

The Definitive Guide to DAX

Business intelligence
with Microsoft Excel,
SQL Server Analysis
Services, and Power BI

Marco Russo and Alberto Ferrari



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The Definitive Guide To Dax Business Intelligence With Microsoft Excel Sql Server Analysis Services And Power Bi Business Skills

Chandraish Sinha



The Definitive Guide To Dax Business Intelligence With Microsoft Excel Sql Server Analysis Services And Power Bi Business Skills:

The Definitive Guide to DAX Alberto Ferrari, Marco Russo, 2015-10-14 This comprehensive and authoritative guide will teach you the DAX language for business intelligence data modeling and analytics Leading Microsoft BI consultants Marco Russo and Alberto Ferrari help you master everything from table functions through advanced code and model optimization You ll learn exactly what happens under the hood when you run a DAX expression how DAX behaves differently from other languages and how to use this knowledge to write fast robust code If you want to leverage all of DAX s remarkable power and flexibility this no compromise deep dive is exactly what you need Perform powerful data analysis with DAX for Microsoft SQL Server Analysis Services Excel and Power BI Master core DAX concepts including calculated columns measures and error handling Understand evaluation contexts and the CALCULATE and CALCULATETABLE functions Perform time based calculations YTD MTD previous year working days and more Work with expanded tables complex functions and elaborate DAX expressions Perform calculations over hierarchies including parent child hierarchies Use DAX to express diverse and unusual relationships Measure DAX query performance with SQL Server Profiler and DAX Studio

The Definitive Guide to DAX Marco Russo, Alberto Ferrari, 2019-07-02 Now expanded and updated with modern best practices this is the most complete guide to Microsoft s DAX language for business intelligence data modeling and analytics Expert Microsoft BI consultants Marco Russo and Alberto Ferrari help you master everything from table functions through advanced code and model optimization You ll learn exactly what happens under the hood when you run a DAX expression and use this knowledge to write fast robust code This edition focuses on examples you can build and run with the free Power BI Desktop and helps you make the most of the powerful syntax of variables VAR in Power BI Excel or Analysis Services Want to leverage all of DAX s remarkable capabilities This no compromise deep dive is exactly what you need Perform powerful data analysis with DAX for Power BI SQL Server and Excel Master core DAX concepts including calculated columns measures and calculation groups Work efficiently with basic and advanced table functions Understand evaluation contexts and the CALCULATE and CALCULATETABLE functions Perform time based calculations Use calculation groups and calculation items Use syntax of variables VAR to write more readable maintainable code Express diverse and unusual relationships with DAX including many to many relationships and bidirectional filters Master advanced optimization techniques and improve performance in aggregations Optimize data models to achieve better compression Measure DAX query performance with DAX Studio and learn how to optimize your DAX

The Definitive Guide to DAX Alberto Ferrari, Marco Russo, 2025-03-07 *The Definitive Guide to DAX* Marco Russo, Alberto Ferrari, 2020

Pro DAX with Power BI Philip Seamark, Thomas Martens, 2019-12-10 Learn the intricate workings of DAX and the mechanics that are necessary to solve advanced Power BI challenges This book is all about DAX Data Analysis Expressions the formula language used in Power BI Microsoft s leading

self service business intelligence application and covers other products such as PowerPivot and SQL Server Analysis Services Tabular You will learn how to leverage the advanced applications of DAX to solve complex tasks Often a task seems complex due to a lack of understanding or a misunderstanding of core principles and how certain components interact with each other The authors of this book use solutions and examples to teach you how to solve complex problems They explain the intricate workings of important concepts such as Filter Context and Context Transition You will learn how Power BI through combining DAX building blocks such as measures table filtering and data lineage can yield extraordinary analytical power Throughout Pro Dax with Power BI these building blocks are used to create and compose solutions for advanced DAX problems so you can independently build solutions to your own complex problems and gain valuable insight from your data What You Will Learn Understand the intricate workings of DAX to solve advanced problems Deconstruct problems into manageable parts in order to create your own recipes Apply predefined solutions for addressing problems and link back step by step to the mechanics of DAX to know the foundation of this powerful query language Get fully on board with DAX a new and evolving language by learning best practices Who This Book Is For Anyone who wants to use Power BI to build advanced and complex models Some experience writing DAX is helpful but not essential if you have experience with other data query languages such as MDX or SQL

MODERN SQL FOR BUSINESS INTELLIGENCE MAXIM BROOKS, Are your Power BI dashboards frustratingly slow Do you find yourself fighting with complex data transformations in Power Query instead of delivering the insights your business needs Or perhaps you re a SQL expert who s been asked to build visual reports and you re not sure where to begin You re not alone Many BI analysts and SQL developers face a critical gap they know the power of Power BI and they know the language of SQL but making them work together in perfect harmony is a challenge The result is often slow reports complex maintenance and a constant struggle to deliver truly deep actionable analysis This is the single biggest barrier to becoming a high impact BI professional This book was written to bridge that gap It is designed specifically for the data professional who knows there has to be a better way It understands that you might feel limited by a graphical interface or that you might be an SQL veteran feeling a little lost in the new world of interactive dashboards This book respects your experience and gives you a new powerful methodology SQL is not just a legacy skill it is your single greatest asset for building high performing BI solutions This guide introduces the SQL First approach to Business Intelligence a proven method for pushing complex work to the database where it belongs This frees up Power BI to do what it does best create stunning lightning fast and interactive visualizations This comprehensive handbook breaks down the entire BI workflow into manageable step by step chapters It focuses on practical application showing you how to leverage your SQL skills to solve real world business problems and build a truly professional grade analytics portfolio It s about empowering you to architect solutions that are not just beautiful but also robust scalable and incredibly fast Inside you ll discover how to Stop fighting with slow dashboards Learn the performance tuning techniques that senior BI professionals use to make their

reports fly Build a rock solid data foundation Master the art of data modeling with star schemas creating a single source of truth that the entire organization can trust Move from being a report builder to a true BI architect Understand the crucial relationship between SQL and Power Query and when to use each tool for maximum effect Answer complex business questions with confidence Implement advanced analytical scenarios like RFM segmentation market basket analysis and customer cohort analysis directly in SQL Future proof your career Gain a clear understanding of how SQL is evolving and its central role in the cloud big data and AI Here s a glimpse of what you ll learn Advanced SQL for Data Transformation Master CTEs Window Functions LAG LEAD RANK and CASE statements for sophisticated data shaping Data Modeling for Power BI Design and implement a high performance star schema from the ground up Query Optimization Learn to read Execution Plans leverage Indexes and write SARGable queries that the database loves The Power Query vs SQL Debate Understand the critical concept of Query Folding and the best practices for a hybrid approach DAX for the SQL Professional Get a clear introduction to DAX its core differences from SQL and the powerful CALCULATE function Security it s a roadmap to becoming the BI expert that companies are fighting to hire It s time to connect your SQL expertise to the power of modern visualization and deliver the insights that truly drive the business forward Ready to become the indispensable BI expert your organization relies on Das ultimative DAX-Handbuch Marco Russo,Alberto Ferrari,2020 **Applied Microsoft**

Business Intelligence Patrick LeBlanc,Jessica M. Moss,Dejan Sarka,Dustin Ryan,2015-05-06 Leverage the integration of SQL Server and Office for more effective BI Applied Microsoft Business Intelligence shows you how to leverage the complete set of Microsoft tools including Microsoft Office and SQL Server to better analyze business data This book provides best practices for building complete BI solutions using the full Microsoft toolset You will learn how to effectively use SQL Server Analysis and Reporting Services along with Excel SharePoint and other tools to provide effective and cohesive solutions for the enterprise Coverage includes BI architecture data queries semantic models multidimensional modeling data analysis and visualization performance monitoring data mining and more to help you learn to perform practical business analysis and reporting Written by an author team that includes a key member of the BI product team at Microsoft this useful reference provides expert instruction for more effective use of the Microsoft BI toolset Use Microsoft BI suite cohesively for more effective enterprise solutions Search analyze and visualize data more efficiently and completely Develop flexible and scalable tabular and multidimensional models Monitor performance build a BI portal and deploy and manage the BI Solution

Hands-On Business Intelligence with DAX Ian Horne,2020-01-31 Implement business intelligence BI data modeling and data analytics within Microsoft products such as Power BI SQL Server and Excel Key FeaturesUnderstand the ins and outs of DAX expressions and querying functions with the help of easy to follow examplesManipulate data of varying complexity and optimize BI workflows to extract key insightsCreate monitor and improve the performance of models by writing clean and robust DAX queriesBook Description Data Analysis Expressions DAX is known for its ability to increase efficiency by

extracting new information from data that is already present in your model With this book you ll learn to use DAX s functionality and flexibility in the BI and data analytics domains You ll start by learning the basics of DAX along with understanding the importance of good data models and how to write efficient DAX formulas by using variables and formatting styles You ll then explore how DAX queries work with the help of examples The book will guide you through optimizing the BI workflow by writing powerful DAX queries Next you ll learn to manipulate and load data of varying complexity within Microsoft products such as Power BI SQL Server and Excel Power Pivot You ll then discover how to build and extend your data models to gain additional insights before covering progressive DAX syntax and functions to understand complex relationships in DAX Later you ll focus on important DAX functions specifically those related to tables date and time filtering and statistics Finally you ll delve into advanced topics such as how the formula and storage engines work to optimize queries By the end of this book you ll have gained hands on experience in employing DAX to enhance your data models by extracting new information and gaining deeper insights What you will learn Understand DAX from the basics through to advanced topics and learn to build effective data models Write and use DAX functions and expressions with the help of hands on examples Discover how to handle errors in your DAX code and avoid unwanted results Load data into a data model using Power BI Excel Power Pivot and SSAS Tabular Cover DAX functions such as date time and time intelligence using code examples Gain insights into data by using DAX to create new information Understand the DAX VertiPaq engine and how it can help you optimize data models Who this book is for This book is for data analysts business analysts BI developers or SQL users who want to make the best use of DAX in the BI and data analytics domain with the help of examples Some understanding of BI concepts is mandatory to fully understand the concepts covered in the book

Mastering Power BI
Chandraish Sinha, 2024-05-28 Take a deep dive into the dynamic world of Power BI KEY FEATURES In depth knowledge of Power BI demonstrated through step by step exercises Covers data modeling visualization and implementing security with complete hands on training Includes a project that simulates a realistic business environment from start to finish This version teaches about Artificial Intelligence visuals in Power BI DESCRIPTION Mastering Power BI covers the entire Power BI implementation process The readers will be able to understand all the concepts covered in this book from data modeling to creating powerful visualizations This book begins with concepts and terminology such as the star schema dimensions and facts It explains multi table dataset and demonstrates how to load these tables into Power BI It shows how to load stored data in various formats and create relationships Readers will also learn more about Data Analysis Expressions DAX This book is a must for developers to learn how to extend the usability of Power BI to explore meaningful and hidden data insights Throughout the book you keep on learning about the concepts techniques and expert practices on loading and shaping data visualization design and security implementation The second edition of Mastering Power BI book adheres to the first edition in terms of providing the basics of business intelligence and Power BI however it introduces new concepts and features in

terms of data transformation data profiling custom hierarchies AI visuals and many more WHAT YOU WILL LEARN Learn about Business Intelligence BI concepts and their contribution in business analytics Learn to connect load and transform data from disparate data sources Create and execute powerful DAX calculations Design various visualizations to prepare insightful reports and dashboards WHO THIS BOOK IS FOR This book is for anyone interested in learning how to use Power BI desktop or starting a career in business intelligence and analytics While it covers all the fundamentals it is recommended that the reader be familiar with MS Excel and database concepts TABLE OF CONTENTS 1 Understanding the Basics 2 Connect and Shape 3 Advanced Data Transformations 4 Optimize Your Data Model 5 Data Analysis Expressions 6 Visualizations in Power BI 7 Drill Through and Drill Down Reports 8 Artificial Intelligence in Power BI 9 Power BI Service 10 Securing Your Application

Getting started with Power Query in Power BI and Excel Reza Rad, Leila Etaati, 2021-08-27 Any data analytics solution requires data population and preparation With the rise of data analytics solutions these years the need for this data preparation becomes even more essential Power BI is a helpful data analytics tool that is used worldwide by many users As a Power BI or Microsoft BI developer it is essential to learn how to prepare the data in the right shape and format needed You need to learn how to clean the data and build it in the structure that can be modeled easily and used high performant for visualization Data preparation and transformation is the backend work If you consider building a BI system as going to a restaurant and ordering food The visualization is the food you see on the table nicely presented The quality the taste and everything else comes from the hard work in the kitchen The part that you don't see or the backend in the world of Power BI is Power Query You may be already familiar with some other data preparation and data transformation technologies such as T SQL SSIS Azure Data Factory Informatica etc Power Query is a data transformation engine capable of preparing the data in the format you need The good news is that to learn Power Query you don't need to know programming Power Query is for citizen data engineers However this doesn't mean that Power Query is not capable of performing advanced transformation Unfortunately because Power Query and data preparation is the kitchen work of the BI system many Power BI users skip the learning of it and become aware of it somewhere along their BI project Once they get familiar with it they realize there are tons of things they could have implemented easier faster and in a much more maintainable way using Power Query In other words they learn mastering Power Query is the key skill toward mastering Power BI We have been working with Power Query since the very early release of that in 2013 named Data Explorer and wrote blog articles and published videos about it The number of articles we published under this subject easily exceeds hundreds Through those articles some of the fundamentals and key learnings of Power Query are explained We thought it is good to compile some of them in a book A good analytics solution combines a good data model good data preparation and good analytics and calculations Reza has written another book about the Basics of modeling in Power BI and a book on Power BI DAX Simplified This book is covering the data preparation and transformations aspects of it This book is for you if you are building a Power BI solution Even if you

are just visualizing the data preparation and transformations are an essential part of analytics You do need to have the cleaned and prepared data ready before visualizing it This book is compiled into a series of two books which will be followed by a third book later Getting started with Power Query in Power BI and Excel this book Mastering Power Query in Power BI and Excel already available to be purchased separately Power Query dataflows will be published later Although this book is written for Power BI and all the examples are presented using the Power BI However the examples can be easily applied to Excel Dataflows and other tools and services using Power Query

Microsoft Power BI Quick Start Guide Devin Knight,Erin Ostrowsky,Mitchell Pearson,Bradley Schacht,2022-11-25 Bring your data to life with this accessible yet fast paced introduction to Power BI now in color Get With Your Book PDF Copy AI Assistant and Next Gen Reader Free Key Features Learn faster with practical examples of the latest features of Power BI including navigator buttons column level security visualizing goals and more Migrate your existing Excel and data analysis skills to Power BI Build accurate analytical models reports and dashboards now in color Book DescriptionUpdated with the latest features and improvements in Power BI this fast paced yet comprehensive guide will help you master the core concepts of data visualization quickly You ll learn how to install Power BI design effective data models and build basic dashboards and visualizations to help you make better business decisions This new edition will also help you bridge the gap between MS Excel and Power BI Throughout this book you ll learn how to obtain data from a variety of sources and clean it using the Power Query Editor You ll also start designing data models to navigate and explore relationships within your data and building DAX formulas to make data easier to work with Visualizing data is a key element of this book so there s an emphasis on helping you get to grips with data visualization styles and enhanced digital storytelling As you progress you ll start building your own dataflows gain an understanding of the Common Data Model and automate dataflow refreshes to eradicate data cleaning inefficiency You ll learn how to administer your organization s Power BI environment so that deployment can be made seamless data refreshes can run properly and security can be fully implemented By the end of this Power BI book you ll know how to get the most out of Power BI for better business intelligence What you will learn Connect to data sources using import DirectQuery and live connection options Use Power Query Editor for data transformation and data cleansing processes and write M and R scripts and dataflows to do the same in the cloud Design effective reports with built in and custom visuals to optimize user experience Implement row level and column level security in your dashboards Administer a Power BI cloud tenant for your organization Use built in AI capabilities to enhance Power BI data transformation techniques Deploy your Power BI Desktop files into Power BI Report Server Who this book is for This book is for aspiring business intelligence and data professionals with a basic understanding of BI concepts who want to learn Power BI quickly Complete beginners with no BI background can also get plenty of useful information from this book

Extreme DAX Michiel Rozema,Henk Vlootman,2022-01-20 Discover the true power of DAX and build advanced DAX solutions for practical business scenarios Key FeaturesSolve complex business

problems within Microsoft BI tools including Power BI SQL Server and Excel

Develop a conceptual understanding of critical business data modeling principles

Learn the subtleties of Power BI data visualizations evaluation context context transition and filtering

Book Description This book helps business analysts generate powerful and sophisticated analyses from their data using DAX and get the most out of Microsoft Business Intelligence tools

Extreme DAX will first teach you the principles of business intelligence good model design and how DAX fits into it all Then you ll launch into detailed examples of DAX in real world business scenarios such as inventory calculations forecasting intercompany business and data security At each step senior DAX experts will walk you through the subtleties involved in working with Power BI models and common mistakes to look out for as you build advanced data aggregations You ll deepen your understanding of DAX functions filters and measures and how and when they can be used to derive effective insights You ll also be provided with PBIX files for each chapter so that you can follow along and explore in your own time What you will learn

Understand data modeling concepts and structures before you start working with DAX

Grasp how relationships in Power BI models are different from those in RDBMSes

Secure aggregation levels attributes and hierarchies using PATH functions and row level security

Get to grips with the crucial concept of context

Apply advanced context and filtering functions including TREATAS GENERATE and SUMMARIZE

Explore dynamically changing visualizations with helper tables and dynamic labels and axes

Work with week based calendars and understand standard time intelligence

Evaluate investments intelligently with the XNPV and XIRR financial DAX functions

Who this book is for Extreme DAX is written for analysts with a working knowledge of DAX in Power BI or other Microsoft analytics tools It will help you upgrade your knowledge and work with analytical models more effectively so you ll need practical experience with DAX before you can get started

Knight's Microsoft Business Intelligence 24-Hour Trainer Brian Knight, Devin Knight, Adam Jorgensen, Patrick LeBlanc, Mike Davis, 2010-09-27 This book and video package introduces IT professionals DBAs and business analysts who are just starting to get a handle on Microsoft Business Intelligence tools It is therefore intended to be the first book to read and the first video to watch before moving on to Wrox books that focus on each of the individual Microsoft BI components The book and accompanying video give the novice reader just enough experience with the product to perform basic business analysis and reporting The book covers all components and related tools that comprise the Microsoft BI toolset These include SQL Server Integration Reporting and Analysis Services data mining plus the new BI features of Office 2010 Background theory is given as needed to provide context for those readers with no prior BI knowledge or experience The book starts with a basic primer on business intelligence and data modeling The following sections provide step by step lessons that show readers how to use SQL Server Integration Services SQL Server Analysis Services SQL Server Reporting Services Excel BI including PowerPivot SharePoint The book tightly integrates instructional videos provided on the book s accompanying DVD with each of the hands on lessons found in the book Each lesson comprises three major components An Introduction that describes how a certain component or

process works A Try It Out section that gives readers the chance to practice what they've learned A Video showing how the author works through each lesson

Power Pivot and Power BI MrExcel's Holy Macro! Books, Rob Collie, Avichal Singh, 2024-09-26 Unlock the power of data analysis with Power Pivot and Power BI Master the techniques and tools to transform your data into insightful reports dashboards and models Key Features Step by step guide to mastering Power Pivot and Power BI Practical examples and real world applications Foundational to advanced techniques for effective data analysis Book Description Master Power Pivot and Power BI with this comprehensive guide designed to elevate your data analysis and business intelligence skills Starting with the essentials of Power Pivot you'll learn how to load and transform data create calculated columns and apply foundational DAX functions As you advance the book dives into more complex topics like working with multiple tables understanding relationships and mastering advanced DAX functions such as CALCULATE and FILTER You'll also explore the powerful capabilities of Power BI Desktop and learn how to turn your data into compelling visualizations that drive impactful business decisions With a focus on practical application the guide includes real world examples and exercises to reinforce each concept By the end of this guide you'll have the skills to build sophisticated data models optimize performance and create dynamic reports and dashboards that effectively communicate insights This guide is perfect for professionals aiming to harness the full power of Excel and Power BI in their data driven decision making processes What you will learn Understand the Power Pivot and Power BI ecosystem Load and prepare data effectively Build and manage calculated columns Master DAX measures and functions Optimize data model performance Leverage Power BI Desktop and advanced features Who this book is for Ideal for data professionals Excel users and business analysts this book assumes a basic understanding of Excel but no prior knowledge of Power Pivot or Power BI It is suitable for anyone looking to enhance their data analysis and reporting skills using these tools

Beginning DAX with Power BI Philip Seamark, 2018-05-15 Attention all SQL Pros DAX is not just for writing Excel based formulas Get hands on learning and expert advice on how to use the vast capabilities of the DAX language to solve common data modeling challenges Beginning DAX with Power BI teaches key concepts such as mapping techniques from SQL to DAX filtering grouping joining pivoting and using temporary tables all aimed at the SQL professional Join author Philip Seamark as he guides you on a journey through typical business data transformation scenarios and challenges and teaches you step by step how to resolve challenges using DAX Tips tricks and shortcuts are included and explained along with examples of the SQL equivalent in order to accelerate learning Examples in the book range from beginner to advanced with plenty of detailed explanation when walking through each scenario What You'll Learn Turbocharge your Power BI model by adding advanced DAX programming techniques Know when to use calculated measures versus calculated columns Generate new tables on the fly from existing data Optimize monitor and tune Power BI to improve performance of your models Discover new ideas tricks and time saving techniques for better models Who This Book Is For Business intelligence developers business analysts or any SQL user who

wants to use Power BI as a reporting tool A solid understanding of SQL is recommended as examples throughout the book include the DAX equivalents to SQL problem solution scenarios **Supercharge Power BI** MrExcel's Holy Macro! Books, Matt Allington, 2024-09-26 Master the power of DAX and data modeling in Power BI to elevate your data analysis skills This comprehensive guide covers essential functions advanced techniques and practical examples for mastering business analytics Key Features Comprehensive coverage of DAX functions Step by step progression from basics to advanced topics Practical examples to reinforce learning Book Description This guide is designed to empower Power BI users with advanced skills in data modeling and DAX It begins with an introduction to the foundational concepts of data modeling where you'll learn how to structure your data for optimal performance and analysis You'll then progress to mastering essential DAX functions including iterators filters and time intelligence These chapters will help you create sophisticated calculations that bring your data to life As you advance the guide delves into more complex topics like evaluation context context transition and disconnected tables These concepts are crucial for understanding how DAX formulas interact with your data enabling you to build more accurate and insightful reports The guide also covers practical applications such as transferring DAX skills to Excel and using advanced Power BI features like Analyze in Excel and Cube Formulas By the end of this book you'll have a deep understanding of both data modeling and DAX equipping you with the knowledge to tackle complex data challenges Whether you're working on business intelligence projects or enhancing your data analysis capabilities this guide will give you the tools to excel in Power BI What you will learn Create and load data models Master DAX functions Utilize filter propagation Implement time intelligence Transition context efficiently Transfer DAX skills to Excel Who this book is for This book is ideal for data analysts business intelligence professionals and Power BI users looking to deepen their understanding of DAX and data modeling A basic understanding of Power BI and familiarity with data analysis concepts are recommended

Data Analysis with Microsoft Power BI Brian Larson, 2020-01-03 Explore create and manage highly interactive data visualizations using Microsoft Power BI Extract meaningful business insights from your disparate enterprise data using the detailed information contained in this practical guide Written by a recognized BI expert and bestselling author Data Analysis with Microsoft Power BI teaches you the skills you need to interact with author and maintain robust visualizations and custom data models Hands on exercises based on real life business scenarios clearly demonstrate each technique Publishing your results to the Power BI Service PowerBI.com and Power BI Report Server are also fully covered Inside you will discover how to Understand Business Intelligence and self service analytics Explore the tools and features of Microsoft Power BI Create and format effective data visualizations Incorporate advanced interactivity and custom graphics Build and populate accurate data models Transform data using the Power BI Query Editor Work with measures calculated columns and tabular models Write powerful DAX language scripts Share content on the PowerBI Service PowerBI.com Store your visualizations on the Power BI Report Server Beginning DAX with Power BI Philip Seamark, 2018 Attention all SQL Pros DAX is not just for

writing Excel based formulas Get hands on learning and expert advice on how to use the vast capabilities of the DAX language to solve common data modeling challenges Beginning DAX with Power BI teaches key concepts such as mapping techniques from SQL to DAX filtering grouping joining pivoting and using temporary tables all aimed at the SQL professional Join author Philip Seamark as he guides you on a journey through typical business data transformation scenarios and challenges and teaches you step by step how to resolve challenges using DAX Tips tricks and shortcuts are included and explained along with examples of the SQL equivalent in order to accelerate learning Examples in the book range from beginner to advanced with plenty of detailed explanation when walking through each scenario What You ll Learn Turbocharge your Power BI model by adding advanced DAX programming techniques Know when to use calculated measures versus calculated columns Generate new tables on the fly from existing data Optimize monitor and tune Power BI to improve performance of your models Discover new ideas tricks and time saving techniques for better models This book is for business intelligence developers business analysts or any SQL user who wants to use Power BI as a reporting tool A solid understanding of SQL is recommended as examples throughout the book include the DAX equivalents to SQL problem solution scenarios Philip Seamark a Senior BI architect with Trade Me and a Microsoft Data Platform MVP with more than 25 years of commercial experience delivering business applications across multiple technologies He is an experienced database and BI professional with a deep understanding of the Microsoft stack and extensive knowledge of data warehouse DW methodologies and enterprise data modeling Philip writes for the Power BI community site and is a speaker at many industry events Microsoft Ignite Data Insights Power BI User Groups SQL Saturdays and more

Beginning Microsoft Power BI
Dan Clark, 2020-02-21 Analyze company data quickly and easily using Microsoft s powerful data tools Learn to build scalable and robust data models clean and combine different data sources effectively and create compelling and professional visuals Beginning Power BI is a hands on activity based guide that takes you through the process of analyzing your data using the tools that encompass the core of Microsoft s self service BI offering Starting with Power Query you will learn how to get data from a variety of sources and see just how easy it is to clean and shape the data prior to importing it into a data model Using Power BI tabular and the Data Analysis Expressions DAX you will learn to create robust scalable data models which will serve as the foundation of your data analysis From there you will enter the world of compelling interactive visualizations to analyze and gain insight into your data You will wrap up your Power BI journey by learning how to package and share your reports and dashboards with your colleagues Author Dan Clark takes you through each topic using step by step activities and plenty of screen shots to help familiarize you with the tools This third edition covers the new and evolving features in the Power BI platform and new chapters on data flows and composite models This book is your hands on guide to quick reliable and valuable data insight What You Will Learn Simplify data discovery association and cleansing Build solid analytical data models Create robust interactive data presentations Combine analytical and geographic data in map based visualizations

Publish and share dashboards and reports Who This Book Is For Business analysts database administrators developers and other professionals looking to better understand and communicate with data

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