**DAX**

Data Analysis Expressions

SQL is a declarative language where DAX is a purely functional language.

DAX stands for Data Analysis Expressions, it is language developed by Microsoft to interact with data in a variety of their platforms like Power BI, PowerPivot and SSAS tabular models. It is designed to be simple and easy to learn while exposing the power and flexibility of tabular models. In a way, you could compare it with Excel formulas on steroids. Using DAX will truly unleash the capabilities of Power BI.