

Business Analytics with Power Bl



Microsoft Services

Module 1: Power BI Desktop

Lesson 5: Calculations

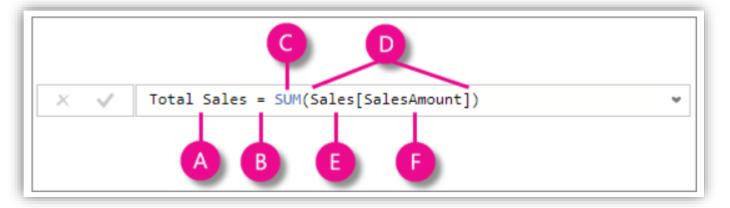


DAX Basics

- Microsoft Excel like Language that allows the extension of the model with additional business logic
- Ideal for complex calculations such as time intelligence, growth formulas, ratios, and more complex KPIs
- Business rules can be materialized at the row level (Calculated Column) or can be calculated on-the-fly (Measures)
- Certain capabilities might overlap with Formula Language



DAX Basics - Syntax



- An expression always starts with the name of the calculation
- B The equal sign indicates the beginning of the formula
- **G** A function or a combination of functions is applied which will return a value
- The arguments of the function (can be a reference to columns or additional functions)
- **E** The table that is being referenced
- **F** The column that is being referenced for the specified table

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DAX Basics - Functions

- A function always references a column or a table. Filters can be added to filter context of evaluation
- A function always returns a value or a table. When a table is returned, further functions should be applied to obtain a value

Total Sales Amount Current = CALCULATE(SUM(FactInternetSales[SalesAmount]); FILTER(DimCustomer; DimCustomer[NumberCarsOwned]<3))

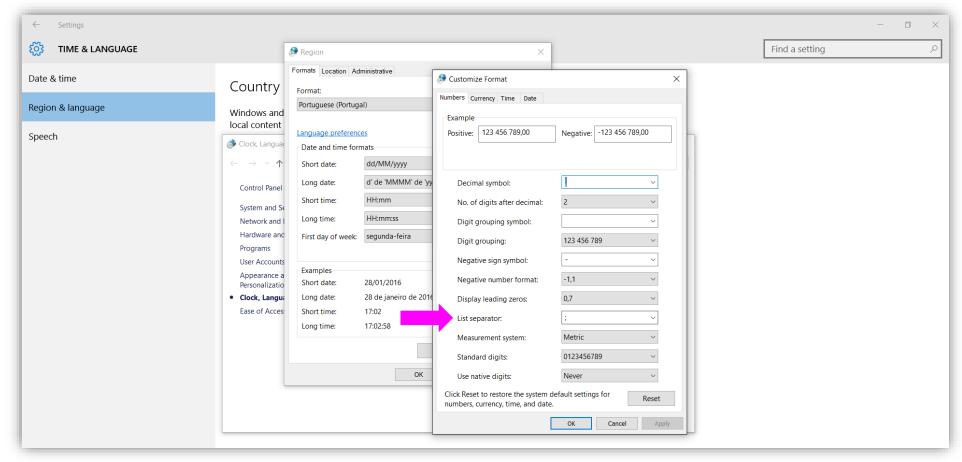
• Several time intelligence functions exist out of the box

Total Sales Amount = CALCULATE([Total Sales Amount Current]; DATESYTD(DimDate[FullDateAlternateKey]))

- Some Excel functions are also valid (like MONTH, FLOOR...)
- Full reference of available functions here: https://msdn.microsoft.com/en-us/library/ee634396.aspx



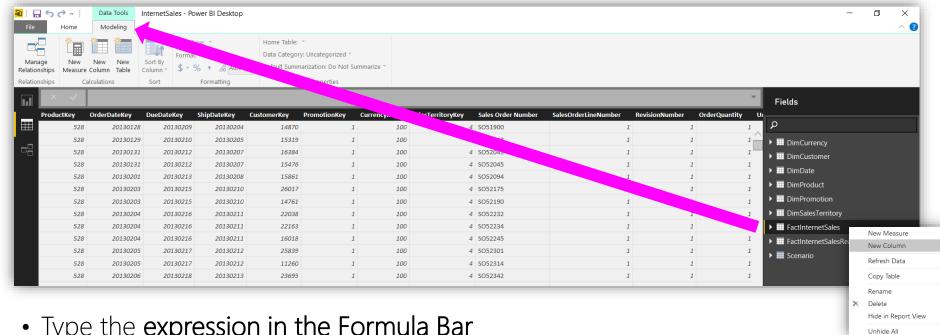
DAX Basics – Semi-Colon and the List Separator



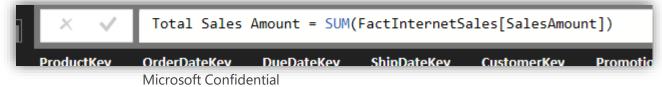


DAX Basics – Creating Calculations

 Select the Data View and then the Modeling tab for the target table (or with the table contextual menu)



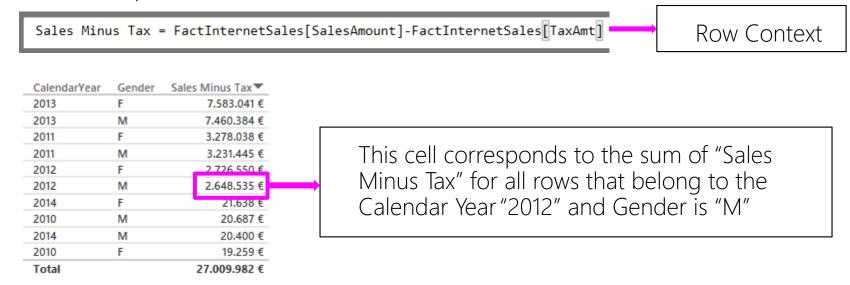
• Type the expression in the Formula Bar





DAX Basics – How are calculations applied?

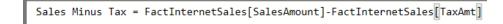
- Row context can be thought of as the current row like an iterator
- Filter context determines the conditions that filter data, for a particular visualization, and can be applied on top of Row Context
- An example:





Calculated Columns

- They are **persisted** in the model and are **calculated row-by-row** (Row Context)
- They increase the size and memory requirements for the model
- They can be re-used in other calculations
- DAX Functions can be used in their definition (beware of aggregations)



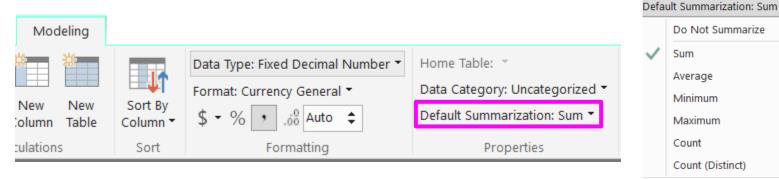
	SalesAmount	TaxAmt	Freight	Sales Minus Tax
60	4,99 €	0,3992 €	0,1248€	4,5908 €
6	4,99€	0,3992 €	0,1248 €	4,5908 €
6	4,99 €	0,3992 €	0,1248€	4,5908 €
6	4,99€	0,3992 €	0,1248 €	4,5908 €
6	4,99 €	0,3992 €	0,1248 €	4,5908 €
£	199€	∩ 3992 €	∩ 1248 €	1 5902 €



Calculated Columns

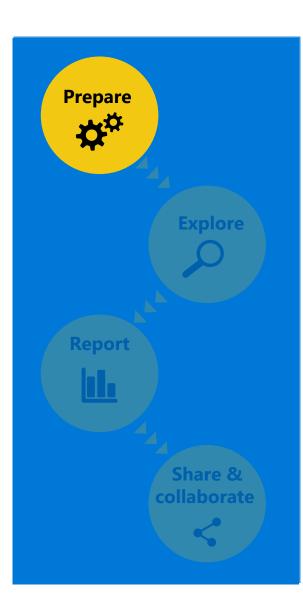
• A calculation or a numeric field has a "Default Summarization" – defines how it

is aggregated when placed on a visualization, by default



- A Calculated Column with a "Default Summarization" of "Do not summarize" will appear with ScenarioKey
- With a different summarization will appear with





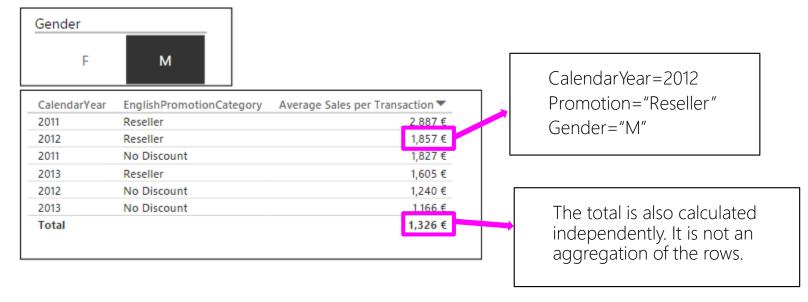
Measures

- Measures are calculated when they are used in a particular visualization
- And they can also be calculated on a row-by-row basis
- They can be **implicit** an aggregation of a field with "Default Summarization" different from "Do Not Summarize"
 - **∑** SalesAmount
- They can be **explicit**, where they are the result of a DAX expression. You cannot control the aggregation for this type.
 - Total Sales Amount



Measures

- They can (and should) be **referenced from other measures** this is a best practice
- Measures are evaluated for each cell they appear in (Filter Context)

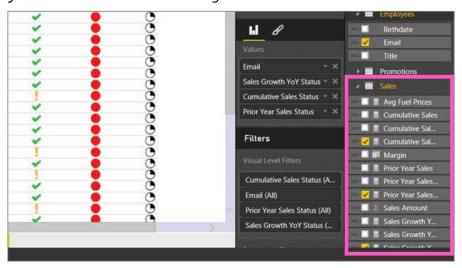




Key Performance Indicators

• KPIs don't exist yet as first class objects, but can come from SSAS or Power

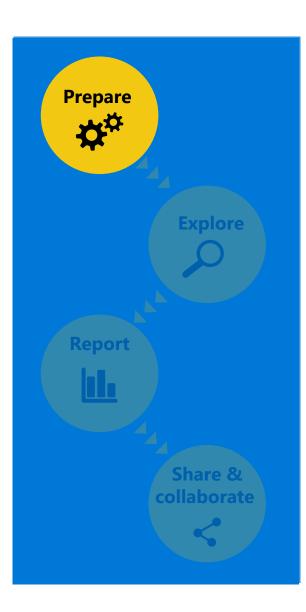
Pivot



Unstructured alternatives

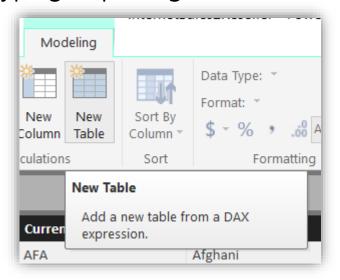


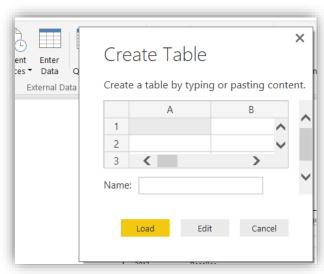




Calculated Tables

- Become new tables which are the result of a DAX Expression
- They behave like regular tables and created via Modeling Tab
- New tables can also be created in the Query Editor with Formula Language or by typing or pasting content



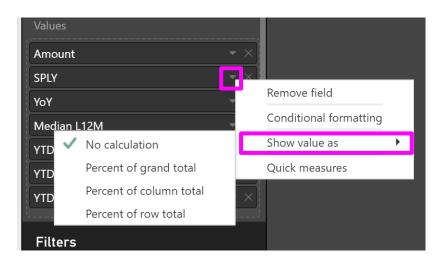


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Show value as

- Out-of-the-box calculations that can be applied without coding
- Accessible via field well, you can change how a numerical value or measure is displayed





Advanced Calculations

• CALCULATE(<measure expression>, <filter1>, <filter2>, ...) allows us to change the filter context

```
No Discount Sales = CALCULATE (
SUM (FactResellerSales[SalesAmount]);
DimPromotion[EnglishPromotionName] = "No Discount"
```

alendarYear	EnglishPromotionCategory	No Discount Sales	SalesAmount
011	No Discount	15,772,060 €	15,772,060 €
2011	Reseller		516,381 €
2012	No Discount	26,609,942 €	26,609,942 €
2012	Reseller		1,311,727 €
2013	No Discount	32,645,904 €	32,645,904 €
2013	Reseller		3,594,579 €
Total		75,027,907 €	80,450,596 €



- FILTER allows more complex filtering but is less performant than CALCULATE
- Should be used to filter on smaller tables like Dimensions
- It follows the relationships in order to filter, so its results are more user-friendly

CalendarYear	EnglishPromotionCategory	DiscountPct	Sales with Big Discount	Sales with Big Discount FILTER
2013	Reseller	0.02	1,060,673 €	
2013	Reseller	0.05	1,060,673 €	
2013	Reseller	0.10	1,060,673 €	
2013	Reseller	0.15	1,060,673 €	453,442 €
2013	Reseller	0.20	1,060,673 €	581,331 €
2013	Reseller	0.30	1,060,673 €	
2013	Reseller	0.35	1,060,673 €	
2013	Reseller	0.40	1,060,673 €	25,899 €
Total			1,060,673 €	1,060,673 €



```
Sales with Big Discount =
CALCULATE (
   SUM ( FactResellerSales[SalesAmount] );
   DimPromotion[DiscountPct] > 0,1
)

Sales with Big Discount FILTER =
CALCULATE (
   SUM ( FactResellerSales[SalesAmount] );
   FILTER ( DimPromotion; DimPromotion[DiscountPct] > 0,1 )
)
```



- ALL removes the filter applied to a table or column.
- Useful for ratio-to-parent calculations

Product Item Group	Product Name	Net Revenue	Percentage of Product Net Revenue
Helicopter	Tailspin Heli - Max Pro Flight - 6ch	36,253,883.30	71.72 %
	6CCP-A Helicopter	8,662,982.90	17.14 %
	Tailspin Heli - Co-Ax Pro Mk I - 4ch	2,908,014.50	5.75 %
	4CAX-B Helicopter	1,336,857.20	2.64 %
	3CAX-B Helicopter	1,034,853.80	2.05 %
	3CFP-I Helicopter	198,883.20	0.39 %
	Tailspin Heli - Pro Mk III - 5ch	78,671.70	0.16 %
	4CFP-I Helicopter	77,308.00	0.15 %
	Total	50,551,454.60	100.00 %

```
Percentage of Product Net Revenue =
DIVIDE (
    SUM (Sales[Net Revenue]);
    CALCULATE (
        SUM (Sales[Net Revenue]);
        ALL ( Product[Product Name] )
    )
)
```



- X Functions (SUMX, MAXX, MINX, AVERAGEX, COUNTX, COUNTAX)
- Parameters (,<arithmetic expression>)
- It will iterate each row on the first table, and apply the arithmetic expression.
- Useful for row-by-row calculations, correcting TOTALS and hidden calculations
- Might, potentially, be slower than SUM

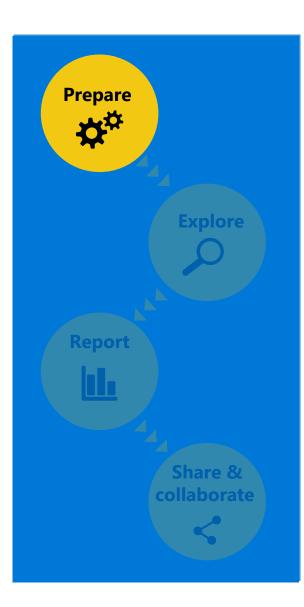


Advanced Calculations

• X Functions - Row-by-row

SalesOrderNumber	SalesOrderLineNumber	RevisionNumber	OrderQuantity	UnitPrice
SO43912	1	1	1	874,794 €
SO43912	4	1	1	419,4589 €
SO43912	8	1	1	874,794 €
SO43912	10	1	1	183,9382 €
SO43912	13	1	1	2 146,962 €
SO43912	14	1	1	20,1865 €

```
SalesAmountwithSUMX =
SUMX (
   FactResellerSales;
   FactResellerSales[OrderQuantity] * FactResellerSales[UnitPrice]
)
```



Advanced Calculations

• X Functions - Corrected Totals

Sales Per Day with Orders =

DIVIDE (SUM (FactResellerSales[SalesAmount]); [Days with Orders])

CalendarYear	MonthNumberOfYear A	SalesAmount	Days with Orders	Sales Per Day with Orders	Sales X Per Day with Orders
2013	1	2,635,820 €	1	2,635,820 €	2,635,820 €
2013	2	4,162,825 €	1	4,162,825 €	4,162,825 €
2013	3	3,974,516 €	1	3,974,516 €	3,974,516 €
2013	4	2,260,306 €	1	2,260,306 €	2,260,306 €
2013	5	3,452,972 €	1	3,452,972 €	3,452,972 €
2013	6	3,465,744 €	1	3,465,744 €	3,465,744 €
2013	7	1,649,974 €	1	1,649,974 €	1,649,974 €
2013	8	2,681,169 €	1	2,681,169 €	2,681,169 €
2013	9	2,709,540 €	2	1,354,770 €	1,354,770 €
2013	10	2,189,338 €	2	1,094,669 €	1,094,669 €
2013	11	3,284,497 €	2	1,642,248 €	1,642,248 €
2013	12	3,372,403 €	2	1,686,201 €	1,686,201 €
Total		35,839,109 €	16	2,239,944 €	30,061,219 €

Sales X Per Day with Orders = SUMX (VALUES (DimDate[MonthNumberOfYear]); [Sales Per Day with Orders])



Advanced Calculations

X Functions - Hidden Calculations

CalendarYear	MonthNumberOfYear	SalesAmount	MAXTerritorySales
2013	1	2,635,820 €	1,715,520 €
	2	4,162,825 €	2,202,498 €
	3	3,974,516 €	2,240,082 €
	4	2,260,306 €	1,450,910 €
	5	3,452,972 €	1,796,129 €
	6	3,465,744 €	1,823,628 €
	7	1,649,974 €	1,051,212 €
	8	2,681,169 €	1,526,297 €
	9	2,709,540 €	1,523,862 €
	10	2,189,338 €	1,396,763 €
	11	3,284,497 €	1,691,020 €
	12	3,372,403 €	1,855,436 €
	Total	35,839,109 €	20,273,363 €
Total		35,839,109 €	20,273,363 €



```
MAXTerritorySales =
MAXX (
    VALUES ( DimSalesTerritory[SalesTerritoryCountry] );
    FactResellerSales[Sales]
)
```



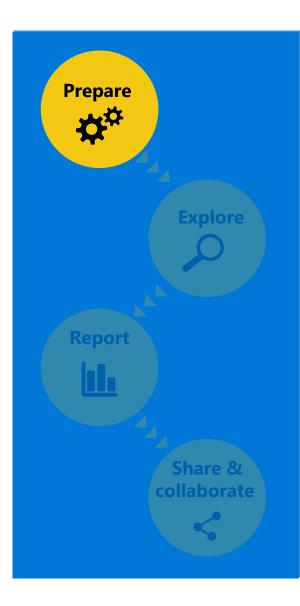
Advanced Calculations

- Time Intelligence
- Many DAX functions exist to support time calculations. There are two types.
- Functions that require a CALCULATE

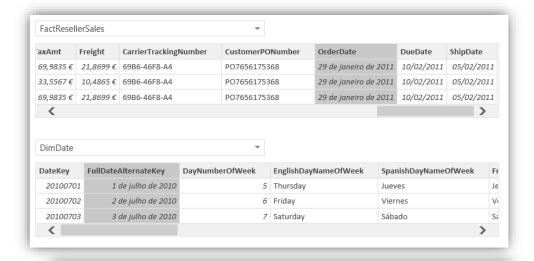
```
SalesYTD =
CALCULATE ( [Sales]; DATESYTD ( DimDate[FullDateAlternateKey] ) )
```

• Functions that **return a scalar** (*syntactic sugar*)

```
SalesYTDNoCalculate =
TOTALYTD ( [Sales]; DimDate[FullDateAlternateKey] )
```



- Time Intelligence
- To enable time intelligence with your date tables, two conditions are necessary:
 - The relationship between the fact table and the date table must be done through a date field on both sides;
 - The calculation must then target the date column on the date dimension which must be contiguous



CalendarYear	Month Number Of Year	SalesAmount	SalesYTD	SalesYTDNoCalculate
2013	1	4,162,825 €	4,162,825 €	4,162,825 €
	2	3,974,516 €	8,137,341 €	8,137,341 €
	3	2,260,306 €	10,397,647 €	10,397,647 €
	4	3,452,972 €	13,850,620 €	13,850,620 €
	5	3,465,744 €	17,316,365 €	17,316,365 €
	6	1,649,974 €	18,966,339 €	18,966,339 €
	7	2,681,169 €	21,647,509 €	21,647,509 €
	8	2,709,540 €	24,357,050 €	24,357,050 €
	9	2,189,338 €	26,546,388 €	26,546,388 €
	10	3,284,497 €	29,830,886 €	29,830,886 €
	11	3,372,403 €	33,203,289 €	33,203,289 €
	12		33,203,289 €	33,203,289 €
1	Total .	33,203,289 €	33,203,289 €	33,203,289 €
Total		33,203,289 €	33,203,289 €	33,203,289 €



- Time Intelligence with Auto Date/Time
- A hierarchy is automatically generated for each date field on each table
- Calculations need to be done with the "in-line" notation

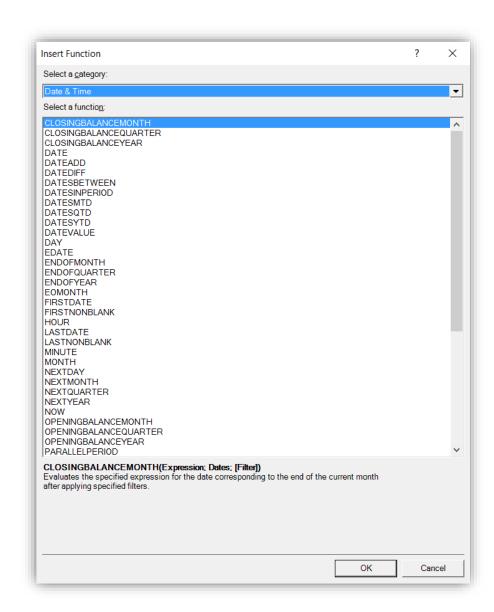
```
SalesAmountYTD =
CALCULATE (
    SUM ( FactInternetSales[SalesAmount] );
    DATESYTD ( FactInternetSales[OrderDate].[Date] )
)
```

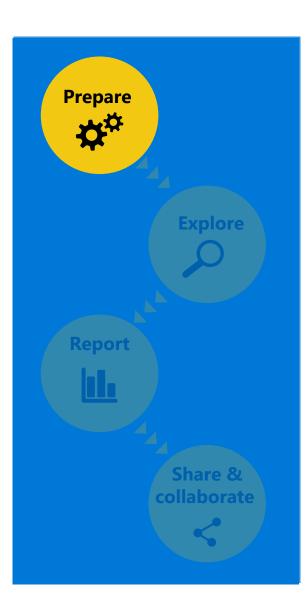


Advanced Calculations

- Time Intelligence
- Function Types:
 - Semi-additive
 - Dates Until
 - Periods Between
 - Time Navigation

*Excel screenshot





Advanced Calculations

Time Intelligence

```
SalesLastMonth =
CALCULATE ([Sales];
DATEADD ( DimDate[FullDateAlternateKey]; -1; MONTH ) )
SalesSamePeriodLastYear =
CALCULATE ([Sales];
SAMEPERIODLASTYEAR ( DimDate[FullDateAlternateKey] ) )
MonthOverMonth =
DIVIDE ( ( [Sales] - [SalesLastMonth] ); [SalesLastMonth] )
```



Advanced Calculations

Time Intelligence

```
SalesSinceEver =
CALCULATE (
    [Sales];
    DATESBETWEEN (
        DimDate[FullDateAlternateKey];
    FIRSTDATE ( ALL ( DimDate[FullDateAlternateKey] ) );
    LASTDATE ( DimDate[FullDateAlternateKey] )
)
```



Advanced Calculations:

- RANKX(;<arithmetic expression>;<sort order>;<tie handler>)
- Gets an ordinal position for the selected column

ProductRank = RANKX (ALL (DimProduct[ProductAlternateKey]); [Sales];; DESC; SKIP)

ProductAlternateKey	ProductRank	Sales
BK-M68B-38	1	3.105.726,66 €
BK-M68B-42	2	2.646.352,67 €
BK-M68B-46	6	1.936.203,67 €
BK-M68S-38	3	2.354.215,23 €
BK-M68S-42	4	2.181.044,29 €
BK-M68S-46	5	2.133.156,84 €
BK-R79Y-48	9	1.380.253,88 €
BK-R89B-44	7	1.888.480,05 €
BK-R89B-48	8	1.656.449,69 €
BK-T79U-60	10	1.370.784,22 €
Total	1	20.652.667,21 €



Advanced Calculations

• HASONEVALUE lets us test if only a single element is selected for a column

```
ProductRankEnhanced =
IF (
     HASONEVALUE ( DimProduct[ProductAlternateKey] );
     RANKX ( ALL ( DimProduct[ProductAlternateKey] ); [Sales];; DESC; SKIP );
     BLANK ()
)
```

ProductAlternateKey	ProductRankEnhanced 📤	Sales
BK-M68B-38	1	3.105.726,66 €
BK-M68B-42	2	2.646.352,67 €
BK-M68S-38	3	2.354.215,23 €
BK-M68S-42	4	2.181.044,29 €
BK-M68S-46	5	2.133.156,84 €
BK-M68B-46	6	1.936.203,67 €
BK-R89B-44	7	1.888.480,05 €
BK-R89B-48	8	1.656.449,69 €
BK-R79Y-48	9	1.380.253,88 €
BK-T79U-60	10	1.370.784,22 €
Total		20.652.667,21 €

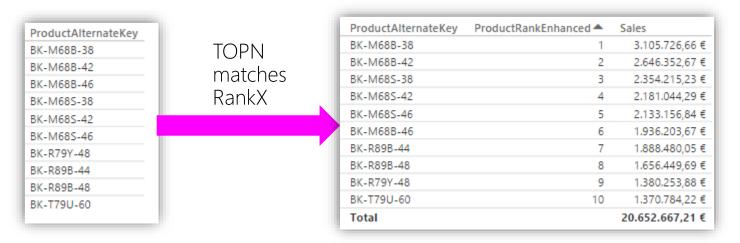


Advanced Calculations

• TOPN(<n>;;<order by expression>) returns the top N rows for a table

TOPN (10; VALUES (DimProduct[ProductAlternateKey]); [Sales]; DESC)

• The **VALUES** function is required to remove duplicates, if they exist. Not needed if they don't





Advanced Calculations:

- TOPN does not return a scalar
- It should be then used as context to return a scalar

```
TOP10Products =
CALCULATE (
    [Sales];
    TOPN ( 10; VALUES ( DimProduct[ProductAlternateKey] );
[Sales]; DESC )
```

EnglishMonthName TOP10Products Sales WeightTop10ProductsInSales 2.427.189,37 € 9.352.570,54 € 25,95% January February 2.225.028,54 € 6.932.933,24 € 32,09% 1.543.855.07 € 6.094.888.16 € 25.33% March 2.133.344,04 € 6.536.977,73 € 32,64% April May 2.726.482.77 € 9.723.242.29 € 28,04% 2.980.089,16 € 1.077.145,23 € June 36,14% 1.822.420,83 € 5.797.264,08 € 31,44% July 2.235.315,93 € 7.658.678,04 € August 29,19% 1.370.352.50 € 4.954.903.60 € 27.66% September October 2.004.131,14 € 8.464.470,18 € 23,68% November 1.743.329,10 € 6.405.911.33 € 27,21%

5.548.668.64 €

80.450.596,98 €

27,60%

25,67%

1.531.166,72 €

20.652.667.21 €

December Total

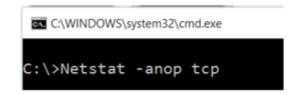


Solving DAX Problems

Step #1 - Get the process ID for the AS instance running as msmdsvr.exe from Task Manager:



Step #2 - Determine which port the process is running on. For this, I'll use the following netstat command from a command window:

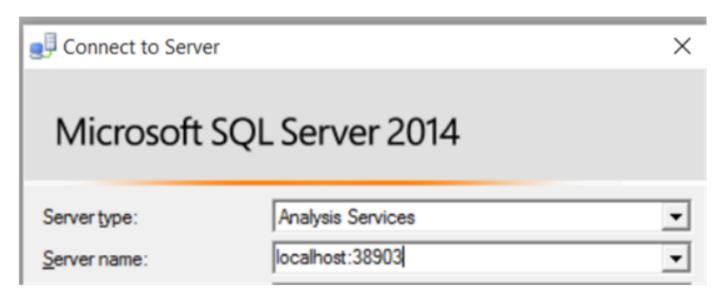


From the results, find the entry that includes the PID discovered in step #1 (10548 in this example). Once we discover this entry, we located the port number following the semicolon after the IP address. Below we see 127.0.0.1:38903, showing us that it is running on port 38903.



Solving DAX Problems

Step #3 - Connect to the AS instance with SQL Server Profiler - In this case, the server name will be localhost: followed by the port number discovered in step #2.



After connecting to our instance, we will begin to see the queries being executed. You can also use this to capture a trace for later investigation.



Formatting DAX

• As a good practice, **format** your code. DAXFormatter from SQLBI helps

```
ProductRankEnhanced =

IF (

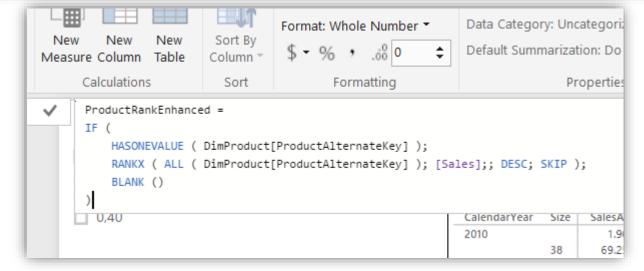
HASONEVALUE ( DimProduct[ProductAlternateKey] );

RANKX ( ALL ( DimProduct[ProductAlternateKey] ); [Sales];; DESC; SKIP );

BLANK ()

BUG REPORT

COPY COPY HTML SAVE AS DOCX EDIT NEW
```



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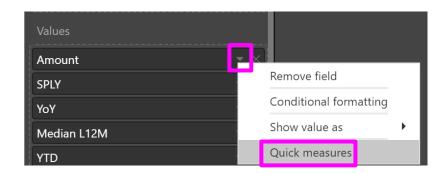
Demonstration: Disconnected Tables

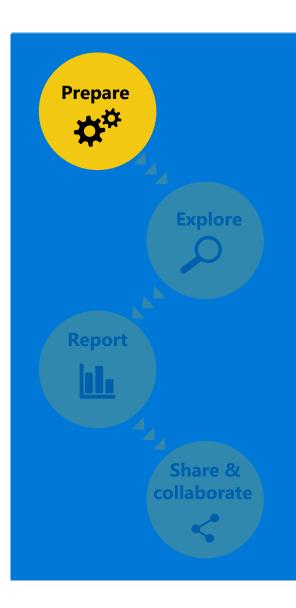
Lab 1 Exercise 3: Extending the Data Model



Quick Measures:

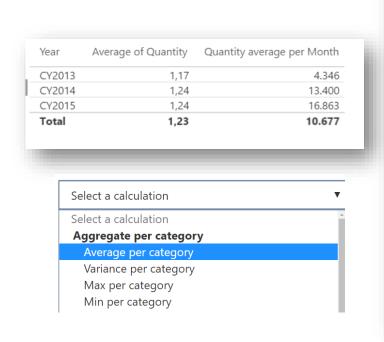
- Allow you to build calculations, without knowing DAX
- Also works with live connection mode against SSAS models.
- Available calculations are organized in 6 categories:
 - Aggregate within category
 - Filters and baselines
 - Time Intelligence
 - Running Total
 - Mathematical Operations
 - Text
- Start with an element on the field well or on the field list and create calculation
- It's great for **learning**!

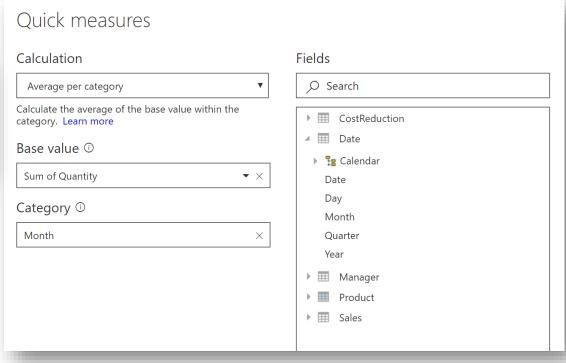




Quick Measures:

• Aggreagate within category – Allows applying different aggregates at different levels:

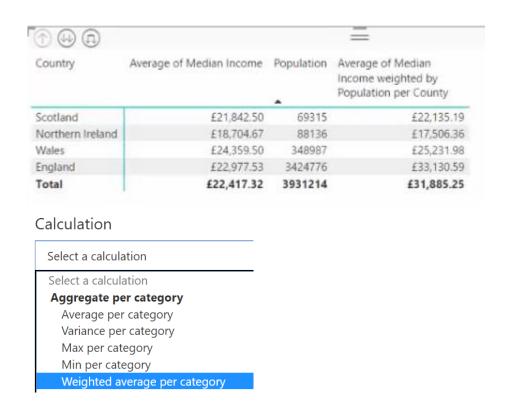






Quick Measures:

• Weighted Average per Category – calculates a weighted average of the base value for each category



Calculation

Category ①

County

Weighted average per category

Calculate a weighted average of the base value for each category. Multiply the value by weight for each category, sum total, and then divide by the sum total of the weight. Learn more

Base value ①

Sum of Median Income

X

Weight ①

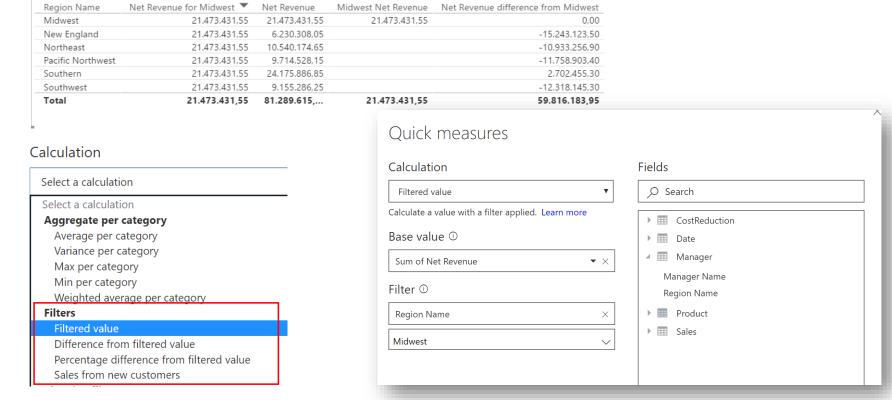
Sum of Population



Quick Measures:

• Filters and baselines – calculate values for a specific category in a column, or compare values to a specific baseline:

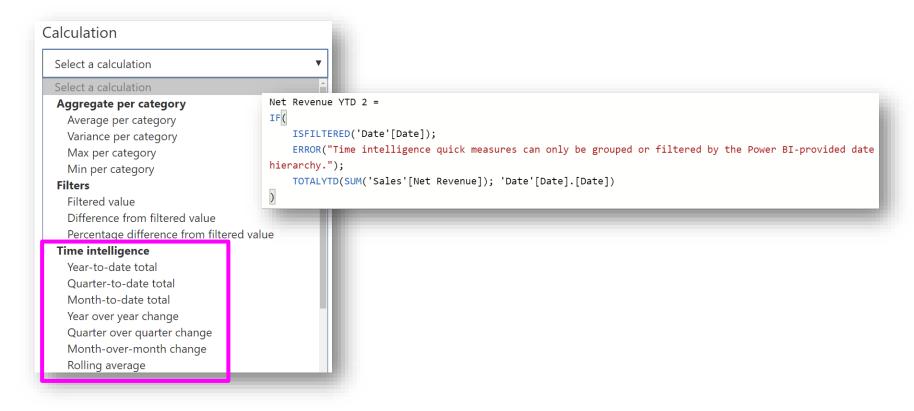
h'i *** "





Quick Measures:

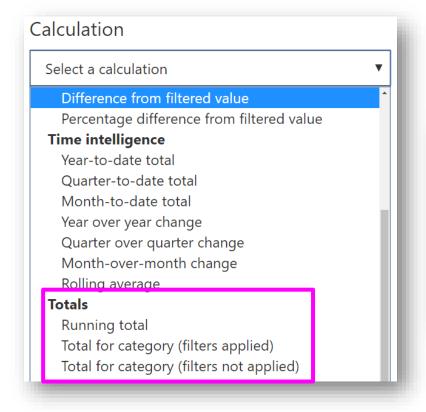
• Time Intelligence – Time-based calculations (currently only for native date tables):

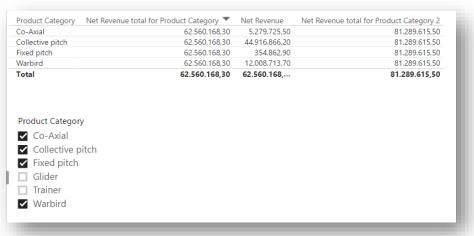




Quick Measures:

• Totals – Calculations meant to utilize totals in different ways







Quick Measures:

• Mathematical Operations – Simplifying implementation of easy calculations

