

DAX

(Data Analysis Expressions)

→ formula language

→ Power BI
→ Power Pivot
→ SAS

Key DAX Functions: SUM, COUNT, and IF

1. SUM

- **Function:** `SUM(ColumnName)`
- **Description:** Adds all the numbers in a column.
- **Real-Life Scenario:** Calculating the total sales amount in a sales dataset.

2. COUNT

- **Function:** `COUNT(ColumnName)`
- **Description:** Counts the number of non-blank cells in a column.
- **Real-Life Scenario:** Counting the number of orders placed by customers.

3. IF

- **Function:** `IF(LogicalTest, ResultIfTrue, ResultIfFalse)`
- **Description:** Checks a condition, and returns one value if true, and another value if false.
- **Real-Life Scenario:** Categorizing sales as "High" or "Low" based on a sales threshold.

Real-Life Use Case Scenarios for DAX Functions

1. Sales Analysis
2. Inventory Management
3. Customer Insights
4. Financial Reporting
5. Human Resources
6. Project Management
7. Marketing Analysis
8. Operational Efficiency

Advantages of Using DAX Functions

1. Performance Optimization
2. Data Manipulation
3. Dynamic Calculations
4. Integration
5. Reusability
6. Scalability
7. Flexibility
8. User-Friendly
9. Custom Calculations
10. Enhanced Reporting