

# **DAX**

## **Report Design**

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# Principles

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## Standing on Principles

- **Visual Hierarchy:** Guide users' eyes with size, color, and positioning; most important elements should stand out first
- **Consistency:** Maintain uniform fonts, colors, and layout patterns across all report pages for professional appearance
- **Whitespace Matters:** Don't overcrowd; give visuals room to breathe for better readability and focus
- **Accessibility First:** Use colorblind-friendly palettes, sufficient contrast ratios, and clear labels for all users

# Conditional Formatting

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## On A Condition

- Dynamically change visual properties (color, icons, fonts) based on data values to highlight patterns and outliers
- Available for tables, matrices, and certain chart elements
- Right click on Field in Field well → Conditional formatting

# Bookmarks

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## Mark Those States

- Capture the current state of a report page (filters, slicers, visuals, visibility)
- Helps in story navigation, toggling between views, creating tabs, hiding/showing elements, guided tours
- Enhances user experience by creating dynamic, interactive narratives without multiple report pages
- View tab → Bookmarks pane → click “Add” to create new bookmark

# Drill Through



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## Drilling Through

- Dedicated detail pages for detailed analysis of specific dimension
- Users right-click any data point → “Drill through” → select target page for contextual details
- Selected data point’s context automatically filters the drill-through page
- Create detail page → drag dimension field to “Drill through” well → configure cross-page interactions

# Custom Tooltips

# Custom Tooltip

## Customize What Pops Up

- Helps to customize tooltip information
- Create Tooltip Page - Insert new page → Page settings → enable “Tooltip”
- Add relevant visuals, cards, or text; keep it simple and focused
- Drag dimension field(s) to “Tooltip fields” well to define when this tooltip appears

# Dynamic Titles

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## Customized From Title

- Automatically update visual titles to reflect current filter context
- Improves clarity and user understanding of what data they're viewing
- `SELECTEDVALUE()` - Returns the currently selected value from a slicer/filter, or a default text when multiple/no values are selected
- Basic Syntax - `SELECTEDVALUE(Table[Column], "Default Text")` -  
Example: "Sales for: " & `SELECTEDVALUE(Region[Name], "All Regions")`

**Q&A**