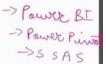


DAX (Data Analysis Expressions)





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