Australia | Brazil | Canada | France | Germany | India | Japan | Mexico | Russia | Singapore | South Africa | UAE | UK | USA

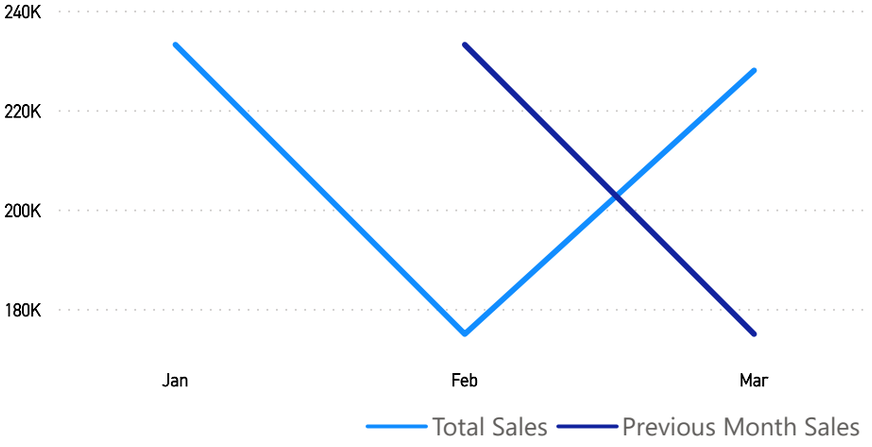
Total Sales

636.04K

Top Products By Category

Category	Total Sales
Accessories	
Laptop	108,981.84
Mobile Devices	
Camera	80,610.13
Electronics	
Phone	76,294.07
Computers	

Sales Trend - Current VS Previous

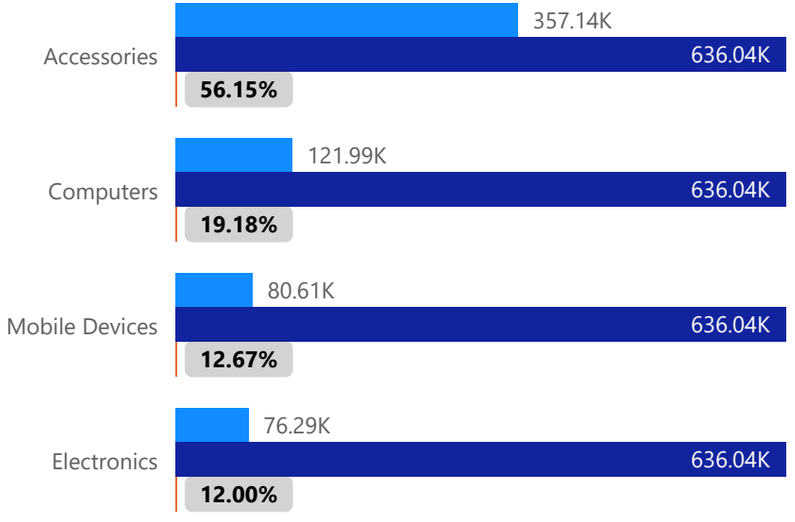


Product	Sum of Sales	Sum of Quantity	Ratio
Laptop	108,981.84	489	222.87
Tablet	96,592.31	600	160.99
Camera	80,610.13	560	143.95
Phone	76,294.07	439	173.79
Monitor	71,295.94	512	139.25
Smartwatch	50,697.34	467	108.56
Keyboard	47,410.31	543	87.31
Printer	46,181.80	680	67.91
Mouse	31,342.07	538	58.26
Headphones	26,629.81	571	46.64
Total	**636,036.12**	**5399**	**117.81**

Customers In France

Customer	Sales in France
Alice	7,486.94
Bob	7,074.49
David	6,279.38
Hannah	5,250.96
Frank	5,236.50
Emma	4,802.27
Charlie	3,196.54
Liam	2,294.95
Olivia	2,000.28
Noah	1,987.36
Grace	1,898.54
Isaac	1,655.86
Ava	1,369.63
Total	**52,532.84**

Sales By Category And % To Total Sale



Region	Total Sales	Total Orders	Average Sales Per Order
Île-de-France	52,532.84	82	640.64
England	51,136.30	79	647.29
Maharashtra	49,774.40	73	681.84
Berlin	48,647.22	77	631.78
Dubai	48,047.22	74	649.29
California	47,948.55	78	614.73
Moscow	46,463.52	68	683.29
Western Cape	45,569.21	70	650.99
Tokyo	39,797.05	63	631.70
Ontario	38,046.27	55	691.75
Central Region	37,758.75	64	589.98
New South Wales	34,216.25	60	570.27
Mexico City	33,170.80	50	663.42
New York	32,259.85	56	576.07
São Paulo	30,667.89	51	601.33
Total	**636,036.12**	**1000**	**636.04**

Australia | Brazil | Canada | France | Germany | India | Japan | Mexico | Russia | Singapore | South Africa | UAE | UK | USA

Total Sales For

All Countries

Total Sales

636.04K

Countries Sales Ranking

City	Total Sales	Sales Rank
Paris	52,532.84	1
London	51,136.30	2
Mumbai	49,774.40	3
Berlin	48,647.22	4
Dubai	48,047.22	5
Los Angeles	47,948.55	6
Moscow	46,463.52	7
Cape Town	45,569.21	8
Tokyo	39,797.05	9
Toronto	38,046.27	10
Singapore	37,758.75	11
Sydney	34,216.25	12
Mexico City	33,170.80	13
New York	32,259.85	14
São Paulo	30,667.89	15
Total	**636,036.12**	**1**

Countries Sales Ranking

Puzzle 8: Row-Level Calculation

Question: Why use SUMX() instead of just multiplying two columns?

Why Use SUMX() Instead of Simple Multiplication?
The Problem with Simple Multiplication:
If you just multiply two columns in a calculated column:

dax:
Total Discount (Wrong) = Sales[Quantity] * Sales[Discount per Unit]
Issues:

Calculated at row level only

Doesn't aggregate properly in totals

Performance issues with large datasets

Why SUMX() is Better:
dax
Total Discount = SUMX(Sales, Sales[Quantity] * Sales[Discount per Unit])
SUMX() works like this:

Iterates through each row in the Sales table

Calculates Quantity * Discount per Unit for each row

Sums up all the individual results