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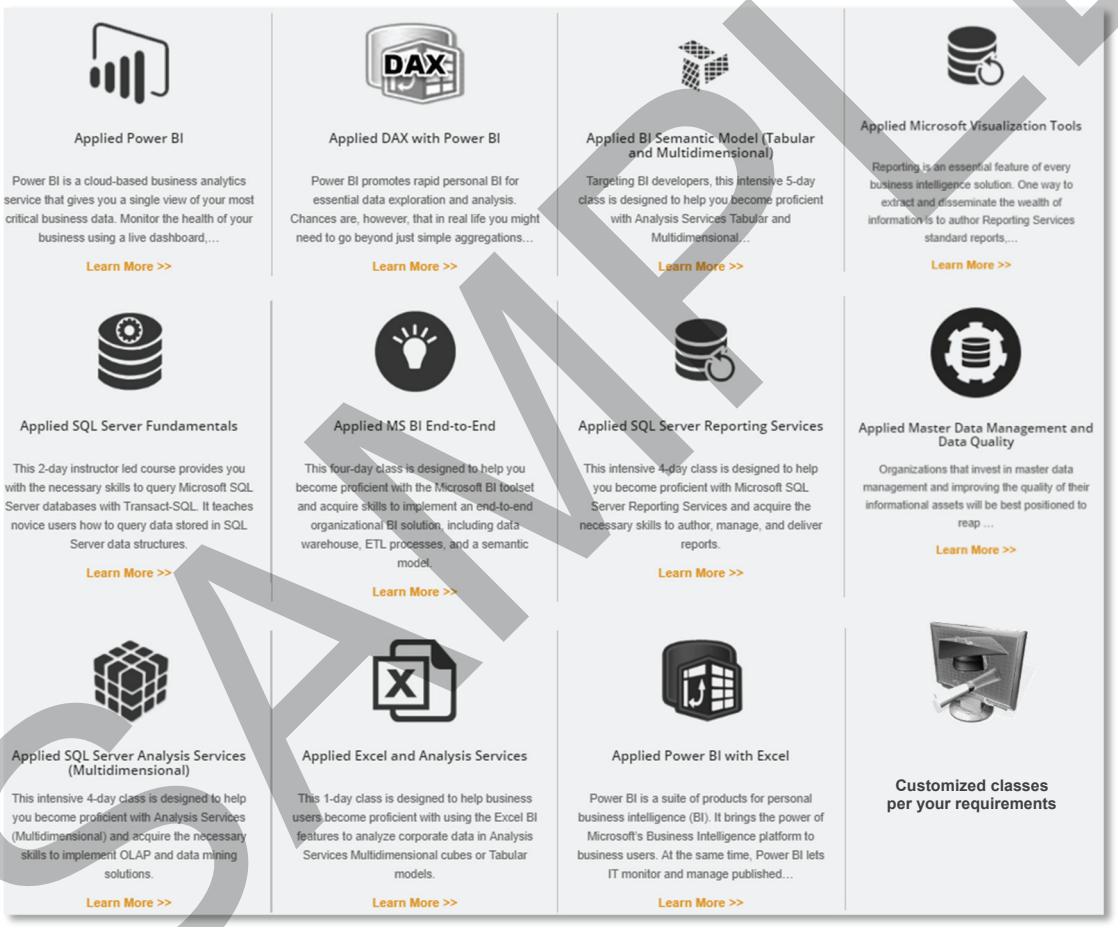

SAMPLE

DATA ANALYSIS EXPRESSIONS (DAX) IS THE PROGRAMMING LANGUAGE OF POWER BI, POWER PIVOT, AND ANALYSIS SERVICES TABULAR. YOU WON'T GET FAR WITH MICROSOFT BI WITHOUT DAX. HOWEVER, DAX HAS BEEN PERCEIVED AS DIFFICULT TO LEARN. NOT ANYMORE! THIS GUIDE WILL HELP YOU MASTER THE MAJOR DAX CONCEPTS AND GET YOU FROM ZERO TO HERO IN NO TIME.

As its name suggests, the main objective of this book is to teach you the **practical** skills to take the most out of DAX from whatever angle you'd like to approach it. It's written for data analysts using Power BI or Power Pivot, BI developers targeting Analysis Services Tabular, and in general, anyone who's interested in DAX. You'll learn DAX methodically, with **self-paced lessons** that build upon your previous knowledge and introduce more challenging concepts progressively. Each lesson starts with providing the necessary theoretical background, followed by step-by-step exercises. Most lessons are five to six pages long, and it should take you no more than **15 minutes** to complete the practices. Do one lesson per day and become a DAX expert in a **month**!

The book page at prologika.com/daxbook provides sample chapters, source code, and a discussion forum where the author welcomes your feedback and questions.

WHAT'S INSIDE

CALCULATED COLUMNS
- ✓ Create custom columns
- ✓ Navigate relationships
- ✓ Aggregate and rank data
- ✓ Implement groups and bins
- ✓ Create calculated tables

MEASURES
- ✓ Implicit and explicit measures
- ✓ Work with user selection
- ✓ Create variables
- ✓ Overwrite filter context
- ✓ Group data
- ✓ Apply time intelligence

QUERIES
- ✓ Create and test DAX queries
- ✓ Implement query measures
- ✓ Analyze query performance
- ✓ Implement paginated reports

ADVANCED TOPICS
- ✓ Recursive relationships
- ✓ Many-to-many relationships
- ✓ Virtual relationships
- ✓ Different join types
- ✓ Data security patterns

…AND MUCH MORE!

ABOUT THE AUTHOR

Teo Lachev is a consultant, author, and mentor, with a focus on Microsoft BI. Through his Atlanta-based company Prologika (a Microsoft Gold Partner in Data Analytics) he designs and implements innovative solutions that bring tremendous value to his customers. Teo has authored and co-authored several books, and he has been leading the Atlanta Microsoft Business Intelligence group since he founded it in 2010. Microsoft has recognized Teo's expertise and contributions to the technical community by awarding him the prestigious Microsoft Most Valuable Professional (MVP) status since 2004.

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