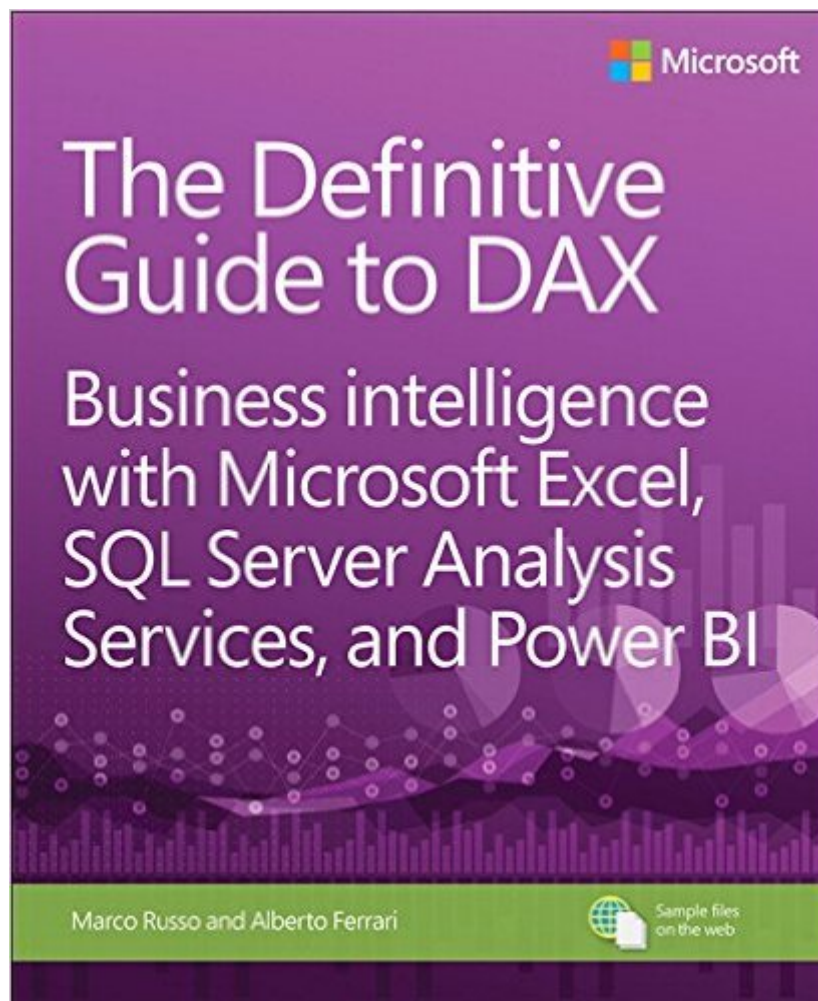


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# The Definitive Guide To DAX: Business Intelligence With Microsoft Excel, SQL Server Analysis Services, And Power BI (Business Skills)



## Synopsis

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

## Book Information

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## Customer Reviews

I have been looking forward for this book to be available for shipment. Alberto and Marco's previous books were my 101's into self service BI, but after finishing them, the only resource to go deeper

were only available in different online sources. I think this book is definitely a must have for all BI professionals. They are great in explaining even the most difficult concepts, and the material in this book is very much up-to-date with the new Power BI Service and Power BI Desktop. If you are beginner in DAX and BI, it might be too detailed as a starter, the authors even warn you about this, but if you want to become an expert, and want to go down into the details, this is your best resource. If you are a beginner, and especially if you are coming from the business analyst side, start with the other book - Microsoft Excel 2013 Building Data Models with PowerPivot , but buy this one as well, as definitely you will need it.

This is certainly the definitive guide to the DAX language, which is growing in popularity since it can be used in Excel, Power BI, SQL Server Analysis Services, and other Microsoft tools. DAX is quite easy to use in common cases such as creating a calculated column, but in more advanced cases it offers incredible power, provided you know what you're doing. For users who want to go beyond "recipes" and really understand how DAX works, this book provides clear and thorough explanations of the concepts underlying DAX. Further, it offers great insights into the operation and performance of the Vertipaq / xVelocity engine that processes DAX expressions, enabling you to write queries that run as fast as possible. You have to invest time to get the most out of this book, but if you're using DAX in serious BI applications, the payoff is well worthwhile.

This book is a must have within arms reach if you are working on a real-world Power BI project. Consultants, don't forget to pack this one when traveling. Marco and Alberto are truly the best of the best when it comes to DAX and DAX design patterns.

Great book! I just finished studying the chapters up to chapter 5 and I have learned a lot. I plan on studying the whole book cover to cover. If you want a thorough understanding of the DAX language then this book is a must have!

This is not an "intro to dax" book by any means. It is a deeply technical manual on the inner workings of the DAX language and Vertipaq/xVelocity. Full understand of this book puts you in an elite group of people able to derive amazing business insights. More here:

<http://tinylizard.com/review-the-definitive-guide-to-dax/>

The one pity is that the authors didn't identify which DAX functions were introduced in which

versions of the various products that you can use these in. I know for Power BI this is rather a moving feast, but a compatibility table would make this into a much better reference book (though already indispensable)

Wow! I make a good part of my living off of Power Pivot and DAX and it's people like Alberto and Marco that have helped me all along the way - with their blog posts, conference sessions, and books. This book really stands out though. It's a very complete treatment of DAX which is the core language of all the "new" analytical tools that Microsoft has released over the past three years. DAX is a language that, at first glance, looks a lot like Excel and is pretty easy to learn for an advanced Excel user but the language quickly becomes more difficult if you haven't taken the time to understand its foundations - and that's what this book addresses ... in great detail. I've worked full-time with DAX for over three years now and I had lightbulbs going off constantly as I was reading this book. Incredible feeling, thank you. Said another way, there is knowledge in this book that will be hard to appreciate, that you'll miss entirely, unless you've had lots of experience with DAX. Beginners will get something from the book undoubtedly but it's really a book aimed at taking people from intermediate to expert. I agree with other reviewers who have suggested that DAX beginners start with Albert & Marco's other book "Microsoft Excel 2013 Building Data Models with PowerPivot"

Lots of great detail on the why's. Probably not the first book you'll want to start learning DAX, but after you have a basic understanding and have used DAX for a while, this really fills in the gaps.

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