

# Unlock Your Data's True Potential



# The CALCULATE Game-Changer

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- Dynamically modifies filter context in your reports.
- The most powerful and essential function in DAX.
- Allows you to perform context-aware calculations.
- Override existing filters or add new ones.
- Crucial for time intelligence like Year-To-Date totals.
- Master this to move from basic to advanced analysis.



# SUM vs SUMX

- SUM adds values from a single column.
- SUMX is more flexible and operates row-by-row.
- SUMX can calculate an expression for each row.
- Example: Calculate total sales (Quantity \* Price) per item.
- Use SUM for simple, column-based aggregation.
- Use SUMX for complex, row-level logic.



# **FILTER Function**

## **Power**

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- Returns a table filtered to specific criteria.
- Often used inside other functions like **CALCULATE**.
- Gives you precise control over which data is included.
- Can use any column for filtering, not just the one you're summing.
- Essential for creating custom, complex filter conditions.
- Helps in creating dynamic segments for analysis.



# RELATED for Model Depth

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- Pulls data from another table in your data model.
- Requires a proper relationship between tables.
- Unlocks the power of your data model relationships.
- Allows for richer, more dimensional analysis.
- Use it to access columns not in your current table.
- Makes your reports more integrated and insightful.



# Time Intelligence with DATEADD

- Shifts a period of dates forward or backward.
- Critical for period-over-period comparisons.
- Calculate previous year, month, or quarter sales easily.
- Compare performance across equivalent timeframes.
- Uncover trends and growth patterns in your data.
- Works with other time intelligence functions seamlessly.



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