

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

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:

```
= B2 * C2
```

 Copy code

Copied down for every row.

Example (Call Center Data)

Agent	Calls	AHT
A	100	5
B	80	6

👉 Create a Calculated Column:

java

📋 Copy code

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
-

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

= SUM(B:B)

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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

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

🔥 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