

Sure Hriday — I'll explain this **very simply**, in layman language, with examples you can easily relate to from Excel & WFM work 😊

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## Think of Power BI like Excel

Power BI has two ways to calculate numbers:

1. Calculated Column → works like a new column in Excel
2. Measure → works like a formula cell that changes based on filters

### 1 Calculated Column (Easy Meaning)

👉 A Calculated Column is a fixed value created row-by-row and stored inside the table.

Simple words:

- Calculated for each row
- Value is saved
- Does NOT change when you filter visuals

Excel comparison:

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```
= B2 * C2
```

Copied down for every row.

### Example (Call Center Data)

Agent	Calls	AHT
A	100	5
B	80	6

👉 Create a Calculated Column:

java

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Total Handle Time = Calls × AHT

Now Power BI calculates this for every row once.

Agent	Calls	AHT	Total Handle Time
A	100	5	500
B	80	6	480

✓ Value is stored

✗ Filtering month/agent does NOT recalculate per visual

## When to use Calculated Column?

- Categorization (High / Low)
  - Creating flags (Yes / No)
  - Row-level logic
  - Things that don't change with filters
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## 2 Measure (Easy Meaning)

👉 A Measure is a dynamic calculation that changes based on filters, slicers, visuals.

Simple words:

- Calculated only when needed
- NOT stored
- Recalculates when you filter by date, agent, queue

Excel comparison:

```
php
```

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```
= SUM(B:B)
```

It depends on what rows are visible.

## Example (Same Data)

You create a **Measure**:

java

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```
Total Calls = SUM(Calls)
```

Now:

- Filter Agent A → Total Calls = 100
  - Filter Agent B → Total Calls = 80
  - Filter both → Total Calls = 180
- ✓ Changes dynamically  
✓ Perfect for dashboards

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## Important WFM Example (Very Useful for You)

Average AHT (Correct Way) → Measure

sql

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```
Average AHT = SUM(Handle Time) / SUM(calls)
```

✗ If you make AHT as Calculated Column and then average it → WRONG result

✓ Measure gives business-correct result

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## 🔥 Key Difference (One-Line)

Calculated Column = Static, row-by-row

Measure = Dynamic, filter-based

## Differences Table (Very Easy)

Feature	Calculated Column	Measure
Calculated when	Data refresh	When visual loads
Stored in model	Yes	No
Changes with filter	 No	 Yes
Works row-wise	 Yes	 No
Used in visuals	Limited	Mostly
Performance	Uses memory	Efficient

### Simple Memory Trick

-  Column = Permanent
-  Measure = Momentary

Or

-  Column = Data preparation
-  Measure = Reporting & KPIs

### Rule of Thumb (Important)

If your number should change when you filter → use Measure  
If your value is same no matter what → use Column