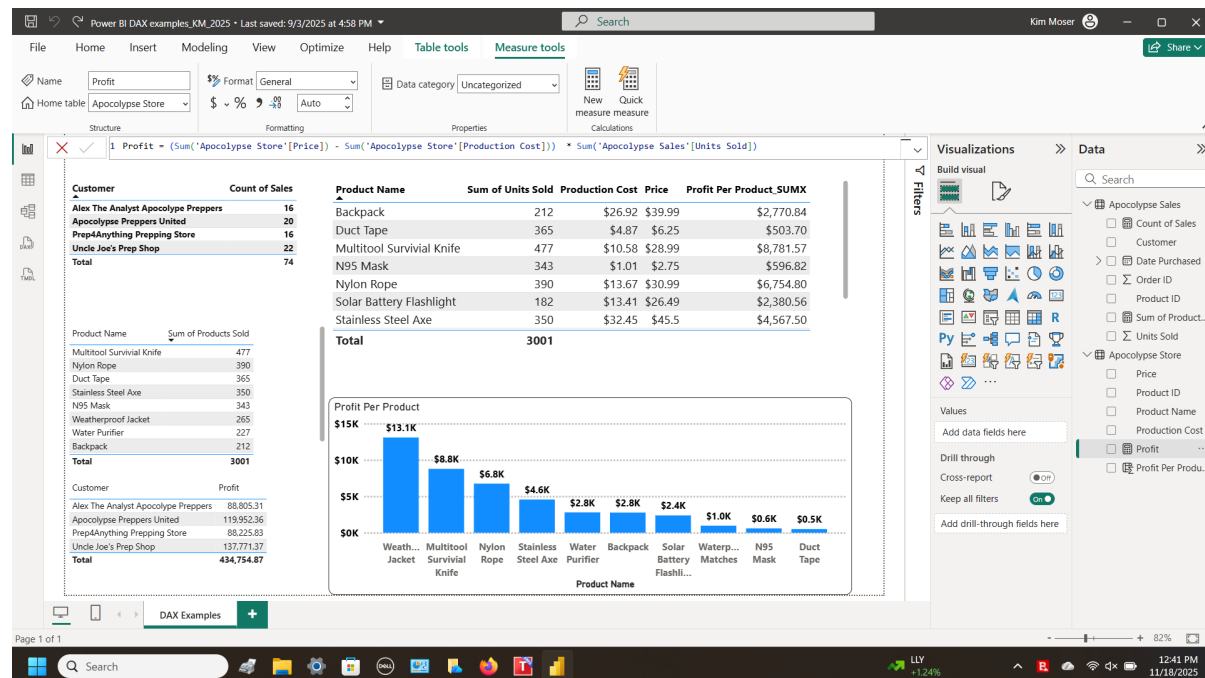


Power BI DAX Examples using Sample Data



DAX Measure above “Count of Sales” is to count the number of items sold to a customer as shown in table in the top left corner.



Profit using DAX measure

Power BI DAX examples_KM_2025 • Last saved: Today at 2:53 PM

File Home Insert Modeling View Optimize Help Table tools Column tools

Name Profit Column SUMX Format Currency Data type Decimal number

Summarization Don't summarize Data category Uncategorized

Sort by column Sort Data groups Groups Manage relationships New column Calculations

1 Profit Column SUMX = SUMX(RELATEDTABLE('Apocalypse Sales'), 'Apocalypse Sales'[Units Sold] * ('Apocalypse Store'[Price] - 'Apocalypse Store'[Production Cost]))
2 //Comment: Calculating Profit using a column not a measure

Customer	Count of Sales
Uncle Joe's Prep Shop	22
Prep4Anything Prepping Store	16
Apocalypse Preppers United	20
Alex The Analyst Apocalypse Preppers	16
Total	74

Product Name	Sum of Units Sold	Production Cost	Price	Profit Column SUMX
Duct Tape	365	\$4.87	\$6.25	\$503.70
N95 Mask	343	\$1.01	\$2.75	\$596.82
Waterproof Matches	190	\$2.89	\$7.99	\$969.00
Solar Battery Flashlight	182	\$13.41	\$26.49	\$2,380.56
Backpack	212	\$26.92	\$39.99	\$2,770.84
Water Purifier	227	\$17.93	\$30.25	\$2,796.64
Stainless Steel Axe	350	\$32.45	\$45.5	\$4,567.50
Nylon Rope	390	\$13.67	\$30.99	\$6,754.80
Multitool Survival Knife	477	\$10.58	\$28.99	\$8,781.57
Total	3001			

Product Name	Sum of Products Sold
Backpack	212
Duct Tape	365
Multitool Survival Knife	477
N95 Mask	343
Nylon Rope	390
Solar Battery Flashlight	182
Stainless Steel Axe	350
Water Purifier	227
Total	3001

Customer	Profit
Alex The Analyst Apocalypse Preppers	88,005.31
Apocalypse Preppers United	119,952.36
Prep4Anything Prepping Store	88,225.83
Uncle Joe's Prep Shop	137,771.37
Total	434,754.87

Visualizations Build visual

Data Search

Apocalypse Sales

- Count of Sales
- Customer
- Date Purchased
- Order ID
- Product ID
- Sum of Products Sold
- Units Sold

Apocalypse Store

- Price
- Product ID
- Product Name
- Production Cost
- Profit
- Profit Column SUMX

Name 'Apocalypse Store'[Profit Column SUMX]

Keep all filters On

Add drill-through fields here

Page 1 of 1

DAX Examples

84°F Mostly sunny 2:54 PM 9/3/2025

Power BI DAX examples_KM_2025 • Last saved: Today at 2:53 PM

File Home Help Table tools Column tools

Name Profit Per Product... Format Currency Data type Decimal number

Summarization Don't summarize Data category Uncategorized

Sort by column Sort Data groups Groups Manage relationships New column Calculations

1 Profit Per Product SUMX = SUMX(RELATEDTABLE('Apocalypse Sales'), 'Apocalypse Sales'[Units Sold] * ('Apocalypse Store'[Price] - 'Apocalypse Store'[Production Cost]))
2 //Comment: Calculating Profit using a column not a measure

Product ID	Product Name	Price	Production Cost	Profit Per Product SUMX
10001	Nylon Rope	\$30.99	\$13.67	\$6,754.80
10002	Waterproof Matches	\$7.99	\$2.89	\$969.00
10003	Stainless Steel Axe	\$45.5	\$32.45	\$4,567.50
10004	Backpack	\$39.99	\$26.92	\$2,770.84
10005	Multitool Survival Knife	\$28.99	\$10.58	\$8,781.57
10006	Solar Battery Flashlight	\$26.49	\$13.41	\$2,380.56
10007	Weatherproof Jacket	\$79.99	\$30.59	\$13,091.00
10008	Duct Tape	\$6.25	\$4.87	\$503.70
10009	Water Purifier	\$30.25	\$17.93	\$2,796.64
10010	N95 Mask	\$2.75	\$1.01	\$596.82

Data Search

Apocalypse Sales

- Count of Sales
- Customer
- Date Purchased
- Order ID
- Product ID
- Sum of Products Sold
- Units Sold

Apocalypse Store

- Price
- Product ID
- Product Name
- Production Cost
- Profit
- Profit Per Product SUMX

Table: Apocalypse Store (10 rows) Column: Profit Per Product SUMX (10 distinct values)

84°F Mostly sunny 3:04 PM 9/3/2025

Above I have calculated the Profit for each row or for each product by using a calculated column instead of a measure. New Column I developed is called “Profit Per Product_SumX” in the top right hand table and uses the SUMX function which sums each row instead of totaling by column.