

1. Instead of creating a calculated column, we need to create a **measure** that correctly **aggregates row-level values**:

SalesPerQuantity =

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SUMX(

sales\_with\_geodata,

sales\_with\_geodata[Sales] / sales\_with\_geodata[Quantity]

)

3. Because slicers apply a **filter context**, and [Total Sales] respects that context unless told otherwise.

4. This gives wrong results because it's dividing **totals**, not per row.

6. If a customer bought in Germany but not France, their row exists but returns **BLANK** because Sales[Country] = "France" filters out their data.

Fix: Sales in France =

CALCULATE(

SUM(sales\_with\_geodata[Sales]),

FILTER(ALL(sales\_with\_geodata), sales\_with\_geodata[Country] = "France")

)

8. Because a regular SUM(Sales[Quantity] \* Sales[Discount per Unit]) doesn't work — DAX doesn't allow that syntax. SUMX() iterates row by row and multiplies per row before summing.