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Marco Russo and Alberto Ferrari are the two founders of SQLBI (http://www.sqlbi.com), where they regularly publish articles about Microsoft Power Pivot, DAX, and SQL Server Analysis Services Tabular. They both provide consultancy and mentoring on business intelligence (BI), with a particular specialization in the Microsoft technologies related to BI. They have written several books and papers about these topics, with a particular mention of "SQLBI methodology" (http://sql.bi/methodology), which is a complete methodology for designing and implementing the back end of a BI solution; and "The Many-to-Many Revolution" (http://sql.bi/m2m), which is a paper dedicated to modeling patterns using many-to-many dimension relationships in SQL Server Analysis Services and Power Pivot. Marco and Alberto are also regular speakers at major international conferences, such as TechEd, PASS Summit, SQLRally, and SQLBits.

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A pattern is a general reusable solution to a commonly occurring problem. This book is a collection of ready-to-use data models and formulas in DAX, that you can use in Power Pivot for Excel and in Microsoft Analysis Services Tabular. Create your data model faster by using a DAX pattern!

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Topic covered include the basics of the DAX language, Time Intelligence & Time Patterns, Cumulative Totals, Related Distinct Count, Statistical Patterns, Parameter Tables, Static Segmentation, Dynamic Segmentation, ABC Classification, Handling Different Granularities, Budget Patterns, Surveys, Basket Analysis, New and Returning Customers and Parent-Child Hierarchies.

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