**DAX : Data Analysis Expressions**

**Datatypes:**

1. Numeric
2. Text
3. Boolean
4. Date/Time

**Difference between M Query & DAX Query**

**M Query** is used for data transformation - cleaning and reshaping the data.

**DAX Query** is used for data analysis - creating calculations, measure or aggregations.

**DAX Operators:**

1. Arithmetic
2. Comparison
3. Tex concatenation
4. Logical

**DAX Formula Syntax:**

1. Begins with **‘=’** sign.
2. Column or table references [Sales Amount]
3. Calculated Columns: PROFIT = [Profit]/[Sales]
4. Measure: Total Sales = SUM(Sales[Amount])

**Measure**

Total Sales = SUM(Sales[Amount])

This measure will calculate the sum of the Sales Amount column.

**Calculated Column**

Sales Category = IF(Sales[Amount]>1000,”High”,”Low”)

**Aggregate Functions in DAX**

1. **SUM:** Adds the numbers in a column.
2. **SUMX:** Iterates over a table and sums values.

Ex: Total SalesX = SUM (Sales,Sales[Quantity]\*Sales[Price])

1. **COUNT:** It counts all the non-empty cells in a column.