Best Practices: Calculated Column & Measures

- Don't use a measure when a calculated column will do the trick

- Write measures for even the simplest calculations *(i.e. Sum of Sales)*

- Break measures down into simple, component parts

- Reference columns with the table name, and measures can be addressed alone.

Best Practices: Speed & Performance

- Keep data tables narrow. Remove all the unnecessary columns

- Imported columns are better than calculated columns

- Minimize iterator functions (FILTER, SUMX, etc.)

- Make sure you use custom Power BI visuals with good performance

- Reduce the number of interactions between graphs and Slicers