Criteria	Significance	Power Query	DAX Measure	DAX Calculated column
Power BI file size	It is good to keep the file size as low as possible to improve the performance	Low	Low	High
System memory Consumption	Higher memory consumption can affect performance, hence it is good to keep on the fly calculations (especially complex DAX measures involving multiple tables)at optimum level.	Medium	High	Low
Developer waiting time	Low waiting time indicates developer does not have to wait a lot of time for big tables in Power Query to refresh and load to Power BI while refreshing	High	Low	Medium
Skill Level	As a general rule, it is recommended to use DAX measures wherever possible outside Power Query as it will keep the file size low and offers quicker development time. However, this also requires a higher DAX and data modeling skill level. Power Query also requires a certain skill level but comparatively easier than DAX. It can be used to merge and combine table sizes relatively lower and medium table sizes.	Medium	High	Medium