

DAX Documentation

This project uses **DAX (Data Analysis Expressions)** to create calculated measures for business performance tracking. Below are the key measures used in this dashboard.

1 YTD Sales

Calculates total sales from the beginning of the year to the selected date.

YTD Sales =

TOTALYTD(

SUM(Orders[Selling Price]),

Orders[Order Date]

)

✓ Used in KPI Card

✓ Used for trend analysis

2 YTD Profit

Calculates total profit earned Year-To-Date.

YTD Profit =

TOTALYTD(

SUMX(

Orders,

(Orders[Selling Price] - Orders[Product Cost]) * Orders[Quantity]

),

Orders[Order Date]

)

- ✓ Shows actual earnings after cost deduction
-

3 YTD Quantity

Total quantity of products sold Year-To-Date.

YTD Quantity =

TOTALYTD(

SUM(Orders[Quantity]),

Orders[Order Date]

)

- ✓ Helps track demand trends
-

4 Profit Margin %

Shows profitability percentage.

Profit Margin % =

DIVIDE(

[YTD Profit],

[YTD Sales],

0

)

- ✓ Used in KPI visualization
 - ✓ Helps measure business efficiency
-

5 Previous Year YTD Sales (PYTD)

Used for Year-over-Year comparison.


PYTD Sales =

CALCULATE(

[YTD Sales],

SAMEPERIODLASTYEAR(Orders[Order Date])

)

 Enables YoY growth analysis

6 YoY Growth %

Shows growth or decline compared to previous year.

YoY Growth % =

DIVIDE(

[YTD Sales] - [PYTD Sales],

[PYTD Sales],

0

)


 Used for performance tracking

7 Top N Products Ranking

Used to identify top performing products.

Product Rank =

```
RANKX(  
  ALL(Orders[Product]),  
  [YTD Sales],  
  ,  
  DESC  
)
```

 Used in Top 5 Products Visual

8 Bottom N Products Ranking

Used to identify lowest performing products.

Bottom Rank =

```
RANKX(  
  ALL(Orders[Product]),  
  [YTD Sales],  
  ,  
  ASC  
)
```

 Used in Bottom 5 Products Visual

💡 Why These DAX Measures Matter

- Enable **time intelligence analysis**
- Help track **business growth trends**
- Provide **profitability insights**
- Help identify **top and low performing products**
- Support **data-driven decision making**

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