



Dynamic Segmentation

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About Me – Kevin Arnold



Kevin Arnold is the Director of Architecture at Expert Analytics, overseeing software management methodologies, deployment strategy, and optimal data architectures for clients. He is a senior data architect with over 20 years' experience, including at large-cap consultancies Price Waterhouse and EDS. He has spoken at numerous conferences and user groups, including the DAMA International and CA World Conferences.



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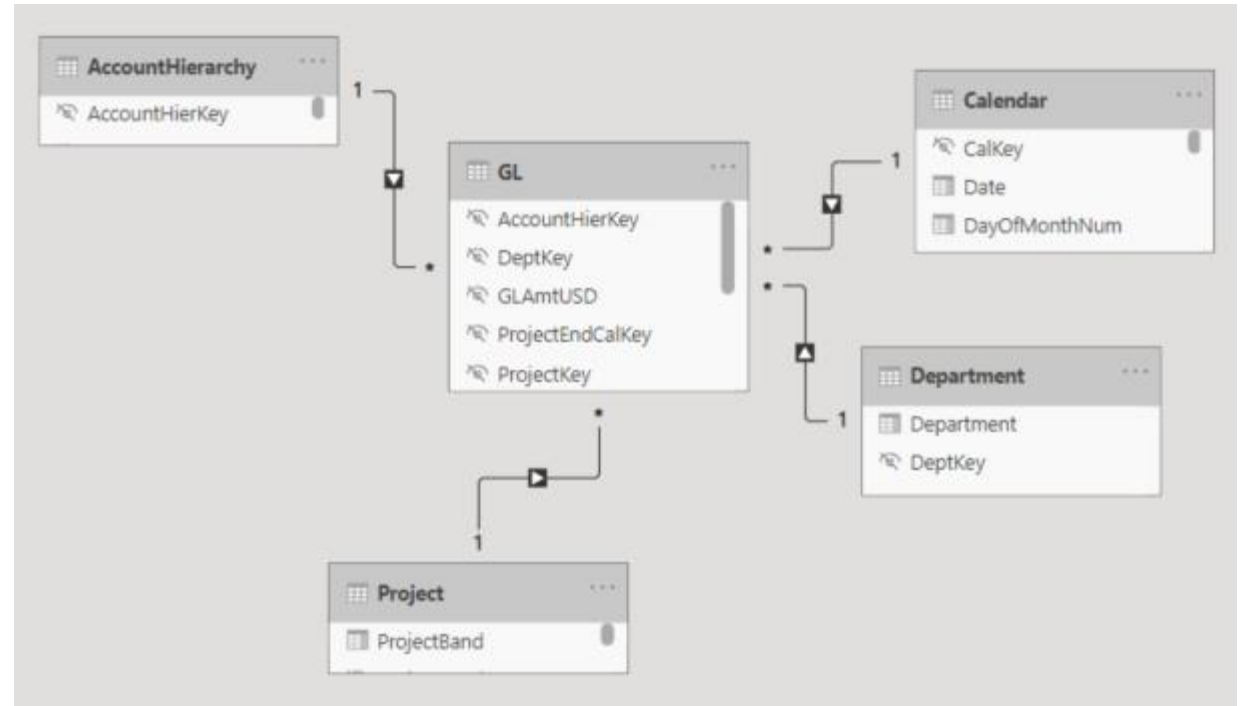
What is Segmentation?

How can it be implemented?

Divides the data into parts or sections based upon the result of a value. The value can be a fact in the table or based on a measure.

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- Static – [SQLBI DAX Pattern](#)
 - Predefined prior to the final load of the model, i.e. in the data prep pipeline.
 - Predefined in the model with Power Query or DAX
 - Dynamic – [SQLBI DAX Pattern](#)
 - Based on a DAX measure and a disconnected table

Model Overview



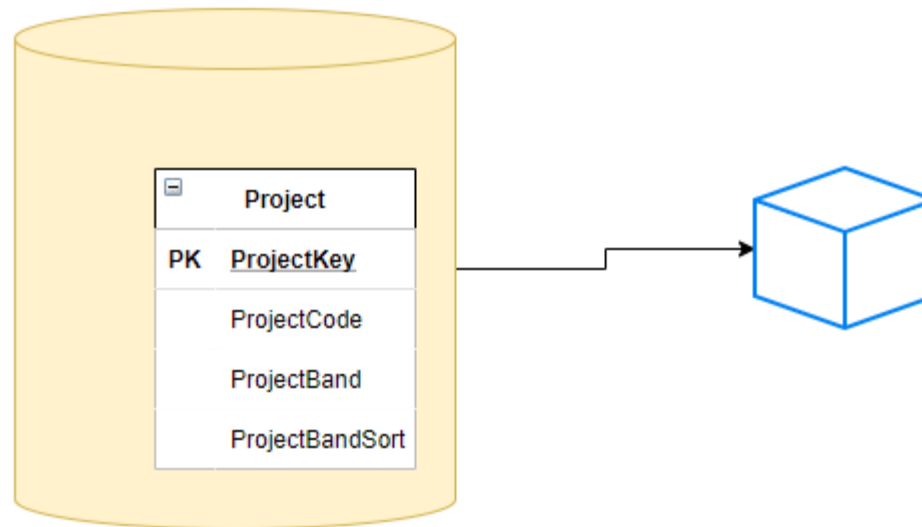
Where it started.

Adhoc implementation

Quick Question: How many projects have annual revenue below \$10K? Can you also provide counts by a revenue band? We only need this updated for the next 3 months. I need this by the end of this week.

➤ Static

- Predefined prior to the final load of the model, i.e. in the data prep pipeline.



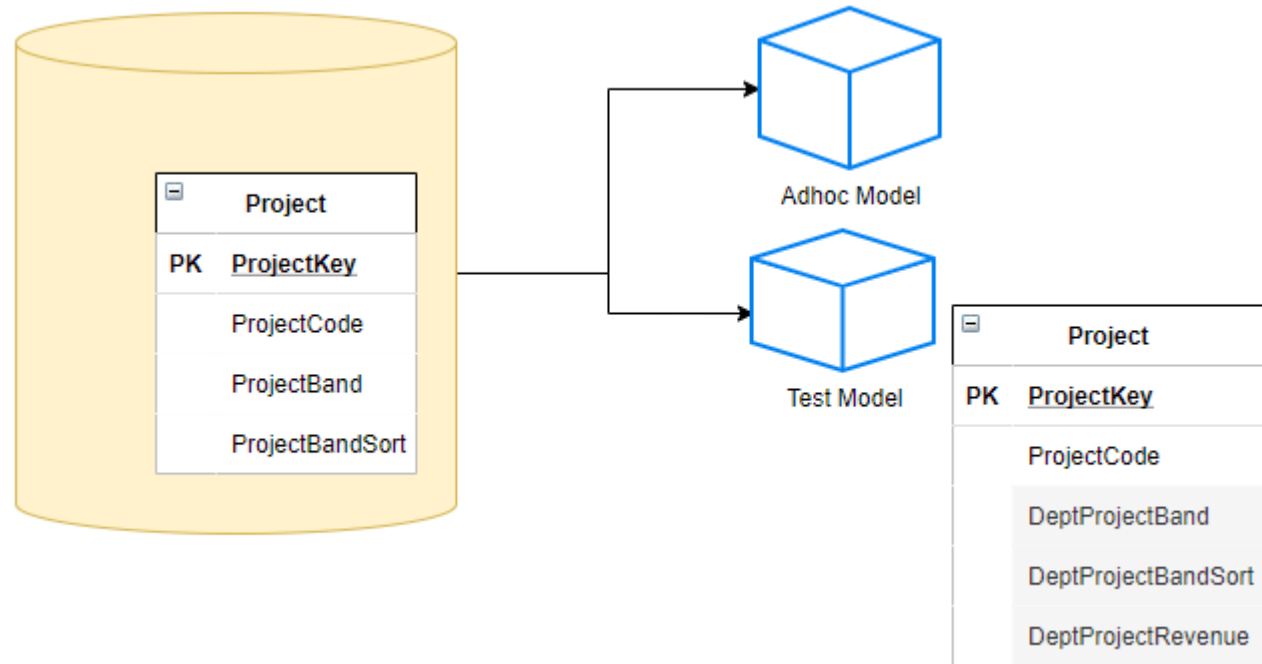
Where it went next.

Testing implementation

Potential Requirement: We want to know the number of projects by a smaller set of bands and only for the revenue attributed to a specific department.

➤ Static

➤ DAX Calculated columns.



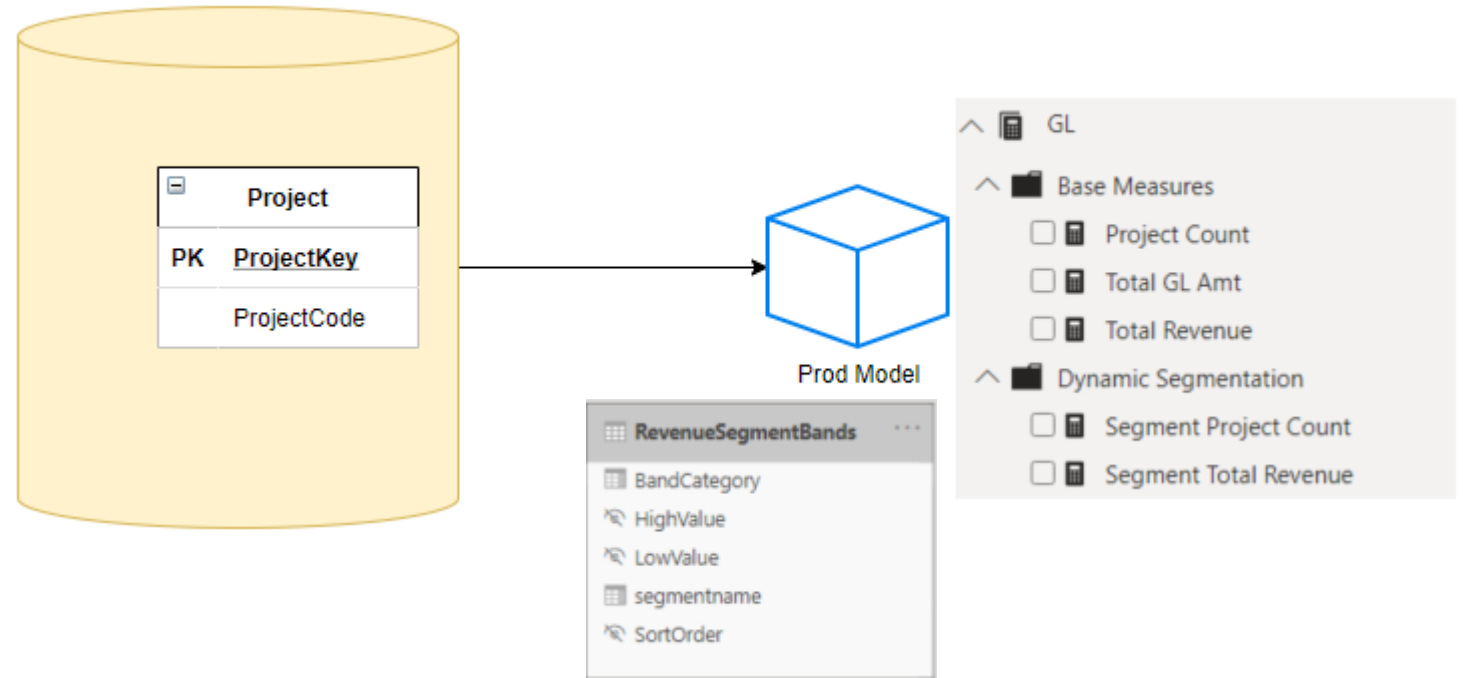
Where we are now.

Production implementation

Requirement: We want it all!

➤ Dynamic

➤ Based on a DAX measures and a disconnected table



Demo



Questions

