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The Definitive Guide to DAX is a comprehensive and authoritative guide to Microsoft's DAX language for business intelligence and analytics. Unlike other books that only cover the basics, this guide offers expert guidance on advanced topics, from table functions to innovative high-performance techniques. Written by experienced Microsoft BI consultants Marco Russo and Alberto Ferrari, it provides in-depth knowledge of everything intermediate-to-advanced Excel users and BI professionals need to know. The book focuses on building and running examples with the free Power BI Desktop and helps users make the most of variables (VAR) syntax in Power BI, Excel, or Analysis Services. Meet Alberto, a renowned expert in Business Intelligence, who has been working with SQL Server since 2000. He co-founded sqlbi.com with Marco Russo to share extensive content on BI topics. With several books under his belt, including Analysis Services, Power BI, and Power Pivot, Alberto is a Microsoft MVP and holds the SSAS Maestro title. Today, he delivers DAX and data modeling workshops globally and offers consulting services for large-scale data warehouses. Alberto is a sought-after speaker at conferences like PASS Summit, Sqlbits, and Microsoft Ignite. He enjoys engaging with local user groups during his travels. Outside of SQLBI, Alberto spends his free time playing video games, striving to beat his son. Get access to "The Definitive Guide to DAX" and explore 60K+ titles with a free O'Reilly trial. Learn from experts Marco Russo and Alberto Ferrari how to master DAX for business intelligence, data modeling, and analytics. This updated edition focuses on practical examples using Power BI Desktop and variables (VAR) in Power BI, Excel, or Analysis Services. The ultimate guide to Microsoft's DAX language has been updated with modern best practices. Written by expert BI consultants Marco Russo and Alberto Ferrari, this comprehensive resource helps you master the intricacies of DAX, from table functions to advanced code optimization. By learning how to optimize your DAX queries, you'll be able to perform powerful data analysis in Power BI, SQL Server, and Excel.

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