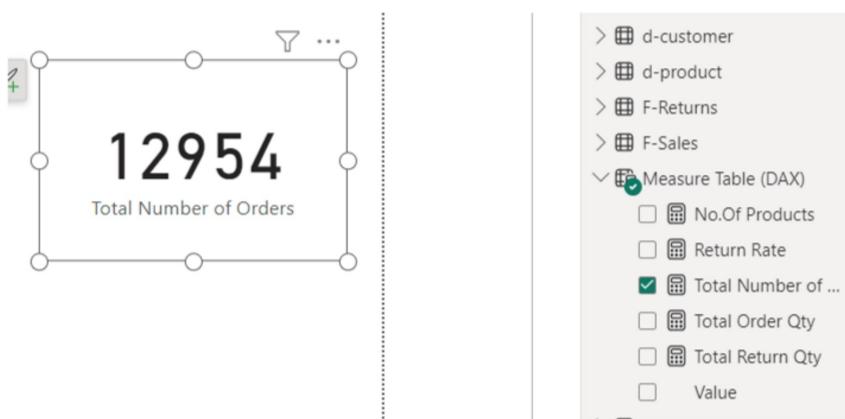


DAX - 4

17 September 2024 20:59

DAX - 4

- Create a Calculated Column to extract the year part from the birth date column.
- Create a calculated column to extract the year part from the birth date column and another column extracting the current year to calculate the age of each customer.
- Create a calculated column to extract the first three letters from the month name column from the calendar table.
- Create a calculated column to extract username from email id.
- Create a calculated column to pull the "product price" column from the "products" table to the "sales" table.
- Create a calculated column "Revenue" from "f-sales" using "order quantity" and "product price".
- Create a measure to calculate the return rate of each subcategory.
- Count the number of products in each category.
- Count the number of a unique number of orders in a table.
- Total Items of Clothing Category.
- Total Weekend Orders.
- Total High Price Point Products.



Total Number of Orders = DISTINCTCOUNT('F-Sales'[OrderNumber])

Calculate(1st para[Calling out the existing Measure],
2nd para[Filter Apply])

The screenshot shows the Power BI formula bar with a DAX measure named 'Clothing Orders'. The formula uses the 'CALCULATE' function to filter the data based on the 'Category Name' column in the 'Product Subcategories Lookup' table, specifically for the category 'Clothings'. A tooltip for the 'CALCULATE' function is displayed, stating: 'Evaluates an expression in a context modified by filters.' Below the formula bar, the formula is expanded to show the full DAX code: 'Clothing Orders = CALCULATE([Total Number of Orders], 'Product Subcategories Lookup'[Category Name] = "Clothings")'.

> F-Sales
> Measure Table (DAX)

Clothing Orders = CALCULATE([Total Number of Orders], 'Product Subcategories Lookup'[Category Name] = "Clothings")

Category Name	No.Of Products	SubCategoryName	Return Rate
Accessories	29	Bike Racks	4.26%
Bikes	97	Bike Stands	6.11%
Clothings	35	Bottles and Cages	3.80%
Components	132	Caps	2.20%
Total	293	Cleaners	2.64%
		Fenders	2.09%
		Gloves	3.62%
		Helmets	6.06%
		Hydration Packs	6.76%
		Jerseys	5.65%
		Mountain Bikes	4.54%
		Road Bikes	7.59%
		Shorts	8.47%
		Socks	3.87%
		Total	4.23%

12954
Total Number of Orders

Category Name	Total Number of Orders	Clothing Orders
Accessories	8830	3606
Bikes	6899	3606
Clothings	3606	3606
Components		3606
Total	12954	3606

Measure Table (DAX)

- Clothing Orders
- No.Of Products
- Return Rate
- Total Number of ...
- Total Order Qty
- Total Return Qty
- Value

Build a visual

Visual types

Search

High Price Point Products = CALCULATE([No.Of Products], 'd-product'[Price Point] = "High")

Category Name	No.Of Products	SubCategoryName	Return Rate
Accessories	29	Bike Racks	4.26%
Bikes	97	Bike Stands	6.11%
Clothings	35	Bottles and Cages	3.80%
Components	132	Caps	2.20%
Total	293	Cleaners	2.64%
		Fenders	2.09%
		Gloves	3.62%
		Helmets	6.06%
		Hydration Packs	6.76%
		Jerseys	5.65%
		Mountain Bikes	4.54%
		Road Bikes	7.59%
		Shorts	8.47%
		Socks	3.87%
		Total	4.23%

3606
Clothing Orders
12954
Total Number of Orders

Category Name	Total Number of Orders	Clothing Orders
Accessories	8830	3606
Bikes	6899	3606
Clothings	3606	3606
Components		3606
Total	12954	3606

84

High Price Point Products

Build a visual

Visual types

Search

High Price Point Products

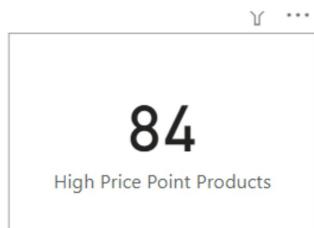
Fields

High Price Point Products

High Price Point Product = Cal(existing Measure [No. of Prodcts], [Filter]--> PricePoint = "High")

Table: d-product (293 rows, 84 filtered rows) Column: Price Point (3 distinct values, 1 filtered distinct values)

High Price Point Products = CALCULATE([No.Of Products], 'd-product'[Price Point] = "High")



Total Number of Orders	Weekend Order	Clothing Orders
8830	2453	3606
6899	1972	3606
3606	989	3606
12954	3601	3606

Create this new column
in power query editor using
columns from Example & mark
1 Sat, Sun as Yes ,



in power query editor using
columns from Example & mark
Sat , Sun as Yes ,
others as No.

```
Weekend Order = CALCULATE([Total Number of Orders] , 'd-Calendar'[IsWeekend?] = "Yes")
```

Advance DAX Transformation

The dropdown menu for the 'FILTER' function shows various DAX functions:

- /fx ADDCOLUMNS
- /fx ADDMISSINGITEMS
- /fx ALL
- /fx ALLEXCEPT
- /fx ALLNOBLANKROW
- /fx ALLSELECTED
- /fx CALCULATETABLE
- /fx CALENDAR
- /fx CALENDARAUTO
- /fx COLUMNSTATISTICS
- /fx CROSSJOIN
- /fx DATATABLE

Creating a sub Table by applying
multiple filters around it, And use
that specific table for further insights.

Target Customer

CustomerKey	Prefix	FirstName	LastName	BirthDate	MaritalStatus	Gender	EmailAddress	AnnualIncome	TotalChildren	EducationLevel	Occupation
18565	MR.	DALTON	BRYANT	15-03-1970 00:00:00	M	M	dalton64@adventure-works.com	€ 60,000	2	Graduate Degree	Professional
20691	MR.	EDUARDO	SMITH	14-02-1965 00:00:00	M	M	eduardo0@adventure-works.com	€ 60,000	0	Graduate Degree	Professional
19119	MR.	CONNOR	SIMMONS	12-02-1971 00:00:00	M	M	connor10@adventure-works.com	€ 60,000	1	Graduate Degree	Professional
21153	MR.	JAMES	THOMPSON	15-02-1967 00:00:00	M	M	james88@adventure-works.com	€ 60,000	0	Graduate Degree	Professional
19139	MR.	OSCAR	SIMMONS	14-09-1966 00:00:00	M	M	oscar23@adventure-works.com	€ 60,000	0	Graduate Degree	Professional
19136	MR.	RICHARD	COOK	02-04-1966 00:00:00	M	M	richard94@adventure-works.com	€ 60,000	0	Graduate Degree	Professional
20008	MR.	JACK	FOSTER	03-09-1966 00:00:00	M	M	jack16@adventure-works.com	€ 60,000	0	Graduate Degree	Professional
19989	MR.	ETHAN	THOMPSON	13-01-1971 00:00:00	M	M	ethan49@adventure-works.com	€ 60,000	1	Graduate Degree	Professional
16072	MR.	CALEB	EVANS	12-10-1971 00:00:00	M	M	caleb29@adventure-works.com	€ 60,000	1	Graduate Degree	Professional
17602	MR.	DALTON	WILLIAMS	05-07-1966 00:00:00	M	M	dalton2@adventure-works.com	€ 60,000	0	Graduate Degree	Professional
17601	MR.	JOSE	HALL	25-01-1966 00:00:00	M	M	jose83@adventure-works.com	€ 60,000	0	Graduate Degree	Professional
17598	MR.	CAMERON	HARRIS	12-10-1966 00:00:00	M	M	cameron32@adventure-works.com	€ 60,000	0	Graduate Degree	Professional
16962	MR.	ZACHARY	COLEMAN	25-08-1969 00:00:00	M	M	zachary4@adventure-works.com	€ 60,000	1	Graduate Degree	Professional
16964	MR.	GAVIN	WOOD	20-05-1969 00:00:00	M	M	gavin2@adventure-works.com	€ 60,000	1	Graduate Degree	Professional
17587	MR.	CURTIS	LIANG	26-05-1970 00:00:00	M	M	curtis13@adventure-works.com	€ 60,000	2	Graduate Degree	Professional
16106	MR.	IAN	BARNES	21-03-1965 00:00:00	M	M	ian43@adventure-works.com	€ 60,000	0	Graduate Degree	Professional
16096	MR.	KENNETH	SHE	25-07-1969 00:00:00	M	M	kenneth1@adventure-works.com	€ 60,000	2	Graduate Degree	Professional
16085	MR.	TREVOR	GONZALES	10-07-1970 00:00:00	M	M	trevor17@adventure-works.com	€ 60,000	1	Graduate Degree	Professional
20679	MR.	DAKOTA	JENKINS	14-05-1966 00:00:00	M	M	dakota5@adventure-works.com	€ 60,000	0	Graduate Degree	Professional
17562	MR.	ZACHARY	SHARMA	25-11-1972 00:00:00	M	M	zachary27@adventure-works.com	€ 60,000	1	Graduate Degree	Professional
11649	MR.	IAN	WHITE	26-07-1969 00:00:00	M	M	ian12@adventure-works.com	€ 60,000	1	Graduate Degree	Professional
11650	MR.	CALEB	HAYES	26-07-1969 00:00:00	M	M	caleb19@adventure-works.com	€ 60,000	1	Graduate Degree	Professional
11652	MR.	SAMUEL	RUSSELL	05-05-1971 00:00:00	M	M	samuel119@adventure-works.com	€ 60,000	1	Graduate Degree	Professional
11658	MR.	ROBERT	MICHELL	07-02-1969 00:00:00	M	M	robert53@adventure-works.com	€ 60,000	1	Graduate Degree	Professional
13891	MR.	AARON	SIMMONS	07-12-1966 00:00:00	M	M	aaron14@adventure-works.com	€ 60,000	0	Graduate Degree	Professional
13876	MR.	SEBASTIAN	MURPHY	11-08-1969 00:00:00	M	M	sebastian15@adventure-works.com	€ 60,000	1	Graduate Degree	Professional
13928	MR.	NATHANIEL	MORRIS	22-07-1963 00:00:00	M	M	nathaniel20@adventure-works.com	€ 60,000	3	Graduate Degree	Professional

```
Target Customer = FILTER('d-customer', 'd-customer'[AnnualIncome]>50000 && 'd-customer'[Gender] = "M" && 'd-customer'[MaritalStatus] = "M" )
```

Revenue

```
1 Revenue = SUMX('F-Sales', 'F-Sales'[OrderQuantity] * RELATED('d-product'[ProductPrice]))
```

Category Name No.Of Products SubcategoryName Return Rate



Category Name	No.Of Products
Accessories	29
Bikes	97
Clothings	35
Components	132
Total	293

SubcategoryName	Return Rate
Bike Racks	4.26%
Bike Stands	6.11%
Bottles and Cages	3.80%
Caps	2.20%
Cleaners	2.64%
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Hydration Packs	6.76%
Jerseys	5.65%
Mountain Bikes	4.54%
Road Bikes	7.59%
Shorts	8.47%
Socks	3.87%
Total	4.23%

\$13.15M

Revenue

3606

Clothing Orders

Tc

Category Name	Total N
Accessories	
Bikes	
Clothings	
Components	
Total	

84

High Price Point Products

