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

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**

1️⃣ 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:

```
= 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
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**

2️⃣ 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
= SUM(B:B)
```

It depends on what rows are visible.

Example (Same Data)

You create a **Measure:**

```java
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

Important WFM Example (Very Useful for You)

Average AHT (Correct Way) → Measure

```sql
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**

🔥 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