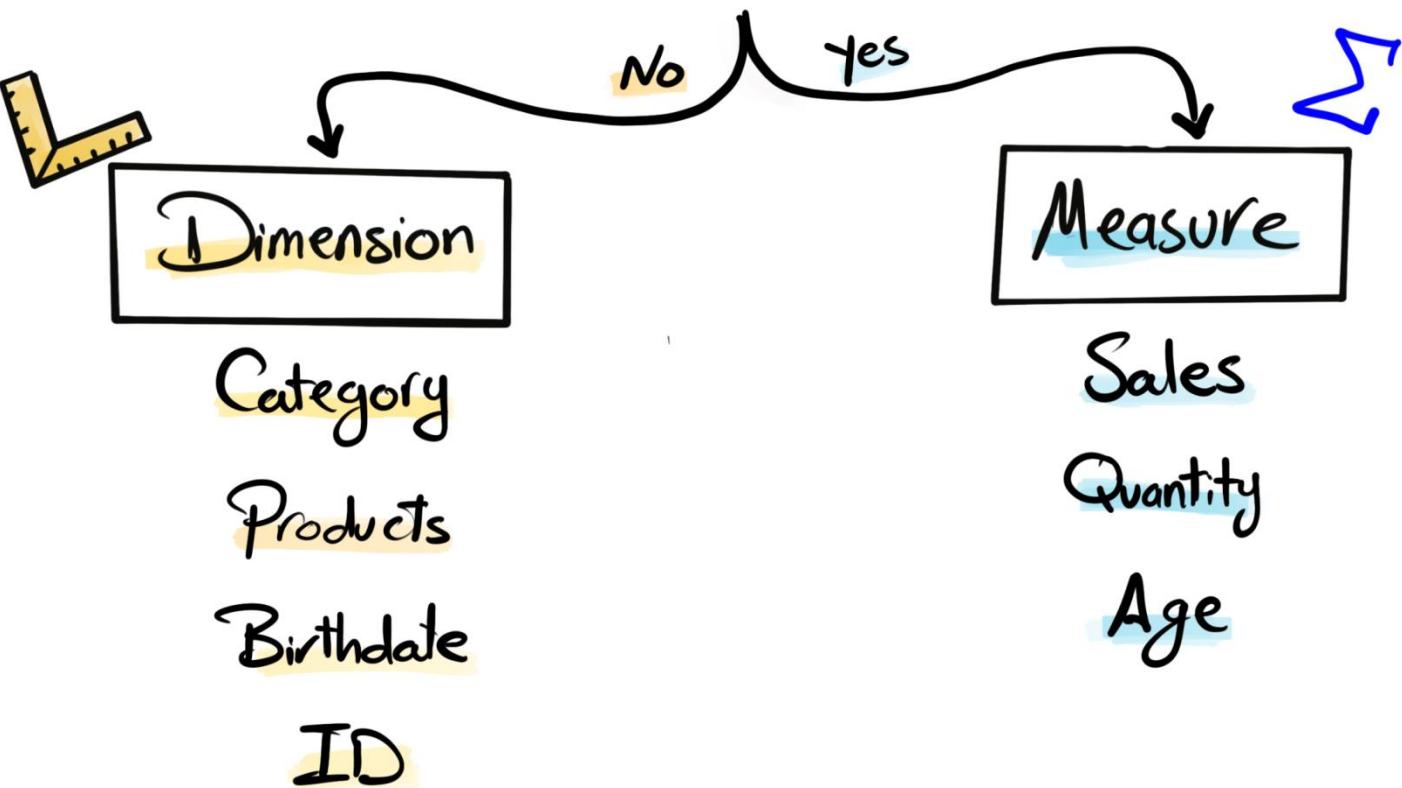


Dataset

-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-

Is it Numeric ?

& Does it make Sense to aggregate?



A
C
B
D

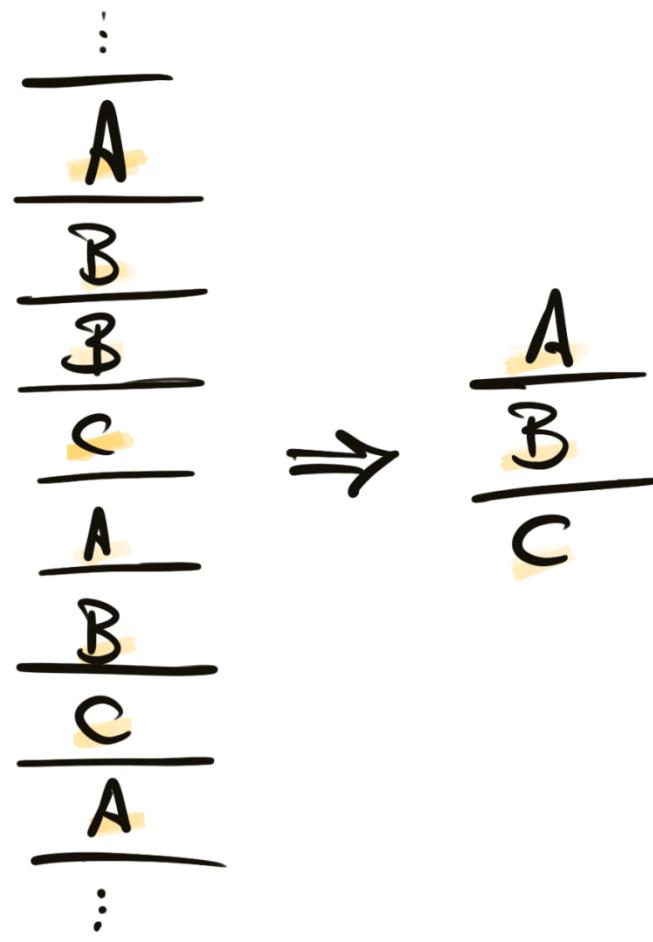
Dimensions Exploration

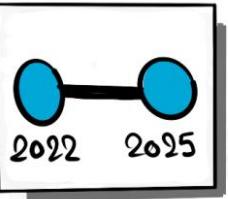
DISTINCT [Dimension]

DISTINCT Country

DISTINCT Category

DISTINCT Product





Date Exploration

MIN/MAX [Date Dimension]

MIN Order_date

MAX Create_date

MIN Birthdate

2019
2020
2018
2018
2022
2023
2023
2028
2022



DATEDIFF

999

Measures Exploration

\sum [Measure]

SUM (Sales)

AVG (Price)

SUM (Quantity)

$$\begin{array}{r} 10 \\ \hline 20 \\ 50 \\ \hline 30 \\ 10 \\ \hline 80 \\ 30 \\ \hline 10 \end{array}$$



240

BIG Number

↑
Key Metric



Magnitude

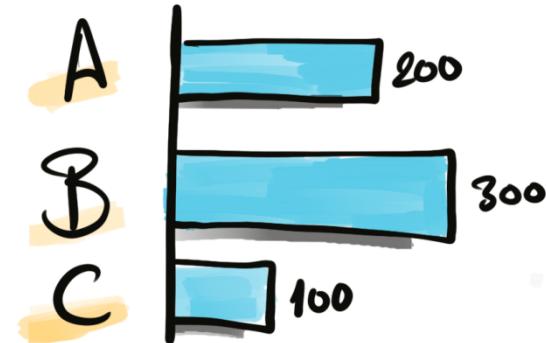
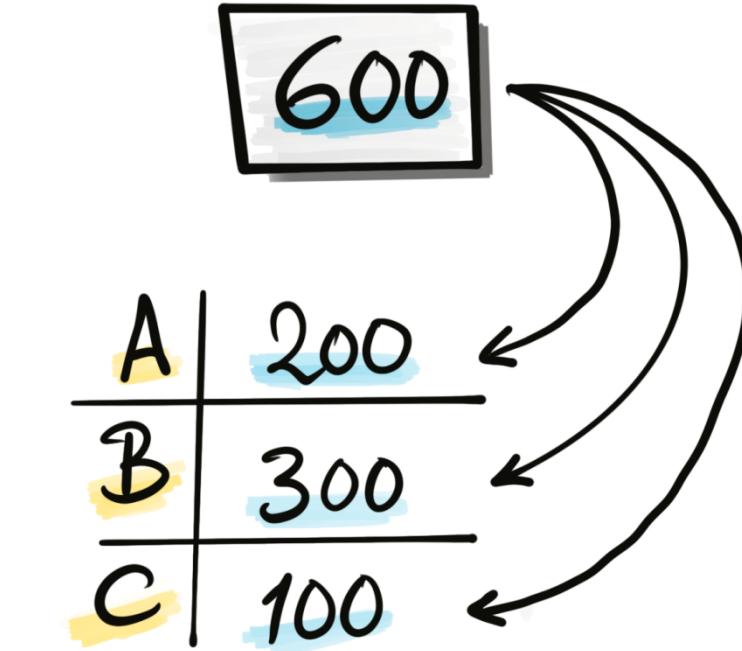
Σ [Measure] By [Dimension]

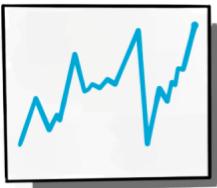
Total Sales By Country

Total Quantity By Category

Average Price By Product

Total Orders By Customer





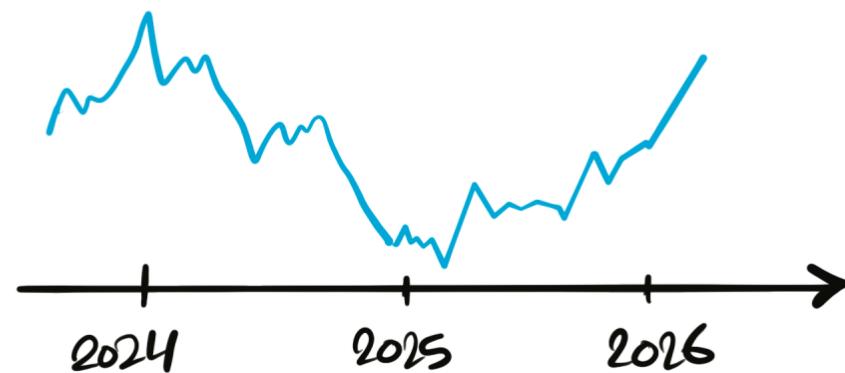
Change - Over - Time Trends

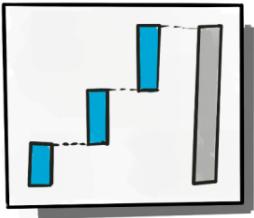
\sum [Measure] By [Date Dimension]

Total Sales By Year

Average Cost By Month

2024	300
2025	100
2026	200





Cumulative Analysis

Σ [Cumulative Measure] By [Date Dimension]

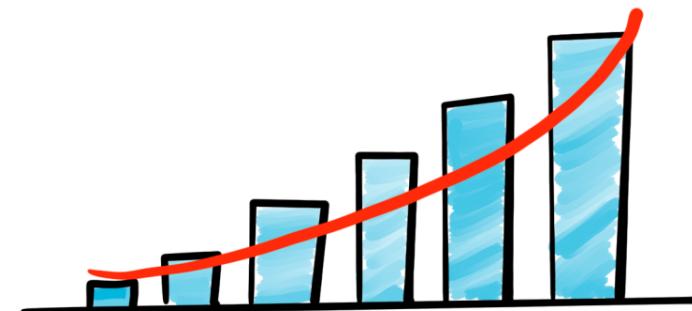
Running Total Sales By Year

Moving Average of Sales By Month

2024	300	300
2025	100	400
2026	200	600

A blue arrow labeled "Cumulative" points from the top right towards the table, indicating the direction of cumulative calculation.

WINDOW FUNCTIONS





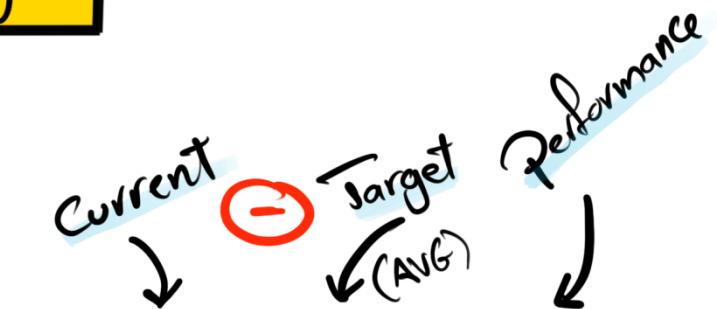
Performance Analysis

Current [Measure] - Target [Measure]

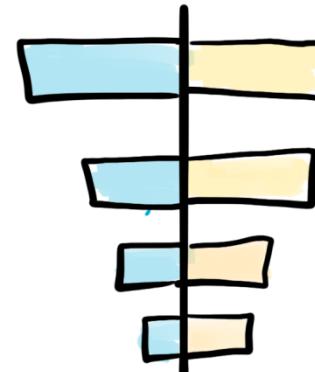
Current Sales - Average Sales

Current year Sales - Previous Year Sales

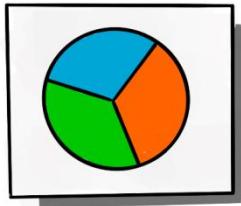
Current Sales - lowest Sales



	Current	Target	Ave (Ave)
A	200	200	0
B	300	200	100
C	100	200	-100



WINDOW FUNCTIONS



Part-to-Whole

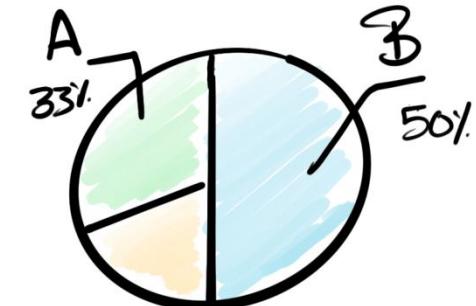
Proportional Analysis

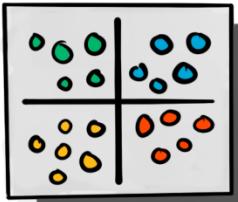
$([\text{Measure}] / \text{Total} [\text{Measure}]) * 100$ By [Dimension]

$(\text{Sales} / \text{Total Sales}) * 100$ By Category

$(\text{Quantity} / \text{Total Quantity}) * 100$ By Country

A	200	33%
B	300	50%
C	100	17%





Data Segmentation

[Measure] By [Measure]

Total Products By Sales Range

Total Customers By Age

Σ Categorize

3	50	Low	7
4	100		
5	150	Medium	6
1	200		
10	250	Large	15
5	300		

CASE WHEN STATEMENT

