DAX Optimizer

Product Overview

Introduction

DAX Optimizer is a specialized tool designed to help Business Intelligence professionals and Power BI users streamline and enhance DAX calculations. By analyzing the performance of Power BI or Analysis Services Tabular models, DAX Optimizer detects bottlenecks, identifies slow queries, and offers actionable insights—all without requiring advanced DAX knowledge.

Key Highlight

- **No code required:** DAX Optimizer automates performance analysis, letting you focus on insights rather than troubleshooting.

- **Intuitive user interface:** Easily navigate performance metrics, queries, and measures to pinpoint issues.

- **Seamless integration:** Works with Power BI Desktop, leveraging External Tools for a smooth user experience.

- **Enterprise-ready** but also **ideal for smaller projects** encountering performance issues.

Core Features

1. **Top-Level Metrics and Diagnostics**
   Gain an at-a-glance understanding of your model's health. DAX Optimizer collects crucial metrics such as query duration, measure usage, and resource consumption to help you quickly identify problematic areas.

Contoso 1M - currency conversion
v1

v1 (07/24/2024, 05:12 PM) ⌄ | + Version | ...

Overview | Issues | Measures

	61.47 MB

8	78
151	0
0	0

Max Rows	2 M
Max Col Size	12.09 MB
Last Update	10/14/2023

⚠️ **20 open issues**

This model contains some issues:

● Open (20)   ● Fixed (0)   ● Ignored (0)

Optimization %   › Explain

62	91	96	0
Overall	CPU	RAM	Solved

2. **Slowest Queries and Measures Identification**
   Automatically detect which measures consume the most resources or take too long to execute. This feature ranks performance bottlenecks so you can prioritize optimizations effectively.

Overview | **Issues** | Measures

#	Issue	Impact ⓘ	Cases	Measure
1	⚠️ SUMX with IF predicate on iterator column	430,990	1	Sales Amount
2	⚠️ Context transition in iterator	152,327	1	Sales Amount
3	⚠️ Context transition in iterator	3	2	Margin Currency
4	⚠️ Context transition in iterator	3	2	Sales Currency
5	⚠️ Context transition in iterator	1	2	Total Cost Currency
6	⚠️ Function replace IFERROR/DIVIDE	≈	1	Margin Currency %
7	⚠️ SUMX with IF predicate on iterator column	≈	1	Refund Amount
8	⚠️ Context transition in iterator	≈	1	Refund Amount
9	⚠️ Function replace IFERROR/DIVIDE	≈	1	Margin %

3. **Track Model Enhancement**
   With DAX Optimizer, pinpoint the issues, then dive into your development tools like

Power BI or Tabular Editor to resolve them. Once corrected, you can mark these as fixed right within DAX Optimizer.

Margin Currency %

☑	Issue	Impact ⌄	Fixed ⌄	Ignored ⌄
☑	● Function replace IFERROR/DIVIDE	100%	✓	

Issues ✓1 | 0 ●

4. **Safeguard Data Privacy**
   Privacy is important. We have engineered our service to handle your data with the utmost confidentiality. Users can send anonymized data, ensuring personal and sensitive information remains secure. You also have the power to choose where your data resides when it's being analyzed.

   ### ⊕ Switch Region

   Switch to a different region:

   ● West Europe
   ○ **East US**   Activated
   ○ Australia East

   Note that your existing data will remain in the region where it was created. Also, it's not possible to move data between regions. More info on our data policy.

Benefits

- **Reduced Development Time**
  Eliminate guesswork in identifying and fixing slow DAX expressions. DAX Optimizer's automated approach frees you to focus on delivering insights rather than debugging.

- **Accelerated Reporting Performance**
  By pinpointing bottlenecks, you can optimize critical components that directly impact dashboard responsiveness, improving end-user satisfaction and productivity.

- **Simplicity and Accessibility**
  DAX Optimizer caters to users of all skill levels. The intuitive interface provides clear guidance on how to address performance issues.

- **Scalable for All Project Sizes**
  While DAX Optimizer is designed for enterprise environments with robust requirements, it can also be leveraged successfully for smaller projects facing performance challenges.

Access and Licensing

Use a Free Test Account
DAX Optimizer does not offer a traditional free trial. Instead, you can explore the tool through a **free test account**, which provides a **complete walkthrough** of the product's features and capabilities. In terms of licensing, we have two models:

- **Consumption:** Buy the number of analyses ("Run") you need. No strings attached. No more than 45 USD for each analysis.

- **Subscription:** Get a monthly or yearly subscription for at least five models. You can change the models monthly and run up to 20 analyses daily.

The license can be assigned to a group account and shared across the members of a team. All the pricing are available at https://www.daxoptimizer.com/pricing/

For More Information
Visit daxoptimizer.com to explore the tool further, learn about access options, or contact the team for any questions.