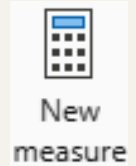
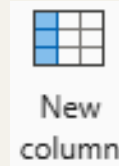




Calculated Columns Vs. Measures



TRANSFORM YOUR DATA INTO DECISIONS!





What is a Calculated Column?

A **Calculated Column** is a new column that you create in a table using a DAX formula. It's stored in the data model and computed row by row.

DAX
FullName = Customers[FirstName] & " " & Customers[LastName]

This calculated column adds a new column to the Customers table with the full name of each customer.





What is a Measure?

A **Measure** is a formula used to perform aggregations or calculations on your data. Measures are not stored in the table; instead, they are computed on the fly based on filters and visual context.

Total Sales = SUM(Sales[SalesAmount])

DAX

This measure calculates the total sales amount dynamically based on filters applied in a report.





Key Differences

Feature	Calculated Column	Measure
Storage	Stored in the data model (takes up memory)	Not stored, calculated at query time
Evaluation	Row-by-row	Based on filter/context of visuals
Use Cases	Creating slicers, row-level logic, keys for relationships	Summarizing/aggregating data for reports and visuals
Performance Impact	Can slow performance if overused	More efficient, especially with large datasets
Visual Use	Appears as a column; used like regular fields	Used as a value/aggregation in visuals





When to Use

Use a 'Calculated Column' when:

- You need to create new data based on existing row-level data.
- You need the column to establish relationships between tables.
- You want to use it as a slicer or axis in a chart.

Use a 'Measure' when:




- You need to aggregate or summarize data.
- You want calculations to respond to filters and slicers dynamically.
- You are building KPIs, charts, or dashboards.

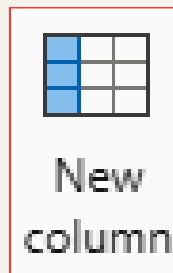




How to Create a Calculated Column

To create a 'Calculated Column':





- **Method 1:** Table View  > Select the table in which you want to create the Calculated Column > New Column > Write your DAX formula > Enter ↵
- **Method 2:** Model View  > Select the table > New Column > Write your DAX formula > Enter ↵
- **Method 3:** Go to the 'Data' pane > Select the table > click on the  (more options) or, just right-click on the table > New Column > Write your DAX formula > Enter ↵





How to Create a Measure

To create a 'Measure':

- **Method 1:** Report View  > Select the table > New Measure > Write your DAX formula > Enter ↵
- **Method 2:** Table View  > Select the table > New Measure > Write your DAX formula > Enter ↵
- **Method 3:** Model View  > Select the table > New Measure > Write your DAX formula > Enter ↵
- **Method 4:** Go to the 'Data' pane > Select the table > click on the  (More options) or, just right-click on the table > New Measure > Write your DAX formula > Enter ↵



New
measure





Debabrata Palit

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