

# Power BI DAX Examples using Sample Data

The screenshot shows a Power BI interface with a table visualization titled "Count of Sales". The table has two columns: "Customer" and "Count of Sales". The data includes rows for Uncle Joe's Prep Shop, Prep4Anything Prepping Store, Apocalypse Preppers United, and Alex The Analyst Apocalypse Preppers, with a total of 74 sales. Below the table is another table for "Product Name" and "Sum of Products Sold", listing items like Backpack, Multitool Survival Knife, N95 Mask, Nylon Rope, Stainless Steel Axe, Waterproof Matches, Multitool Survival Knife, and Weatherproof Jacket, totaling 828 units. At the bottom, there is a summary table for "Customer" and "Profit" with a total of 119,952.36. The formula bar at the top shows the measure definition: `1 Count of Sales = COUNT('Apocalypse Sales'[Order ID])`.

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.

This screenshot shows a more complex DAX example. The table visualization on the left displays "Customer" and "Count of Sales" data, identical to the previous example. The main focus is a bar chart titled "Profit Per Product" showing the profit for various products. The Y-axis ranges from \$0K to \$15K. The chart includes labels for each bar: Weatherproof Jacket (\$13.1K), Multitool Survival Knife (\$8.8K), Nylon Rope (\$6.8K), Stainless Steel Axe (\$4.6K), Water Purifier (\$2.8K), Backpack (\$2.8K), Solar Battery Flashlight (\$2.4K), Water Matches (\$1.0K), N95 Mask (\$0.6K), and Duct Tape (\$0.5K). The formula bar at the top shows the measure definition: `1 Profit = (Sum('Apocalypse Store'[Price]) - Sum('Apocalypse Store'[Production Cost])) * Sum('Apocalypse Sales'[Units Sold])`.

Profit using DAX measure

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Kim Moser

**Table tools**

Name: Profit Column SUMX  
Data type: Decimal number

Format: Currency  
Summarization: Don't summarize  
Data category: Uncategorized

Structure: Count of Sales  
Formatting: Product Name, Sum of Units Sold, Production Cost, Price, Profit Column SUMX  
Properties: Sort by column, Sort, Data groups, Groups, Manage relationships, Relationships, New column, Calculations

**Visualizations**

**Data**

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

Detailed description: This screenshot shows the Power BI DAX editor interface. It displays two tables: 'Apocalypse Sales' and 'Apocalypse Store'. The 'Apocalypse Sales' table has columns for Customer, Count of Sales, Product Name, Sum of Units Sold, Production Cost, Price, and Profit Column SUMX. The 'Apocalypse Store' table has columns for Product Name, Sum of Products Sold, Total, and Price. A calculated column 'Profit Column SUMX' is defined in the top right, using the SUMX function to calculate profit for each row. The 'Data' pane on the right shows the fields available for selection.

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**Table tools**

Name: Profit Per Product...  
Data type: Decimal number

Format: Currency  
Summarization: Don't summarize  
Data category: Uncategorized

Structure: Product ID, Product Name, Price, Production Cost, Profit Per Product\_SUMX  
Formatting: Product ID, Product Name, Price, Production Cost, Profit Per Product\_SUMX  
Properties: Sort by column, Sort, Data groups, Groups, Manage relationships, Relationships, New column, Calculations

**Data**

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

Detailed description: This screenshot shows the Power BI DAX editor interface. It displays two tables: 'Apocalypse Sales' and 'Apocalypse Store'. The 'Apocalypse Sales' table has columns for Product ID, Product Name, Price, Production Cost, and Profit Per Product\_SUMX. The 'Apocalypse Store' table has columns for Product ID, Product Name, Price, Production Cost, and Profit. A calculated column 'Profit Per Product\_SUMX' is defined in the top right, using the SUMX function to calculate profit for each product. The 'Data' pane on the right shows the fields available for selection.

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.