Interview Questions for power BI Data analyst

1. **Tell me about yourself?**

* Hello, my name is Surbhi. I am currently working as a Quality Analyst at Mastek, where I have honed my analytical skills and attention to detail. Alongside my role, I have developed expertise in Power BI, SQL, Excel, and data analysis, driven by my passion for working with data to generate impactful insights.
* I have hands-on experience in creating interactive dashboards and reports using Power BI, transforming complex data into meaningful visualizations. Additionally, my proficiency in SQL and Excel enables me to extract, clean, and analyze data effectively.
* I am now eager to transition into a Power BI Data Analyst role, where I can combine my analytical mindset and technical skills to support data-driven decision-making and add value to the organization.
* I’m excited about the opportunity to bring my skills and dedication to a team focused on leveraging data for impactful business solutions."

1. **Explain the difference between calculated columns and measures in Power BI in 100 or 150 words?**

In Power BI, **calculated columns** and **measures** both use DAX (Data Analysis Expressions) but serve different purposes.

* **Calculated Columns**: These are created at the row level in a table and produce a value for each row. They are stored in the data model and consume memory, as their results are pre-calculated during data refresh. Calculated columns are useful when you need to add new data attributes to your dataset, such as extracting parts of a date or categorizing data.
* **Measures**: These are dynamic calculations performed at the aggregation level, depending on the context of your report visuals (e.g., filters, slicers). Measures are not stored in the model but are computed on the fly, making them more memory-efficient. They are ideal for calculations like totals, averages, or percentages.

In short, use **calculated columns** for row-level data transformations and **measures** for aggregations and dynamic calculations.