The document you provided introduces the concept of **Data Analysis Expressions (DAX)** in Power BI, which are used to add various types of calculations to your data model. Here's a simplified breakdown of the key concepts:

**Three Types of DAX Calculations**

1. **Calculated Tables:**
   * **What It Is:** A new table that you create in your model using a DAX formula. It can be based on existing data or create entirely new data.
   * **Examples:**
     + **Date Tables:** Essential for time-based analysis, like year-over-year comparisons.
     + **Role-Playing Dimensions:** If you have a date table that can serve multiple purposes (e.g., order date and ship date), you might duplicate it as a calculated table.
     + **What-If Analysis:** Creating scenarios where users can change parameters, like a hypothetical sales target, to see potential outcomes.
   * **Key Point:** Calculated tables increase model size and can slow down data refresh times.
2. **Calculated Columns:**
   * **What It Is:** A column you add to an existing table using a DAX formula. It calculates a value for each row in the table.
   * **Example:** Adding an "Age" column to a customer table that calculates each customer’s age based on their birthdate.
   * **Key Point:** In an Import model, the calculation happens during data refresh, while in DirectQuery, it occurs when the data is queried.
3. **Measures:**
   * **What It Is:** A formula that calculates a single value, usually used for aggregating data (like summing sales or calculating averages). Measures are calculated on the fly when you interact with your report.
   * **Example:** Creating measures for "Total Sales," "Average Profit," or "Revenue" in a sales report.
   * **Key Point:** Measures don’t store results in the model; they are recalculated every time you interact with the data.

**Understanding the Differences**

* **Calculated Tables and Columns** are stored in your data model, meaning they take up space and can affect performance.
* **Measures** are dynamic and recalculated with each query, offering flexibility without increasing model size.

**Special Notes**

* **Role-Playing Dimensions:** If you have multiple relationships between tables, you might create additional calculated tables to manage these relationships effectively.
* **Implicit vs. Explicit Measures:** Implicit measures are simple calculations (like sums or counts) that Power BI can automatically generate. Explicit measures, created with DAX, offer more control and are shown with a calculator icon in the Fields pane.

**Conclusion**

Understanding these different DAX elements—calculated tables, calculated columns, and measures—allows you to enhance your Power BI reports by adding sophisticated calculations that support detailed analysis and insights.