**Row and Filter Context in DAX Formulas**

**Demonstration Steps**

1. In Power BI Desktop, in the Views list on the left side of the window, click **Report**.
2. In the **Fields** pane, click **FactInternetSales**.
3. On the **Modeling** ribbon, in the **Calculations** group, click **New Measure**.
4. In the formula bar, highlight **Measure =**, type the following script, and then press Enter:

TotalSales = SUM(FactInternetSales[SalesAmount])

1. In the **Fields** pane, click **FactInternetSales**.
2. Click **New Column**, and in the formula bar, highlight **Column =**, and type:

European Sales = CALCULATE(FactInternetSales[TotalSales], DimSalesTerritory[SalesTerritoryGroup] = "Europe")

1. Point out that the **TotalSales** measure has been used in the formula, and then press Enter.
2. In the **Fields** pane, select the **European Sales** check box to add it to the report.
3. In the **Visualizations** pane, click **Gauge**, and then click **Format**.
4. Expand **Gauge axis**, in the **Max** field, type **1000000**, and in the **Target** field, type **1000000**.
5. Leave Power BI open for the next demonstration.