

## Some of important DAX Queries Used:

1. **COUNT()** – To count the number of transactions.

```
No. of transactions = count(fact_spends[customer_id])
```

2. **MONTHNAME()** – To extract name of month from date.

```
MONTH_NAME = FORMAT(fact_spends[Date], "MMMM")
```

3. **CALCULATE()** and **SUM()**: To Calculate total transaction amount .

```
TOTAL TRANSACTION AMOUNT = CALCULATE(SUM(fact_spends[spend]))
```

4. **PREVIOUSMONTH()**- To Calculate Last Month transactions.

```
LAST MONTH = CALCULATE([TOTAL TRANSACTION AMOUNT]),  
PREVIOUSMONTH(DATESMTD(fact_spends[Date])))
```

5. **DAX QUERY FOR MONTH ON MONTH GROWTH AS ABSOLUTE VALUE AND IN PERCENTAGE TERMS:**

```
MOM TRANSACTIONS =  
VAR DIFF = [AMOUNT of transactions] - [LAST MONTH SALES]  
VAR PERCENTAGE = DIVIDE(DIFF, [LAST MONTH SALES], "NA")  
VAR _SIGN = IF (DIFF > 0, "+", "")  
VAR SYMBOL = IF (DIFF > 0, "↑", "↓")  
RETURN  
SYMBOL & " " & " " & _SIGN & FORMAT (PERCENTAGE, "0.0%") & " " & "|" & " " & _SIGN & " " &  
FORMAT(DIFF/1000000, "0.0M") & " VS LAST MONTH"
```

6. **DAX QUERY FOR DISPLAYING “NO DATA AVAILABLE” IF FIRST MONTH IS SELECTED :**

```
UPDATED MOM = IF(SELECTEDVALUE(fact_spends[DATE])=DATE(2018,05,01),"NO DATA AVAILABLE",  
[MOM TRANSACTIONS])
```

7. **RANKX()** : To find the rank among different categories on the basis of amount spent:

```
RANKS = RANKX(ALL(fact_spends[category]), [AMOUNT of transactions],,DESC,DENSE)
```

8. **DISTINCTCOUNT()** : To calculate average income utilization percentage:

```
AVERAGE INCOME UTILIZATION % = [TRANSACTION AMOUNT INCOME  
%]/DISTINCTCOUNT(dim_customers[customer_id])
```