



# Project Iterator ("X") Functions

1) Use **SUMX** and **RELATED** to calculate a new measure named **[Total Cost]**, equal to *quantity* from the **Transactions** table multiplied by *product\_cost* from the **Product\_Lookup** table. Format as **currency**, rounded to the nearest dollar.

Measure

Table Name: Transactions

Measure Name: Total Cost

Value Description:

Formula:  $\Sigma$  Check DAX Formula

=SUMX(Transactions,  
[quantity]\*RELATED(Product\_Lookup[product\_cost]))

Category:  
General  
Date  
Number  
Currency  
TRUE\FALSE

Symbol: \$

Decimal Places: 0

OK Cancel

- In a new tab, create a PivotTable to show **[Total Cost]** by *product\_brand*. What was the total cost of Tri-State products sold?

→ \$20,283

2) Create a new measure named **[Profit]**, equal to **[Total Revenue (Measure)]** minus **[Total Cost]**. Format as currency and round to the nearest dollar.

Measure

Table name: Transactions

Measure name: Profit

Description:

Formula:  $\sum x$  Check formula

=[Total Revenue (Measures)]-[Total Cost]

✓ No errors in formula.

Formatting Options

Category:

General
Number
Currency
Date
TRUE/FALSE

Symbol: \$

Decimal places: 0

☒ Use 1000 separator (,.)

OK Cancel

- Update your PivotTable view to show **[Profit]** by *sales\_district* from the **Region\_Lookup** table, then sort *sales\_district* descending by Profit. Which district saw the highest total profit? The lowest?

→ Los Angeles , \$124,978

→ Guadalajara, \$2,936

**3) Use RANKX to calculate the rank of each product brand, by profit ([Product Brand Rank (by Profit)])** (*Hint: you will need to specifically reference the product\_brand column in the ALL function*)

Measure

Table name: Transactions

Measure name: Product Brand Rank (by Profit)

Description:

Formula:  $\int x$  Check formula

**=RANKX(ALL(Product\_Lookup[product\_brand]), [Profit])**

✓ No errors in formula.

Formatting Options

Category:


- General
- Number**
- Currency
- Date
- TRUE/FALSE

Format: Whole Number

☒ Use 1000 separator (,)

OK Cancel

- Update your PivotTable view to show **[Product Brand Rank (by Profit)]** with *product\_brand* on rows, sorted ascending by rank. Which brand drove the most overall profit? Which is ranked #25?

2			
3	<b>product_brand</b> 	<b>Profit</b>	<b>Product Brand Rank (by Profit)</b>
4	Hermanos	\$33,167	1
5	Tell Tale	\$29,926	2
6	Ebony	\$29,749	3
7	Tri-State	\$29,065	4
8	High Top	\$28,503	5
9	Nationeel	\$27,446	6
10	Best Choice	\$25,901	7
11	Horatio	\$25,589	8
12	Fast	\$24,747	9
13	High Quality	\$24,008	10
14	Fort West	\$23,951	11
15	Big Time	\$23,710	12
16	Red Wing	\$23,624	13
17	Denny	\$23,050	14
18	Cormorant	\$22,502	15
19	Imagine	\$21,742	16
20	Carrington	\$21,468	17
21	Sunset	\$20,803	18
22	Super	\$19,600	19
23	Golden	\$19,403	20
24	BBB Best	\$19,375	21
25	Plato	\$18,503	22
26	CDR	\$18,008	23
27	PigTail	\$17,338	24
28	Bravo	\$16,322	25
29	Landslide	\$15,987	26
30	Hilltop	\$15,719	27

→ Hermanos , \$33,167

→ Bravo , \$16,322