**Objective:**  
Build strong Power BI DAX skills step by step with focused daily practice. This plan progresses from beginner to intermediate level, covering syntax, measures, context, time intelligence, and advanced patterns.

**🗓️ Week 1: DAX Basics & Calculated Columns**

**Goal:** Understand DAX structure, syntax, calculated columns, and row context.

| **Day** | **Topic** | **Practice** |
| --- | --- | --- |
| **1** | Intro to DAX syntax | - Read [DAX Guide](https://dax.guide)  - Use =1+1, ="Hello", LEN(), UPPER() |
| **2** | Calculated Columns | - Create columns using IF, SWITCH, CONCATENATE, FORMAT |
| **3** | Data Types in DAX | - Practice text, number, and date functions (YEAR, MONTH, LEFT) |
| **4** | Logical Functions | - Use IF, AND, OR, IFERROR |
| **5** | DAX Variables | - Practice VAR and RETURN in calculated columns |
| **6** | Practice Challenge | - Create a “Category Label” column with SWITCH(TRUE()) |
| **7** | Quiz + Reflection | - Complete [Microsoft Learn DAX module](https://learn.microsoft.com/en-us/training/modules/dax-power-bi/) |

**🗓️ Week 2: Measures & Evaluation Context**

**Goal:** Learn how measures work with row and filter context.

| **Day** | **Topic** | **Practice** |
| --- | --- | --- |
| **8** | Measures vs Columns | - Create basic measures: SUM, AVERAGE, COUNTROWS |
| **9** | SUMX & Row Context | - Use SUMX to calculate totals (Quantity \* Price) |
| **10** | CALCULATE Function | - Try CALCULATE(SUM(...), FILTER(...)) |
| **11** | Filter Context | - Observe how slicers affect measure results |
| **12** | DISTINCTCOUNT, COUNTX | - Count unique customers or orders |
| **13** | DAX Studio (optional) | - Install & test simple queries |
| **14** | Practice Day | - Build a report page with only measures |

**🗓️ Week 3: Time Intelligence**

**Goal:** Understand DAX for time-based calculations.

| **Day** | **Topic** | **Practice** |
| --- | --- | --- |
| **15** | DATEADD, DATESYTD | - Create YTD and MTD sales measures |
| **16** | SAMEPERIODLASTYEAR | - Build YoY Sales comparison |
| **17** | TOTALYTD, PARALLELPERIOD | - Compare periods in visuals |
| **18** | CALENDAR, CALENDARAUTO | - Create date tables in DAX |
| **19** | Dynamic Date Filters | - Use ISFILTERED and HASONEVALUE |
| **20** | Challenge | - Compare this year vs last year |
| **21** | Quiz + Review | - Complete [Time Intelligence module](https://learn.microsoft.com/en-us/training/modules/time-intelligence-power-bi/) |

**🗓️ Week 4: Advanced DAX Patterns**

**Goal:** Solve real-world scenarios using DAX patterns.

| **Day** | **Topic** | **Practice** |
| --- | --- | --- |
| **22** | Ranking | - Use RANKX to rank products |
| **23** | Cumulative Totals | - Create running totals with CALCULATE & FILTER |
| **24** | Percent of Total | - Use ALLSELECTED & DIVIDE() |
| **25** | Dynamic Titles & Labels | - Use SELECTEDVALUE & CONCATENATEX |
| **26** | Dynamic Segmentation | - Create segment measures with SWITCH(TRUE()) |
| **27** | ABC Classification | - Use RANKX & SUMX for classification |
| **28** | DAX Formatter & Debugging | - Format and review formulas at [DAX Formatter](https://daxformatter.com) |
| **29** | Final Challenge | - Build a mini dashboard using learned concepts |
| **30** | Recap + Resources | - Reflect & bookmark [DAX Patterns](https://daxpatterns.com) |

**🌟 Recommended Resources**

* **DAX Guide:** [dax.guide](https://dax.guide)
* **SQLBI Articles:** sqlbi.com/articles
* **Workout Wednesday:** workout-wednesday.com/power-bi
* **Microsoft Learn:** [Power BI Learning Paths](https://learn.microsoft.com/training/powerplatform/power-bi)
* **YouTube Channels:** Guy in a Cube, Curbal, Enterprise DNA

**✨ How to Use This Plan**

1. Pick one topic each day.
2. Practice in Power BI Desktop.
3. Take notes on what you learn.
4. Revisit tricky topics every weekend.
5. Share your progress on LinkedIn to stay motivated!