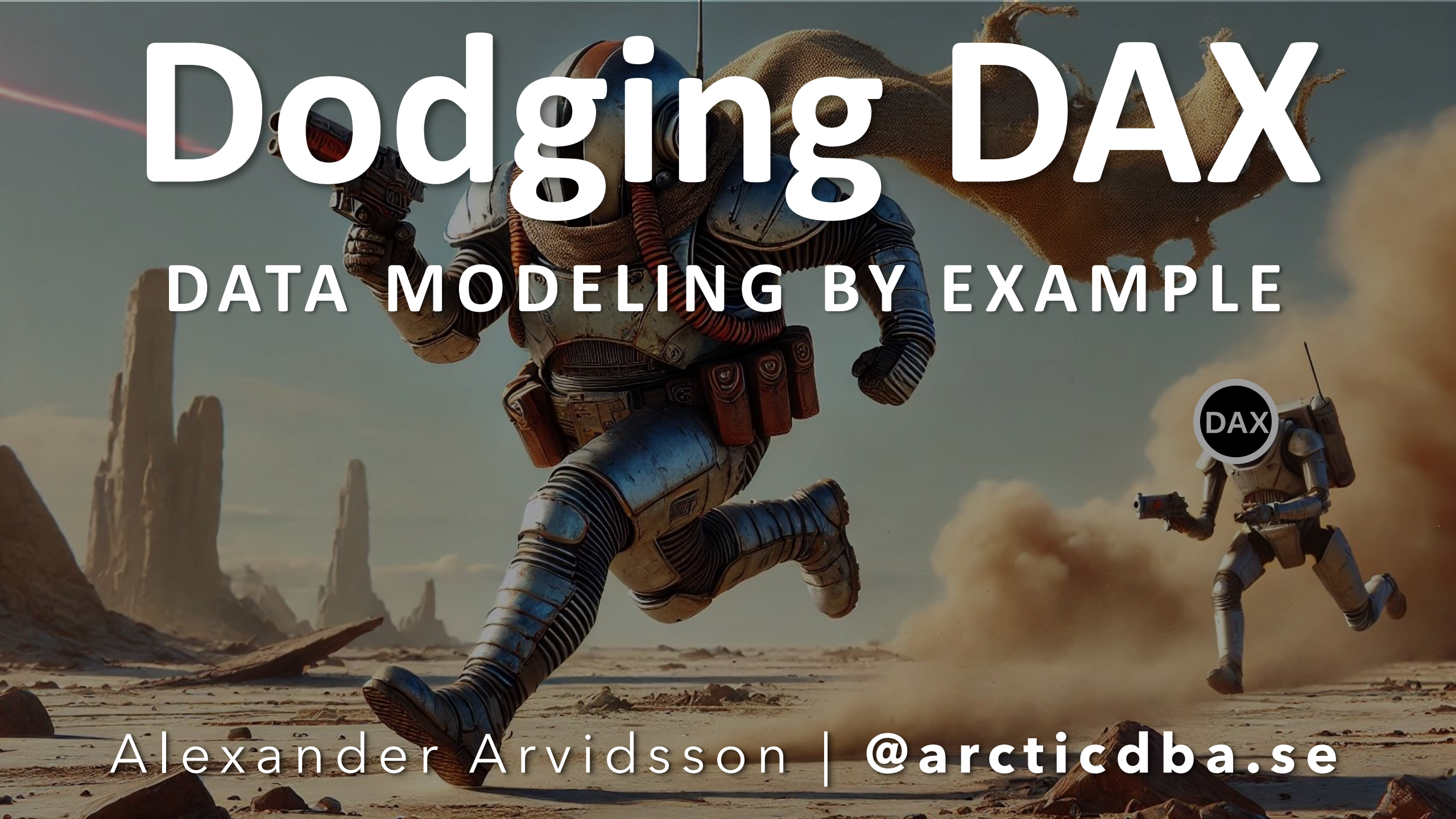
Dodging DAX

DATA MODELING BY EXAMPLE



Alexander Arvidsson | @arcticdba.se


MANDO
BIKES

Thank you to our Fabric February Friends!

twoday

bouvet

sopra steria

DATAMASTERMINDS

ADVANCING ANALYTICS

Evidi

Profisee
Master Data Management

Tabular Editor

KURANT

Fraktal

CluedIn

Dufrain
THE DATA COMPANY

Power BI **reports** on
operational data

Modeling concepts

Explore a **better** way of
doing Power BI **reports**

Alexander Arvidsson (he/him)

Principal Solutions Architect @
Data Masterminds

| Data Platform MVP | MCT | Speaker |

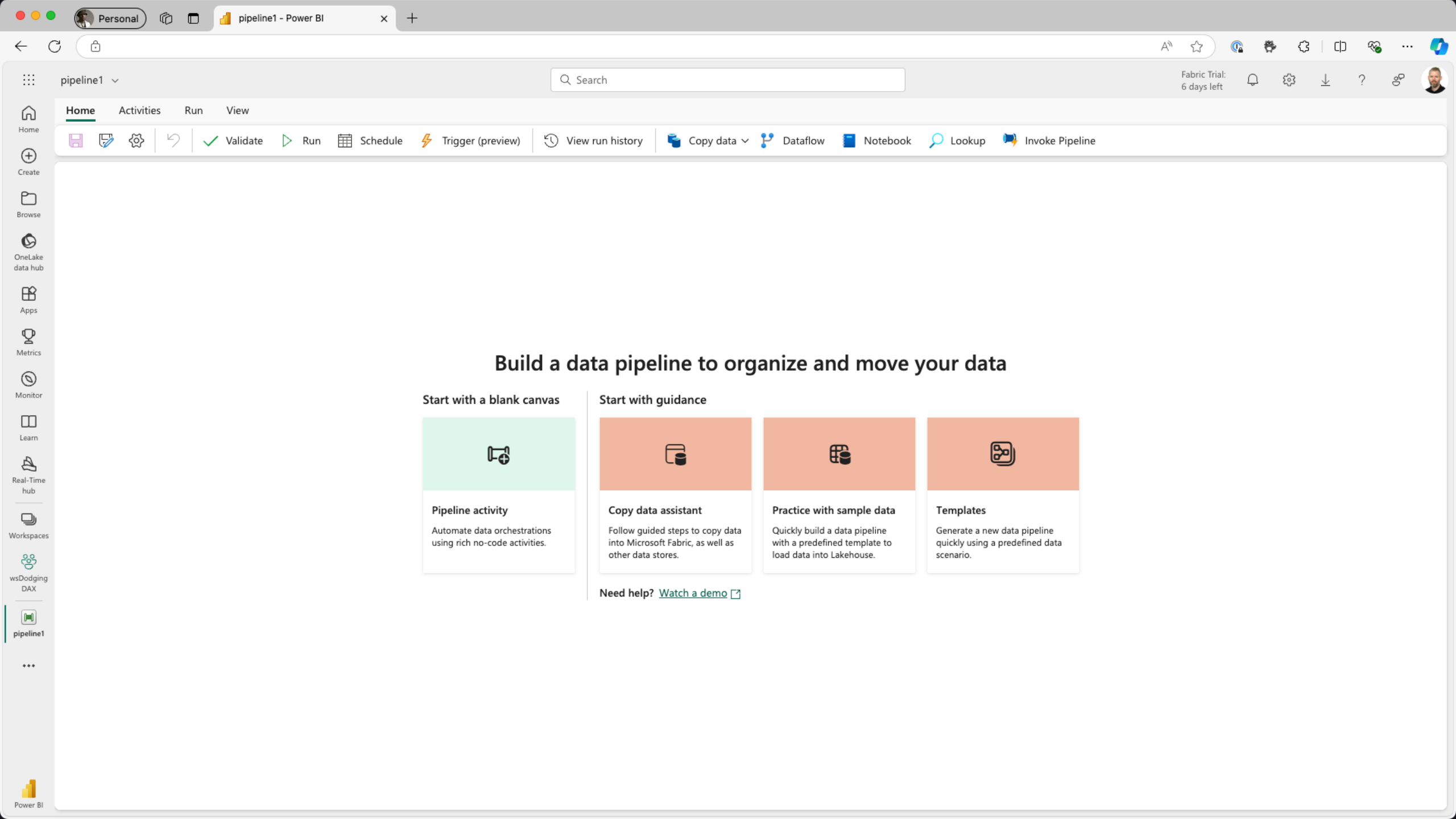
DATAmasterminds

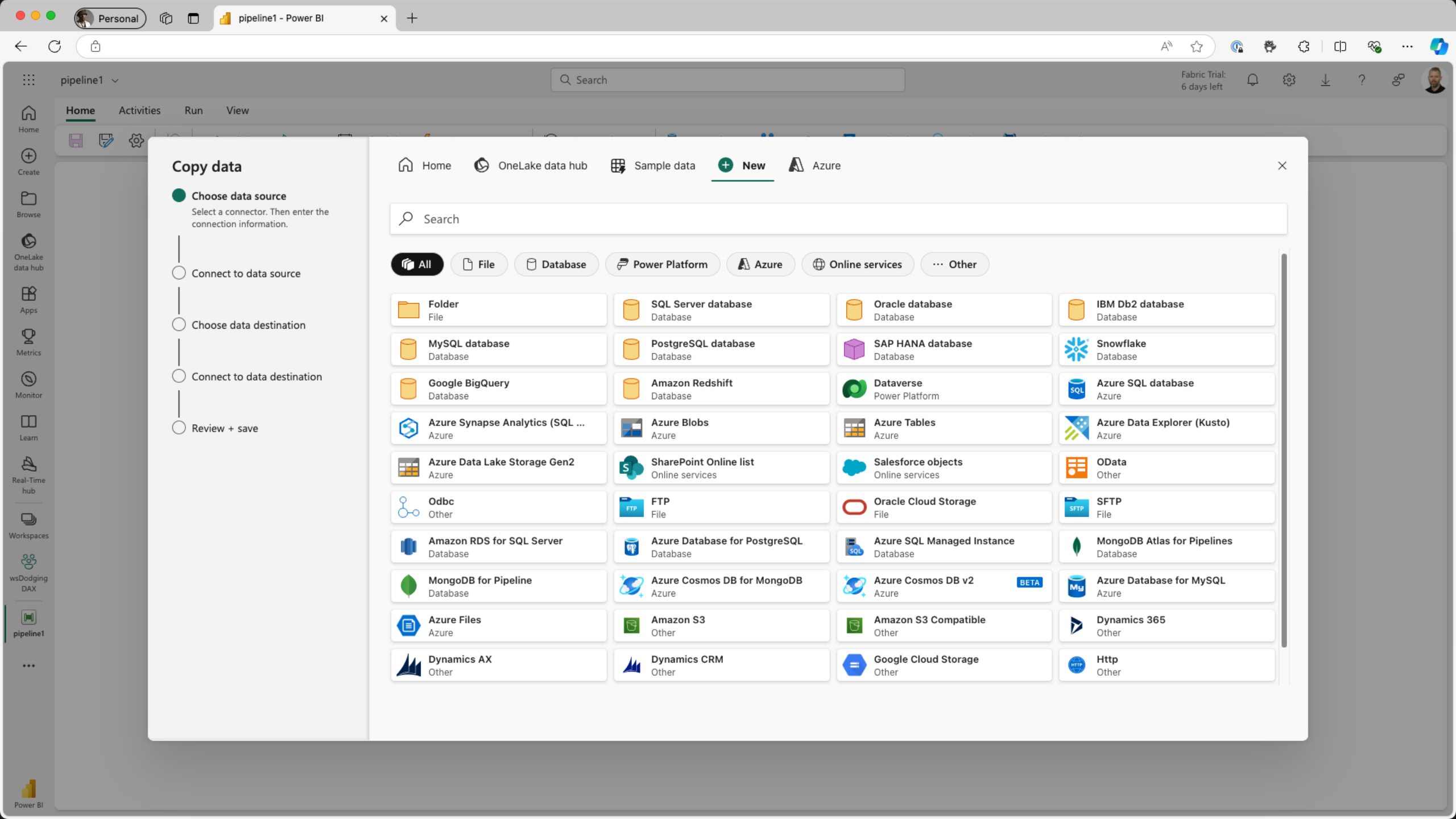
KNEE-DEEP IN TECH

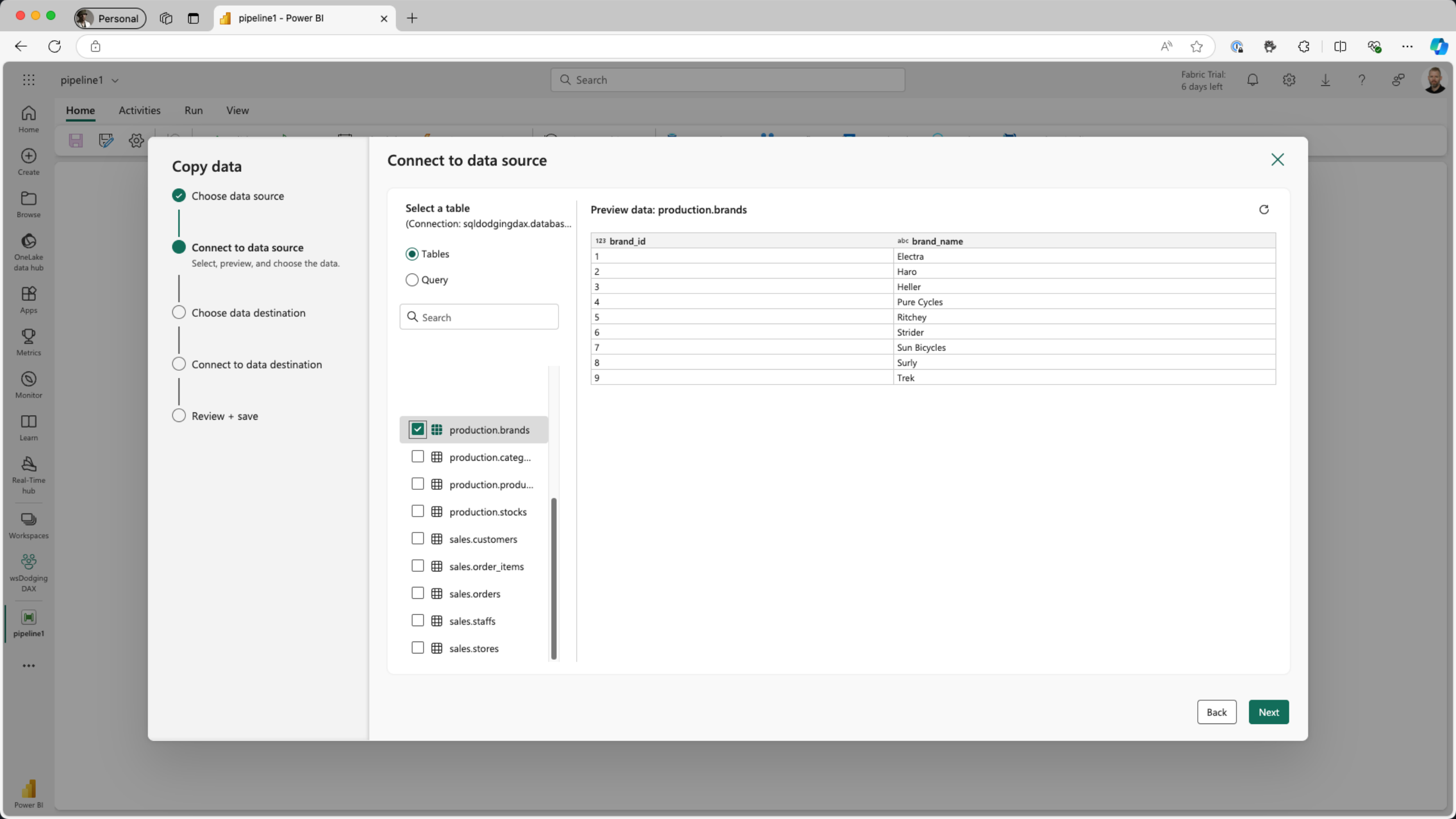
MVP Microsoft® Most Valuable Professional

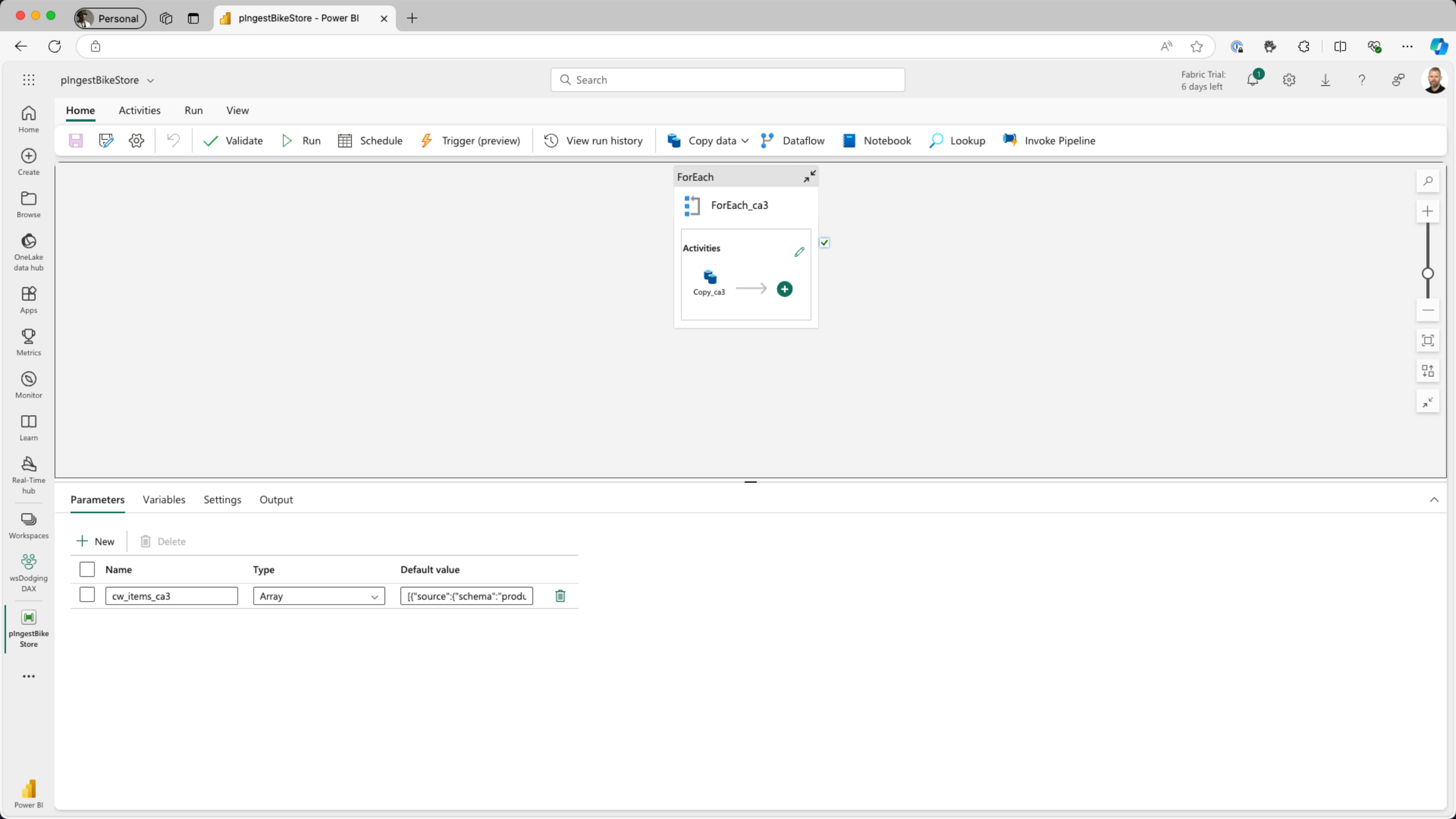
Bike Production System

Price lists


Personal
pipeline1 - Power BI
pipeline1
Search
Fabric Trial:
6 days left
Home
Activities
Run
View
Validate
Run
Schedule
Trigger (preview)
View run history
Copy data
Dataflow
Notebook
Lookup
Invoke Pipeline
Home
Create
Browse
OneLake data hub
Apps
Metrics
Monitor
Learn
Real-Time hub
Workspaces
wsDodging DAX
pipeline1
Power BI
Build a data pipeline to organize and move your data
Start with a blank canvas
Pipeline activity
Automate data orchestrations using rich no-code activities.
Start with guidance
Copy data assistant
Follow guided steps to copy data into Microsoft Fabric, as well as other data stores.
Practice with sample data
Quickly build a data pipeline with a predefined template to load data into Lakehouse.
Templates
Generate a new data pipeline quickly using a predefined data scenario.
Need help? Watch a demo


pipeline1 - Power BI
pipeline1
Search
Fabric Trial: 6 days left
Home
Activities
Run
View
Copy data
Choose data source
Select a connector. Then enter the connection information.
Connect to data source
Choose data destination
Connect to data destination
Review + save
Home
OneLake data hub
Sample data
New
Azure
Search
All
File
Database
Power Platform
Azure
Online services
Other
Folder
File
SQL Server database
Database
Oracle database
Database
IBM Db2 database
Database
MySQL database
Database
PostgreSQL database
Database
SAP HANA database
Database
Snowflake
Database
Google BigQuery
Database
Amazon Redshift
Database
Dataverse
Power Platform
Azure SQL database
Azure
Azure Synapse Analytics (SQL ...
Azure
Azure Blobs
Azure
Azure Tables
Azure
Azure Data Explorer (Kusto)
Azure
Azure Data Lake Storage Gen2
Azure
SharePoint Online list
Online services
Salesforce objects
Online services
OData
Other
Odbc
Other
FTP
File
Oracle Cloud Storage
File
SFTP
File
Amazon RDS for SQL Server
Database
Azure Database for PostgreSQL
Database
Azure SQL Managed Instance
Database
MongoDB Atlas for Pipelines
Database
MongoDB for Pipeline
Database
Azure Cosmos DB for MongoDB
Azure
Azure Cosmos DB v2
BETA
Azure
Azure Database for MySQL
Azure
Azure Files
Azure
Amazon S3
Other
Amazon S3 Compatible
Other
Dynamics 365
Other
Dynamics AX
Other
Dynamics CRM
Other
Google Cloud Storage
Other
Http
Other


Personal
pipeline1 - Power BI
pipeline1
Search
Fabric Trial:
6 days left
Home
Activities
Run
View
Copy data
Choose data source
Connect to data source
Select, preview, and choose the data.
Choose data destination
Connect to data destination
Review + save
Connect to data source
Select a table
(Connection: sqldodgingdax.databas...
Tables
Query
Search
production.brands
production.categ...
production.produ...
production.stocks
sales.customers
sales.order_items
sales.orders
sales.staffs
sales.stores
Preview data: production.brands
brand_id
brand_name
1 Electra
2 Haro
3 Heller
4 Pure Cycles
5 Ritchey
6 Strider
7 Sun Bicycles
8 Surly
9 Trek
Back
Next


Personal
pIngestBikeStore - Power BI
pIngestBikeStore
Search
Fabric Trial:
6 days left
Home
Activities
Run
View
Validate
Run
Schedule
Trigger (preview)
View run history
Copy data
Dataflow
Notebook
Lookup
Invoke Pipeline
ForEach
ForEach_ca3
Activities
Copy_ca3
Parameters
Variables
Settings
Output
New
Delete
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Default value
cw_items_ca3
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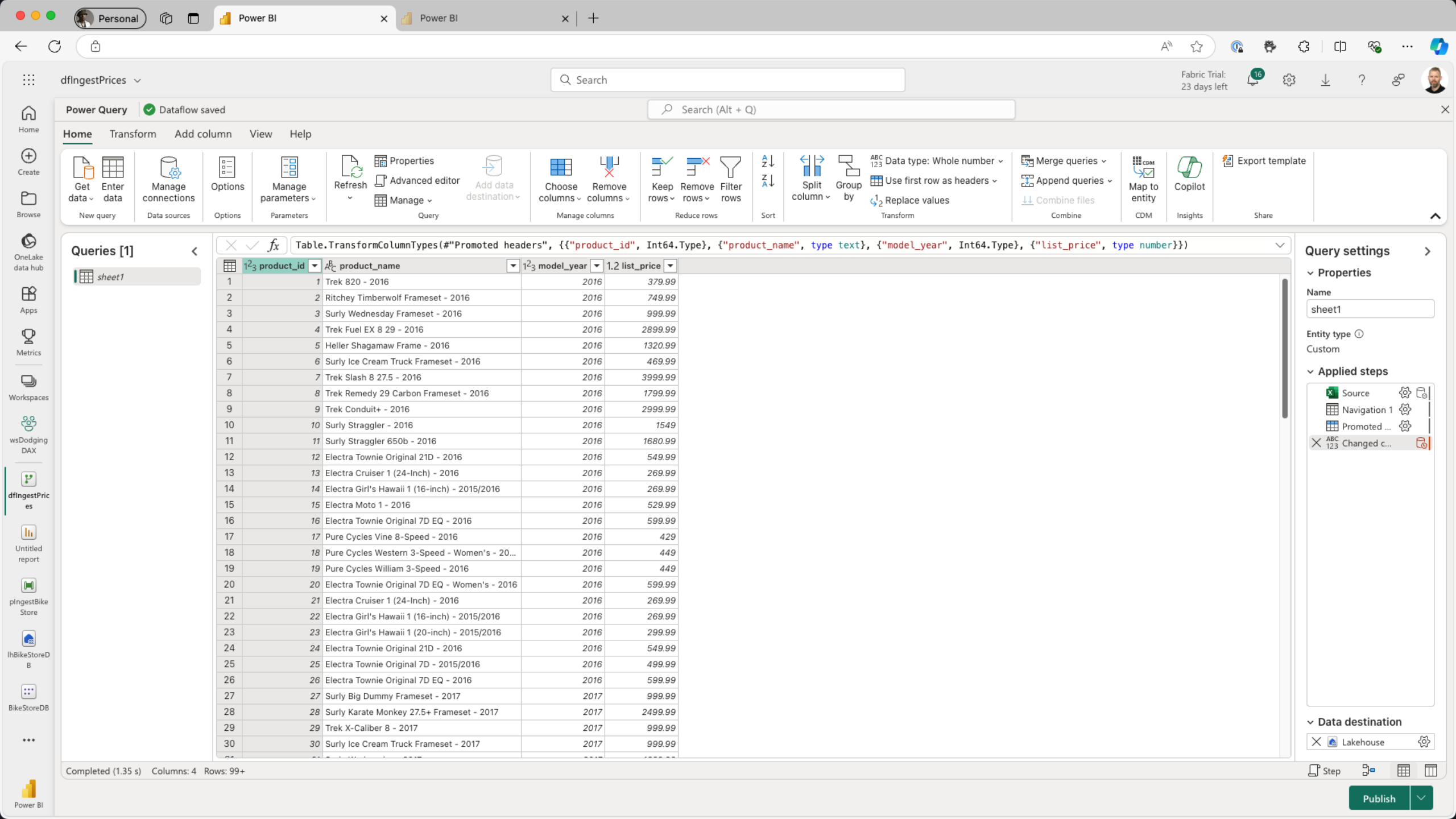
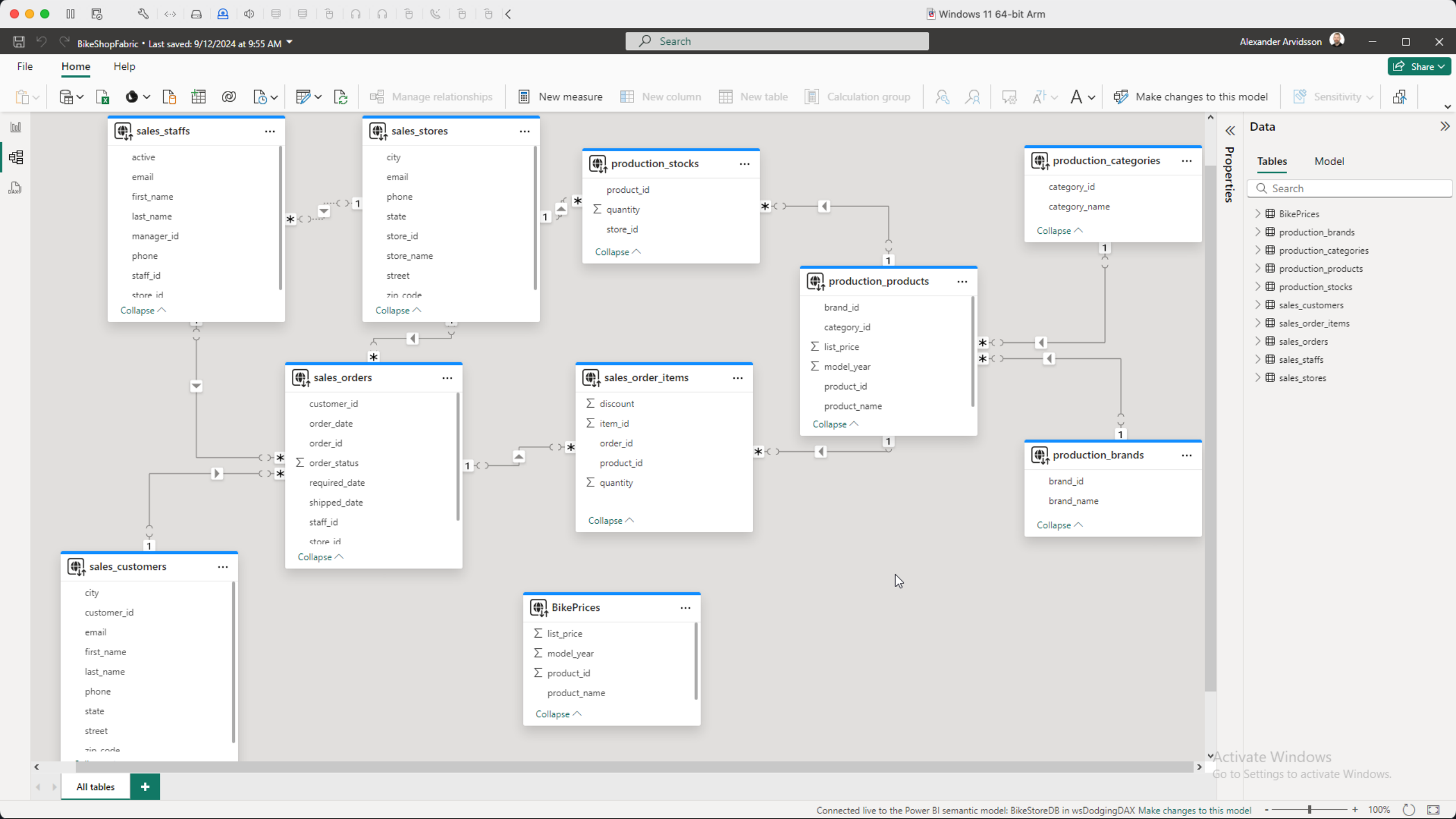
[{"source":{"schema":"produ
Home
Create
Browse
OneLake data hub
Apps
Metrics
Monitor
Learn
Real-Time hub
Workspaces
wsDodging DAX
pIngestBike Store
Power BI



	product_id	product_name	model_year	list_price
1	1	Trek 820 - 2016	2016	379.99
2	2	Ritchey Timberwolf Frameset - 2016	2016	749.99
3	3	Surly Wednesday Frameset - 2016	2016	999.99
4	4	Trek Fuel EX 8 29 - 2016	2016	2899.99
5	5	Heller Shagamaw Frame - 2016	2016	1320.99
6	6	Surly Ice Cream Truck Frameset - 2016	2016	469.99
7	7	Trek Slash 8 27.5 - 2016	2016	3999.99
8	8	Trek Remedy 29 Carbon Frameset - 2016	2016	1799.99
9	9	Trek Conduit+ - 2016	2016	2999.99
10	10	Surly Straggler - 2016	2016	1549
11	11	Surly Straggler 650b - 2016	2016	1680.99
12	12	Electra Townie Original 21D - 2016	2016	549.99
13	13	Electra Cruiser 1 (24-Inch) - 2016	2016	269.99
14	14	Electra Girl's Hawaii 1 (16-inch) - 2015/2016	2016	269.99
15	15	Electra Moto 1 - 2016	2016	529.99
16	16	Electra Townie Original 7D EQ - 2016	2016	599.99
17	17	Pure Cycles Vine 8-Speed - 2016	2016	429
18	18	Pure Cycles Western 3-Speed - Women's - 20...	2016	449
19	19	Pure Cycles William 3-Speed - 2016	2016	449
20	20	Electra Townie Original 7D EQ - Women's - 2016	2016	599.99
21	21	Electra Cruiser 1 (24-Inch) - 2016	2016	269.99
22	22	Electra Girl's Hawaii 1 (16-inch) - 2015/2016	2016	269.99
23	23	Electra Girl's Hawaii 1 (20-inch) - 2015/2016	2016	299.99
24	24	Electra Townie Original 21D - 2016	2016	549.99
25	25	Electra Townie Original 7D - 2015/2016	2016	499.99
26	26	Electra Townie Original 7D EQ - 2016	2016	599.99
27	27	Surly Big Dummy Frameset - 2017	2017	999.99
28	28	Surly Karate Monkey 27.5+ Frameset - 2017	2017	2499.99
29	29	Trek X-Caliber 8 - 2017	2017	999.99
30	30	Surly Ice Cream Truck Frameset - 2017	2017	999.99


Windows 11 64-bit Arm
BikeShopFabric • Last saved: 9/12/2024 at 9:55 AM
Search
Alexander Arvidsson
File
Home
Help
Share
Manage relationships
New measure
New column
New table
Calculation group
Make changes to this model
Sensitivity
sales_staffs
active
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staff_id
store_id
Collapse
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zip_code
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production_stocks
product_id
quantity
store_id
Collapse
production_categories
category_id
category_name
Collapse
production_products
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category_id
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product_id
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sales_orders
customer_id
order_date
order_id
order_status
required_date
shipped_date
staff_id
store_id
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item_id
order_id
product_id
quantity
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brand_name
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product_id
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Tables
Model
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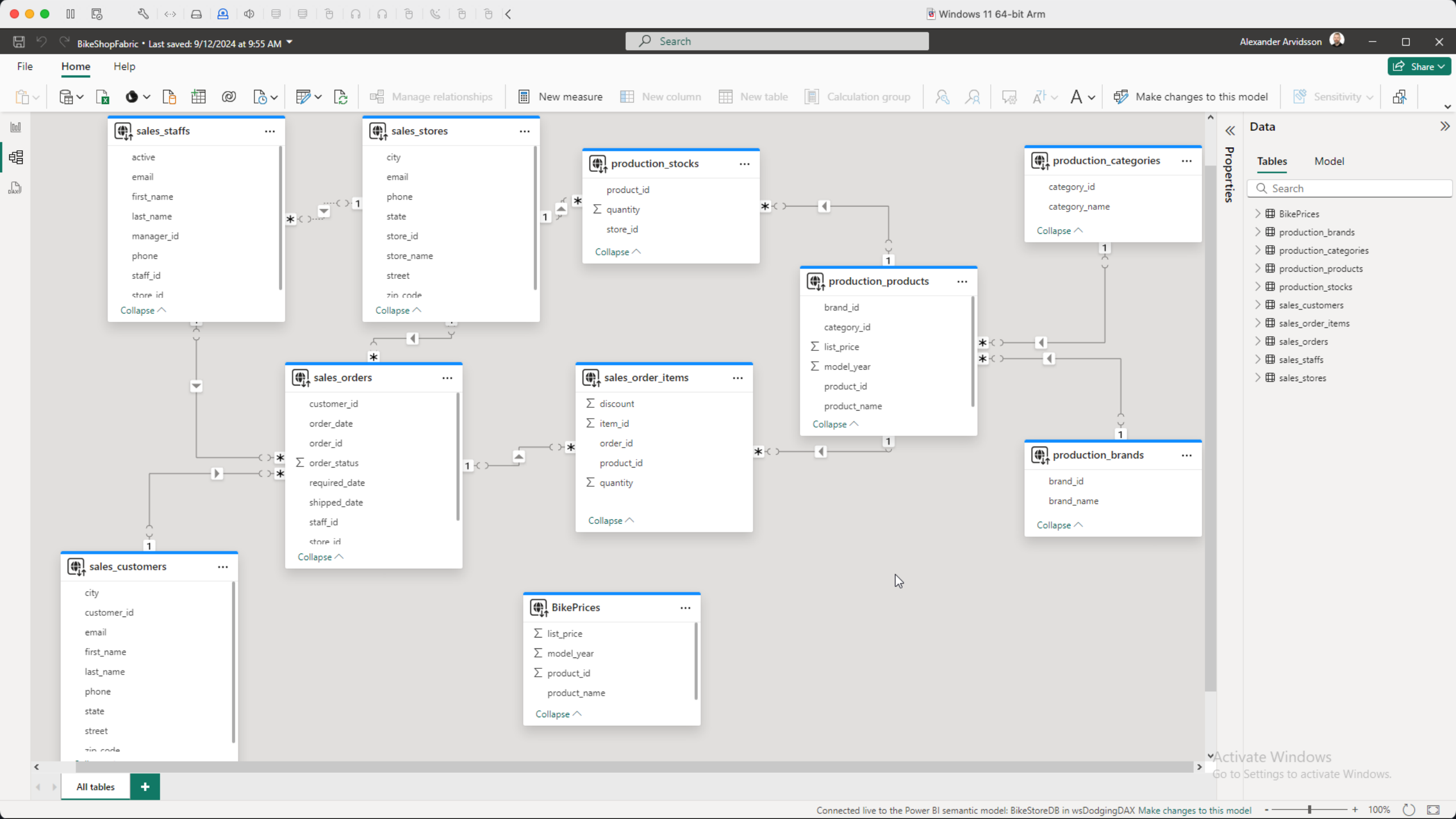
production_categories
production_products
production_stocks
sales_customers
sales_order_items
sales_orders
sales_staffs
sales_stores
Properties
All tables
Activate Windows
Go to Settings to activate Windows.
Connected live to the Power BI semantic model: BikeStoreDB in wsDodgingDAX Make changes to this model
100%

Report **requirements**:

Total Sales Revenue
Rolling 3-month Average Sale
Net Sales per Quarter


Windows 11 64-bit Arm
BikeShopFabric • Last saved: 9/12/2024 at 9:55 AM
Search
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Share
Manage relationships
New measure
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New table
Calculation group
Make changes to this model
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category_name
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product_id
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production_brands
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sales_orders
sales_staffs
sales_stores
Properties
All tables
Activate Windows
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Connected live to the Power BI semantic model: BikeStoreDB in wsDodgingDAX Make changes to this model
100%

Making these reports **won't** be **fun**.

In fact, it **won't** even be **possible** with this data model.

It’s actually a

really bad idea.

Seriously.

Why is this going to be **difficult**?

The operational data model is **not suitable** for **reporting**.


[Visible confusion]

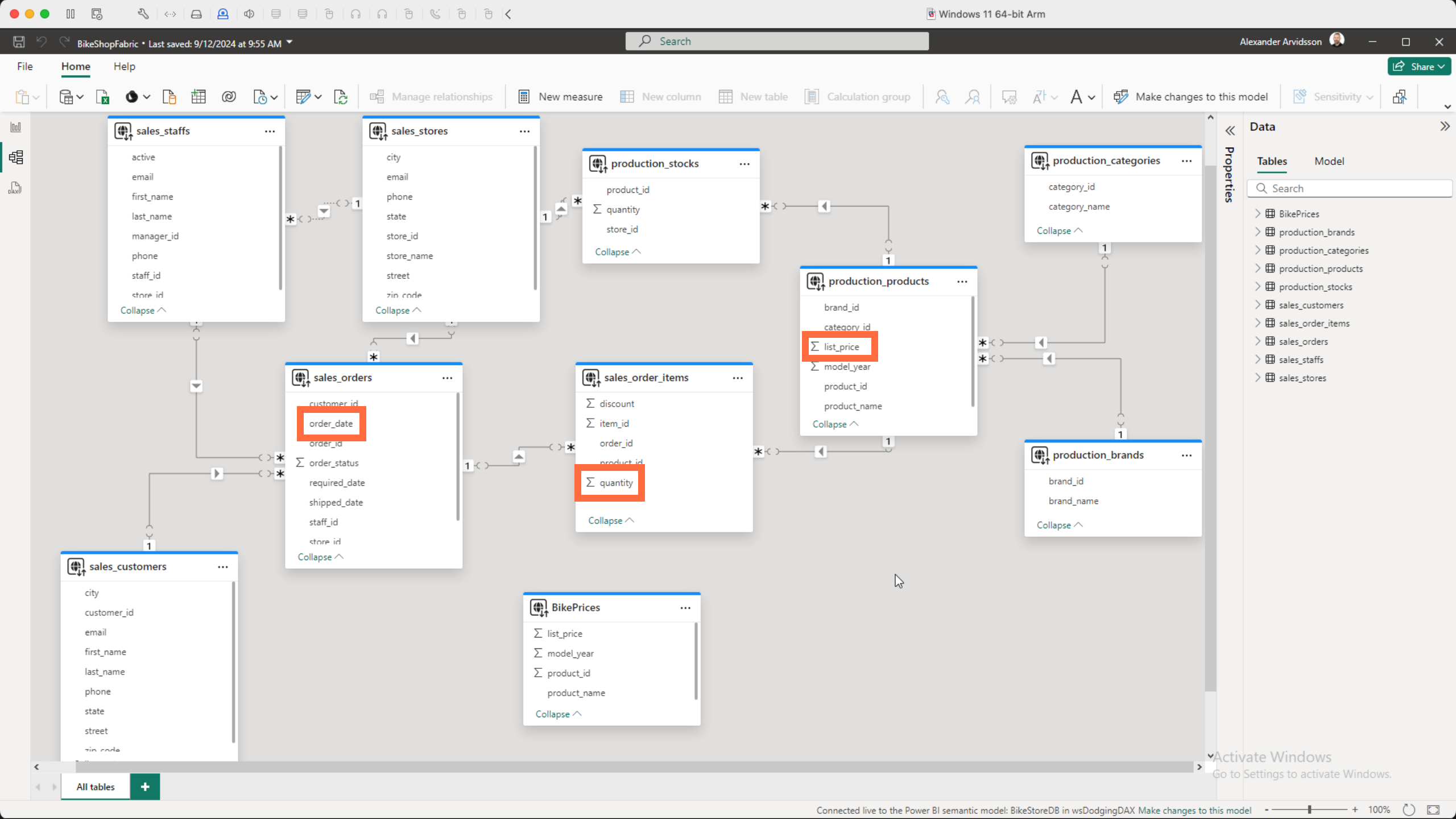
Several
reasons for **that**.

The **data model** is **normalized**.

No.

Normaliz**ED**.


Stuff
Name varchar(200)
Car varchar(200)
Car color varchar(20)
Pet name varchar(30)
Cars
CarID int
Brand varchar(100)
Color varchar(100)
People
PersonID int
FirstName varchar(100)
LastName varchar(100)
Age int
Pets
PetID int
Name varchar(100)
Type varchar(100)
Age int
Cars
CarID int
Brand varchar(100)
Color varchar(100)
PersonCar
PersonID int
CarID int
People
PersonID int
FirstName varchar(100)
LastName varchar(100)
Age int
PersonPet
PersonID int
PetID int
Pets
PetID int
Name varchar(100)
Type varchar(100)
Age int
*
1


Windows 11 64-bit Arm
BikeShopFabric • Last saved: 9/12/2024 at 9:55 AM
Search
Alexander Arvidsson
File
Home
Help
Share
Manage relationships
New measure
New column
New table
Calculation group
Make changes to this model
Sensitivity
sales_staffs
active
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first_name
last_name
manager_id
phone
staff_id
store_id
Collapse
sales_stores
city
email
phone
state
store_id
store_name
street
zip_code
Collapse
production_stocks
product_id
quantity
store_id
Collapse
production_categories
category_id
category_name
Collapse
production_products
brand_id
category_id
list_price
model_year
product_id
product_name
Collapse
sales_orders
customer_id
order_date
order_id
order_status
required_date
shipped_date
staff_id
store_id
Collapse
sales_order_items
discount
item_id
order_id
product_id
quantity
Collapse
production_brands
brand_id
brand_name
Collapse
sales_customers
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customer_id
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first_name
last_name
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state
street
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BikePrices
list_price
model_year
product_id
product_name
Collapse
Data
Tables
Model
Search
BikePrices
production_brands
production_categories
production_products
production_stocks
sales_customers
sales_order_items
sales_orders
sales_staffs
sales_stores
Properties
All tables
Activate Windows
Go to Settings to activate Windows.
Connected live to the Power BI semantic model: BikeStoreDB in wsDodgingDAX Make changes to this model
100%

A **normalized** data model is **not intuitive**.

A **normalized** data model has many **uses**.

…but **reporting** is **not** one of them.

The **data model** has a **date issue**.

rder_status	order_date	required_date	shipped_date	store_id	staff_id	OrderDateYear
4	Friday, 1 January 2016	Monday, 4 January 2016	Sunday, 3 January 2016	2	6	2016
4	Sunday, 3 January 2016	Wednesday, 6 January 2016	Wednesday, 6 January 2016	2	6	2016
4	Monday, 4 January 2016	Thursday, 7 January 2016	Tuesday, 5 January 2016	2	6	2016
4	Monday, 4 January 2016	Thursday, 7 January 2016	Tuesday, 5 January 2016	2	6	2016
4	Tuesday, 5 January 2016	Wednesday, 6 January 2016	Wednesday, 6 January 2016	2	6	2016
4	Friday, 8 January 2016	Monday, 11 January 2016	Monday, 11 January 2016	2	6	2016
4	Friday, 15 January 2016	Saturday, 16 January 2016	Monday, 18 January 2016	2	6	2016
4	Monday, 18 January 2016	Thursday, 21 January 2016	Thursday, 21 January 2016	2	6	2016
4	Tuesday, 19 January 2016	Wednesday, 20 January 2016	Thursday, 21 January 2016	2	6	2016
4	Wednesday, 20 January 2016	Friday, 22 January 2016	Thursday, 21 January 2016	2	6	2016
4	Wednesday, 20 January 2016	Thursday, 21 January 2016	Thursday, 21 January 2016	2	6	2016
4	Thursday, 21 January 2016	Friday, 22 January 2016	Friday, 22 January 2016	2	6	2016
4	Friday, 22 January 2016	Monday, 25 January 2016	Saturday, 23 January 2016	2	6	2016
4	Saturday, 23 January 2016	Sunday, 24 January 2016	Sunday, 24 January 2016	2	6	2016
4	Monday, 25 January 2016	Thursday, 28 January 2016	Tuesday, 26 January 2016	2	6	2016
4	Wednesday, 27 January 2016	Saturday, 30 January 2016	Friday, 29 January 2016	2	6	2016
4	Sunday, 31 January 2016	Monday, 1 February 2016	Tuesday, 2 February 2016	2	6	2016
4	Wednesday, 3 February 2016	Thursday, 4 February 2016	Friday, 5 February 2016	2	6	2016

The numbers will **seem** absolutely **fine**

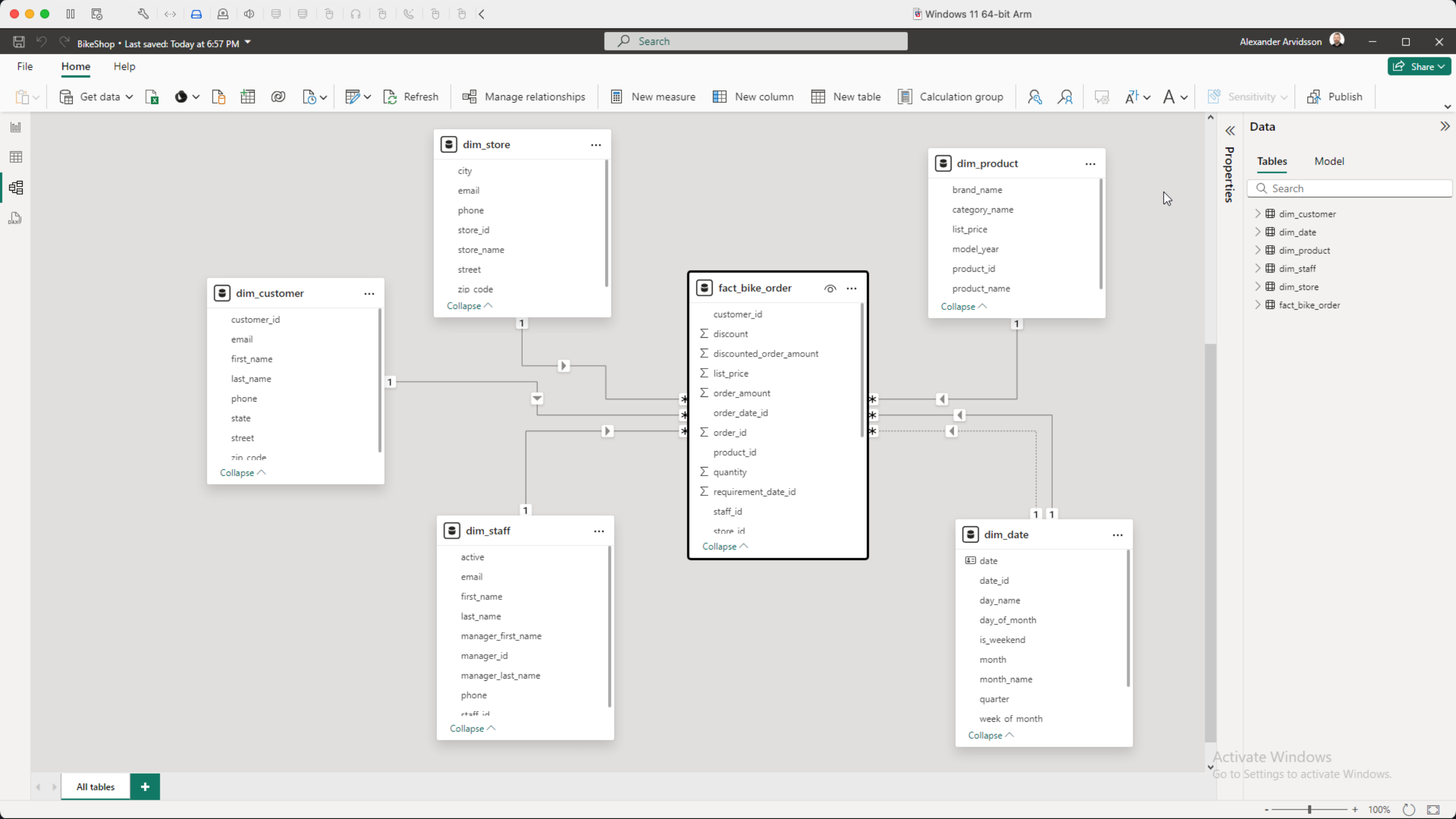
…when, **in fact**,
they're **not**.

The report will be **unbearably slow** – especially as the dataset grows.

I **told** you it was
a **bad** idea.


ERRUYORS

We can make the
data model
much more **intuitive**.


Windows 11 64-bit Arm
BikeShop • Last saved: Today at 6:57 PM
Search
Alexander Arvidsson
File
Home
Help
Share
Get data
Refresh
Manage relationships
New measure
New column
New table
Calculation group
Sensitivity
Publish
dim_store
city
email
phone
store_id
store_name
street
zip code
Collapse
dim_product
brand_name
category_name
list_price
model_year
product_id
product_name
Collapse
dim_customer
customer_id
email
first_name
last_name
phone
state
street
zip code
Collapse
fact_bike_order
customer_id
discount
discounted_order_amount
list_price
order_amount
order_date_id
order_id
product_id
quantity
requirement_date_id
staff_id
store_id
Collapse
dim_staff
active
email
first_name
last_name
manager_first_name
manager_id
manager_last_name
phone
staff_id
Collapse
dim_date
date
date_id
day_name
day_of_month
is_weekend
month
month_name
quarter
week of month
Collapse
Data
Tables
Model
Search
dim_customer
dim_date
dim_product
dim_staff
dim_store
fact_bike_order
Properties
All tables
Activate Windows
Go to Settings to activate Windows.
100%

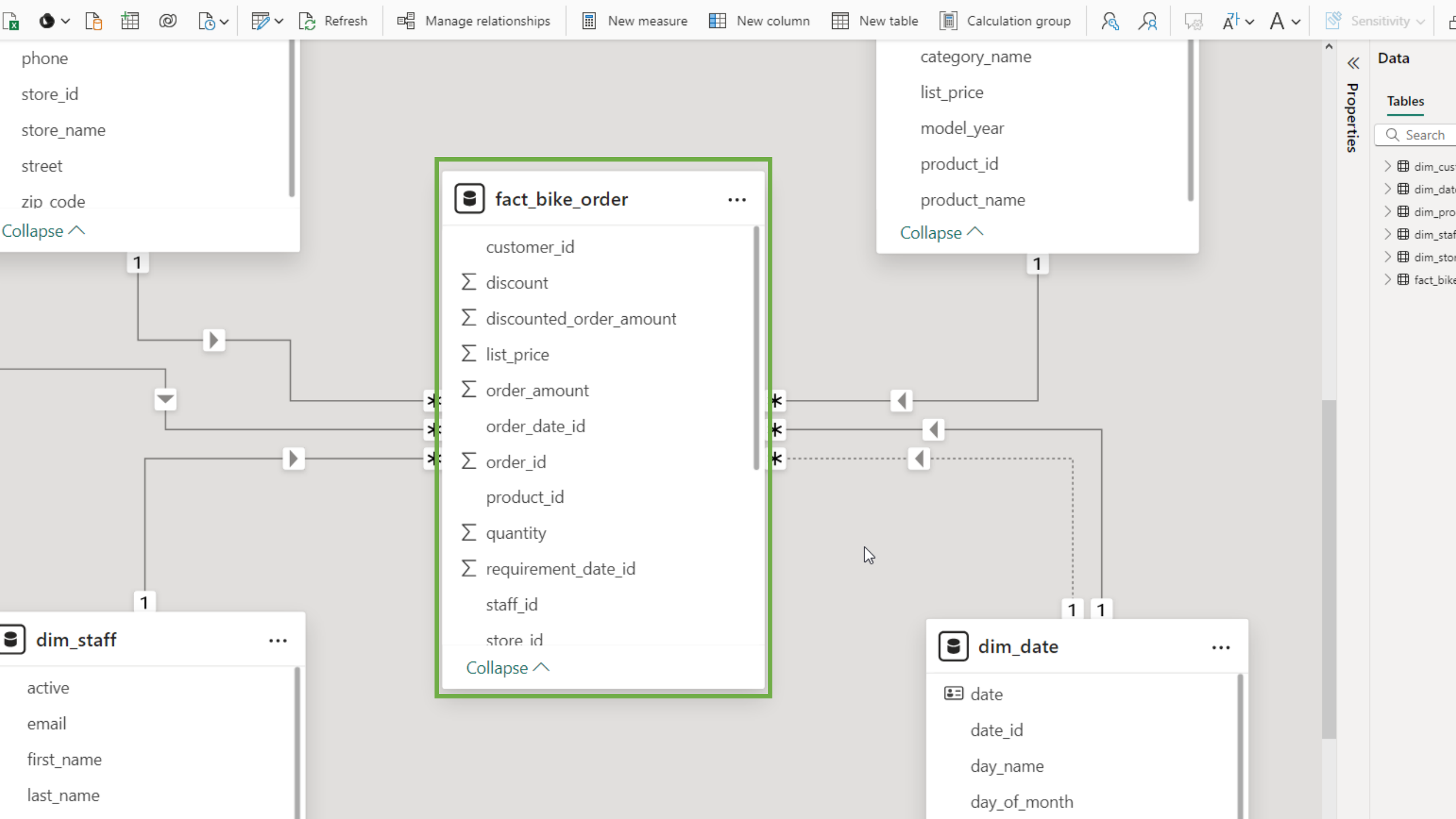
This is the **same** information in a **dimensional** structure.

Also **known** as a

"star schema"

Two **parts** to
a **dimensional**
data model:

Facts


Refresh
Manage relationships
New measure
New column
New table
Calculation group
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Properties
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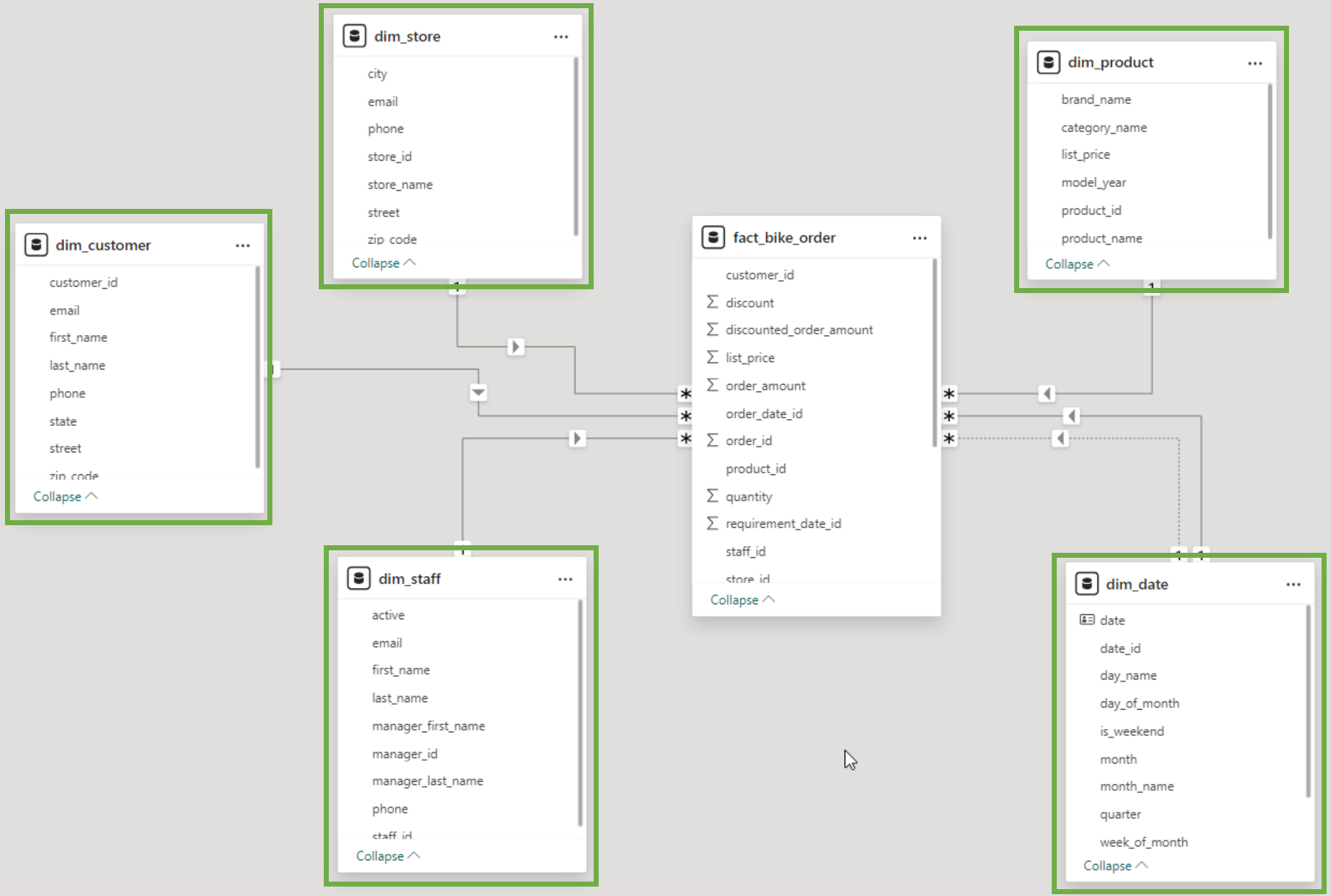
Dimensions


dim_store
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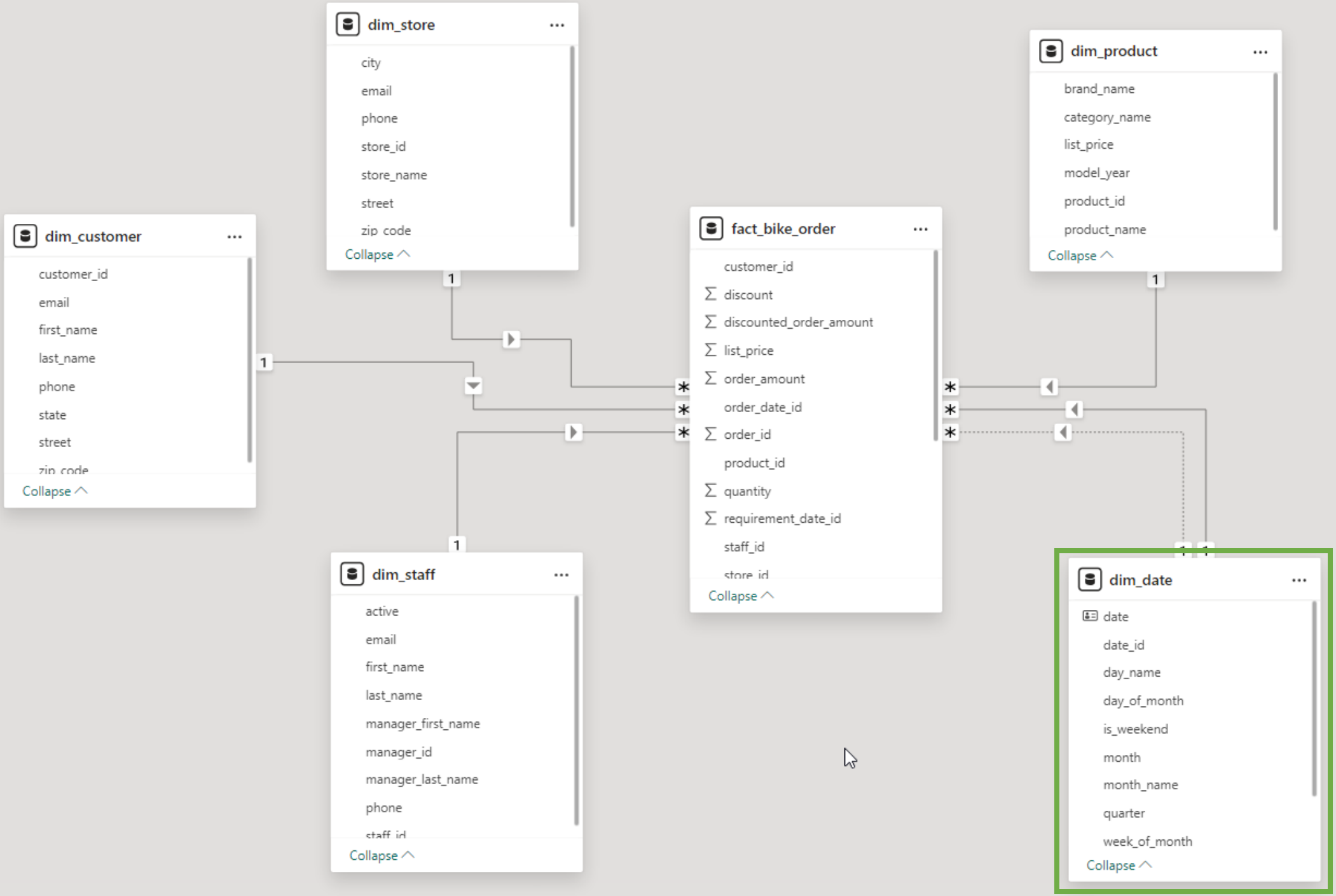
zip code
Collapse
dim_product
brand_name
category_name
list_price
model_year
product_id
product_name
Collapse
dim_customer
customer_id
email
first_name
last_name
phone
state
street
zip_code
Collapse
fact_bike_order
customer_id
discount
discounted_order_amount
list_price
order_amount
order_date_id
order_id
product_id
quantity
requirement_date_id
staff_id
store_id
Collapse
dim_staff
active
email
first_name
last_name
manager_first_name
manager_id
manager_last_name
phone
staff_id
Collapse
dim_date
date
date_id
day_name
day_of_month
is_weekend
month
month_name
quarter
week_of_month
Collapse
Properties
Table

Remember the
date issue?


dim_store
city
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Collapse
dim_product
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email
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Collapse
fact_bike_order
customer_id
discount
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order_id
product_id
quantity
requirement_date_id
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store_id
Collapse
dim_staff
active
email
first_name
last_name
manager_first_name
manager_id
manager_last_name
phone
staff_id
Collapse
dim_date
date
date_id
day_name
day_of_month
is_weekend
month
month_name
quarter
week_of_month
Collapse
1
*

This is the way.

A **dimensional** data model is much more **intuitive**.

Windows 11 64-bit Arm

BikeShop • Last saved: Today at 6:57 PM

Search

Alexander Arvidsson

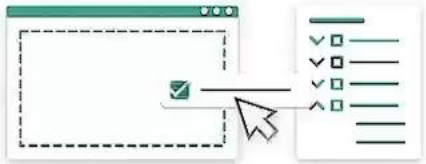
File Home Insert Modeling View Optimize Help

Share

Get data | Refresh | New visual | More visuals | New measure | Sensitivity | Publish | Copilot

Build visuals with your data

Select or drag fields from the **Data** pane onto the report canvas.



Filters

Visualizations

Build visual

Values

Add data fields here

Drill through

Cross-report Off

Keep all filters On

Add drill-through fields here

Data

Search

- dim_customer
- dim_date
- dim_product
- dim_staff
- dim_store
- fact_bike_order

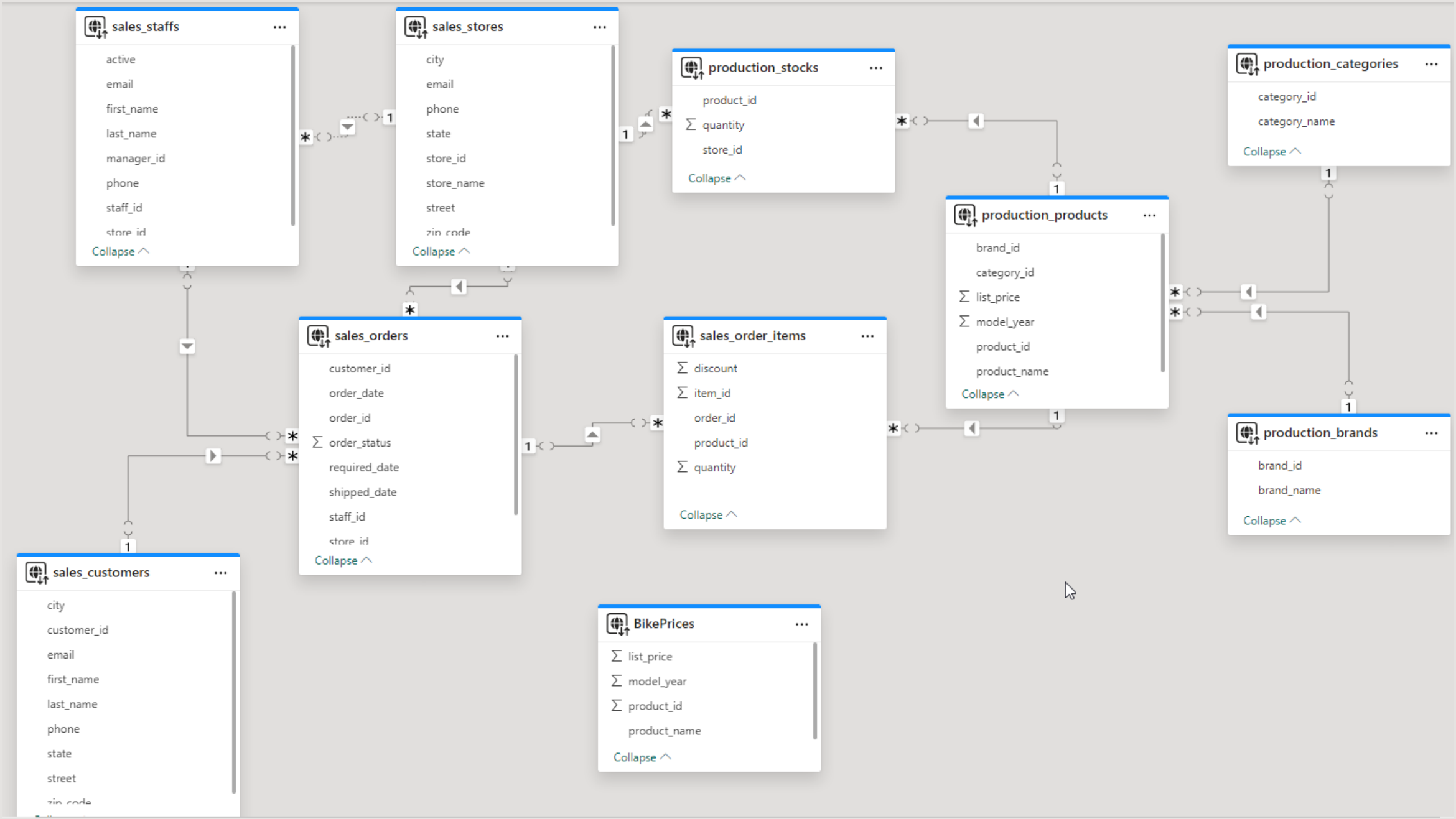
Page 1

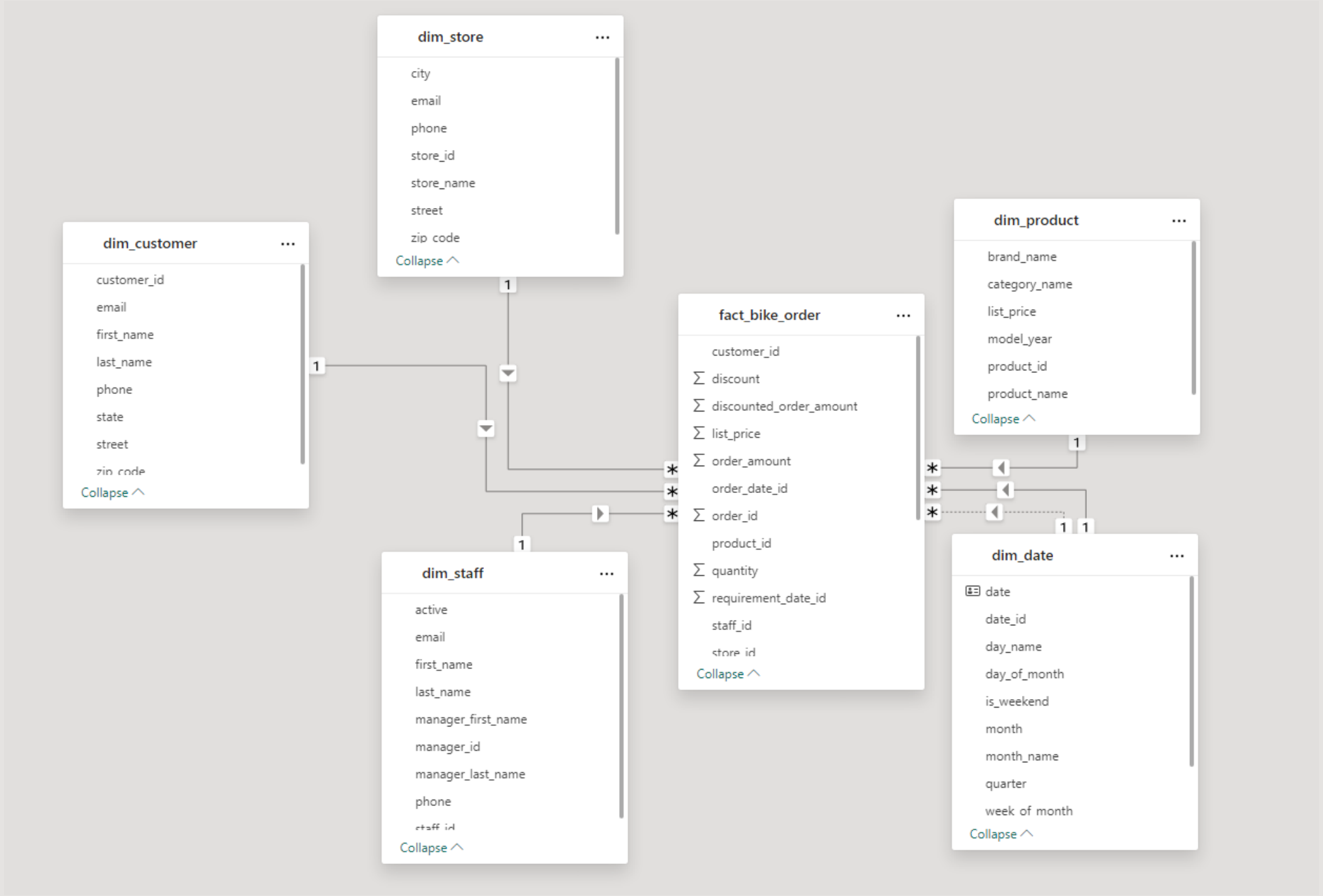
Page 1 of 1

116%

Activate Windows
Go to Settings to activate Windows.

But - creating a **dimensional** data model requires **effort**.


sales_staffs
active
email
first_name
last_name
manager_id
phone
staff_id
store_id
Collapse
sales_stores
city
email
phone
state
store_id
store_name
street
zip_code
Collapse
production_stocks
product_id
quantity
store_id
Collapse
production_categories
category_id
category_name
Collapse
production_products
brand_id
category_id
list_price
model_year
product_id
product_name
Collapse
sales_orders
customer_id
order_date
order_id
order_status
required_date
shipped_date
staff_id
store_id
Collapse
sales_order_items
discount
item_id
order_id
product_id
quantity
Collapse
production_brands
brand_id
brand_name
Collapse
sales_customers
city
customer_id
email
first_name
last_name
phone
state
street
zip_code
BikePrices
list_price
model_year
product_id
product_name
Collapse


dim_store
city
email
phone
store_id
store_name
street
zip_code
Collapse
dim_customer
customer_id
email
first_name
last_name
phone
state
street
zip_code
Collapse
fact_bike_order
customer_id
discount
discounted_order_amount
list_price
order_amount
order_date_id
order_id
product_id
quantity
requirement_date_id
staff_id
store_id
Collapse
dim_product
brand_name
category_name
list_price
model_year
product_id
product_name
Collapse
dim_staff
active
email
first_name
last_name
manager_first_name
manager_id
manager_last_name
phone
staff_id
Collapse
dim_date
date
date_id
day_name
day_of_month
is_weekend
month
month_name
quarter
week of month
Collapse
1
1
1
1
1
1
1

Let’s put it **all** **together**.

Report requirements:

Total Sales Revenue
Rolling 3-month Average Sale
Net Sales per Quarter

Windows 11 64-bit Arm

BikeShop • Last saved: Today at 6:57 PM

Search

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Year	Revenue
2016	$2,709,484.47
2017	$3,845,515.02
2018	$2,023,989.39
2024	$1,559.99
Total	**$8,580,548.87**

Filters

Visualizations

Data

Search

- month
- month_name
- quarter
- week_of_month
- week_of_year
- year
- dim_product
- dim_staff
- dim_store
  - city
  - email
  - phone
  - store_id
  - store_name
  - street
  - zip_code
- fact_bike_order
  - customer_id
  - discount
  - discounted_or...
  - list_price
  - order_amount
  - order_date_id
  - order_id
  - product_id
  - quantity
  - requirement_...
  - Rolling3Mont...
  - staff_id
  - store_id
  - Total Revenue
  - YoY Revenue ...
  - YTD Sales by ...
  - YTD Total Rev...

Activate Windows
Go to Settings to activate Windows.

Page 1 | Page 2 | Page 3 | Page 4

Page 1 of 4

120%

Report requirements:

Total Sales Revenue

Rolling 3-month Average Sale

Net Sales per Quarter

```
Rolling3MonthAvgSales =
VAR CurrentDate = MAX(dim_date[date])
VAR ThreeMonthsAgo = EDATE(CurrentDate, -2)
RETURN
CALCULATE(
    AVERAGEX(
        VALUES(dim_date[date]),
        CALCULATE(SUM(fact_bike_order[discounted_order_amount]))
    ),
    dim_date[date] >= ThreeMonthsAgo && dim_date[date] <= CurrentDate
)
```

Date for analysis

Friday, August 05, 2016

Store Name	Rolling 3-month average sales
Baldwin Bikes	7,351.55
Rowlett Bikes	5,011.69
Santa Cruz Bikes	6,729.99
Total	**9,052.87**

Activate Windows
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Report requirements:

Total Sales Revenue

Rolling 3-month Average Sale

Net Sales per Quarter

Windows 11 64-bit Arm

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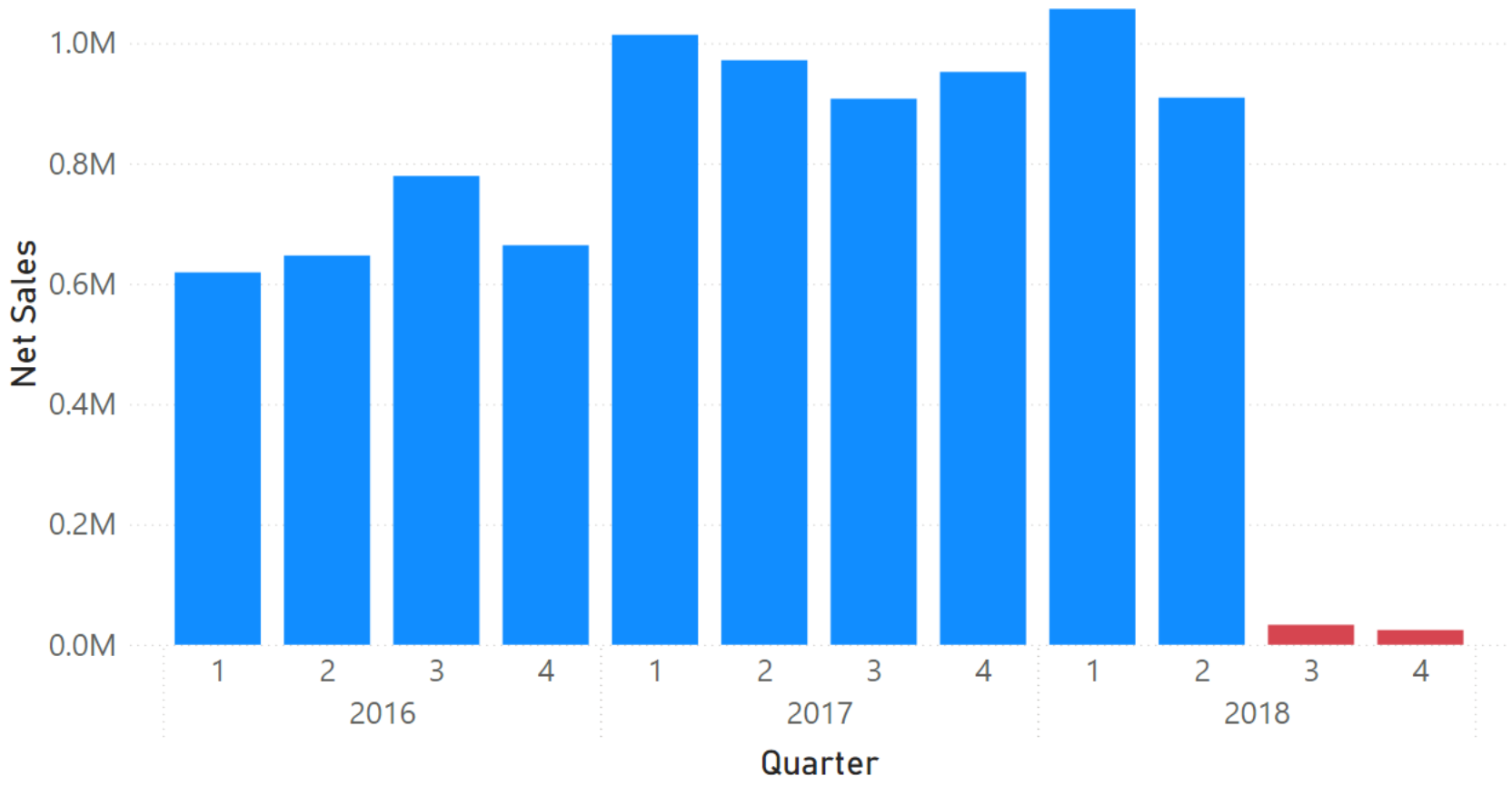
Add a text box to your report.

Net Sales by Year and Quarter



Filters

Visualizations

Data

Search

- month
- month_name
- quarter
- week_of_month
- week_of_year
- year
- dim_product
- dim_staff
- dim_store
  - city
  - email
  - phone
  - store_id
  - store_name
  - street
  - zip_code
- fact_bike_order
  - customer_id
  - discount
  - discounted_or...
  - list_price
  - order_amount
  - order_date_id
  - order_id
  - product_id
  - quantity
  - requirement_...
  - Rolling3Mont...
  - staff_id
  - store_id
  - Total Revenue
  - YoY Revenue ...
  - YTD Sales by ...
  - YTD Total Rev...

Page 1 | Page 2 | Page 3 | Page 4

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120%

Activate Windows
Go to Settings to activate Windows.

Measures?

Maybe. Maybe not.

“The best DAX is the DAX you did not have to write.”

- Marco Russo

“I’m not lazy,
I’m efficient.”

-Patrick LeBlanc

Better **Performance?**

Yes.

Bonus:

Better **Security**?

%#@$! YES.

Just because you **can**, **doesn't** mean you **should**.

Data modeling is a **complicated** activity.

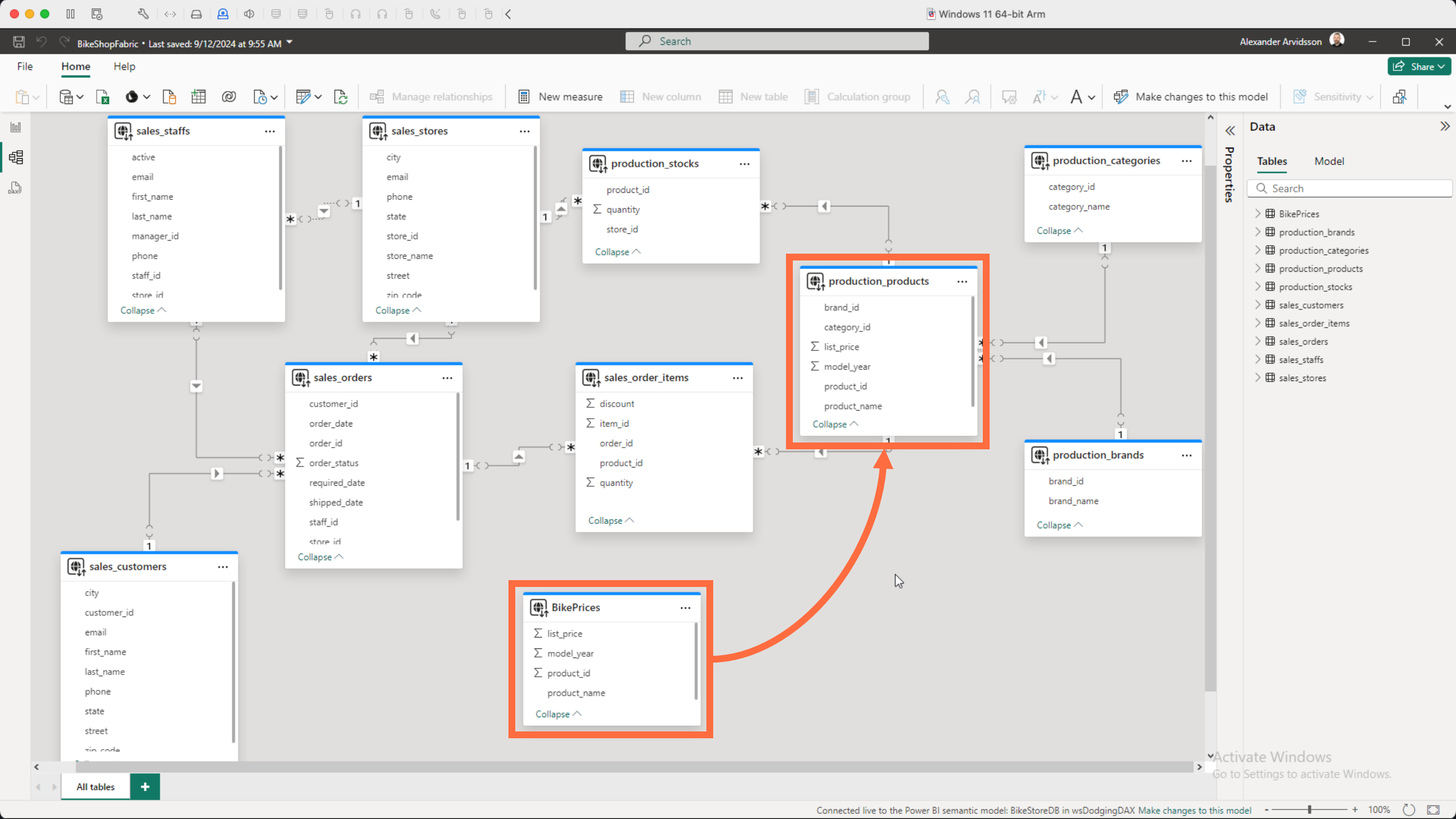
Even **more** important with **Microsoft Fabric**.

STAR SCHEMA

ALL THE THINGS

Dirty secret:

None of these sales numbers are actually **correct.**


Windows 11 64-bit Arm
BikeShopFabric • Last saved: 9/12/2024 at 9:55 AM
Search
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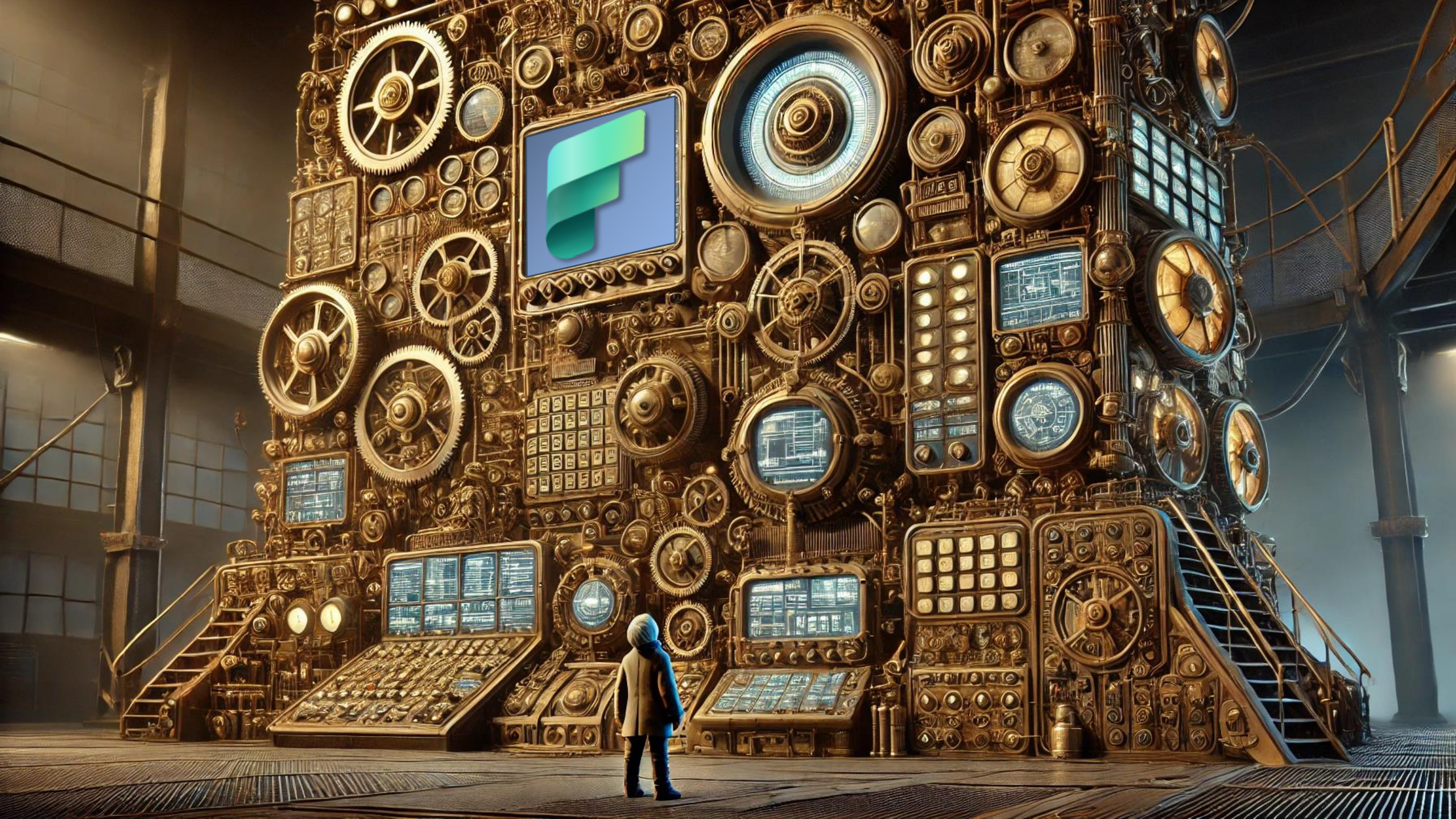
File
Home
Help
Share
Manage relationships
New measure
New column
New table
Calculation group
Make changes to this model
Sensitivity
sales_staffs
active
email
first_name
last_name
manager_id
phone
staff_id
store_id
Collapse
sales_stores
city
email
phone
state
store_id
store_name
street
zip_code
Collapse
production_stocks
product_id
quantity
store_id
Collapse
production_categories
category_id
category_name
Collapse
production_products
brand_id
category_id
list_price
model_year
product_id
product_name
Collapse
sales_orders
customer_id
order_date
order_id
order_status
required_date
shipped_date
staff_id
store_id
Collapse
sales_order_items
discount
item_id
order_id
product_id
quantity
Collapse
production_brands
brand_id
brand_name
Collapse
sales_customers
city
customer_id
email
first_name
last_name
phone
state
street
zip_code
BikePrices
list_price
model_year
product_id
product_name
Collapse
Data
Tables
Model
Search
BikePrices
production_brands
production_categories
production_products
production_stocks
sales_customers
sales_order_items
sales_orders
sales_staffs
sales_stores
Properties
All tables
Activate Windows
Go to Settings to activate Windows.
Connected live to the Power BI semantic model: BikeStoreDB in wsDodgingDAX Make changes to this model
100%



Thank you!

@arcticdba.se
alexanderarvidsson@masterminds.io