Implicit Measures

Implicit measures in Power BI are measures that are automatically created by Power BI based on the data model. Power BI generates implicit measures based on the aggregation used in the visualizations. For example, if you create a bar chart and drag a field to the Value area, Power BI automatically creates a sum aggregation for that field, which becomes an implicit measure.

Implicit measures are convenient for quick analysis but may not always represent the intended calculation.

For instance, dragging a "SalesAmount" field onto a visualization will create an implicit measure to sum up the sales amount by default

Advantages of Implicit Measures:

- They are automatically created by Power BI, which saves time and effort.
- They are easy to create, as they do not require any DAX formula writing.
- They work well for simple aggregations, such as sum, count, average, min, max, …

Disadvantages of Implicit Measures:

- They have limited functionality as they are pre-defined by Power BI.
- They may not provide the level of complexity needed for more advanced calculations.
- They can be difficult to modify or customize as they are created automatically.

Explicit Measures

Explicit measures in Power BI are measures that are created by the user using DAX (Data analysis Expressions) formulas. Explicit measures are highly customizable and can be used to create more complex calculations. Explicit measures are created using the New Measure option in the Modeling tab in Power BI.

Advantages of Explicit Measures:

- They provide more flexibility and functionality than implicit measures.
- They can be customized to meet specific business needs.
- They can be used to create more complex calculations, such as ratios or percentages.

Disadvantages of Explicit Measures:

- They require DAX formula writing, which can be challenging for some users.
- They may take more time and effort to create than implicit measures.
- They may require more maintenance and updates as the data model changes.