

DAX - 2

12 September 2024 23:40

DAX - 2

1 Price Point = IF('d-product'[ProductPrice] <=500 , "Low" , IF('d-product'[ProductPrice] <= 1000 , "Mid" , "High"))

ProductDescription	ProductColor	ProductSize	ProductStyle	ProductCost	ProductPrice	Price Point
Universal fit, well-vented, lightweight, snap-on visor.	Red	0	0	\$13.1	\$35	Low
Universal fit, well-vented, lightweight, snap-on visor.	Black	0	0	\$12	\$33.6	Low
Universal fit, well-vented, lightweight, snap-on visor.	Blue	0	0	\$12	\$33.6	Low
Traditional style with a flip-up brim; one-size fits all.	Multi	0	U	\$5.7	\$8.6	Low
Stout design absorbs shock and offers more precise steering.	NA	0	0	\$65.8	\$148.2	Low
Composite road fork with an aluminum steerer tube.	NA	0	0	\$77.9	\$175.5	Low
High-performance carbon road fork with curved legs.	NA	0	0	\$101.9	\$229.5	Low
Threadless headset provides quality at an economical price.	NA	0	0	\$15.2	\$34.2	Low

1 Target Customer 1 = IF('d-customer'[AnnualIncome] > 50000 , "YES" , "NO")

EducationLevel	Occupation	HomeOwner	Full Name	Target Customer 1
0	Bachelors	Professional	N	MR. CARL CHANDER
0	Bachelors	Professional	Y	MR. SAMUEL DIAZ

Target Customer 2 = IF(AND('d-customer'[AnnualIncome] >= 50000 , 'd-customer'[Gender] = "M") , "Yes" , "No")

EducationLevel	Occupation	HomeOwner	Full Name	Target Customer 1	Target Customer 2
0	Bachelors	Professional	N	MR. CARL CHANDER	YES
0	Bachelors	Professional	Y	MR. SAMUEL DIAZ	Yes

Target Customer 3 = IF(OR('d-customer'[AnnualIncome] > 50000 , 'd-customer'[Gender] = "M") , "Yes" , "No")

EducationLevel	Occupation	HomeOwner	Full Name	Target Customer 1	Target Customer 2	Target Customer 3
0	Bachelors	Professional	N	MR. CARL CHANDER	YES	Yes
0	Bachelors	Professional	Y	MR. SAMUEL DIAZ	YES	Yes
0	Bachelors	Professional	N	MR. JOHNNY ANAND	YES	Var

Target Customer 4 = IF(['d-customer'[AnnualIncome] > 50000 & 'd-customer'[Gender] = "M" & 'd-customer'[MaritalStatus] = "M" , "Yes" , "No")

EducationLevel	Occupation	HomeOwner	Full Name	Target Customer 1	Target Customer 2	Target Customer 3	Target Customer 4
0	Bachelors	Professional	N	MR. CARL CHANDER	YES	Yes	Yes
0	Bachelors	Professional	Y	MR. SAMUEL DIAZ	YES	Yes	No

1 Target Customer 5 = IF(['d-customer'[AnnualIncome] > 50000 || 'd-customer'[Gender] = "M" || 'd-customer'[MaritalStatus] = "M" , "Yes" , "No")

EducationLevel	Occupation	HomeOwner	Full Name	Target Customer 1	Target Customer 2	Target Customer 3	Target Customer 4	Target Customer 5
0	Bachelors	Professional	N	MR. CARL CHANDER	YES	Yes	Yes	Yes
0	Bachelors	Professional	Y	MR. SAMUEL DIAZ	YES	Yes	Yes	Yes
0	Bachelors	Professional	N	MR. JOHNNY ANAND	YES	Yes	No	Yes
0	Bachelors	Professional	N	MR. JOSHUA JACKSON	YES	Yes	Yes	Yes
0	Bachelors	Professional	N	MR. RUDEN MAMUNOT	YES	Var	Var	Var

X ✓ 1 Category Name = SWITCH([Product Subcategories Lookup].[ProductCategoryKey],1,"Bikes",2,"Components",3,"Clothings",4,"Accesso

ProductSubcategoryKey	SubcategoryName	ProductCategoryKey	Category Name
1	Mountain Bikes	1	1 Bikes
2	Road Bikes	1	1 Bikes
3	Touring Bikes	1	1 Bikes
4	Handlebars	2	2 Components
5	Bottom Brackets	2	2 Components
6	Brakes	2	2 Components
7	Chains	2	2 Components
8	Cranksets	2	2 Components
9	Derailleurs	2	2 Components
10	Forks	2	2 Components
11	Headsets	2	2 Components
12	Mountain Frames	2	2 Components
13	Pedals	2	2 Components
14	Road Frames	2	2 Components
15	Saddles	2	2 Components
16	Touring Frames	2	2 Components
17	Wheels	2	2 Components
18	Bib-Shorts	3	3 Clothings
19	Caps	3	3 Clothings
20	Gloves	3	3 Clothings

Category Name = [Product Category Key]
Switch

Category Name = [Product Category Key]

Switch

1. Bikes
2. Components.
3. Clothing
4. Accessories.

Perform the below mentioned operations in Power BI:

- Create a calculated column to find the target customers whose salary is > 50000.
- Create a calculated column to find the target customers whose salary is > 50000 and whose gender is male.
- Create a Calculated Column to find the target customers whose salary is > 50000, and gender is male and whose marital status is married.
- Create a Calculated Column to find the target customers whose salary is > 50000 or gender is male or whose marital status is married.
- Create a calculated column to find the price point based on the product price, segregated by a range of prices. If price is greater 1000 then high, if price is greater than 500 then medium, else low.
- Create a calculated column to assign category names corresponding to the category keys.

Dax - p2 Assignment:

Perform the below mentioned operations in Power BI:

- 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".

Level	Occupation	HomeOwner	Full Name	Target Customer 1	Target Customer 2	Target Customer 3	Target Customer 4	Target Customer 5	Birth Year
Professional	N	MR. CARL CHANDER	YES	Yes	Yes	No	Yes	1964	
Professional	Y	MR. SAMUEL DIAZ	YES	Yes	Yes	No	Yes	1963	
Professional	N	MR. JOHNNY ANAND	YES	Yes	Yes	No	Yes	1965	
Professional	N	MR. JOSHUA JACKSON	YES	Yes	Yes	No	Yes	1974	
Professional	N	MR. RUBEN MUÑOZ	YES	Yes	Yes	No	Yes	1974	
Professional	Y	MR. JULIO RUIZ	YES	Yes	Yes	No	Yes	1965	
Professional	N	MR. EDWIN ZHENG	YES	Yes	Yes	No	Yes	1974	
Professional	N	MR. PEDRO RANA	YES	Yes	Yes	No	Yes	1968	

Occupation	HomeOwner	Full Name	Target Customer 1	Target Customer 2	Target Customer 3	Target Customer 4	Target Customer 5	Birth Year	Age
Professional	N	MR. CARL CHANDER	YES	Yes	Yes	No	Yes	1964	60
Professional	Y	MR. SAMUEL DIAZ	YES	Yes	Yes	No	Yes	1963	61
Professional	N	MR. JOHNNY ANAND	YES	Yes	Yes	No	Yes	1965	59
Professional	N	MR. JOSHUA JACKSON	YES	Yes	Yes	No	Yes	1974	50
Professional	N	MR. RUBEN MUÑOZ	YES	Yes	Yes	No	Yes	1974	50
Professional	Y	MR. JULIO RUIZ	YES	Yes	Yes	No	Yes	1965	59
Professional	N	MR. EDWIN ZHENG	YES	Yes	Yes	No	Yes	1974	50
Professional	N	MR. PEDRO RANA	YES	Yes	Yes	No	Yes	1968	56

YEAR(12/09/2024) - 2024 - {cell1, cell2}

Age = YEAR(TODAY()) - 'd-customer'[Birth Year]

Age = YEAR(TODAY()) - 'd-customer'[Birth Year]

It's keeps on updating real time

le number	<code>LEFT(Text, [NumberOfCharacters])</code>	ed		
ture	Returns the specified number of characters from the start of a text string.			
<code>1 Short Month = LEFT('*d-Calendar'[Month Name],3)</code>				
Day Name	Start of Month	Month Name	Year	Column
Friday	01-01-2016	January	2016	
Saturday	01-01-2016	January	2016	
Sunday	01-01-2016	January	2016	
Monday	01-01-2016	January	2016	

Day Name	Start of Month	Month Name	Year	Short Month
Friday	01-01-2016	January	2016	Jan
Saturday	01-01-2016	January	2016	Jan
Sunday	01-01-2016	January	2016	Jan
Monday	01-01-2016	January	2016	Jan
Tuesday	01-01-2016	January	2016	Jan

User Name	= LEFT('d-customer'[EmailAddress] , SEARCH("@", 'd-customer'[EmailAddress])-1)								
HomeOwner	Full Name	Target Customer 1	Target Customer 2	Target Customer 3	Target Customer 4	Target Customer 5	Birth Year	Age	User Name
J	MR. CARL CHANDER	YES	Yes	Yes	No	Yes	1964	60	carl15
J	MR. SAMUEL DIAZ	YES	Yes	Yes	No	Yes	1963	61	samuel21
J	MR. JOHNNY ANAND	YES	Yes	Yes	No	Yes	1965	59	johnny23
J	MR. JOSHUA JACKSON	YES	Yes	Yes	No	Yes	1974	50	joshua13
J	MR. RUBEN MUÑOZ	YES	Yes	Yes	No	Yes	1974	50	ruben30
J	MR. JULIO RUIZ	YES	Yes	Yes	No	Yes	1965	59	julio1
J	MR. EDWIN ZHFNG	YFS	Yes	Yes	No	Yes	1974	50	edwin20

```
User Name = LEFT('d-customer'[EmailAddress] , SEARCH("@",'d-customer'[EmailAddress])-1)
```

LEFT(**Text**, [**NumberOfCharacters**])

FIND() -- SEARCH()

SEARCH(**FindText**, **WithinText**, [**StartPosition**], [**NotFoundValue**])
- Returns the starting position of one text string within another text string.
SEARCH is not case-sensitive.

RELATED(**ColumnName**)

Returns a related value from another table.

RELATED(

'd-Calendar'

1 Merged Query [Power Query Editor]

PrimaryKey	OrderLineItem	OrderQuantity	d-product.ProductCost	d-product.ProductPrice	d-customer.Gender	d-customer.Occupation	Revenue	Index	Price
9	1	1	\$1,105.8	\$2,049.1	M	Professional	\$2,049.1	25	₹ 2,049.1
9	1	1	\$1,105.8	\$2,049.1	M	Professional	\$2,049.1	35	₹ 2,049.1
9	1	1	\$1,105.8	\$2,049.1	M	Professional	\$2,049.1	36	₹ 2,049.1
9	1	1	\$1,105.8	\$2,049.1	M	Professional	\$2,049.1	39	₹ 2,049.1
9	1	1	\$1,105.8	\$2,049.1	M	Professional	\$2,049.1	220	₹ 2,049.1
9	1	1	\$1,105.8	\$2,049.1	M	Professional	\$2,049.1	228	₹ 2,049.1
9	1	1	\$1,105.8	\$2,049.1	M	Professional	\$2,049.1	378	₹ 2,049.1
9	1	1	\$1,105.8	\$2,049.1	M	Professional	\$2,049.1	1792	₹ 2,049.1
9	1	1	\$1,105.8	\$2,049.1	M	Professional	\$2,049.1	1804	₹ 2,049.1
9	1	1	\$1,105.8	\$2,049.1	M	Professional	\$2,049.1	1810	₹ 2,049.1
9	1	1	\$1,105.8	\$2,049.1	M	Professional	\$2,049.1	1967	₹ 2,049.1

9	1	1	\$1,105.6	\$2,049.1	Professional	\$2,049.1	1794	₹ 2,049.1
9	1	1	\$1,105.6	\$2,049.1	Professional	\$2,049.1	1804	₹ 2,049.1
9	1	1	\$1,105.6	\$2,049.1	Professional	\$2,049.1	1810	₹ 2,049.1
9	1	1	\$1,105.6	\$2,049.1	Professional	\$2,049.1	1967	₹ 2,049.1
9	1	1	\$1,105.6	\$2,049.1	Professional	\$2,049.1	1987	₹ 2,049.1
9	1	1	\$1,105.6	\$2,049.1	Professional	\$2,049.1	2037	₹ 2,049.1
9	1	1	\$1,105.6	\$2,049.1	Professional	\$2,049.1	2049	₹ 2,049.1
9	1	1	\$1,105.6	\$2,049.1	Professional	\$2,049.1	2066	₹ 2,049.1
9	1	1	\$1,105.6	\$2,049.1	Professional	\$2,049.1	2232	₹ 2,049.1
9	1	1	\$1,105.6	\$2,049.1	Professional	\$2,049.1	2237	₹ 2,049.1
9	1	1	\$1,105.6	\$2,049.1	Professional	\$2,049.1	2290	₹ 2,049.1
9	1	1	\$1,105.6	\$2,049.1	Professional	\$2,049.1	2298	₹ 2,049.1
9	1	1	\$1,105.6	\$2,049.1	Professional	\$2,049.1	2304	₹ 2,049.1
9	1	1	\$1,105.6	\$2,049.1	Professional	\$2,049.1	2307	₹ 2,049.1

DAX - Calculated Column

CustomerKEY = RELATEDC	ProductSubcategoryKey	ProductSubcategoryName
116	9	'd-product'[ProductStyle]
116	4	'd-product'[ProductSubcategoryKey]
116	1	'Product Subcategories Lookup'
116	10	'Product Subcategories Lookup'[Category Name]
116	4	'Product Subcategories Lookup'[ProductCategoryKey]
116	6	'Product Subcategories Lookup'[ProductSubcategoryKey]
116	8	'Product Subcategories Lookup'[SubcategoryName]
116	7	'Territories Lookup'
116	6	'Territories Lookup'[Continent]
116	8	'Territories Lookup'[Country]
116	7	'Territories Lookup'[Region]
116	6	'Territories Lookup'[SalesTerritoryKey]

If they are link or having a relationship in model.