



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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