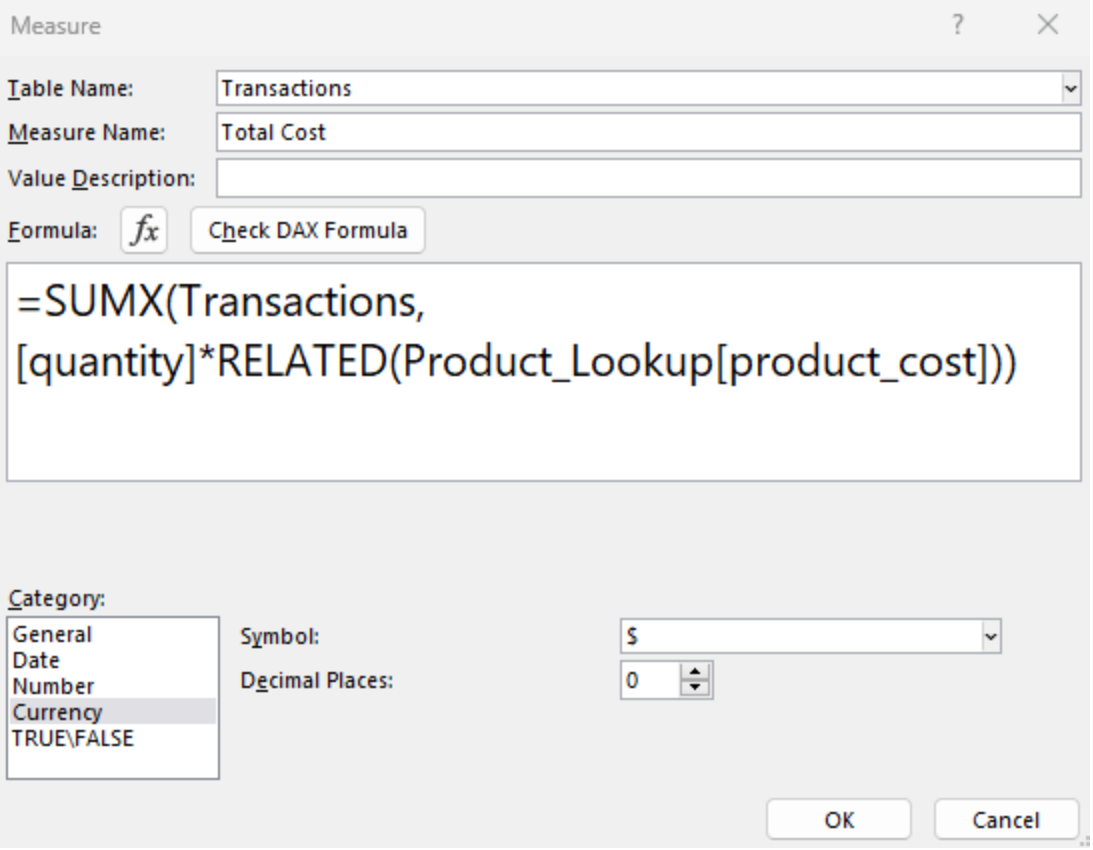
Project Iterator ("X") Functions

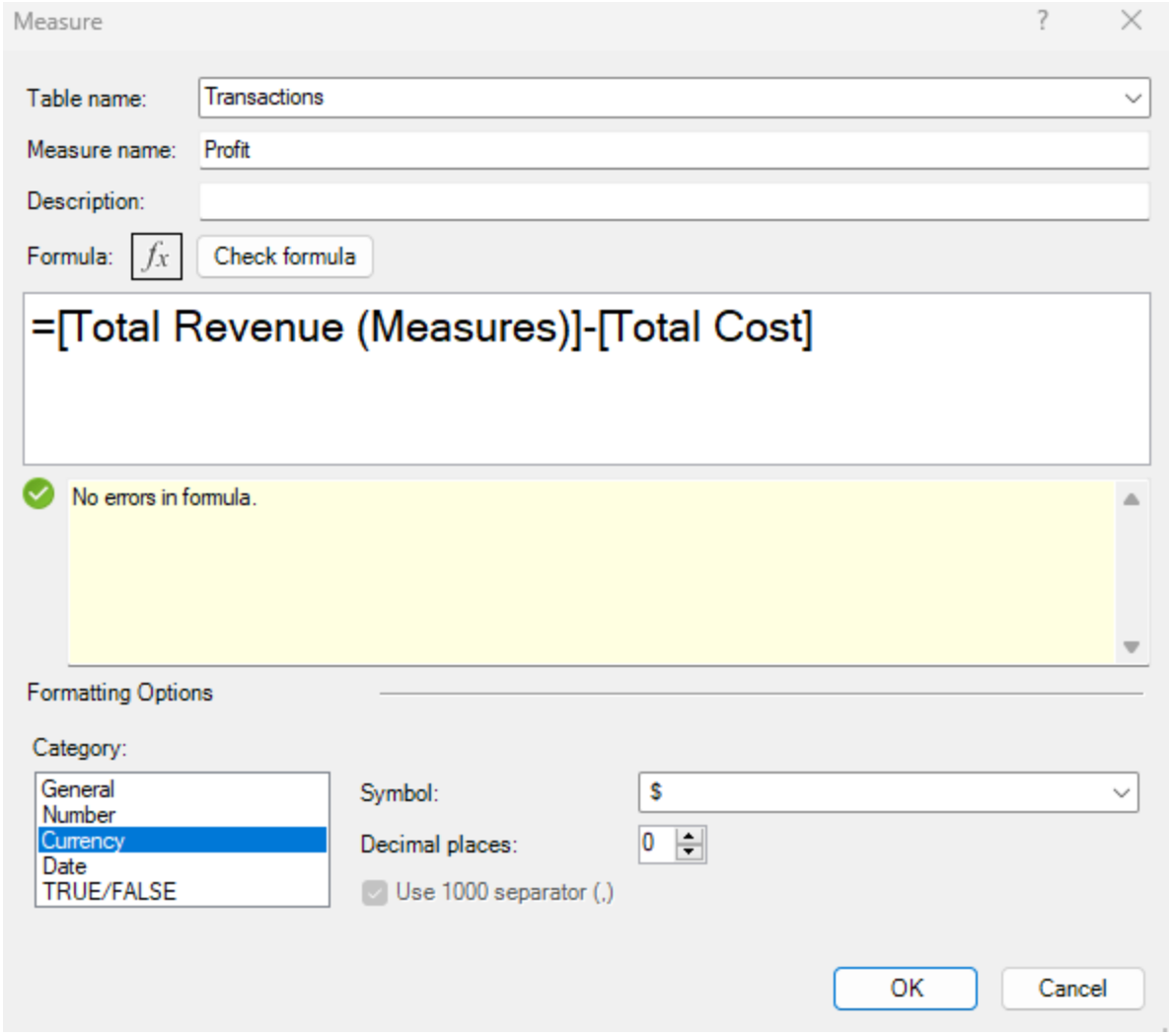
1) Use **SUMX** and **RELATED** to calculate a new measure named **[Total Cost]**, equal to *quantity* from the **Transactions** table multiplied by *product_cost* from the **Product_Lookup** table. Format as **currency**, rounded to the nearest dollar.



- 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.

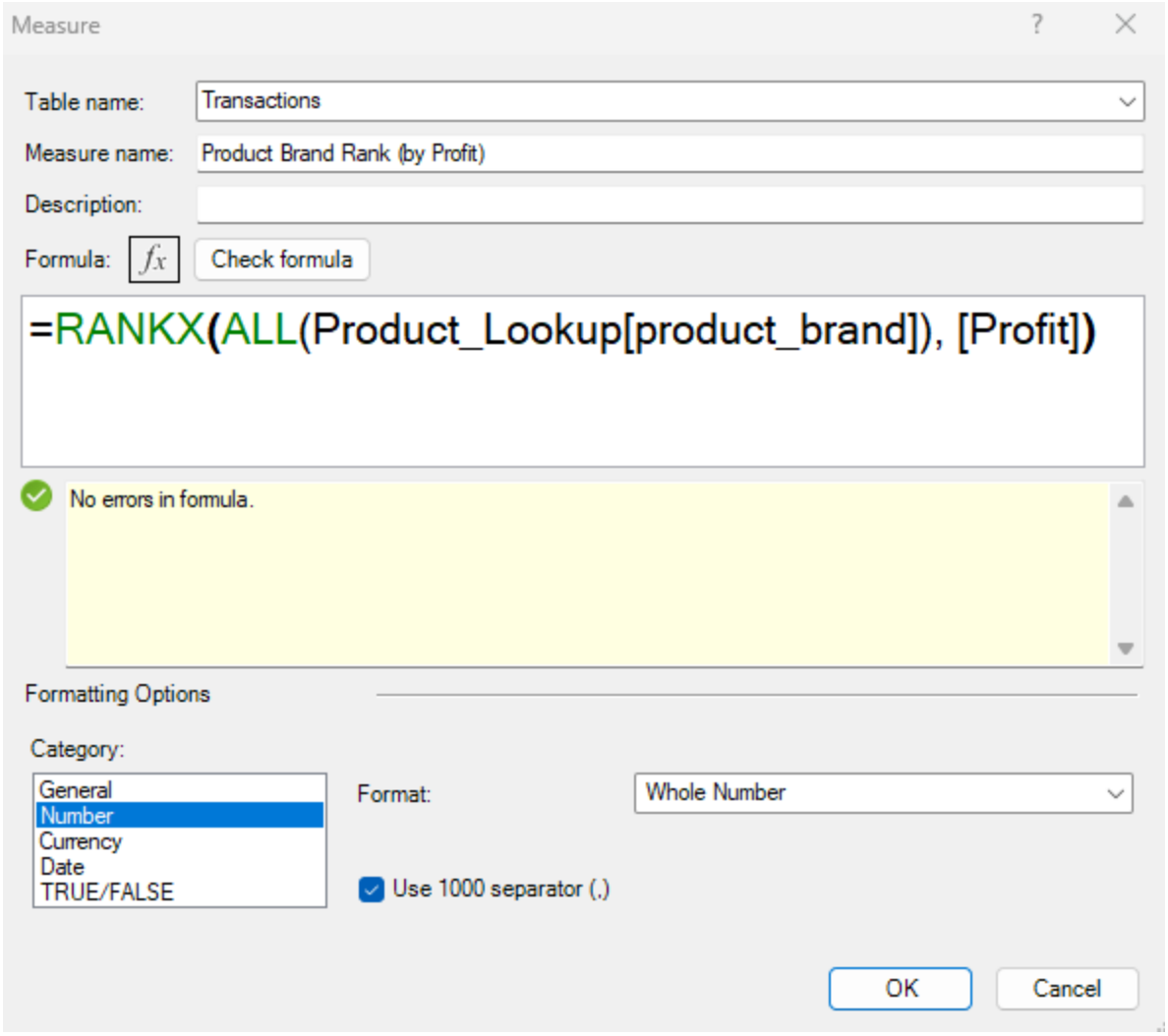


- Update your PivotTable view to show **[Profit]** by *sales_district* from the **Region_Lookup** table, then sort *sales_district* descending by Profit. Which district saw the highest total profit? The lowest?

→ 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*)



- 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?

	product_brand	Profit	Product Brand Rank (by Profit)
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