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

Microsoft PowerPivot for Excel 2010

Building Data Models with PowerPivot

Microsoft Excel 2013

Discover the intricacies of this powerful query language to gain valuable insights from your data

Mastering Microsoft Power BI

Microsoft Excel 2019 Data Analysis and Business Modeling

Expert Cube Development with SSAS Multidimensional Models

DAX Patterns: Second Edition

Bring your data to life with the powerful features of Microsoft Power BI

Power Query for Power BI and Excel

Microsoft Power BI Cookbook

Over 120 recipes to enhance your business with analytics, reporting, and business intelligence

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

Microsoft Power BI Dashboards Step by Step

Getting, transforming, and preparing the data. The first step towards data analysis

Introducing Microsoft Power BI

The BISM Tabular Model

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M Is for (Data) Monkey

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Build dashboards and visualizations to make your data come to life

Successful Business Intelligence: Secrets to Making BI a Killer App

Mastering Power BI

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DAX Cookbook

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Dax Formulas for Powerpivot
Give Your Data Meaning
Think Stats
Microsoft SQL Server 2012 Analysis Services
Dazzling Makeup Tips for Date Night, Club Night, and Beyond
Microsoft Office Inside Out (Office 2021 and Microsoft 365)
The Definitive Guide to DAX
Analyzing Data with Power BI and Power Pivot for Excel
Microsoft Power BI Complete Reference
Build Business Intelligence Applications Powered with DAX Calculations, Insightful Visualizations, Advanced BI Techniques, and Loads of Data Sources (English Edition)

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DUNN TIANA

Microsoft PowerPivot for Excel 2010 Holy Macro! Books
Solve real-world business problems by learning how to create common industry key performance indicators and other calculations using DAX within Microsoft products such as Power BI, SQL Server, and Excel. Key Features Learn to write sophisticated DAX queries to solve business intelligence and data analytics challenges Handle performance issues and optimization within the data model, DAX calculations and more Solve business issues with Microsoft Excel, Power BI, and SQL Server using DAX queries

Book Description DAX provides an extra edge by extracting key information from the data that is already present in your model. Filled with examples of practical, real-world calculations geared toward business metrics and key performance indicators, this cookbook features solutions that you can apply for your own business analysis needs. You'll learn to write various DAX expressions and functions to understand how DAX queries work. The book also covers sections on dates, time, and duration to help you deal with working days, time zones, and shifts. You'll then discover how to manipulate text and numbers to create dynamic titles and ranks, and deal with measure totals. Later, you'll explore common business metrics for finance, customers, employees,

and projects. The book will also show you how to implement common industry metrics such as days of supply, mean time between failure, order cycle time and overall equipment effectiveness. In the concluding chapters, you'll learn to apply statistical formulas for covariance, kurtosis, and skewness. Finally, you'll explore advanced DAX patterns for interpolation, inverse aggregators, inverse slicers, and even forecasting with a deseasonalized correlation coefficient. By the end of this book, you'll have the skills you need to use DAX's functionality and flexibility in business intelligence and data analytics. What you will learn Understand how to create common calculations for dates, time, and duration Create key performance indicators (KPIs) and other business calculations

Develop general DAX calculations that deal with text and numbers
Discover new ideas and time-saving techniques for better calculations and models
Perform advanced DAX calculations for solving statistical measures and other mathematical formulas
Handle errors in DAX and learn how to debug DAX calculations
Understand how to optimize your data models
Who this book is for
Business users, BI developers, data analysts, and SQL users who are looking for solutions to the challenges faced while solving analytical operations using DAX techniques and patterns will find this book useful.
Basic knowledge of the DAX language and Microsoft services is mandatory.
Building Data Models with PowerPivot Apress
Master business modeling and analysis techniques with Microsoft Excel 2019 and Office 365 and transform data into bottom-line results.
Written by award-winning educator Wayne Winston, this hands-on, scenario-focused guide helps you use Excel to ask the right questions and get accurate, actionable answers. New coverage ranges from Power

Query/Get & Transform to Office 365 Geography and Stock data types. Practice with more than 800 problems, many based on actual challenges faced by working analysts. Solve real business problems with Excel—and build your competitive advantage:
Quickly transition from Excel basics to sophisticated analytics
Use PowerQuery or Get & Transform to connect, combine, and refine data sources
Leverage Office 365's new Geography and Stock data types and six new functions
Illuminate insights from geographic and temporal data with 3D Maps
Summarize data with pivot tables, descriptive statistics, histograms, and Pareto charts
Use Excel trend curves, multiple regression, and exponential smoothing
Delve into key financial, statistical, and time functions
Master all of Excel's great charts
Quickly create forecasts from historical time-based data
Use Solver to optimize product mix, logistics, work schedules, and investments—and even rate sports teams
Run Monte Carlo simulations on stock prices and bidding models
Learn about basic probability and Bayes'

Theorem Use the Data Model and Power Pivot to effectively build and use relational data sources inside an Excel workbook
Automate repetitive analytics tasks by using macros
Microsoft Excel 2013 Prologika
Design, develop, and master efficient Power BI solutions for impactful business insights
Key Features
Get to grips with the fundamentals of Microsoft Power BI
Combine data from multiple sources, create visuals, and publish reports across platforms
Understand Power BI concepts with real-world use cases
Book Description
Microsoft Power BI Complete Reference Guide gets you started with business intelligence by showing you how to install the Power BI toolset, design effective data models, and build basic dashboards and visualizations that make your data come to life. In this Learning Path, you will learn to create powerful interactive reports by visualizing your data and learn visualization styles, tips and tricks to bring your data to life. You will be able to administer your organization's Power BI

environment to create and share dashboards. You will also be able to streamline deployment by implementing security and regular data refreshes. Next, you will delve deeper into the nuances of Power BI and handling projects. You will get acquainted with planning a Power BI project, development, and distribution of content, and deployment. You will learn to connect and extract data from various sources to create robust datasets, reports, and dashboards. Additionally, you will learn how to format reports and apply custom visuals, animation and analytics to further refine your data. By the end of this Learning Path, you will learn to implement the various Power BI tools such as on-premises gateway together along with staging and securely distributing content via apps. This Learning Path includes content from the following Packt products: Microsoft Power BI Quick Start Guide by Devin Knight et al. Mastering Microsoft Power BI by Brett Powell What you will learn Connect to data sources using both import and DirectQuery options Leverage built-in and custom visuals to design

effective reports Administer a Power BI cloud tenant for your organization Deploy your Power BI Desktop files into the Power BI Report Server Build efficient data retrieval and transformation processes Who this book is for Microsoft Power BI Complete Reference Guide is for those who want to learn and use the Power BI features to extract maximum information and make intelligent decisions that boost their business. If you have a basic understanding of BI concepts and want to learn how to apply them using Microsoft Power BI, then Learning Path is for you. It consists of real-world examples on Power BI and goes deep into the technical issues, covers additional protocols, and much more. *Discover the intricacies of this powerful query language to gain valuable insights from your data* Packt Publishing Ltd Microsoft PowerPivot is a free add-on to Excel from Microsoft that allows users to produce new kinds of reports and analyses that were simply impossible before, and this book is the first to tackle DAX formulas, the core capability of

PowerPivot, from the perspective of the Excel audience. Written by the world's foremost PowerPivot blogger and practitioner, the book's concepts and approach are introduced in a simple, step-by-step manner tailored to the learning style of Excel users everywhere. The techniques presented allow users to produce, in hours or even minutes, results that formerly would have taken entire teams weeks or months to produce. It includes lessons on the difference between calculated columns and measures; how formulas can be reused across reports of completely different shapes; how to merge disjointed sets of data into unified reports; how to make certain columns in a pivot behave as if the pivot were filtered while other columns do not; and how to create time-intelligent calculations in pivot tables such as "Year over Year" and "Moving Averages" whether they use a standard, fiscal, or a complete custom calendar. The "pattern-like" techniques and best practices contained in this book have been developed and refined over two years of onsite training with Excel users

around the world, and the key lessons from those seminars costing thousands of dollars per day are now available to within the pages of this easy-to-follow guide. This updated second edition covers new features introduced with Office 2015.

Mastering Microsoft Power BI Microsoft Press Conquer Office apps in Microsoft 365 -- from the inside out! Dive into Microsoft Office and really put its productivity tools and services to work! This supremely organized reference packs hundreds of timesaving solutions, tips, and workarounds -- all you need to make the most of Office's most powerful tools for productivity and decision-making. Renowned Office expert Joe Habraken offers a complete tour, with cutting-edge techniques and shortcuts for Word, Excel, PowerPoint, Outlook, OneNote, and Teams. Discover how experts tackle today's key tasks -- and challenge yourself to new levels of mastery. Create amazing content faster with Office's new features, tools, and shortcuts Share, collaborate with, and secure Office files in the cloud Organize, edit, and

format complex documents with Microsoft Word Build tables of contents, captions, indexes, and footnotes that automatically update Efficiently enter and manage data in Excel workbooks, and format it for easy understanding Build flexible, reliable Excel workbooks with formulas and functions Integrate data from external sources, including web tables, text files, and more Transform data into insight with Excel charts, Sparklines, and PivotTables Quickly create presentations with PowerPoint themes, Reuse Slides, and Libraries Build more impactful slides with advanced formatting, SmartArt, animation, transitions, and multimedia Use PowerPoint tools to present more effectively, both in person and online Systematically improve email productivity and security with Outlook Manage appointments and tasks, and quickly plan meetings *Microsoft Excel 2019 Data Analysis and Business Modeling* McGraw Hill Professional Get more out of Microsoft Power BI turning your data into actionable insights About This Book* From connecting to your

data sources to developing and deploying immersive, mobile-ready dashboards and visualizations, this book covers it all* Over 90 hands-on, technical recipes, tips, and use cases from across the Power BI platform including the Power BI Service and Mobile Applications* Proven development techniques and guidance for implementing custom solutions with DAX and M languages Who This Book Is For This book is for BI professionals who wish to enhance their knowledge of Power BI beyond and to enhance the value of the Power BI solutions they deliver to business users. Those who are looking at quick solutions to common problems while using Power BI will also find this book to be a very useful resource .Some experience with Power BI will be useful. What You Will Learn* Cleanse, stage, and integrate your data sources with Power BI* Abstract data complexities and provide users with intuitive, self-service BI capabilities* Build business logic and analysis into your solutions via the DAX programming language and dynamic, dashboard-ready calculations* Take

advantage of the analytics and predictive capabilities of Power BI* Make your solutions more dynamic and user specific and/or defined including use cases of parameters, functions, and row level security* Understand the differences and implications of DirectQuery, Live Connections, and Import-Mode Power BI datasets and how to deploy content to the Power BI Service and schedule refreshes* Integrate other Microsoft data tools such as Excel and SQL Server Reporting Services into your Power BI solution
 In Detail Microsoft Power BI is a business intelligence and analytics platform consisting of applications and services designed to provide coherent, visual and interactive insights of data. This book will provide thorough, technical examples of using all primary Power BI tools and features as well as demonstrate high impact end-to-end solutions that leverage and integrate these technologies and services. Get familiar with Power BI development tools and services, go deep into the data connectivity and transformation, modeling, visualization and analytical capabilities of

Power BI, and see Power BI's functional programming languages of DAX and M come alive to deliver powerful solutions to address common, challenging scenarios in business intelligence. This book will excite and empower you to get more out of Power BI via detailed recipes, advanced design and development tips, and guidance on enhancing existing Power BI projects. Style and approach This book consists of practical recipes on Power BI that target novices as well as intermediate Power BI users. It goes deep into the technical issues, covers additional protocols, and many more real-live examples.
Expert Cube Development with SSAS Multidimensional Models
 Packt Publishing Ltd
 Expert Choice to build Business Intelligence landscapes and dashboards for Enterprises
 KEY FEATURES ● In-depth knowledge of Power BI, demonstrated through step-by-step exercises. ● Covers data modelling, visualization, and implementing security with complete hands-on training. ● Includes a project that simulates a

realistic business environment from start to finish. 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 modelling to creating powerful - visualizations. This book begins with the concepts and terminology such as Star-Schema, dimensions and facts. It explains about 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 the developers wherein they 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.
 WHAT YOU WILL LEARN ● Learn about Business Intelligence (BI) concepts and its contribution in business analytics. ● Learn to connect, load, and transform data from

disparate data sources. ● Start creating and executing 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 this 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. Optimize your datamodel 4. Data Analysis Expressions (DAX) 5. Visualizations in Power BI 6. Power BI Service 7. Securing your application DAX Patterns: Second Edition Apress 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. Bring your data to life with the powerful features of Microsoft Power BI Microsoft Press 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

Power Query for Power BI and Excel RADACAD Systems Limited
Microsoft Power BI is a cloud-based service that helps you easily visualize and share insights from your organization's data. This book will get you started with Business Intelligence using the Power BI tool, covering

essential concepts like installation, building basic dashboards and visualizations to make your data come to life.

Microsoft Power BI Cookbook Pearson Education
Power Query for Power BI and Excel is a book for people who are tired of copying and pasting data into Excel worksheets. Power Query, part of the Microsoft Power BI suite, is a tool that automates the process of getting data into Excel and will save you hours of dull, repetitive, and error-prone work! Power Query makes it easy to extract data from many different data sources, filter that data, aggregate it, clean it and perform calculations on it, finally loading that data into either your worksheet or directly into the new Excel 2013 Data Model used by Power Pivot. This concise, practical book provides a complete guide to Power Query and how to use it to solve all of your Excel data-loading problems. Power Query for Power BI and Excel goes well beyond the surface of what Power Query can do. The book goes deep into the underlying M language, showing you how to do amazing things that aren't going to be

possible from just the GUI interface that is covered in most other books. You'll have full command of the GUI, and you'll be able to drop into the M language to go beyond what the GUI provides. The depth in this book makes it a must-have item for anyone who is pushing Power BI and Excel to their limits in the pursuit of business intelligence from data analysis. Teaches the basics of using Power Query to load data into Excel Helps you solve common, data-related problems with Power Query Shows how to write your own solutions in the powerful M language

Over 120 recipes to enhance your business with analytics, reporting, and business intelligence
Microsoft Press

Dazzling Makeup Tips for Date Night, Club Night, and Beyond Maximize the glam, access your inner diva, grab the glitter, and get excited about makeup! With stunning photos, featuring stars like Jennette McCurdy, Ariana Grande, Brandy, and Willa Ford, and easy-to-follow step-by-step instructions, Melanie Mills shows you the makeup techniques for creating fun, trendsetting looks inspired by rock 'n' roll

vixens and fairy tale characters. She inspires you to experiment with stunning makeup for all occasions, from a party or a night out with friends to a special date or anytime you want to amplify your look. Melanie offers advice on makeup for any skin tone, and shows you how to master color combinations, taking you through a rainbow of shades to inspire you to break out of your everyday color palette. These looks are stunning, sometimes wild, and guaranteed to make a statement!

[Business Intelligence with Microsoft Power BI, SQL Server Analysis Services, and Excel](#) Apress

Get more out of Microsoft Power BI turning your data into actionable insights About This Book From connecting to your data sources to developing and deploying immersive, mobile-ready dashboards and visualizations, this book covers it all Over 90 hands-on, technical recipes, tips, and use cases from across the Power BI platform including the Power BI Service and Mobile Applications Proven development techniques and guidance for implementing custom

solutions with DAX and M languages Who This Book Is For This book is for BI professionals who wish to enhance their knowledge of Power BI beyond and to enhance the value of the Power BI solutions they deliver to business users. Those who are looking at quick solutions to common problems while using Power BI will also find this book to be a very useful resource .Some experience with Power BI will be useful. What You Will Learn Cleanse, stage, and integrate your data sources with Power BI Abstract data complexities and provide users with intuitive, self-service BI capabilities Build business logic and analysis into your solutions via the DAX programming language and dynamic, dashboard-ready calculations Take advantage of the analytics and predictive capabilities of Power BI Make your solutions more dynamic and user specific and/or defined including use cases of parameters, functions, and row level security Understand the differences and implications of DirectQuery, Live Connections, and Import-Mode Power BI datasets and how to deploy content to the Power BI

Service and schedule refreshes Integrate other Microsoft data tools such as Excel and SQL Server Reporting Services into your Power BI solution In Detail Microsoft Power BI is a business intelligence and analytics platform consisting of applications and services designed to provide coherent, visual and interactive insights of data. This book will provide thorough, technical examples of using all primary Power BI tools and features as well as demonstrate high impact end-to-end solutions that leverage and integrate these technologies and services. Get familiar with Power BI development tools and services, go deep into the data connectivity and transformation, modeling, visualization and analytical capabilities of Power BI, and see Power BI's functional programming languages of DAX and M come alive to deliver powerful solutions to address common, challenging scenarios in business intelligence. This book will excite and empower you to get more out of Power BI via detailed recipes, advanced design and development tips, and guidance on enhancing existing Power BI projects.

Style and approach This book consists of practical recipes on Power BI that target novices as well as intermediate Power BI users. It goes deep into the technical issues, covers additional protocols, and many more real-live examples.

Microsoft Power BI Dashboards Step by Step

Microsoft Press
Power BI is a business intelligence and analytics services tool by Microsoft designed to provide visual and interactive insights into data. This book will provide thorough, technical examples of using all primary Power BI tools and features as well as demonstrate high impact end-to-end solutions that leverage and integrate these technologies ...

[Getting, transforming, and preparing the data. The first step towards data analysis](#) Packt Publishing Ltd

This book will show you how to use Power BI effectively to create a variety of visualizations and BI dashboards. Right from gathering data through various data sources, you will learn to perform effective visual analytics. By the end of this book, you will be able to gain unique, hidden insights into your data

using Microsoft Power BI. *Introducing Microsoft Power BI The Definitive Guide to DAX Business Intelligence with Microsoft Excel, SQL Server Analysis Services, and Power BI Analyze tabular data using the BI Semantic Model (BISM) in SQL Server 2012 Analysis Services--and discover a simpler method for creating corporate-level BI solutions.* Led by three BI experts, you'll learn how to build, deploy, and query a BISM tabular model with step-by-step guides, examples, and best practices. This hands-on book shows you how the tabular model's in-memory database enables you to perform rapid analytics--whether you're a professional BI developer new to Analysis Services or already familiar with its multidimensional model -- [The BISM Tabular Model](#) Microsoft Press

Power Query is one component of the Power BI (Business Intelligence) product from Microsoft, and "M" is the name of the programming language created by it. As more business intelligence pros begin using Power Pivot, they find that they do not have the Excel skills to clean the data in Excel; Power

Query solves this problem. This book shows how to use the Power Query tool to get difficult data sets into both Excel and Power Pivot, and is solely devoted to Power Query dashboarding and reporting.

Creating Business Intelligence Solutions of Analytical Data Models, Reports, and Dashboards Tickling Keys, Inc.

If you know how to program, you have the skills to turn data into knowledge, using tools of probability and statistics. This concise introduction shows you how to perform statistical analysis computationally, rather than mathematically, with programs written in Python. By working with a single case study throughout this thoroughly revised book, you'll learn the entire process of exploratory data analysis—from collecting data and generating statistics to identifying patterns and testing hypotheses. You'll explore distributions, rules of probability, visualization, and many other tools and concepts. New chapters on regression, time series analysis, survival analysis, and analytic methods will enrich your discoveries. Develop an understanding

of probability and statistics by writing and testing code Run experiments to test statistical behavior, such as generating samples from several distributions Use simulations to understand concepts that are hard to grasp mathematically Import data from most sources with Python, rather than rely on data that's cleaned and formatted for statistics tools Use statistical inference to answer questions about real-world data

M Is for (Data) Monkey

Pearson Education Power BI is a powerful self-service (and enterprise) business intelligence (BI) tool that was first made generally available by Microsoft in July 2015. Power BI is a complete BI package that covers the end to end BI process including data acquisition (get data), data modelling (prepare/model the data) and data visualisation (analyse the data). And there is a lot of good news about this tool including the fact that the skills needed to succeed with Power BI are fully transferable to Microsoft Excel. There are 3 learning areas required to master everything Power BI Desktop has to offer.1.

The M Language - used for data acquisition2. The DAX Language - used to prepare and model data3. Visualisation and analysis - used to present data in a compelling wayPower BI is probably the first commercial grade software product that brings all of these areas into a single software package that is completely accessible to a business user (you don't need to be an IT pro). This book focuses on number 2 above, the DAX language (Data Analysis Expressions). Super Charge Power BI Desktop is the second book written by Matt Allington and is a sister book to his first book Learn to Write DAX (first released Dec 2015). Super Charge Power BI Desktop uses the same learning and practice exercise framework as used in Learn to Write DAX however the entire book is written using the Power BI Desktop user interface. Unfortunately simply reading a book is normally not enough for Excel users wanting to get the most out of Power BI Desktop and to learn the DAX language - most people will also need some practice. Super Charge Power BI Desktop is different to other books - it is written in such a

way to clearly explain the concepts of Power BI data modelling while at the same time giving hands-on practice to deeply engage the reader to help the new knowledge and concepts stick. The book first presents the theory, then provides worked through sample exercises demonstrating each of the concepts, and finally it provides the reader with practice exercises and answers to maximize learning retention.

[The Definitive Guide to Drupal 7](#) Apress

The Definitive Guide to DAX is the most comprehensive and authoritative guide to Microsoft's DAX language for business intelligence and analytics. While other books cover only the basics, this guide offers expert guidance on everything intermediate-to-advanced Excel users and BI professionals need to know, from the basics to innovative high-performance techniques. Two leading Microsoft BI consultants and mentors introduce DAX through realistic and useful examples, presenting common calculations that empower users to get results immediately. Alberto Ferrari and Marco Russo demystify complex topics, showing readers

exactly what happens under the DAX engine's "hood" when they run a DAX expression. Ferrari and Russo carefully walk through common scenarios where DAX may not be easy to grasp;

show how to optimize data models so DAX expressions will run quickly; demonstrate how to write fast, robust DAX code; and guide you in clearing bottlenecks from existing code. Throughout, they

demonstrate DAX at work in both SQL Server and Microsoft Excel environments, empowering you no matter which Microsoft BI or analytics platform you prefer.

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