

Monthly Growth

-7.94%

The Difference

(\$71.7K)

Yearly Growth %

4.83%

Total Boxes Shipped

540K

22.52K

Average Boxes Monthly

Year	TotalSales
2022	\$6,183,625
January	\$896,105
February	\$699,377
March	\$749,483
April	\$674,051
May	\$752,892
June	\$865,144
July	\$803,425
August	\$743,148
2023	\$6,643,377.96
January	\$958,985.77
February	\$749,617.46
March	\$807,494.33
April	\$727,743.72
May	\$811,951.78
June	\$932,625.17
Total	\$19,791,571.86

Year	TotalSales	Sales 3 Month Moving Avg
2022	\$6,183,625	
January	\$896,105	\$298,702
February	\$699,377	\$531,827
March	\$749,483	\$781,655
April	\$674,051	\$707,637
May	\$752,892	\$725,475
June	\$865,144	\$764,029
July	\$803,425	\$807,154
August	\$743,148	\$803,906
September		\$515,524
October		\$247,716
2023	\$6,643,377.96	
January	\$958,985.77	\$319,662
February	\$749,617.46	\$569,534
March	\$807,494.33	\$838,699
April	\$727,743.72	\$761,619
May	\$811,951.78	\$782,397
June	\$932,625.17	\$824,107
July	\$861,856.66	\$868,811
August	\$793,103.07	\$862,528
September		\$551,653
October		\$264,368
Total	\$19,791,571.86	\$75,250

Product

50% Dark Bites

70% Dark Bites

85% Dark Bars

99% Dark & Pure

- After Nines
- Almond Choco
- Baker's Choco Chips
- Caramel Stuffed Bars
- Choco Coated Almonds
- Drinking Coco

Performance Message

50% Dark Bites: Consistent Performer

Is The Product In Top 5 ?

Yes

List Top 5 tips to optimize DAX query manually

1. Use Variables (VAR)

Why: Variables compute once and reuse the result. This prevents the same calculation from being executed multiple times, making your code cleaner and faster.

2. Avoid Filtering Entire Tables

Why: Instead of `FILTER(ALL(Table),...)`, use `FILTER(ALL(Table[Column]),...)`. Filtering a single column uses less memory than scanning an entire table.

3. Prefer CALCULATE Over Complex IF Logic

Why: CALCULATE is optimized for context transition and filtering. Complex nested IF statements are processed row-by-row and are much slower.

4. Minimize Use of Repeated VALUES/DISTINCT

Why: These functions are expensive. Store their result in a variable if you need to use it multiple times in a measure to avoid recalculating.

5. Use Iterators (X-Functions) Wisely

Why: Functions like SUMX and MAXX iterate row-by-row. If you can get the same result with a simple SUM (aggregate), always use the aggregate function as it's much faster.

benefit of using DAX optimization tools like DAX Studio, Performance Analyzer, Tabular Editor

1. DAX Studio

Benefit: Deep-Dive Query Analysis.

Why: It connects directly to the Power BI engine (VertiPaq) to run and profile your DAX. You can see the exact query plan, how long each step takes, and how much data is being scanned. It's essential for finding the precise bottleneck in complex measures.

2. Performance Analyzer (in Power BI Desktop)

Benefit: Identify Slow Visuals in Your Report.

Why: It tells you which visuals (charts, tables, etc.) are taking the longest to refresh when a user interacts with your report. You don't have to guess; you can see the exact load time for each visual's DAX queries and direct your optimization efforts where it matters most.

3. Tabular Editor (especially for Advanced Editing)

Benefit: Bulk and Scripted Model Management.

Why: It lets you view and edit the entire data model (tables, columns, measures) in a structured way outside of the slow Power BI UI. You can quickly create, edit, and document dozens of measures at once, which is crucial for maintaining a clean, well-organized, and performant data model.