

DAX FUNCTIONS USED FOR FINANCIAL ANALYSIS OF FESTMEN STORES		
Key Metrics	Last Year	DAX Functions
Profit = <code>sum(financials[Profit])</code> DAX FUNCTIONS USED FOR	Profit LY = <code>CALCULATE([Profit],DATEADD('Date Table'[Date],-1,YEAR))</code>	<div>GENERALIZED EXPLANATION</div> <div> <p>CALCULATE: Evaluates an expression ([Profit]) in a modified filter context.</p> <p>DATEADD: Shifts the date context by a specified interval; here, it moves the dates back by 1 year.</p> </div>
Orders = <code>SUM(financials[Units Sold])</code>	Orders LY = <code>CALCULATE([Orders],DATEADD('Date Table'[Date],-1,YEAR))</code>	
Profit Margin = <code>DIVIDE([Profit],[Sales Amount])</code>	Profit Margin LY = <code>CALCULATE([Profit Margin],DATEADD('Date Table'[Date],-1,YEAR))</code>	
Discount Offered = <code>sum(financials[Discounts])</code>	Discount Offered LY = <code>CALCULATE([Discount Offered],DATEADD('Date Table'[Date],-1,YEAR))</code>	
Sales Amount = <code>SUM(financials[Net Sales])</code>	Sales Amount LY = <code>CALCULATE([Sales Amount],DATEADD('Date Table'[Date],-1,YEAR))</code>	
Top 3 Products By Sales = <code>CALCULATE([Sales Amount],TOPN(3,ALLSELECTED(financials[Product]),[Sales Amount],DESC),VALUES(financials[Product]))</code>	<div>-----NONE-----</div>	<div>GENERALIZED EXPLANATION</div> <div> <p>CALCULATE: Modifies the filter context to compute [Sales Amount].</p> <p>TOPN: Returns the top 3 products by [Sales Amount] in descending order.</p> <p>ALLSELECTED: Removes filters except those set by the user (e.g., slicers).</p> <p>VALUES: Ensures only the distinct products in the current context are considered.</p> </div>

<pre>Top Highlight = IF(ISBLANK([Top 3 Products By Sales]),0,1)</pre>	<p>-----NONE-----</p>	<div>GENERALIZED EXPLANATION</div> <div>ISBLANK([Top3Product By Sales]): Checks if the value for [Top 3 Products By Sales] is blank (BLANK or null).</div> <div>IF Statement:</div> <div>Returns 0 if the value is blank.</div> <div>Returns 1 if the value is not blank.</div>
<pre>Date Table = ADDCOLUMNS(CALENDARAUTO(), "Month No", MONTH([Date]), "Month Name",FORMAT([Date],"MMM"), "Year", YEAR([Date]))</pre>	<p>-----NONE-----</p>	<div>GENERALIZED EXPLANATION</div> <div>CALENDARAUTO ():</div> <div>Automatically generates a continuous date table based on the range of dates found in the data model.</div> <div>ADDCOLUMNS (): Adds new calculated columns to the date table.</div> <div>Added Columns:</div> <div>"Month No": Extracts the month number from each date using the MONTH () function</div> <div>"Month Name": Extracts the short name of the month (e.g., "Jan", "Feb") using the FORMAT () function.</div> <div>"Year": Extracts the year from each date using the YEAR () function.</div>